A cool way to publish manga in Japan

日本でマンガを出版するための冴えたやり方

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W3C Workshop on Digital Publication Layout and Presentation
(from Manga to Magazines)

Self Introduction

Swap your Pokémon Go friend codes!

トレーナー名：
Katsuhiroogata

トレーナーコード：
6552 3549 4390

トレーナーコードを共有

コードをコピー

au 4G 0:06 100%

自分 フレンド 4

Katsuhiroogata
& イーブイ87

39
レベル 3,643,018/ 5,000,000

相棒を選ぶ ぼうけんノート 着替える

ジムバッジ

最近 ジム

Introduction of our company

- **Dennou Mavo LLC.**

  - Agent company that also edits manga planning.

  - Established in 2015

  - Capital 300,000 yen

  - 4 employees

- client:

  - eBOOK Initiative Japan Co., Ltd.

  - TORICO Co., Ltd.

  - NAVER Corp.

  - etc…

We are delivering contents for manga applications.

ちのけがうせる SeNMU
（スキマ）

ゆりかべ 瀬田せた
（スキマ）

眠塚さんは乙女病!
川上ちまき（XOY）

The questionnaire on Twitter

小形克宏
@ogwata

マンガ家さんに質問です。あなたが原稿料を
もらう仕事で、最も多く依頼先に渡すデータ
の種類は、以下のどれでしょう。お答えはこ
ちらの発表で使わせていただきます。W3C
Workshop on Digital Publication Layout and
Presentation from Manga to Magazines
w3.org/publishing/eve …

23% jpg、png等の文字入り画像データ
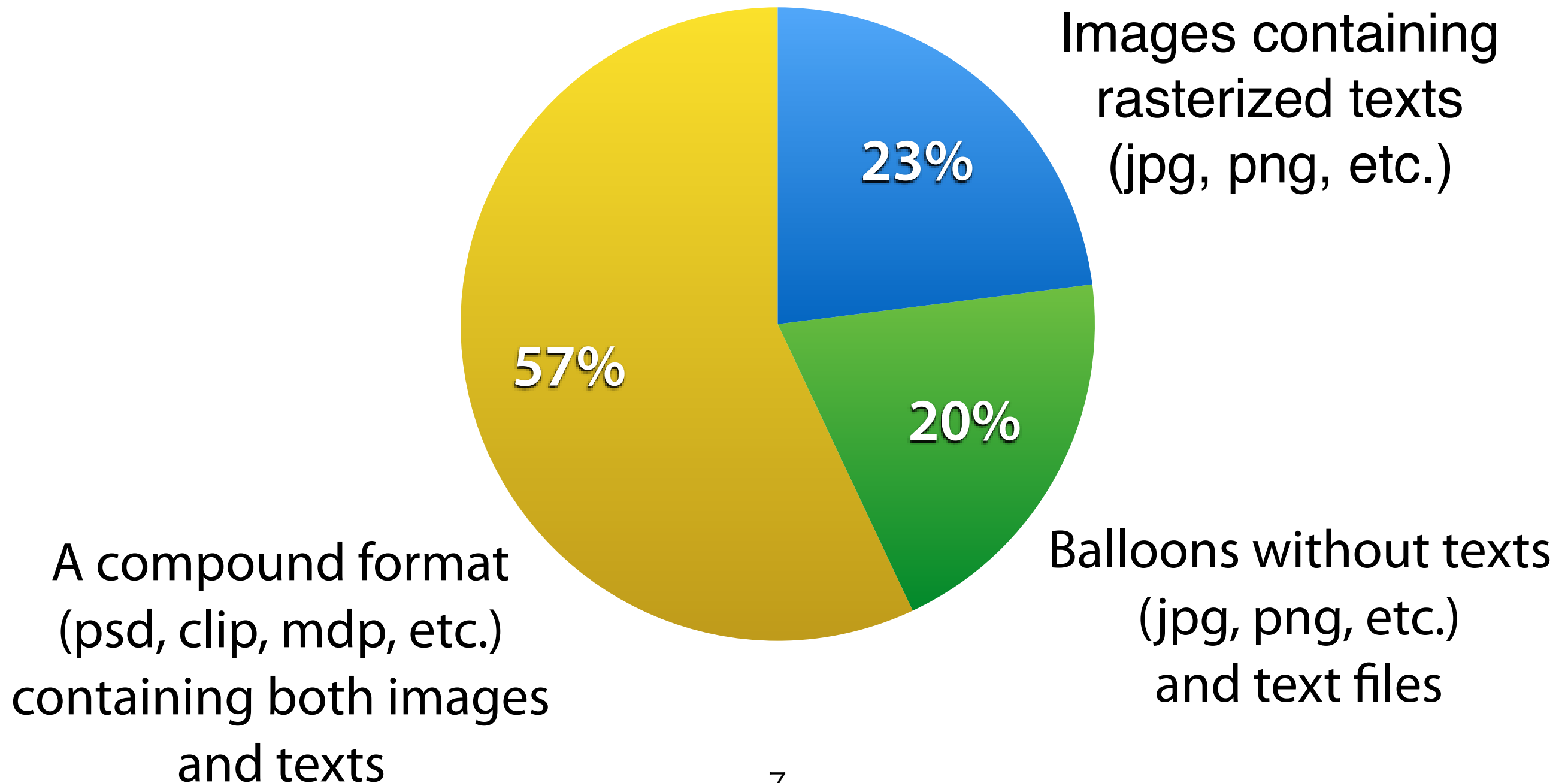
20% jpg、png等の文字なし画像データとテキスト

