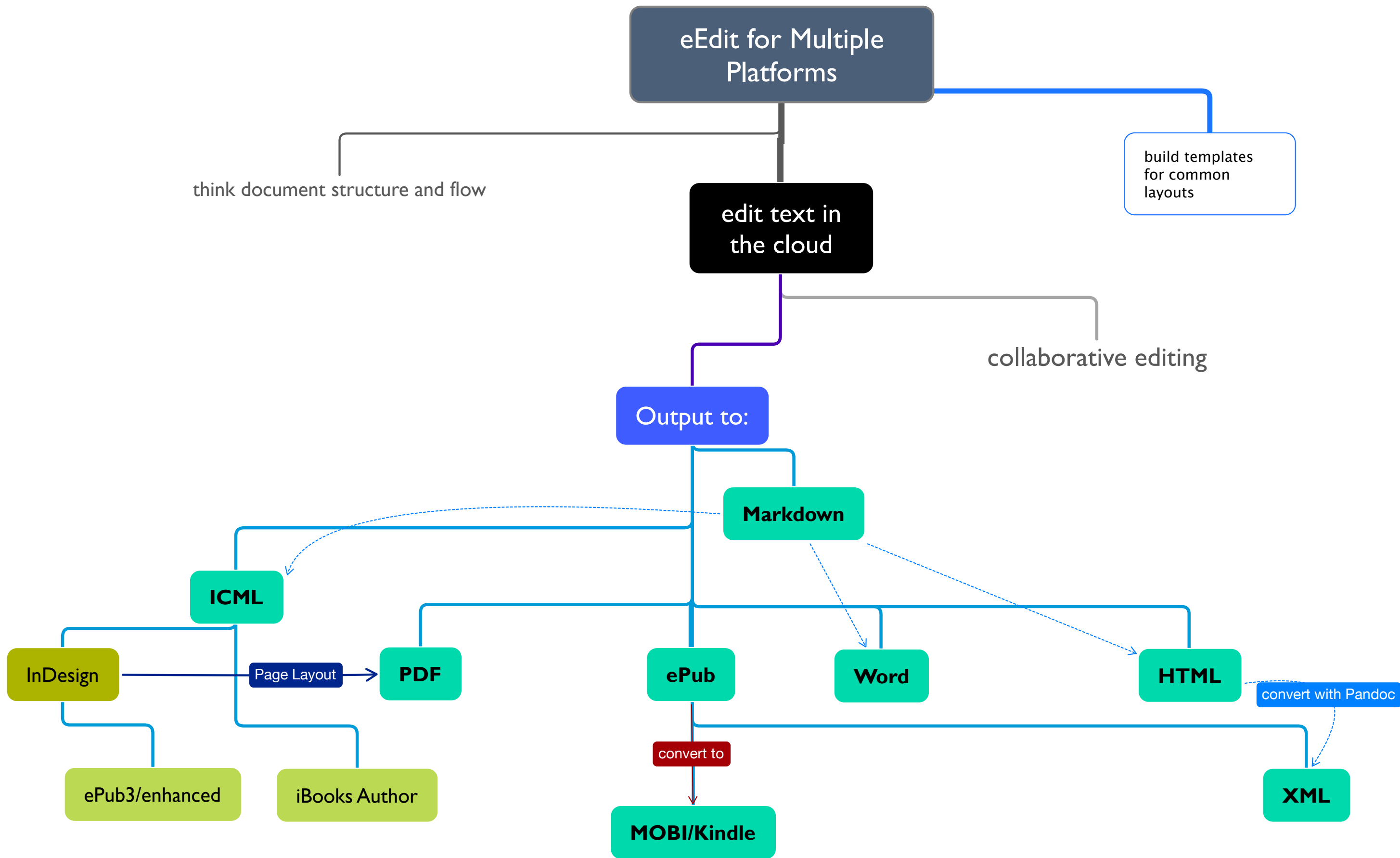


eEditing for multi-channel publishing

*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 among his private friends

🔍 21,395 Characters

Editorial

Working Copy 18:09 76%

Outline-of-his-life_wc#05287

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

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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-townsmen. 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-cheekt 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

→ # < > [] () " ` * - : / _

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

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

44 `### What do I mean by structuring the text?`

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

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

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

52 `## Markdown writing tools`

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

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

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

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

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

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

67 Here is an example of how this appears:

68 ````markdown`

69 `# This is a heading`

70 `## This is a sub heading`

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

73 `+ One`

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

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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:

```
# 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
```

