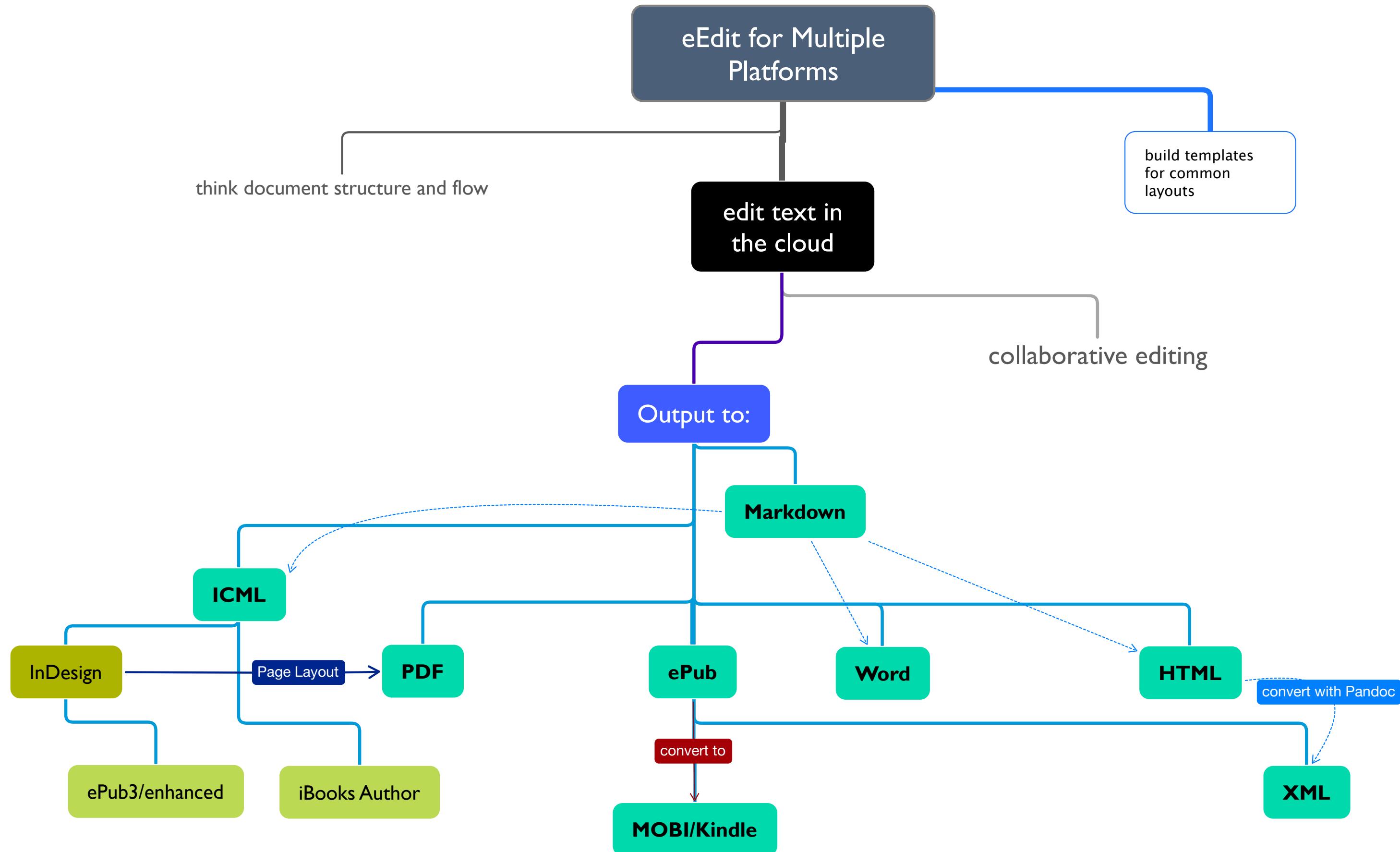


eEditing for multi-channel publishing

*Browser based systems for editing
books & output to multiple formats*



Structure rather than Style

- Since our objective is to provide documents that will eventually, serve multiple formats we want our text to be logically structured.
- The important thing is the structure and because of this, we can utilise an editing system that is very simple; 'Markdown' .

