

TO: Tim Lockridge, The Miami University Press

FROM: Christopher “Kit” Collins, Sean Duffy, Christopher Maggio, and Alexandria Moore.

This document overviews the process of converting *Fountain* by Tote Hughes to an EPUB. The production manager, Christopher Maggio, and our team—Sean Duffy, Christopher Collins, and Alexandria Moore—worked to create a facsimile of the original artifact. All creative and technical decisions we made are the result of this.

In the process, several executive decisions were made. Some of these decisions include: including digital page breaks corresponding to the printed ones; formatting the page-sized FOUNTAIN lettering as images instead of font; choosing a font called “Bitter,” a near-identical choice to the print font. We rendered the FOUNTAIN letters as images because, if we had left the letters as text, the reader could resize them, lessening the effect of entering Tote Hughes’s world. We also set the line-height to 2 em in CSS. We didn’t maintain line breaks when they occurred over two pages, but we still inserted span tags should the reader want to correspond to the print copy.

We were delighted to discover an Easter Egg in the text, which we believe to be left by the author himself and may be unknown to the editing team. In the second part, on pages 92-93, there is a blank space to indicate “time to think” for the reader. This was accomplished by having white font on a white background: “I’ve slyly added extra room between the period and the next word.” To maintain the spirit of the discovery but in the interest of ensuring it didn’t render as text in the ebook (as it would have if left alone), we decided to put it in HTML comment tags, which keeps the text in the file but won’t allow it to render.

We designated all material before the first part as “Front Matter,” which includes the dedication, FOUNTAIN letters, and “A NOVEL BY TOTE HUGHES.” We made some semantic decisions on how best to translate content to code; this meant deciding what tag to give notes and letters, and we ultimately chose to use `<i>`, which denotes “alternate voice” in italics. It is also worth noting that `` tags—which also appear as italics—were used for emphasis of a single word or phrase. For the ereaders that don’t recognize the font “Bitter,” the fallback font is Courier New, a common font that has a similar typewriter style.

On the subject of ereader shortcomings, in Quality Assurance testing we found that CSS (the styling code) did not render identically in all readers, with iBooks rendering all CSS and Kindle and other third party readers having unique difficulties. Google Play was especially frustrating and would not work on an Android, iPad, or iPhone. The Kindle app on our Android phone would not open the book, either. On other platforms, often the numbers of numbered, italicized lists would not italicize. You can peruse the details of our testing in the accompanying spreadsheet, though we have also outlined major problems from the QA testing below. Two notes on the spreadsheet: you will see that in most readers, page breaks rendered. This note comes with caveat that where the texts breaks will differ depending on the size of the window, font size, as well as a myriad of other presentation settings in the various readers. As for metadata, we noted whatever was presented to the viewer before opening the book, typically the cover, author, and title.

MAJOR PROBLEMS FROM THE QA TESTING

Windows

Bookviser (Windows 7 on Dell Latitude)	Bookviser initially opened the book and going through the pages was fine, but after flipping through 10 pages or so, an error occurred and the app closed the book. After trying to reopen the book, page flipping did not work (It would get stuck, unable to move forward in the text, flipping back and forth between two pages.). Additionally, the embedded font did not render and italicized text was not italicized. The app also presents the text in a digitally rendered “book” with yellowed pages and looks quite jarring when the large letters at the beginning are presented with the white background. We recommend not using Bookviser.
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Browser-based

EPUB Reader for Firefox	When we changed the “reading style” in
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	<p>the app and clicked through the book, it would cycle between sections (front matter, part 1, part 2, navigation document). The navigation document showed the page numbers and linked them according to the print pages numbers which was good, but the presentation was awkward (the page numbers don't correspond with the numbers next to them due to blank pages in the printed text). See screenshot below.</p> <ol style="list-style-type: none"> 1. <u>Front Matter</u> 2. <u>Part 1</u> 3. <u>Part 2</u> <ol style="list-style-type: none"> 1. <u>1</u> 2. <u>3</u> 3. <u>4</u> 4. <u>5</u> 5. <u>6</u> 6. <u>7</u> 7. <u>8</u> 8. <u>9</u> 9. <u>10</u> 10. <u>11</u> 11. <u>12</u> 12. <u>13</u> 13. <u>14</u> 14. <u>15</u> 15. <u>16</u> 16. <u>17</u> 17. <u>18</u> 18. <u>19</u> 19. <u>20</u> 20. <u>21</u>
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iOS(iPhone 4)

Kindle for iOS,	the "little space here" intentional space(pg.92 of print text) format appears incorrect on iphone4
Marvin (free edition)	a notification popped up on phone saying that the app wasn't compatible with EPUB3/ In addition the "little space here" intentional space is not formatted correctly

Android

UB Reader: Android	Poor CSS rendering: Does not register primary or backup font.
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Finally, our team also identified a couple potential errors in the print edition. In the case of all “errors,” we reproduced them in the EPUB exactly as seen in the print and leave them to the publisher’s/editors’/author’s discretion. They are as follows:

Q1	p. 4	“In the crevice between the bed and the wall I found” There is a comma missing after “wall.”
Q2	p. 170	Not sure if this is a typo, but it’s an odd turn of phrase: “where the practice wasn’t punishable by diseasing”
Q3	p.92-95	The number “1” is rendered as a Roman numeral in lists. This is true for the ISBN number as well. It is beyond the limitations of css to try to make all “ones” Roman numeral while leaving the others as Arabic numerals.