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

09/18/2018

EPUB Fixed Layout, an overview

- ↗ Samples of EPUB FXL publications
  - ↗ EPUB FXL did allow for these digital publications

- ↗ 2 types of EPUB FXL
  - ↗ FXL Text: searchable text and image
  - ↗ FXL Image: image only

EPUB FXL specifications

- Metadata for Fixed Layout publications specified March 2012

- Based on synthesis of former proprietary approaches
  - Inc. spread support & control

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
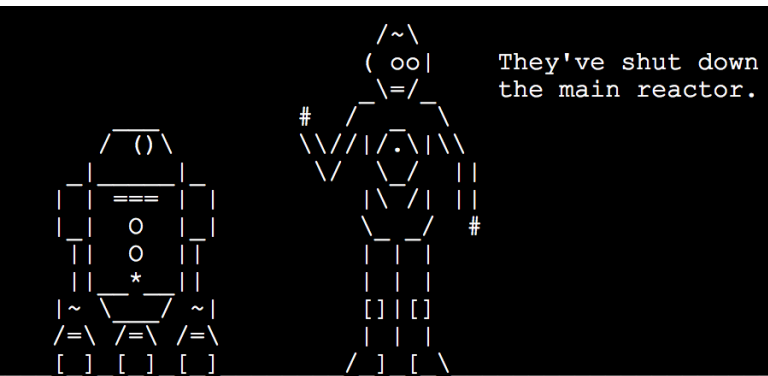
      ↗ Even using characters interfaces: https://www.asciimation.co.nz/