What is Markdown?

- This is a very lightweight markup language that provides ease of use for authors to annotate their text with appropriate structural details such as headings, blockquotes, emphasis and even code blocks.
- Some authors are using such tools as **Ulysses** or **Scrivener** to write their texts.
- At the heart of these tools is a standard way to structure (we come to styling later) the text.

Ulysses

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There is, then, testimony from two sources that by 1592 Shakespeare was an excellent actor, a graceful poet, and a writer of plays that aroused the envy of one of the best dramatists of his day. Obviously, all this could not have happened in a few months, and we are therefore justified in believing that Shakespeare came to London soon after 1585, very likely in 1586.

Later Allusions

In 1593 the title-page of *Venus and Adonis* shows that a great English earl and patron of the arts was willing to be godfather "to the first heyre" of Shakespeare's "invention," his first published poem. In 1594 Shakespeare also dedicated to Southampton his *Lucrece*, in terms of greater intimacy, though no less respect. On December 27, 1595, Edmund Spenser's *Colin Clout's Come Home Againe* contained a reference which is now generally believed to allude to Shakespeare.

> "And there, though last not least, is Aetion; A gentler shepheard may nowhere
be found; Whose Muse, full of high thoughts' invention, Doth like himselfe
heroically sound."

The next important reference is from *Palladis Tamia*, by Francis Meres (1598):

> "As the soule of Euphorbus was thought to live in Pythagoras, so the sweete
wittie soule of Ovid lives in mellifluous and hony-tongued Shakespeare; witness
his *Venus and Adonis*. his *Lucrece*. his suared Sonnets amona his private friends



Editorial

Working Copy 18:09 © 1 * 76% 🔋

Outline-of-his-life_wc#05287 ▾ Aa ⚗

Footnote... List Note@end WebLink Put Image Insert date Jekyllpost WorkingCopy Post to Medium 3,630 w

Birth and Parentage

The record of baptism of April 26, 1564, is the only evidence we possess of the date of Shakespeare's birth. It is probable that the child was baptised when only two or three days old. The poet's tomb states that Shakespeare was in his fifty-second year when he died, April 23, 1616. Accepting this as strictly true, we cannot place the poet's birthday earlier than April 23, 1564. There is a tradition, with no authority, that the poet died upon his birthday.

John Shakespeare, the poet's father, sold the products of near-by farms to his fellow-townsman. He is sometimes described as a glover, sometimes as a butcher; very likely he was both. A single reference, half a century later than his day, preserves for us a picture of John Shakespeare. The note reads:

"He was a glover's son. Sir John Mennes saw once his old father in his shop, a merry-cheeked old man, that said, '_Will_ was a good honest fellow, but he durst have crackt a jesst with him att any time._"^[^1]

John Shakespeare's father, **Richard Shakespeare**, was a tenant farmer, who was in 1550 renting his little farm at Snitterfield, four miles north of Stratford, from another farmer, Robert Arden of Wilmcote. John Shakespeare married Mary Arden, the daughter of his father's rich landlord, probably in 1557. He had for over five years been a middleman at Stratford, dealing in the produce of his father's farm

→ # < > [] () " ' * - : / -

Since our objective is to provide documents that will eventually, serve multiple formats we want our text to be logically structured.

The problem of word processing software, is that it is too easy to select styling that only visually enhance the text but does not adhere to any structural conformance. A word processed document that looks good, may not lend itself to being the basis for formats such as HTML and ePub. Since we know that web pages and ePub (also formed from HTML) keeping the structure as simple as the basic markup

What do I mean by structuring the text?

