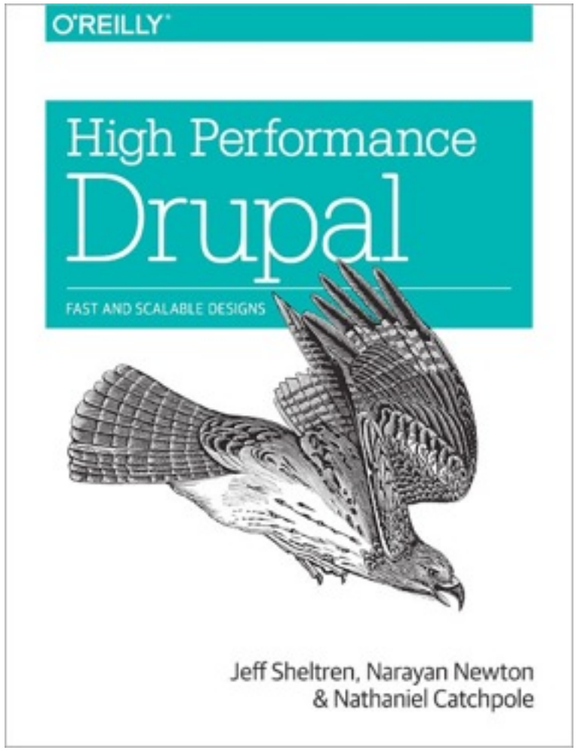
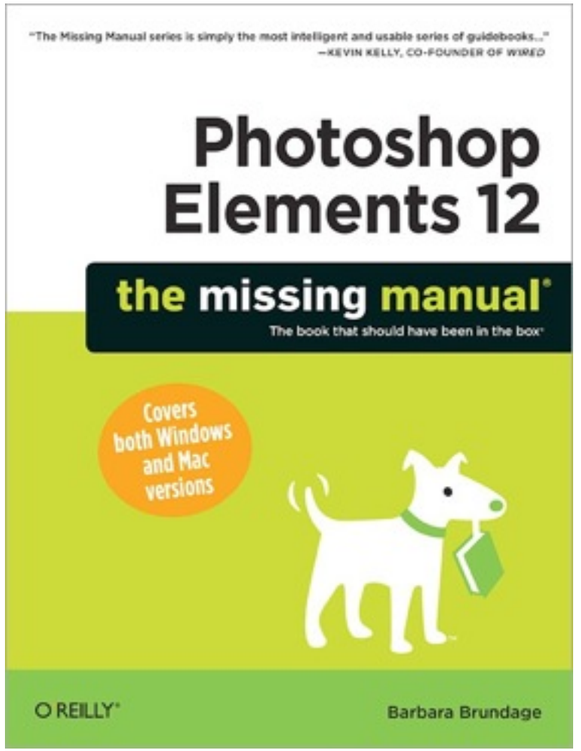
Publisher Case Study:

Nellie McKesson | Digital Development Manager, O'Reilly Media, Inc. | Delhi, India, 30/11/2013

“O'Reilly spreads the knowledge of innovators through its technology books, online services, magazines, research, and tech conferences”

O'REILLY
Mobile HTML5
USING THE LATEST TODAY
Estelle Weyl


O'REILLY
High Performance Drupal
FAST AND SCALABLE DESIGNS
Jeff Sheltren, Narayan Newton & Nathaniel Catchpole


"The Missing Manual series is simply the most intelligent and usable series of guidebooks..."
—KEVIN KELLY, CO-FOUNDER OF WIRED
Photoshop Elements 12
the missing manual
The book that should have been in the box
Covers both Windows and Mac versions
O'REILLY
Barbara Brundage

- Reference books
- Templated designs
- DRM-free
- Frequent updates

- chapter titles
- paragraphs

+

- sections
- notes, tips, warnings
- sidebars
- code samples
- formal examples
- tables
- images
- quizzes
- etc...

