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
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
Historical confusion
Standards for hardware-independent interchange

- Character interchange
- File interchange
- Printer and device drivers
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, Dreamweaver
- 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, CDROM
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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