First of all we have the `blocks` of text; these can be paragraphs, headings, lists or `blockquotes`. Headings can have different levels that head up divisions and help guide the reader through the sections. The headings need to be nested properly; so a sub heading will follow a top level heading, not the other way around. Paragraphs are the basic blocks of text and are usually all of the same, although we might define a different type of paragraph that follows a heading. `Blockquotes` are paragraphs that may be set differently; drawing attention to themselves.

Within the blocks of text we will sometimes need to draw a different emphasise with words in bold or italic. These inline elements will be `children` of their paragraphs. Although I refer here to ***bold*** and ***italic*** we should not concern ourselves with appearance or style, because this can be anything we like and applied later in the workflow to publish.

The important thing is the structure and because of this, we can utilise an editing system that is very simple; `Markdown`.

Markdown writing tools

Some authors are using such tools as ***Ulysses*** or ***Scrivener*** to write their texts. At the heart of these tools is a standard way to structure (we come to styling later) the text.

I am using Markdown to write this text. Markdown simply uses hash codes to indicate levels of heading. One hash is the top level # with ## and ### and so on being the following levels 2 and 3. A basic paragraph needs no markup particularly but does need to be separated with a break (2 returns will ensure this is separated).

Lists (bulleted or numbered) have special methods. A bulleted list is created by adding a `>` sign and space before the first item; thereafter a single break will continue the list. Numbered lists are similar but a number 1. a period and space will start the list.

`Blockquotes` need a `>` at the start of the first line.

Inline elements can use either an asterix `*` or an underscore `_`.

If you need to display a block of code in a technical document, then a set of 3 backticks will start the and finish the block.

Here is an example of how this appears:

```
```markdown
This is a heading
This is a sub heading

A paragraph of text looks like this and simply continues **although** can have **bold** and *italic* text.

+ One
+ Two
+ Buckle my shoe

1. Item 1
2. Item 2
3. Item 3

> Mary had a little lamb

```

Authors use word processors to write text. This is a truism. Although there are many word processing programs on the market, Microsoft Word is the most common and although the format is proprietary, files can be converted and edited with other tools. LibreOffice Office is a good alternative to Word and for Apple users there is Pages that can open Word files and export back to the Word format.

However, we want to focus on entirely different approaches and so we should look at another phenomenon that makes use of another way of entering and formatting text. This takes the form of a markup format that is both machine and human readable- `Markdown`.