- Reference books
- Templated designs
- DRM-free
- Frequent updates

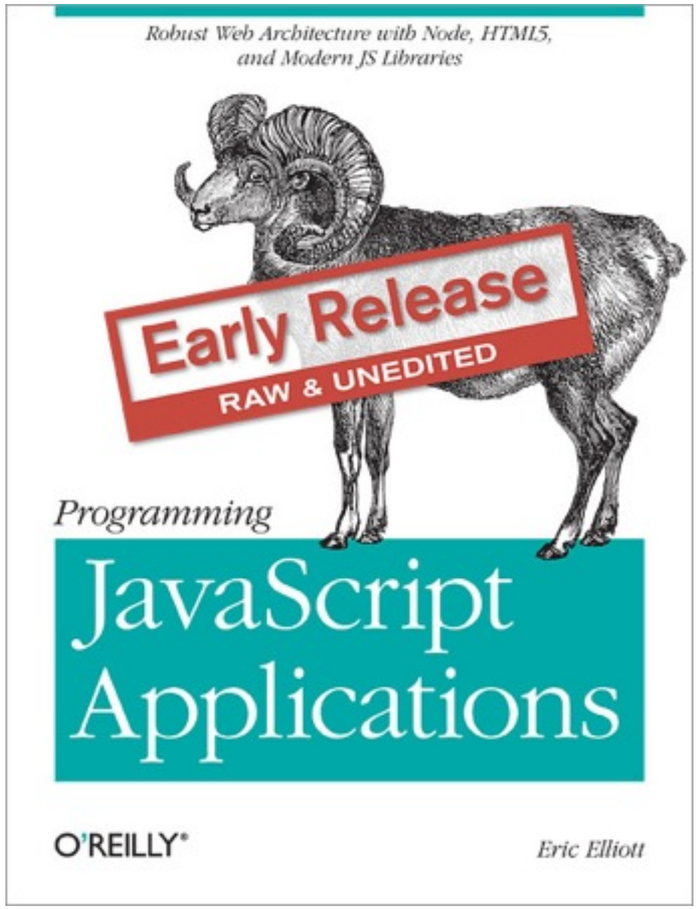
- Reference books
- Templated designs
- DRM-free
- Frequent updates

"At O'Reilly Media, we've always published our ebooks DRM free, following the advice of Lao Tzu, who said, 2500 years ago,

'Fail to honor people, they fail to honor you.' "

