

The MCN Digital Publishing Studio

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J. Paul Getty Trust

  @geealbers

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Workshop Goals

- To learn about the publishing **process** while considering how it might be useful even in non-publishing projects
- To learn about publishing **technologies** especially those that are free and open source
- To have **fun**, to not be afraid to fail

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“Trade publishing is by nature a cottage industry, decentralized, improvisational, personal; best performed by small groups of like-minded people, devoted to their craft, jealous of their autonomy, sensitive to the needs of writers and to the diverse interests of readers.”

—Jason Epstein, 2001

“small groups of like-minded people”

- 1 • **Editorial**
acquisitions | managing editor |
copy editing | proofreading
- **Rights & Permissions**
image and text rights | licensing |
foreign editions
- **Design**
2 covers | layout | typesetting | file prep
- **Production**
asset management | press
supervision | shipping
- **Marketing & Sales**
3 sales materials | conferences & trade
shows | publicity | social media |
distribution | wholesale and retail sales
- **Administration**
accounting | operations | management

Introductions!

Share your name, your institution,
what role you might play

- **Editorial**
- **Marketing & Sales**
- **Rights & Permissions**
- **Administration**
- **Design**
- **Production**

What “publishing” is

1. Find content; 2. Develop it meaningfully; 3. Make it public

“posting vs publishing: sometimes the same but while posting makes public / to publish makes *-a public-* through circulation of discourse” —@soulellis

Our publishing “cottage”

Group brainstorm

- What kind of people are we?
- What are our core interests?
- What are our goals?
- What kind of public do we want to make/engage?

Our publishing “cottage”

Individual brainstorm

- What kind of people are we?
- What are our core interests?
- What are our goals?
- What kind of public do we want to make/engage?
- What’s the name of our publishing house?
- What is our logo?

Break — 10 mins

What “books” are

authorship, pause, permanence, objectness

“A book is the freezing of time, which is a means of reflection.”

—Irma Boom

“Properly, we should read for power. Man reading should be man intensely alive. The book should be a ball of light in one's hand.”

—Ezra Pound

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The book proposal

- A book's content map, feature spec, and budget
- Created over weeks or months by members from every department
- Reviewed by outside experts and approved by institutional leadership

Publication Overview and Contents	
Working Title:	The Score: Award-Garlic Composition in the Visual and Performing Arts after John Cage
Author(s):	Michael Gallego and John Hicks, eds.
Sponsor:	Carl Fagenbaum
Date Submitted to Publications:	March 16, 2015
Submitted by:	Nicholas Ciarle
Program:	Getty Research Institute
Coeditor (if applicable):	N/A
Series Name (if applicable):	N/A
Target Publication Date:	Include exhibition or other event requiring a particular publication date.
Name:	
Author Information:	Attach a CV or summary of qualifications and affiliations for each author you list and indicate the authors' areas of specialty that make them uniquely qualified to contribute to the book. Please describe any current or prior relationship the authors have with the Getty (scholar, graduate, former, etc.).
Editors:	Michael Gallego and John Hicks
Contributors:	Emily Capper, Michael Gallego, Natalie Hansen, John Hicks, Nancy Perloff, Glenn Phillips, and Marcia Reed
See attached CVs:	
Attach Recommendation of Reviewer:	Reviewers may be the Department head, an expert on staff who is not associated with this project, or a scholar not affiliated with the Getty. Please discuss with Publications prior to reaching a review.
See attached review and response:	
The Score: Award-Garlic Composition in the Visual and Performing Arts after John Cage 2	
after John Cage 3	

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Our book

Group brainstorm

- What do we want to publish?
- What aspects of MCN are most important to us?
- What aspects would benefit from being “published”? Which should be captured, packaged, permanent, portable...?
- What kind of book would best match the interests and goals of our publishing house?

Break — 10 mins

Making books

Craft time!

- True book technology is inherently open
- Even simple forms faced technological and cultural hurdles at first

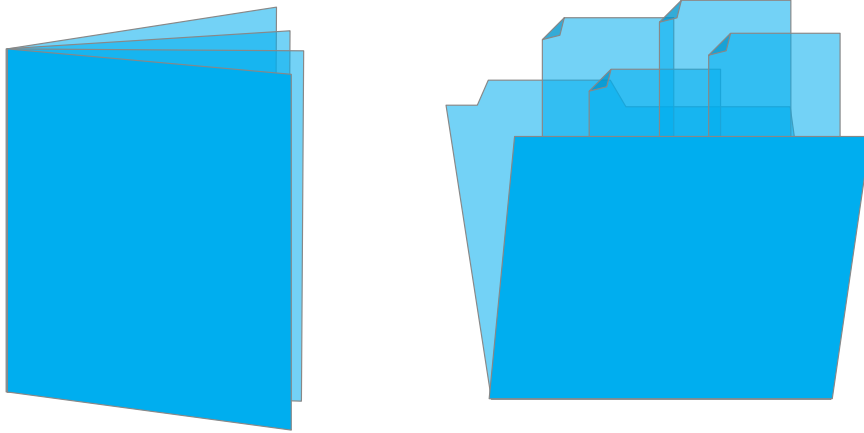


Scroll, codex, and then ...

- Reflowable E-book (EPUB, MOBI)
- Fixed Format E-book (PDF, FXL)
- Hybrid E-book/App (iBooks Author, Adobe DPS, Mag+...)
- App (iOS, Android)
- Web Book (HTML/CSS/JavaScript)

↶ with a note on served vs. packaged web books

Keeping it stupid simple



Static site generators

- Content almost entirely separated from form
- Uses templates and includes instead of copy and paste
- Outputs a site that doesn't require external resources, but is still interactive, dynamic, responsive ... “static” is about what’s building and powering the site, not the site itself

There are lots of static site generators (staticsitegenerators.net/) but the most popular by far is Jekyll.

Editing content in our site

- GitHub accounts
- Markdown basics
- GitHub, prose.io (or by emailing docs?)
- Image handling

Team communication & expectations

- Slack, GitHub issues, email, text ...
- Think of this like an online course, you get out what you put in
- Books wait for no one

Ready, set, publish!