## Structure rather than Style

Since our objective is to provide documents that will eventually, serve multiple formats we want our text to be logically structured.

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# Sample Markdown

## ## Sights and Places of Interest

### ### University Church of St Mary the Virgin

The largest of Oxford's parish churches. \*\*St, Mary's tower\*\* has 124 steps available for the public to climb and is a prominent feature of the Oxford skyline. The 13th century landmark is situated just off the High Street, where the intricate baroque porch designed by \*Nicholas Stone\* meets the street. This beautiful towering architecture cannot be missed.

# Sample Markdown

May look like this:

## Sights and Places of Interest

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**Let's Look at our first online  
editor with Markdown**

30 Students contributing  
to the editing of this text

[Link to Penflip](#)

Penflip

pageboy · **The Student Guide to Oxford**

New Project My Projects Discover Help Blog

Edit Settings

About The Student Guide to Oxford

This project is for students in the Oxford International Centre for Publishing Studies to develop a text for a book that forms the content for a book design and production assignment for the module U65031 Publishing Media Workflow.

**Help! What do I do with all this?**

You should read the text and then add or edit the text. You can comment on your proposed changes when you save (see the disk icon to the right in edit mode). The changes will come to the master version and be merged with it when it is approved by the owner (me - CJ).

You are effectively editing your own version of the book text (known as a fork), and when you have saved these changes are ready to be merged back with the master copy.

**And then? What will we do?**

When the text has reached perfection :-) you will be instructed to download the source for conversion to *ICML* and then placing into *InDesign*.

**What about pictures?**

Yes of course, you will need some. *I thought of that.*

I will send you all a link on Google drive (soon) where you will find some sample pictures that you are able to use, but you will need to go out and about to take your own. We will encourage you to do this.

Discussions 1

Pending changes 2

Contributors

Download

Share

less than a minute ago  
pageboy opened project

less than a minute ago  
pageboy updated version master

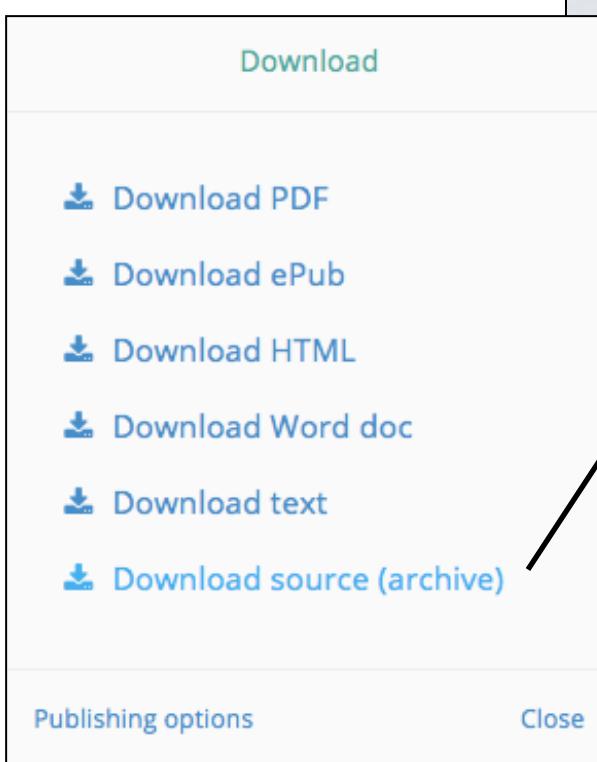
6 minutes ago  
pageboy updated version master

[See all activity](#)

Version: master

# Penflip > InDesign

from Markdown source to  
InDesign via ICML



The screenshot shows the "chapter-1.md — the-student-guide-to-oxford" file open in BBpandoc master. A context menu is open over the text, with "pandoc-icml" selected. Arrows point from the "Download source (archive)" option in the sidebar to the "pandoc-icml" item in the menu, and from the "pandoc-icml" item in the menu to the InDesign logo.

