



Work flow in E-publishing and its impact on tools and standards

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Introduction and Background

- E-publishing and software design
- Historical confusion
- Overlapping standards
- Workflow model
- Implications



Assumptions

- Electronic publication is similar to software development
- An electronic publication is an instance of object-based development
- Most electronic publication projects are managed similarly to software projects in the pre-structured design days (1970's)
- The "waterfall" model of software design appears to fit the publication workflow model.



Historical confusion

- Development of E-publishing software
- Standards for hardware-independent interchange
- Standards for vendor-independent interchange

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Historical confusion

Development of E-publishing software

- Production of computer documentation
- Production of technical documentation
- Office support
- Paper publishing
- E-publishing
- The all-in-one fallacy

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Historical confusion Standards for hardware- independent interchange

- Character interchange
- File interchange
- Printer and device drivers

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Historical confusion

Standards for vendor-independent interchange

- Character interchange
- Document interchange
- Layout interchange
- Rights management



Overlapping standards

- Content vs. structure
- Document structure vs. layout
- Layout vs. packaging
- Packaging vs. publication



Workflow model

- Stages in E-publishing:
 - Content creation
 - Content preparation
 - Assembly
 - Layout
 - Packaging
 - Publication
 - Delivery



Workflow model: content creation

- Creation of original content
- Profession: author
- Tools:
 - Pen and paper
 - Text editor
 - Dictation machinery
- Standards: *The Elements of Style, Modern English Usage*



Workflow: Content preparation

- Entry of original content
- Structure based on content logic
- Profession: secretary
- Tools:
 - word processors without the bells and whistles
 - Voice recognition
- Standards: Turabian, etc.



Workflow: Assembly

- Assembling layouts of individual parts into document
- Profession: editor
- Tools: Framemaker
- Standards:
 - SGML/XML
 - TEI
 - Word



Workflow: Layout

- Arrangement of content for publication
- Profession: designer
- Tools: Pagemaker, Deamweaver
- Standards:
 - Postscript
 - Portable Document Format (pdf)
 - Html
 - Word



Workflow: Packaging

- Producing a master for publication
- Profession: printer
- Tools: Conversion
- Standards:
 - Open Ebook
 - Acrobat
 - Word



Workflow: Publication

- Producing a physical copy for distribution
- Profession: printer
- Tools: Conversion programs
- Standards:
 - Microsoft Reader
 - Adobe reader
 - Paper



Workflow: Delivery

- Delivering the publication to the reader
- Profession: marketing and sales
- Tools: The Web, CDRROM



Implications

- Confusion about ebook standards arises from an "all-in-one" view of the publication process
- Concerns important at later stages are wastes of resources at earlier stages
- The final format chosen for publication has no impact on prior stages (and thus 95% of the investment).



Summary

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