  ↗ 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
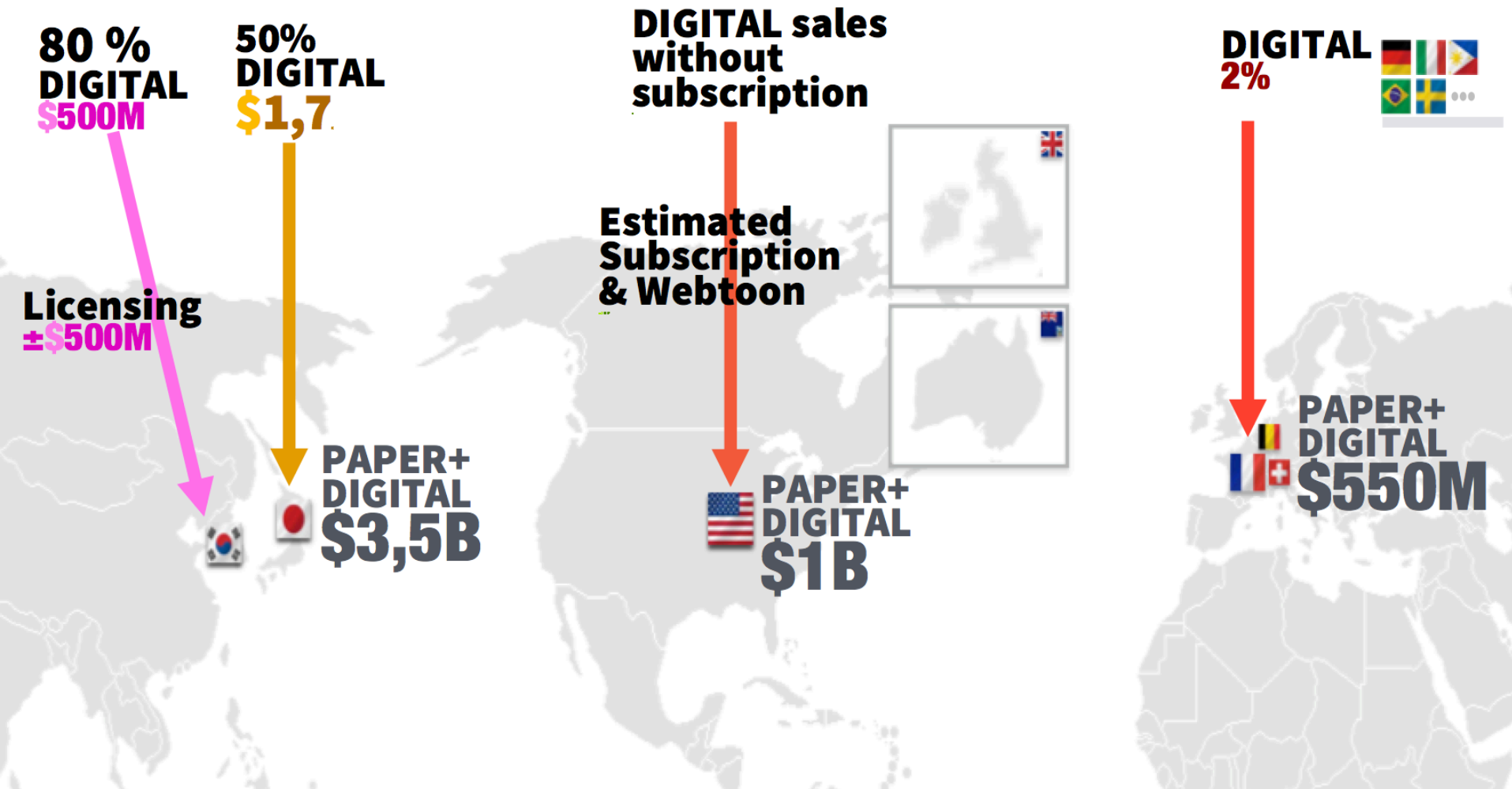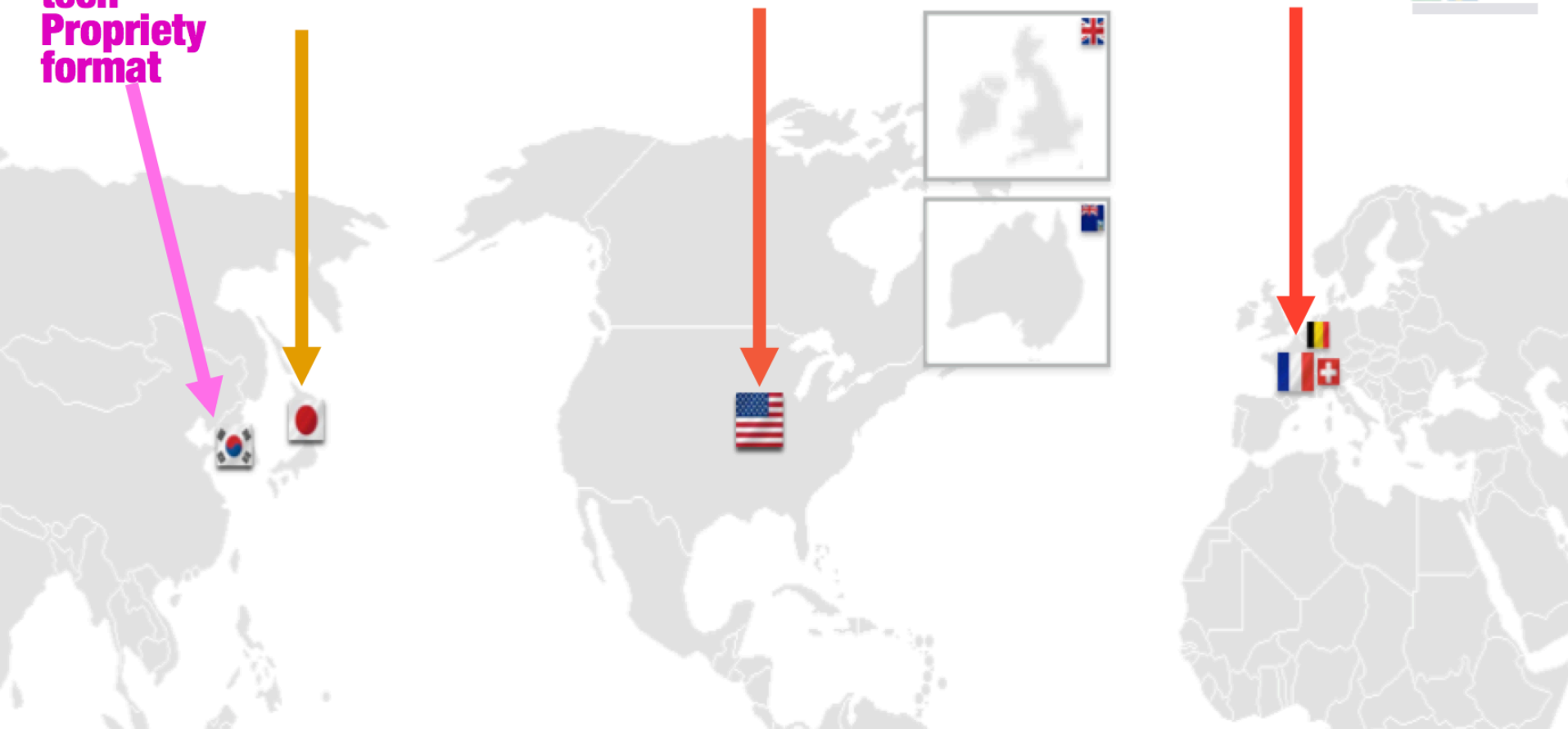**Propriety format**

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