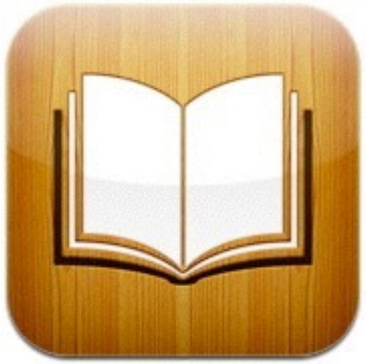
—Tim O'Reilly,
Founder

- Reference books
- Templated designs
- DRM-free
- Frequent updates



- Reference books
- Templated designs
- DRM-free
- Frequent updates

Multi-format Book Production



EPUB

MOBI

DAISY

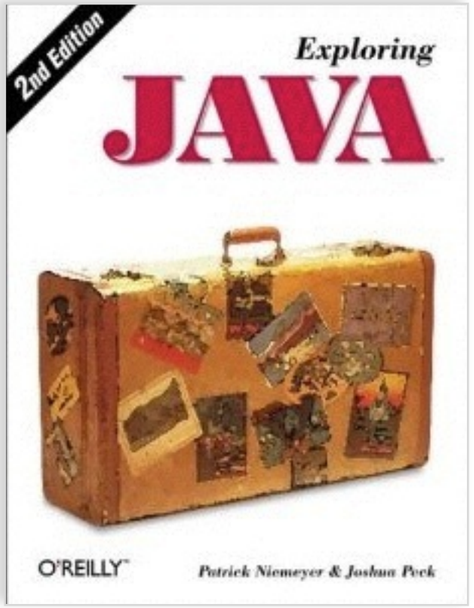
PDF

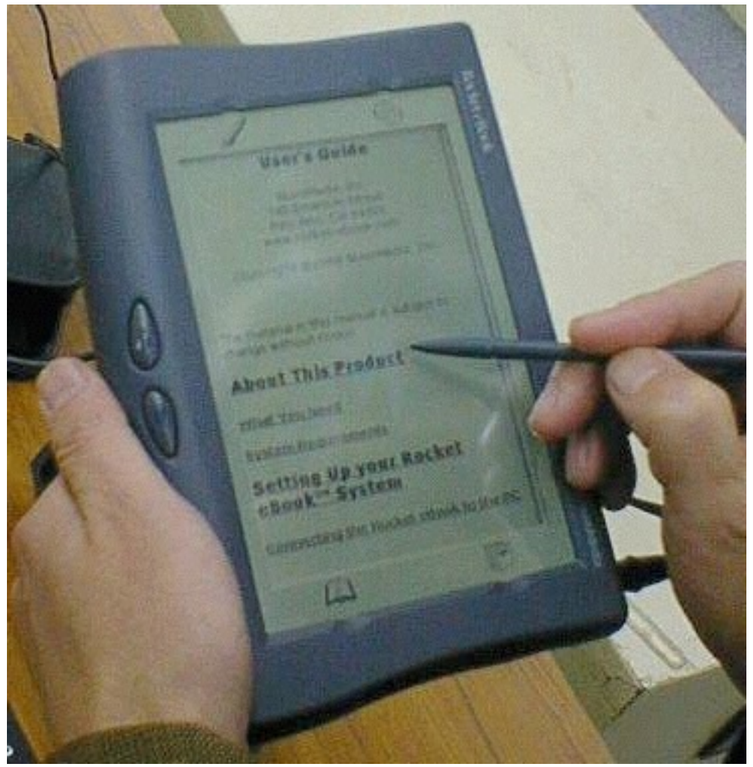
Print

The Toolchain

Past and Present

1998


2nd Edition
Exploring
JAVA
O'REILLY
Patrick Niemeyer & Joshua Peck


User's Guide
About This Product
Setting Up your Rocket eBook™ System

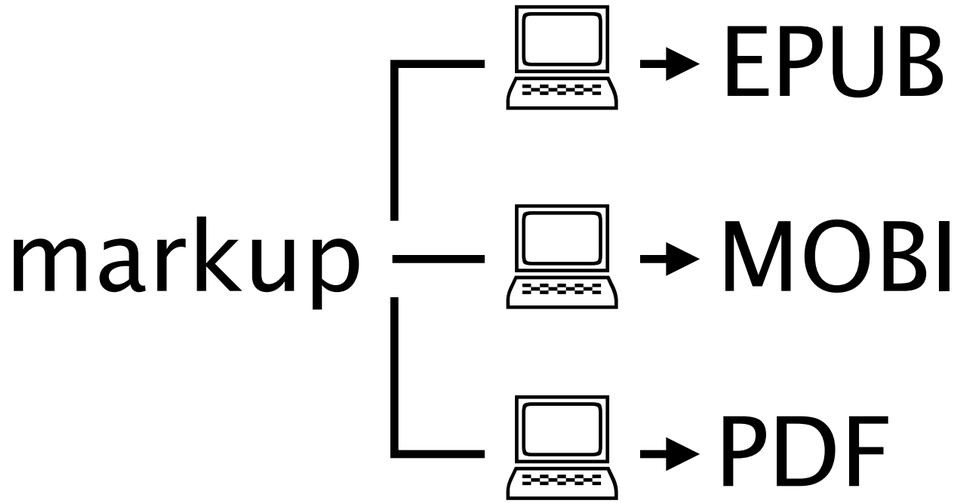
“Unfortunately, the early models of the Rocket eBook do not yet support HTML tables and lists. Because technical materials tends to contain a heavy dose of tables and lists, there are formidable conversion problems.”

Linda Walsh,
Director of Product Marketing @ O’Reilly,
Dec 7 1998

MS Word
InDesign
Quark
FrameMaker
Pagemaker
etc.
EPUB
MOBI
PDF

"...Our idea was eventually we'd be able to produce multiple formats from the same source file. And, of course, now we do that and it's really given us an advantage. But back when we were doing it in the 90s, it was like, 'It takes us longer; it costs more. We're going to have all of these tools that are nonstandard. Why aren't we just using Quark like everybody else?'"

