

Unfix Fixed Layout!

- W3C Workshop on Digital Publication Layout and Presentation (from Manga to Magazines)
- Tokyo, September 18-19th, 2018
- Luc Audrain
Head of digitalization
Hachette Livre

Speaking from



Hachette Livre

- First publishing group in France, 6th worldwide (2017)
- Digital distributor, group and third party publishers



- IDPF (2011) and now W3C member
- Deeply engaged in future of digital publishing
- Committed to business cases based on standards in files formats and distribution processes



- founding member of EDRLab
- Institutional organizations support
- Good balance between standards and publishing industry needs



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EPUB FXL specifications

- Metadata for Fixed Layout publications specified March 2012
- Based on synthesis of former proprietary approaches
 - Inc. spread support & control

2 INTRODUCTION

Un grand week-end à Rome

« Le temps revient », telle était la devise de Laurent de Médicis. À quelle ville cette devise peut-elle mieux s'appliquer qu'à Rome ? Églises baroques, majestueuses ou plus secrètes, dédales de ruelles parsemées de fontaines, pauses sucrées dans les cafés, les glaciers... Nulle part ailleurs le passé et le présent ne dialoguent mieux qu'à Rome. Un grand week-end suffira à vous en convaincre. Vous aussi vous laisserez le temps revenir et vous griser.



Quelques jours seront trop brefs pour visiter tous les musées ou tous les sites archéologiques. Prenez votre temps et ne regrettez rien : en poussant la porte de la moindre église (Rome

en abrite la plus grande concentration au monde), vous y découvrirez des tableaux exceptionnels, des plafonds vertigineux et des sculptures où la vie palpite encore. La douceur romaine

ne vous quittera pas alors que vous flânerez sur les places, rêverez à la splendeur de la Rome antique, et écouterez les jeux d'eau des fontaines, en poussant la porte d'un palais oublié. La moindre rue, la



How FXL uses Web technologies

- Each content file has a single 2D box with a viewport definition
 - One “page”
 - All content files have the same viewport
- Content object are positioned in the viewport with CSS absolute coordinates
 - Each piece of content (text, image, etc) has x,y coordinates
 - May also have a z-coordinate to allow for layers

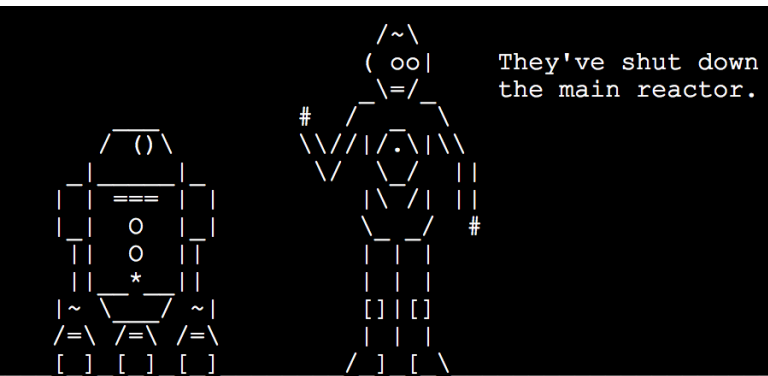
Building FXL files : the EPUB spine

- Content files called in the EPUB spine follow different strategies
 - HTML body/section/img
 - HTML/svg/image
 - SVG/image
- Content files are stitched together 2 by 2
 - Synthetic spreads
 - properties="page-spread-right" and "page-spread-left"
 - double “pages”

