

```
41 Since our objective is to provide documents that will eventually, serve
42 multiple formats we want our text to be logically structured.
43 ~
44 The problem of word processing software, is that it is too easy to select
45 styling that only visually enhance the text but does not adhere to any
46 structural conformance. A word processed document that looks good, may not
47 lend itself to being the basis for formats such as HTML and ePub. Since we
48 know that web pages and ePub (also formed from HTML) keeping the structure
49 as simple as the basic markup
50 ~
51 ### What do I mean by structuring the text?
52 ~
53 First of all we have the 'blocks' of text; these can be paragraphs,
54 headings, lists or blockquotes. Headings can have different levels that
55 head up divisions and help guide the reader through the sections. The
56 headings need to be nested properly; so a sub heading will follow a top
57 level heading, not the other way around. Paragraphs are the basic blocks
58 of text and are usually all of the same, although we might define a
59 different type of paragraph that follows a heading. Blockquotes are
60 paragraphs that may be set differently; drawing attention to themselves.
61 ~
62 Within the blocks of text we will sometimes need to draw a different
63 emphasise with words in bold or italic. These inline elements will be
64 'children' of their paragraphs. Although I refer here to bold and
65 italic we should not concern ourselves with appearance or style, because
66 this can be anything we like and applied later in the workflow to publish.
67 ~
68 The important thing is the structure and because of this, we can utilise
69 an editing system that is very simple; 'Markdown' .
70 ~
71 ## Markdown writing tools
72 ~
73 Some authors are using such tools as Ulysses or Scrivener to write
74 their texts. At the heart of these tools is a standard way to structure
75 (we come to styling later) the text.
76 ~
77 I am using Markdown to write this text. Markdown simply uses hash codes
78 to indicate levels of heading. One hash is the top level # with ## and ###
79 and so on being the following levels 2 and 3. A basic paragraph needs no
80 markup particularly but does need to be separated with a break (2 returns
81 will ensure this is separated).
82 ~
83 Lists (bulleted or numbered) have special methods. A bulleted list is
84 created by adding a '+' sign and space before the first item; thereafter a
85 single break will continue the list. Numbered lists are similar but a
86 number 1. a period and space will start the list.
87 ~
88 Blockquotes need a '>' at the start of the first line.
89 ~
90 Inline elements can use either an asterix '*' or an underscore '_'.
91 ~
92 If you need to display a block of code in a technical document, then a set
93 of 3 backticks will start the and finish the block.
94 ~
95 Here is an example of how this appears:
96 ~
97 ```markdown
98 # This is a heading
99 ## This is a sub heading
100 ~
101 A paragraph of text looks like this and simply continues although can have bold and italic text.
102 ~
103 + One
104 + Two
105 + Buckle my shoe
106 ~
107 1. Item 1
108 2. Item 2
109 3. Item 3
110 ~
111 > 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 propriety, 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.

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:

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# This is a heading
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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.`