```
Getting to Know Oxford
The origins of Oxford date back to the Saxon late 12th century; it was to be the first English-speaking world.

Over time tension between the academics and conflicts peaked in the *St Scholastica Day around 90 deaths of both scholars and townstolk.

The next event worth knowing took place during the **English Civil War**. London served as the country's capital and King Charles, who had fled from Oxford, was executed in 1642.

Some 260 years later, **William Morris** started producing his famous tiny gr
```



edit **GitHub** repository  
with free cloud service.

Content downloaded from  
GitHub at the end of the  
workflow.

publisha / oxford\_student\_guide 🔒

## 2 - Eating and Drinking.md

**h2** **h3** **B**

**# Eating and Drinking**

If you fancy a bite to eat out in the city of Oxford, then the possibilities are endless! It is filled with a variety of restaurants, bistros, cafeterias, diners, bars, and pubs – all suiting different wants and needs!

**## A Taste of Home**

Living in a new place can be a bit of a culture shock for international students, especially if you are not familiar with European food. Large supermarkets like Sainsbury's and Tesco on the ring road have "World Food" sections, stocking popular staples from Indian, Asian, Caribbean, and Eastern European cuisines. However, Oxford also has a number of specialist food shops (predominantly along the Cowley Road) where you can buy groceries from around the world, often at a lower price than at the big supermarkets. Here are just a few of them.

**### For Chinese, Thai, Japanese and Korean supplies**

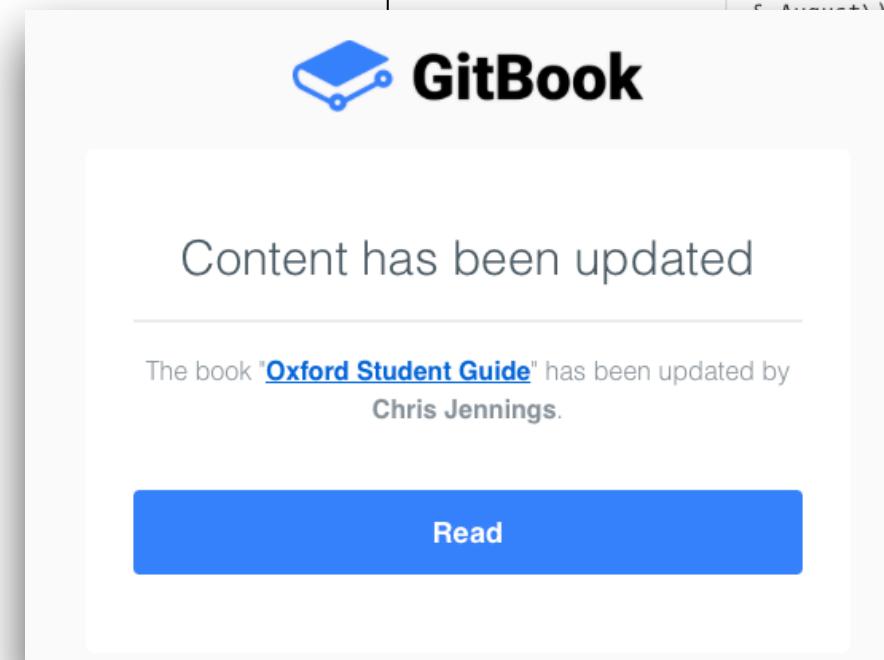
- Thong Heng, 6 Windmill Road, Headington, OX3 7BX
- Lung Wah Chong, 41–42 Hythe Bridge Street, OX1 2EP

Ting Ting Oriental Food Store 100 Cowley Road OX4 1UE

# GitBook

edit **GitHub** repository  
with free cloud service, or  
free desktop software

Content downloaded from  
GitHub at the end of the  
workflow.



Getting to Know Oxford – GitBook Editor

Oxford Student Guide  
Primary version | Create a change request

TOC FILES

Introduction Getting to Know Oxford Eating and Drinking Arts and Culture Sports and Health Travel and Transport + Add an article

AUTHOR OF *Alice's Adventures in Wonderland*, J. R. R. Tolkien who famously wrote *The Hobbit* and *The Lord of the Rings* and P. D. James, who wrote *The Children of Men*.

Oxford is also well known for its famous detective, *Morse*. Colin Dexter did not reveal the detective's first name, Endeavour, until the 12th novel, keeping fans guessing for over three years.

> Every member of the world famous Bodleian Library must swear an oath not to light a fire within its walls!

Scenes from Hollywood blockbuster movies have been filmed in Oxford, including: *The Golden Compass*, *Harry Potter* and *Transformers: The Last Knight*. As you walk around Oxford in the Summer months you may encounter film crews.

**## Sights and Places of Interest**

**### University Church of St Mary the Virgin**

The largest of Oxford's parish churches. \*\*St. Mary's tower\*\* has 124 steps available for the public to climb and is a prominent feature of the Oxford skyline. The 13th century landmark is situated just off the High Street, where the intricate baroque porch designed by Nicholas Stone meets the street. This beautiful towering architecture cannot be missed.

The church is open daily, from 9am - 5pm (6am - 6pm in July & August). On Sundays the Tower opens at 12:15pm (October - June) and (June - September).

Admission for students is £1.50.