Tim O'Reilly,
Founder,
in an interview in 2012


markup
EPUB
MOBI
PDF

1991: O'Reilly sponsors DocBook XML

<title>

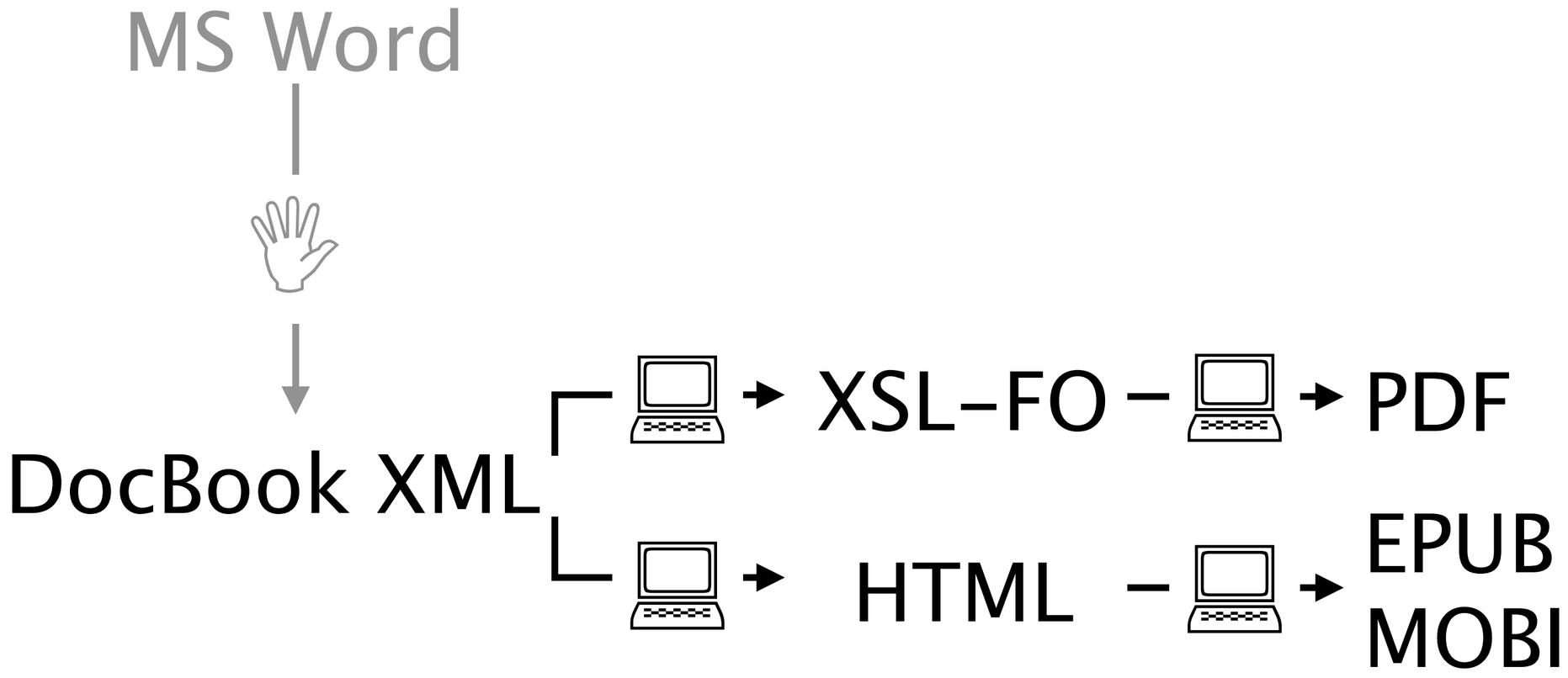
<chapter>

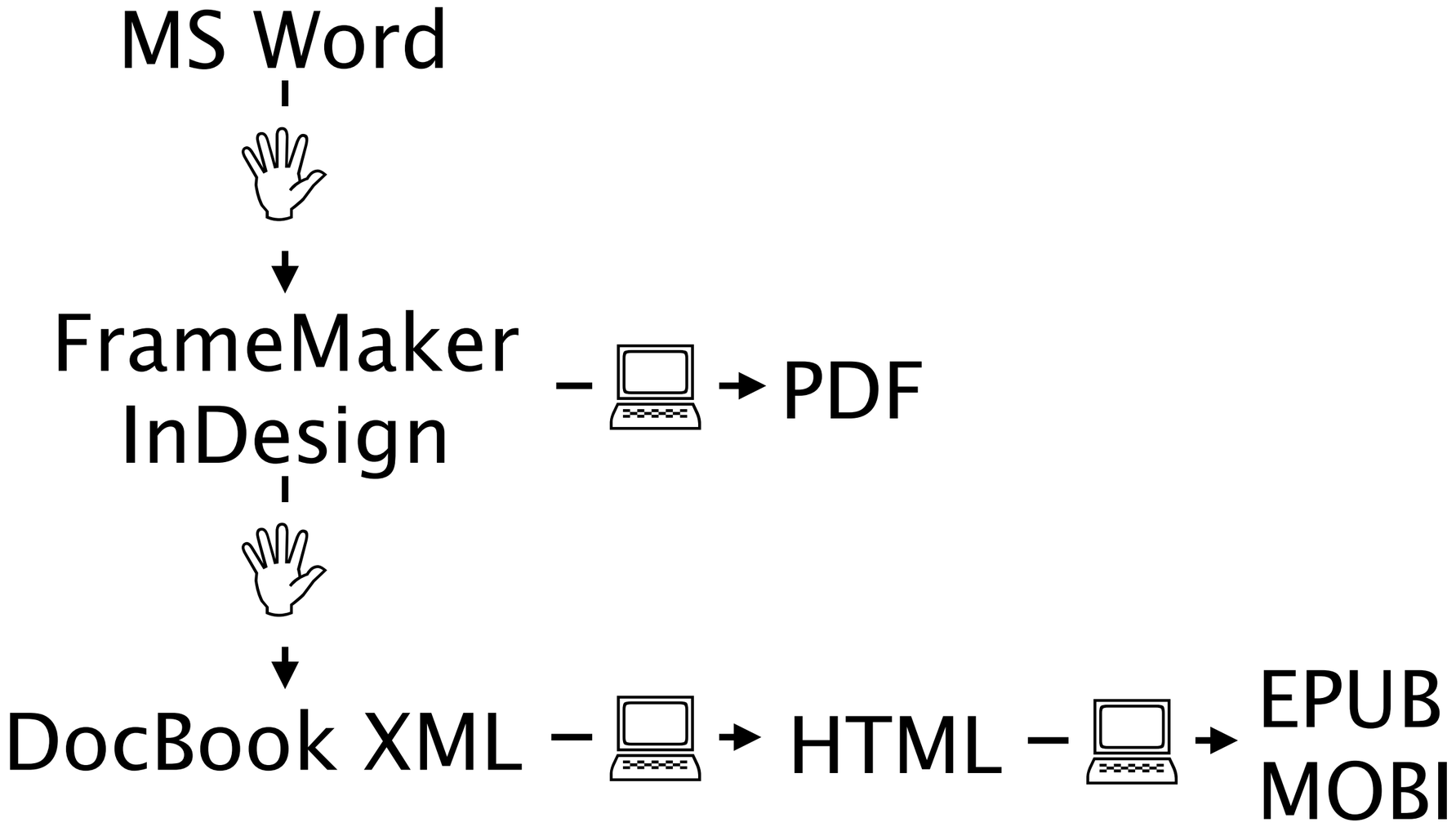
<sect1>

<sidebar>

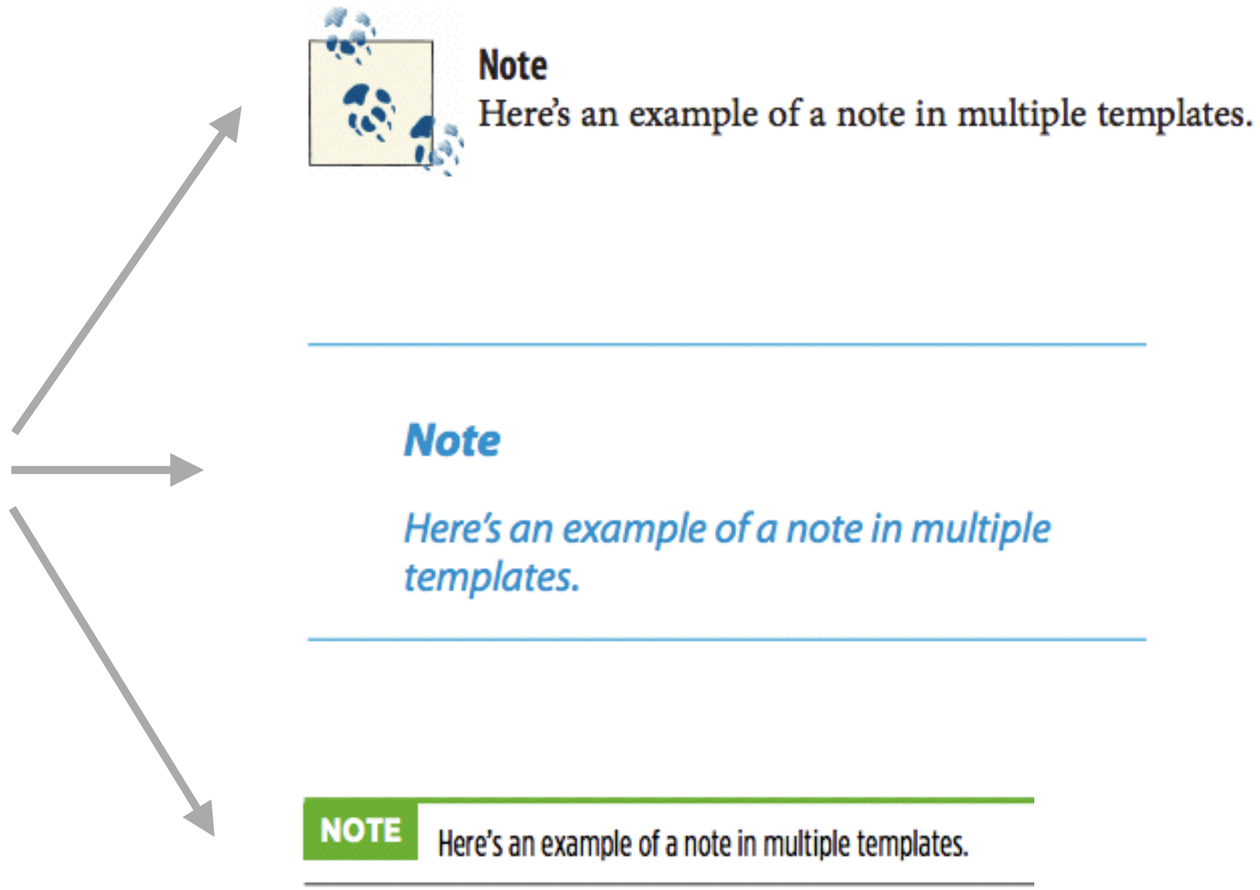
