

## **ADOBE EXPERIENCE MANAGER MOBILE TRAINING COURSE**

In this introduction to AEM Mobile, you'll learn how Adobe has updated its Digital Publishing Solution (DPS) offering to allow mobile app developers to reduce their time to market and engage audiences with compelling, interactive content. Discover AEM Mobile's tools for leveraging content, building and extending apps, managing those apps from a single source, and integrating with critical marketing services. This class is intended for existing DPS and AEM customers as well as those exploring mobile app development for the first time.

### **WHAT YOU'LL LEARN IN THIS TRAINING COURSE**

- Setting up AEM Mobile
- Creating a project
- Methods for authoring content
- Organizing and managing content
- Previewing and preflighting
- Designing an app experience

### **AUDIENCE FOR THIS TRAINING COURSE**

This Adobe Experience Manager Mobile training course is geared toward first-time or novice AEM Mobile users and is ideal for digital and traditional designers looking to move further into the digital publishing field.

### **TRAINING COURSE DURATION**

This class is one day in length, with course times running from 9:30 am until 4:30 p.m. on the day of the class. Lunch break occurs from approximately noon until 1 pm.

### **TRAINING COURSE CURRICULUM**

This training course uses lesson files and content written and created by our instructors. Our courses are delivered by the same instructors that write the best-selling *Digital Classroom* series.

### **ENROLLING IN THIS ADVANCED AFTER EFFECTS COURSE**

You can register for this training class online, or by calling 781-376-6044 or 800-851-9237.

### **LOCATIONS FOR THIS TRAINING COURSE**

You can attend classes at your training centers located in Boston, New York City, Philadelphia, on-site at your office, or online. You can select the course location at the time of your registration.

### **GOALS AND OBJECTIVES FOR THIS TRAINING COURSE**

American Graphics Institute is focused on providing high-quality training courses for your professional development. We provide regularly scheduled small group courses along with private or customized training.

### **PRIVATE AND CUSTOMIZED TRAINING COURSE OPTIONS**

This training course can be offered as a private class for groups or individuals, and the content can be customized to meet your specific needs. You can call to speak with a training representative at 781-376-6044 or 800-851-9237 to discuss training course customization.

### **LESSON 1: INTRODUCING AEM MOBILE**

DPS, DPS 2015 and AEM Mobile  
The need for content management  
Extending native apps  
Centrally managing apps  
Engaging, measuring and optimizing  
Moving from DPS 2015 to AEMM

### **LESSON 2: SETTING UP AEM MOBILE**

Getting an Adobe ID  
Downloading the trial  
Updating InDesign tools  
Getting the HTML Article Packager  
Adding the Acrobat plug-in  
Installing the AEM Preflight app

### **LESSON 3: CREATING A PROJECT**

Accessing the On-Demand Portal  
Using Welcome Screen features  
Adding a new project  
Choosing a Project Title  
Specifying a Link Reference  
Selecting a Brand Image  
Changing Content Settings  
Defining Collection Defaults  
Reporting analytics  
Setting the Report Suite name  
Building App Navigation  
Creating Top-Level Nav Collections

### **LESSON 4: IMPORTING CONTENT**

Building metadata to structure an app  
Adding an article to your project  
Naming and titling an article  
Loading an image for browsing  
Adding a content file  
Repeating for each article  
Adding a collection to your project  
Making it the default collection  
Naming and titling a collection  
Specifying a Product ID  
Collection and background images  
Repeating for each collection

### **LESSON 5: ORGANIZING CONTENT**

Controlling the app experience  
Adding an article to a collection  
Repeating for each collection  
Initial ordering of articles  
Editing a collection  
Changing the order of content  
Moving collections to the top level  
Using Content Mapping  
Filtering collections and articles  
Controlling top-level and menu items  
Adding content to collections  
Defining the order of content  
Zooming and scrolling in the map  
Expanding and collapsing map items  
Other filtering options

### **LESSON 6: PREFLIGHTING AN APP**

Accessing the AEM Preflight app  
Installing the AEM Preflight app  
Starting Preflight in the Portal  
Refreshing the Preflight app  
Tapping to access content  
Swiping to navigate  
Moving up and down in content levels  
Enabling the app menu  
Understanding the Preflight workflow  
Preflighting additional changes  
Using a custom preflight app

### **LESSON 7: DESIGNING AN APP EXPERIENCE**

Improving the look and feel  
Learning about Layout Templates  
Creating a layout template  
Importing a collection  
Editing template properties  
Editing card properties  
Viewing sizes and orientations  
Adding a layout rendition  
Applying a template to a collection  
Reusing a template  
Preflighting a new design  
Comparing device results

### **LESSON 8: METHODS FOR AUTHORING CONTENT**

Creating (fixed) articles in InDesign  
Best practices for InDesign authoring  
Choosing Digital Publishing intent  
Selecting a Page Size and Orientation  
Facing Pages and Primary Text Frame  
Adding interactivity with overlays  
Supported interactivity features  
Hyperlinks  
Web Content  
Slideshows  
Image sequences  
Audio and video  
Pan and zoom  
Scrollable Frames  
Exporting article files  
Choosing a target device  
Setting Smooth Scrolling  
Creating (responsive) HTML articles  
Using a Content Management System  
Plug-ins for CMS systems  
Creating basic or responsive HTML  
Preparing HTML files for uploading  
Optimizing HTML for mobile devices