

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.