57% clip、mdp、psd等の文字入り画像データ

104票・残り10時間

3:46 - 2018年9月16日

(total number of responses: 104)

https://twitter.com/ogwata/status/1041035616757067776

6

Which of the following do you use for manga delivery?

Images containing rasterized texts (jpg, png, etc.)

23%

20%

57%

A compound format (psd, clip, mdp, etc.) containing both images and texts

Balloons without texts (jpg, png, etc.) and text files

So, what are
the advantages and disadvantages
of these three types of data?

Images containing rasterized texts (jpg, png, etc.).

- Export as an image file from the application.

- Characters are rasterized.

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Images containing rasterized texts (jpg, png, etc.).

- **Advantages**

  - Can publish immediately (if there are no errors).

- **Disadvantages**

  - If there are errors, you must ask the manga artists to correct it.

  - Since all the texts is rasterized, secondary use such as translation can not be done.

  - If the manga artists uses non-commercial fonts, it may be a big trouble at a later stage.

Images containing rasterized texts (jpg, png, etc.).

- **Conclusion**

    - Since there is no advantage, this way should not be adopted.

Balloons without texts (jpg, png, etc.) and text files

- Manga artists give text files to the manga editors along with image files.

- The image file balloons are blank.

- The manga editors use the text file and associate texts chunks with each balloons.

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Balloons without text (jpg, png, etc.) and text files

- **Advantages**

  - The editors can arrange the texts so that the readers can read comfortably and correct the mistakes.

  - The editors can avoid problems caused by font licenses.

- **Disadvantages**

  - It takes a lot of time.

Balloons without text (jpg, png, etc.) and text files

- **Conclusion**

  - A good way if you do not care time consuming and boring work.

  - Sometimes you can not sleep at home.

A compound format (psd, clip, mdp, etc.) containing both images and texts

- All of these are image data containing the text layer.

- Therefore, the editors can receive characters with the same position, same font, and same font size as a manga artists.

- After a proofreading, the editors outputs jpg, png and publishes the image data.

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15

A compound format (psd, clip, mdp, etc.) containing both images and texts

- **Advantages**

  - It is useful because you can use the text entered by the manga artists.

  - Easy to use on net, book printing, or translation.

  - As long as the fonts used by manga artists and the fonts that comic editors use should match, they can be published shortly after proofreading.

A compound format (psd, clip, mdp, etc.) containing both images and texts

- **Disadvantages**

  - In most cases, it is extremely rare for manga artists to publish the received data as they are, as the fonts used are different from the delivery specifications.

  - clip and mdp are not suitable as data format for delivery.

    - These are similar to RAW image data in photographs.

    - There are a danger that if you mistake the output setting a bit, data different from a manga artists intention will be created.

  - All of these formats are proprietary, so we can not exchange data across vendors.

Conclusion

- Japanese manga editors are exhausted with inefficient and useless work.

- The most efficient way is to agree on the type of fonts beforehand and use an image format containing text layer.

- If there is an open standard for image formats equipped with text layers, the life of Japanese manga editors will be easier.

  - It might be SVG ....