**Carfax Tower**

Largely considered to mark the centre of the city, Carfax Tower is located at the junction between Cornmarket Street, St Aldate's, Queen Street and the High Street. Construction began in 1290 and was completed in 1320. It is a square tower with a height of 59m (194ft) and a diameter of 10.5m (34ft). The tower is made of local stone and has four levels. The top level is topped with a spire. The tower is a Grade I listed building and is open to the public. It is a popular tourist attraction and is often used for filming. The tower is a prominent feature of the Oxford skyline.

# Other web based systems with **wysiwyg** editing

# Editoria

- Open source software for server installation
- is a collaborative project with the University of California Press
- Focus on monographs
- still under development

[Recording changes](#) [Hide changes](#)

## From Ads that dances

### HEADERS ▾

- Heading 1
- Heading 2
- Heading 3

### TEXTS ▾

- Paragraph
- Extract
- Bulleted List
- Numbered List
- Undecorated List

### EXTRACTS ▾

- Poetry
- Prose

### DIALOGUE ▾

- Question
- Answer

From ads that dance or sing to MTV-like commercials, online advertisers are now using a new type of technology <sup>10</sup> called “rich media” to attract consumers.

U.S. Internet advertising revenue will have reached about \$12 billion last year, up \$3 billion from 2004. Of this, advertisers spent about \$1 billion on rich media, up from \$800 million in 2003, according to the Interactive <sup>11</sup> Advertising Bureau.

So what exactly is media? By definition, it is an online advertising technique that combines graphics elements with audio technologies, giving Internet users an interactive experience. And with more than half <sup>12</sup> of American households connected online and using high-speed connections like broadband and DSL, it means a potentially lucrative way for online advertisers to get consumers' attention.

One company taking online advertising to a different level is Centale Inc. (OTCBB: CNTL), based in Fort Lauderdale, Fla. The online marketing and technology firm offers cutting-edge technology solutions to its clients.

Centale's premier application, the Catalyst EV, is a software platform that allows companies to communicate directly to the desktop of their audience in rich media format.

john: this is a comment. And this is what happens when it's on at least three lines and you can add stuff you want to say.



henericvanleuwen: this is a comment. And this is what I can't believe it anymore.



### Note edit

<sup>12</sup> More than half has nothing to do with more than Alf or Moore than half or whatever. and other stuff that bring things on the screen [George Michael Jr, 1249].

# BookType

- Open source software for server installation
- Can be a paid for service at **booktype.pro**
- Multiple users with different levels of editorial control
- output in multiple formats
- free version (but books are public) is available here:  
[omnibook.pro](http://omnibook.pro)

# BookType

my own system is here  
[booktype.publisha.org](http://booktype.publisha.org)

ePublisha (Beta)

## Home

**Books** [view all](#)

The Life of Shakespeare

The Student Guide to Oxford

[CREATE NEW BOOK](#)

**Groups** [view all](#)

There are no groups yet.

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admin  
Chris Jennings

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Chris Jennings as editor

djh  
Daniel James

admin  
Chris Jennings

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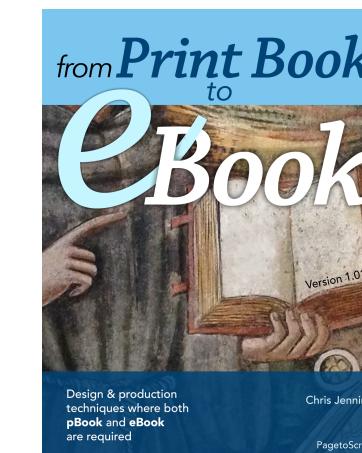
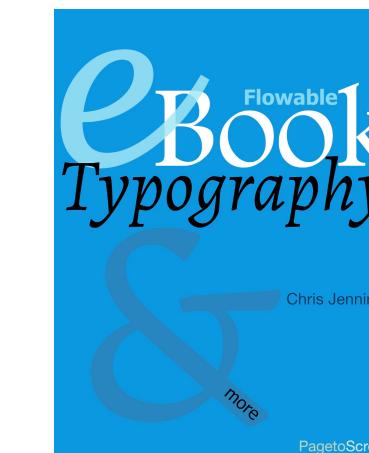
# Concluding

- Using web based systems has advantages
  - roll back to earlier versions
  - tracking changes
  - collaboration
- direct export to multiple platforms
- no software required on local machine
- communication channels with authors/clients/publishers/typesetters



# Thank You

Chris Jennings 2018



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@pageboy

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