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



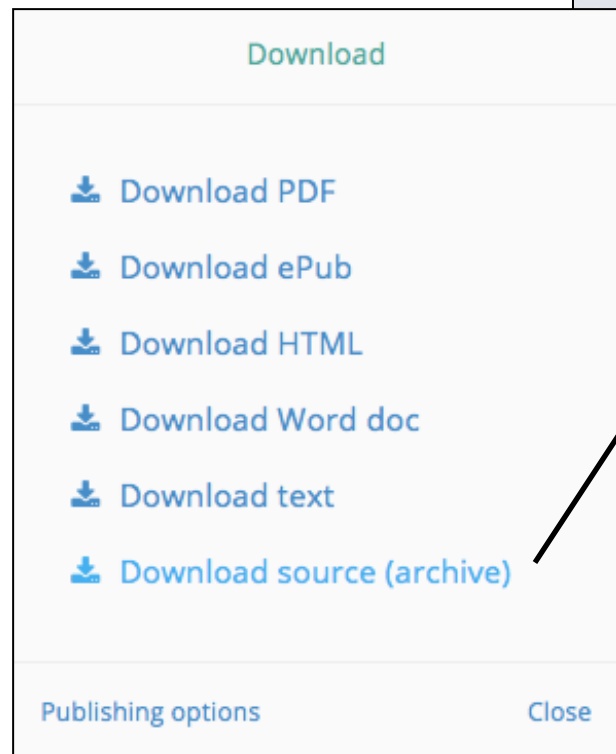
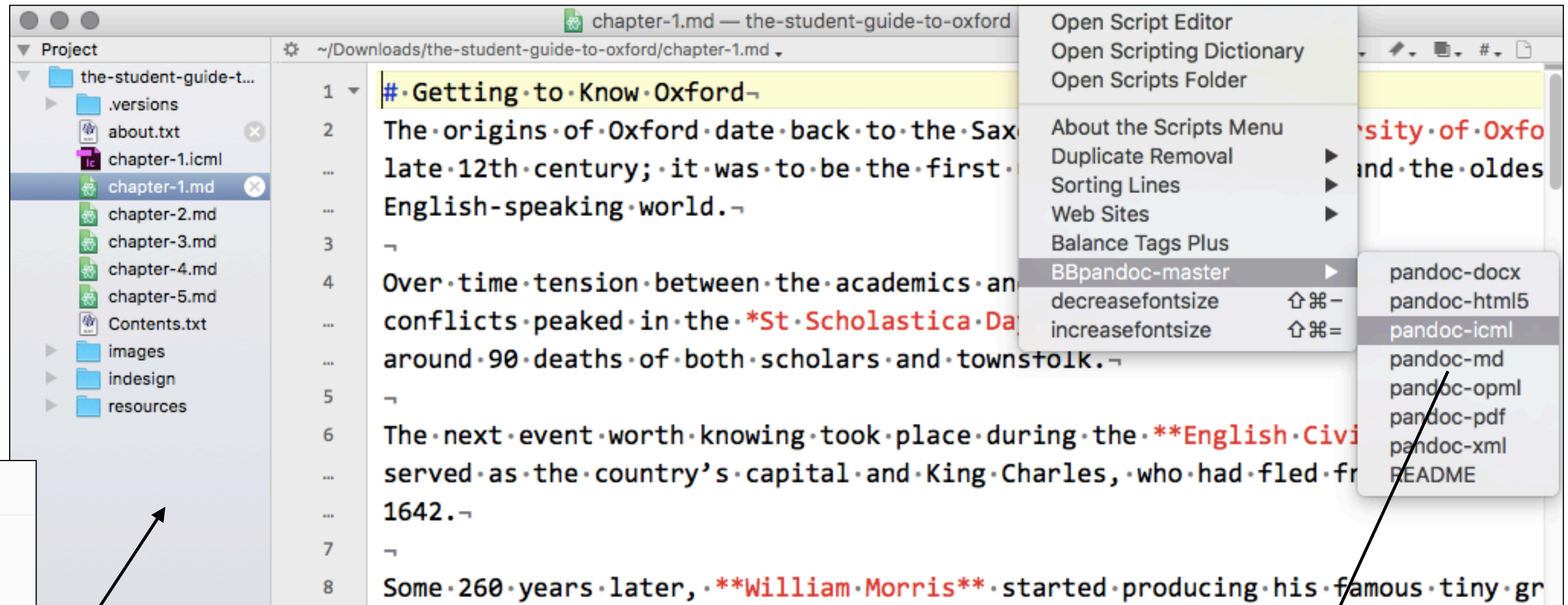
30 Students contributing to the editing of this text