Digital Sequential Art

➤ Authors creativity

➤ Digital graphic art exists from the very beginning of computing



➤ Even using characters interfaces: <https://www.asciimation.co.nz/>

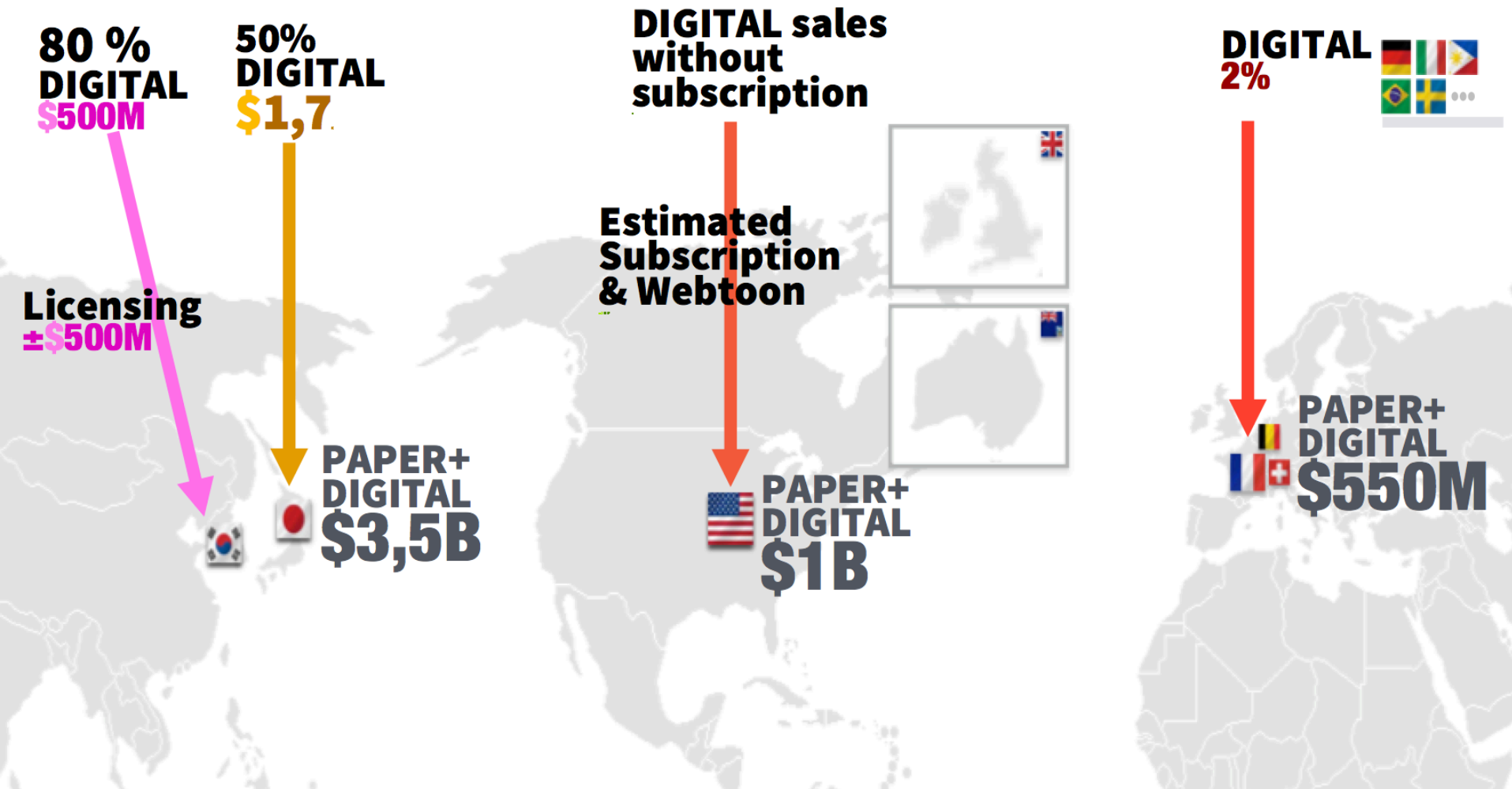
➤ Sequential art is now flourishing in digital form