<note>

<example>


MS Word
DocBook XML
XSL-FO
PDF
HTML
EPUB
MOBI

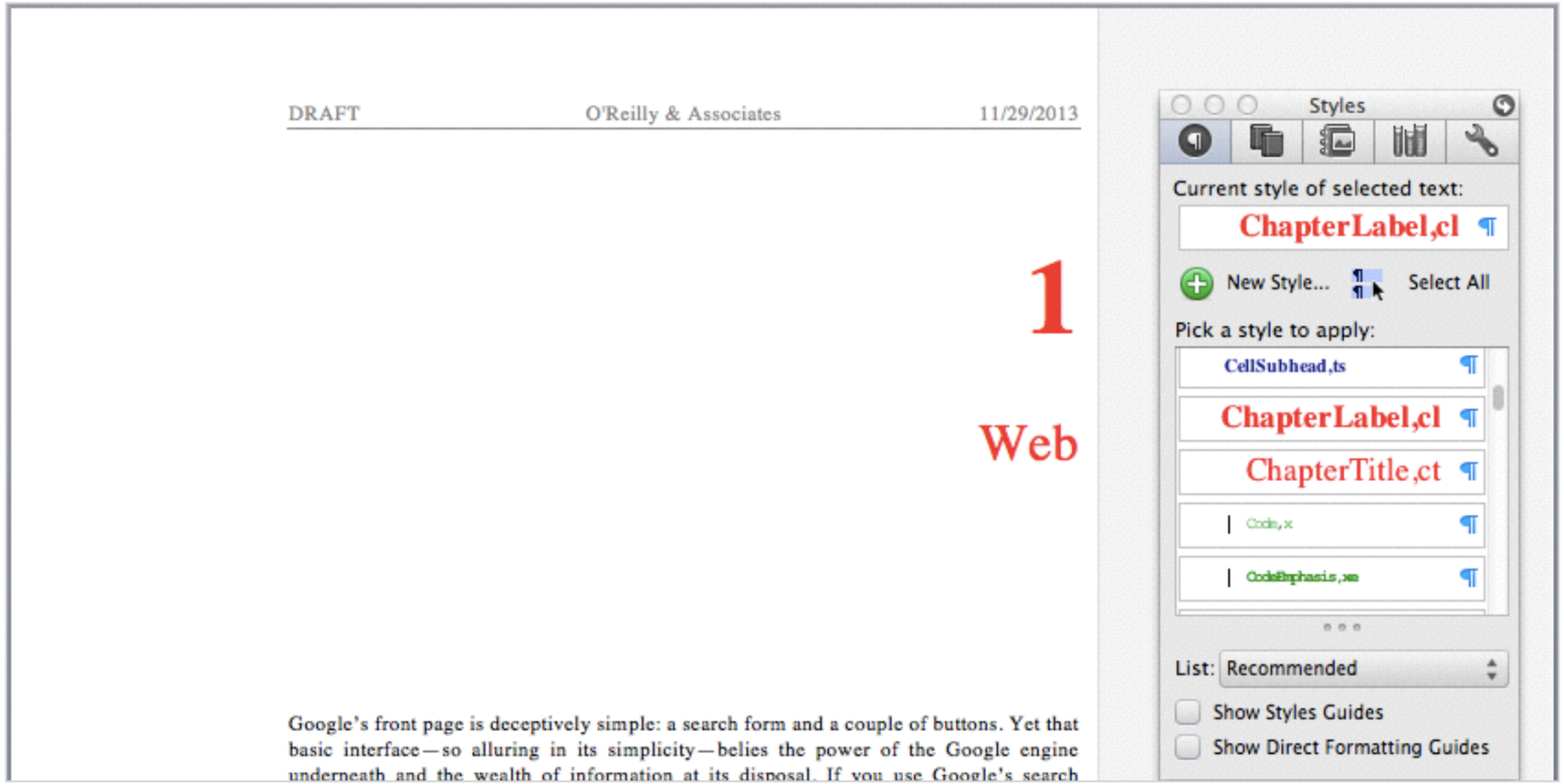

MS Word
FrameMaker
InDesign
PDF
DocBook XML
HTML
EPUB
MOBI

```
<note>Here's an example
 of a note in multiple
   templates.</note>
```