[Link to Penflip](#)

The screenshot shows the Penflip interface for a project titled "The Student Guide to Oxford" by user "pageboy". The page includes a navigation bar with "New Project", "My Projects", "Discover", "Help", and "Blog". Below the navigation, there are "Edit" and "Settings" buttons. The main content area features three sections: "About The Student Guide to Oxford", "Help! What do I do with all this?", and "And then? What will we do?". The "About" section describes the project's purpose for students in the Oxford International Centre for Publishing Studies. The "Help" section explains the workflow of editing and merging changes. The "And then?" section discusses the final steps of conversion to ICML and InDesign. A right-hand sidebar contains a summary of project activity, including "Discussions" (1), "Pending changes" (2), and "Contributors". Below this are "Download" and "Share" buttons. The activity feed shows recent updates by "pageboy", including opening the project and updating the "master" version. At the bottom right, there is a "Version" dropdown menu currently set to "master".

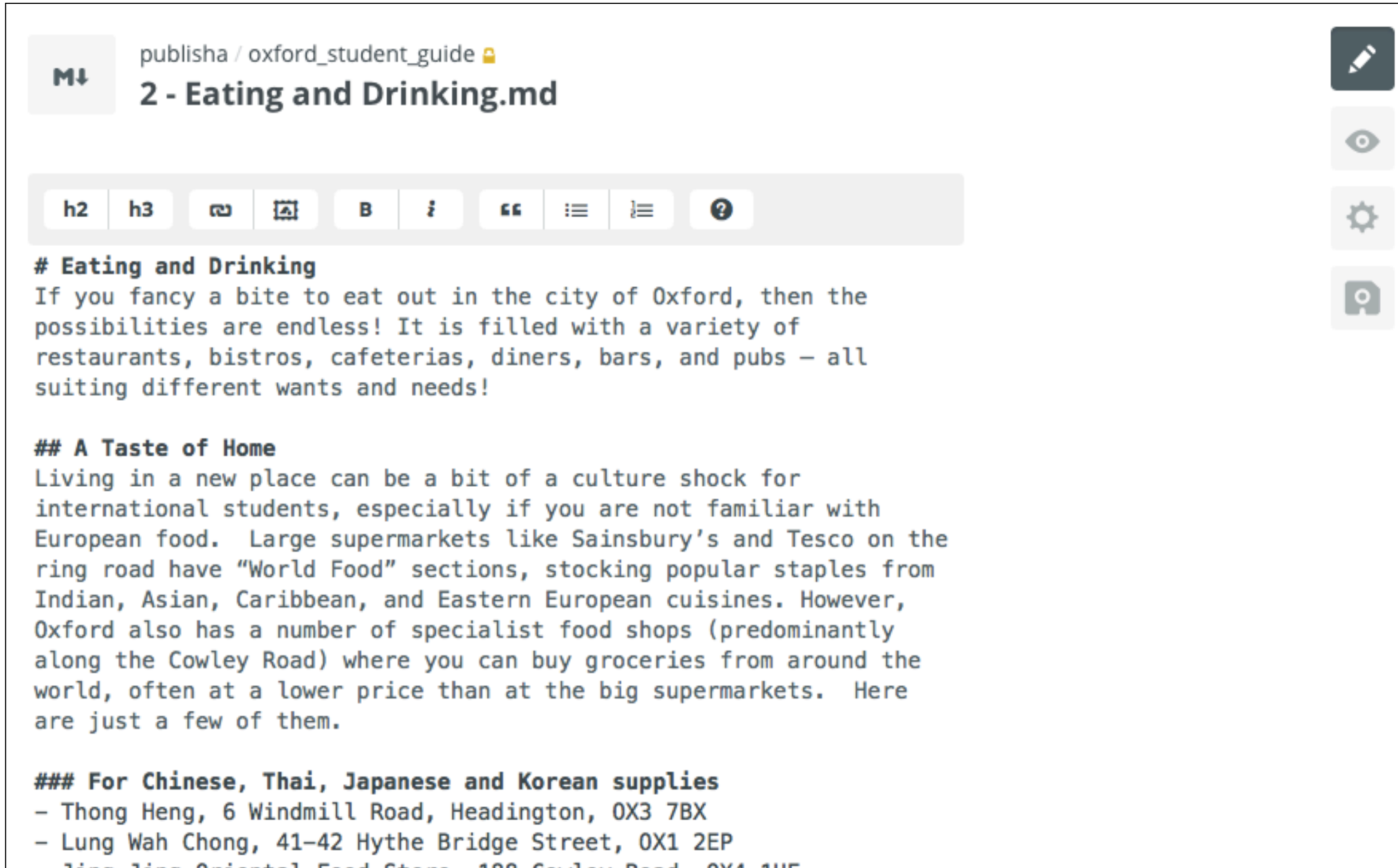
Penflip > InDesign

from Markdown source to
InDesign via ICML



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

Content downloaded from
GitHub at the end of the
workflow.



The screenshot displays the Prose.io web editor interface. At the top left, there is a repository path 'publisha / oxford_student_guide' and a file name '2 - Eating and Drinking.md'. Below the file name is a rich text toolbar with icons for heading levels (h2, h3), link, image, bold, italic, quote, list, and help. The main content area shows the following markdown text:

```
# 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
- Ling Ling Oriental Food Store, 199 Cowley Road, OX4 1UF
```

On the right side of the editor, there is a vertical toolbar with icons for edit, view, settings, and a home-like icon.

GitBook

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

Content downloaded from **GitHub** at the end of the workflow.