➤ Turbo media

➤ Webtoons

➤ Applications

A worldwide dynamic growing market



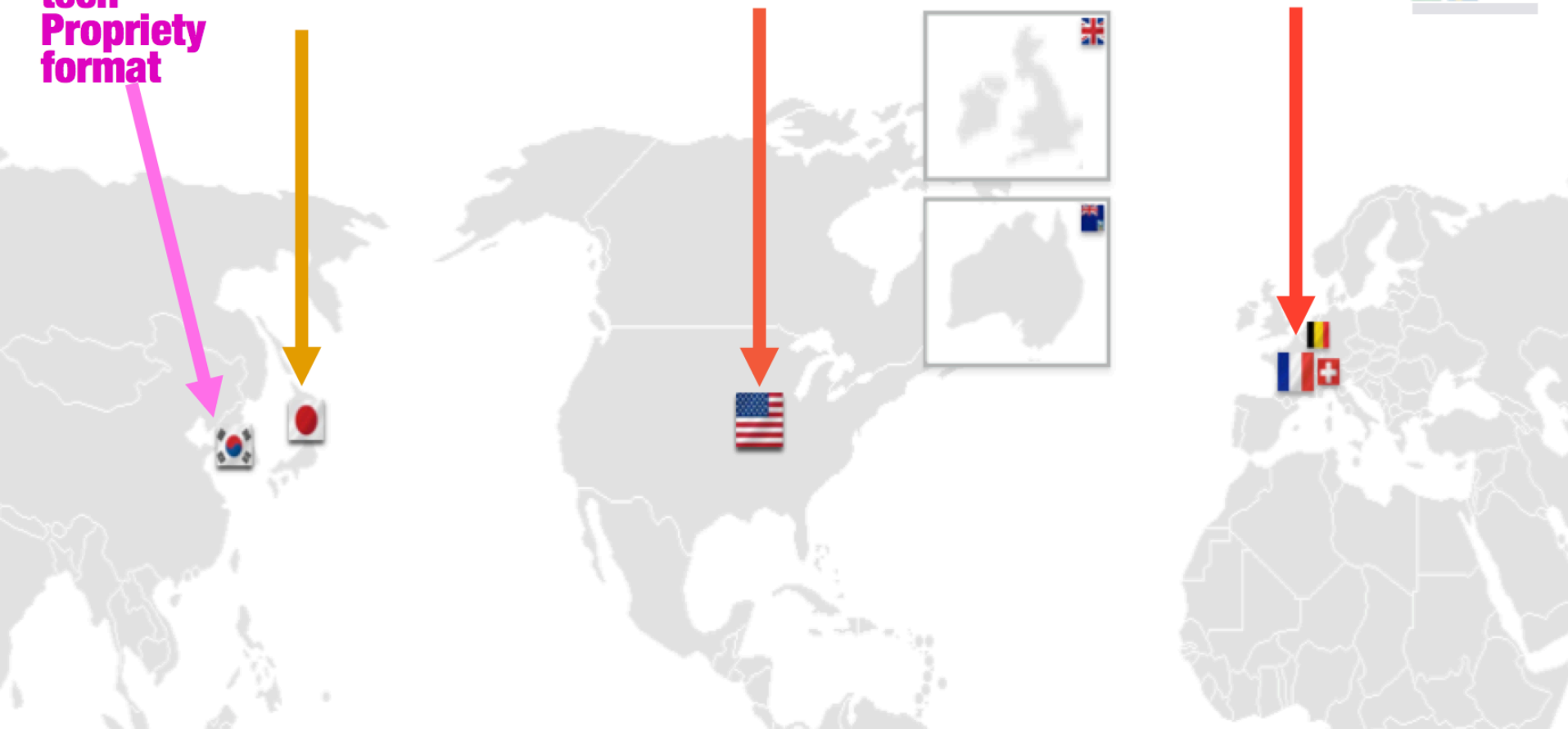
A worldwide dynamic growing market

IMAGE
Or low
tech
Propriety
format

EPUB

**Propriety
format**

**EPUB
& APP**



Issues / hopes

- EPUB FXL issues
 - Isn't responsive, isn't webby
 - Isn't accessible for visually impaired people
 - Looses content intelligence (semantics)
 - Publisher/author's layout vs RS layout for user
- Visual narratives in a digital form issues
 - No international standard
- Hopes
 - Boost authors creativity within standard formats that publishers can support and distribute everywhere
 - This workshop is the place to foster that ideal future