The screenshot shows the GitBook Editor interface. At the top, it says 'Getting to Know Oxford - GitBook Editor'. Below that, there's a header for 'Oxford Student Guide' with a 'Primary version' and a 'Create a change request' link. A table of contents (TOC) is on the left, with 'Getting to Know Oxford' selected. The main editor area shows a rich text editor with various formatting options (bold, italic, link, image, list, table) and a 'Save' button. The content includes a paragraph about authors like C.S. Lewis, J.R.R. Tolkien, and P.D. James, followed by a paragraph about the detective 'Morse' and a quote about the Bodleian Library. There are also sections for 'Sights and Places of Interest' and 'University Church of St Mary the Virgin'.

The notification modal features the GitBook logo at the top. The main text reads 'Content has been updated'. Below this, it states 'The book "Oxford Student Guide" has been updated by Chris Jennings.' At the bottom, there is a prominent blue button labeled 'Read'.

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

📄 | B x² x₂ </> 📄 🔗 🗨️ [Recording changes](#) [Hide changes](#)

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 dances

From ads that dance or sing to MTV-like commercials, [online](#) advertisers are now using a new type of technology ¹⁰ 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 ¹¹ 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 ¹² 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 | B x² x₂ </>

¹² 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

BookType



my own system is here
booktype.publisha.org

Home

ePublisha (Beta) Chris Jennings British English

Books

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-  **The Life of Shakespeare**
-  **The Student Guide to Oxford**

[CREATE NEW BOOK](#)


Groups

[view all](#)

There are no groups yet.




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Chris Jennings
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[view all](#)

- **chrisjennings**
Chris Jennings as editor
- **dhj**
Daniel James
- **admin**
Chris Jennings

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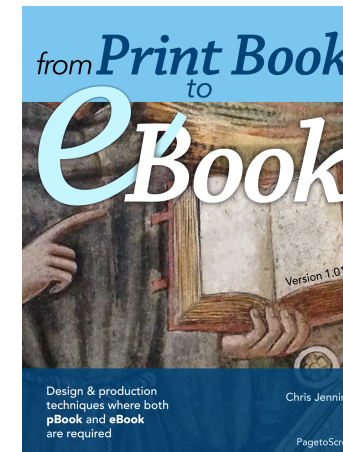
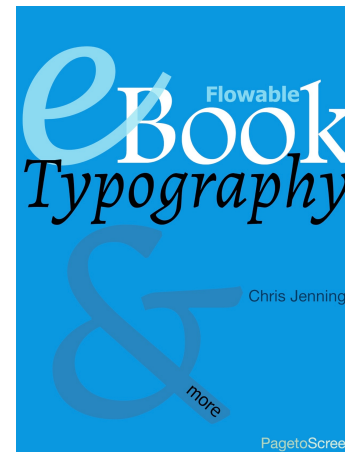
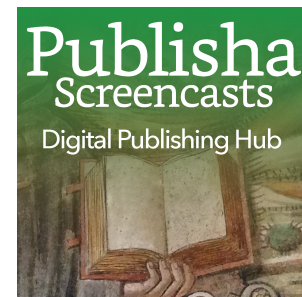
Concluding

- 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



publisha.github.io

@pageboy