Consistent Markup is Crucial for Automation

Provide authors with a MS Word template



late 2002: AsciiDoc v1.0

```
[[chapter id]]
== This Is a Chapter Title

Type some text here to make a
plain paragraph.
```

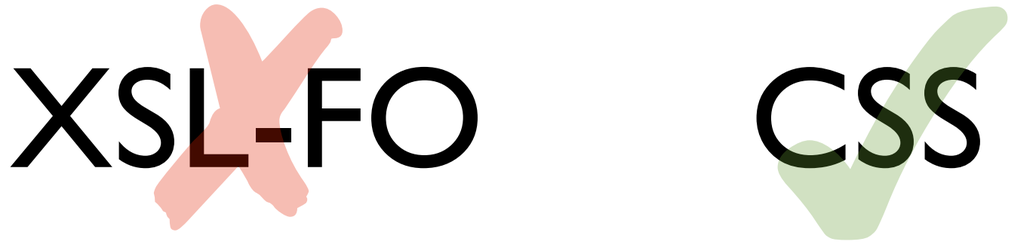
```
<chapter role="chapterid">

<title>This Is a Chapter Title</title>

<para>Type some text here to make a
plain paragraph.</para>

</chapter>
```

2011: Antenna House adds CSS support



HTML is the key

MS Word
InDesign
AsciiDoc
DocBook XML
HTML
EPUB
MOBI
PDF

Authoring formats:

Microsoft Word

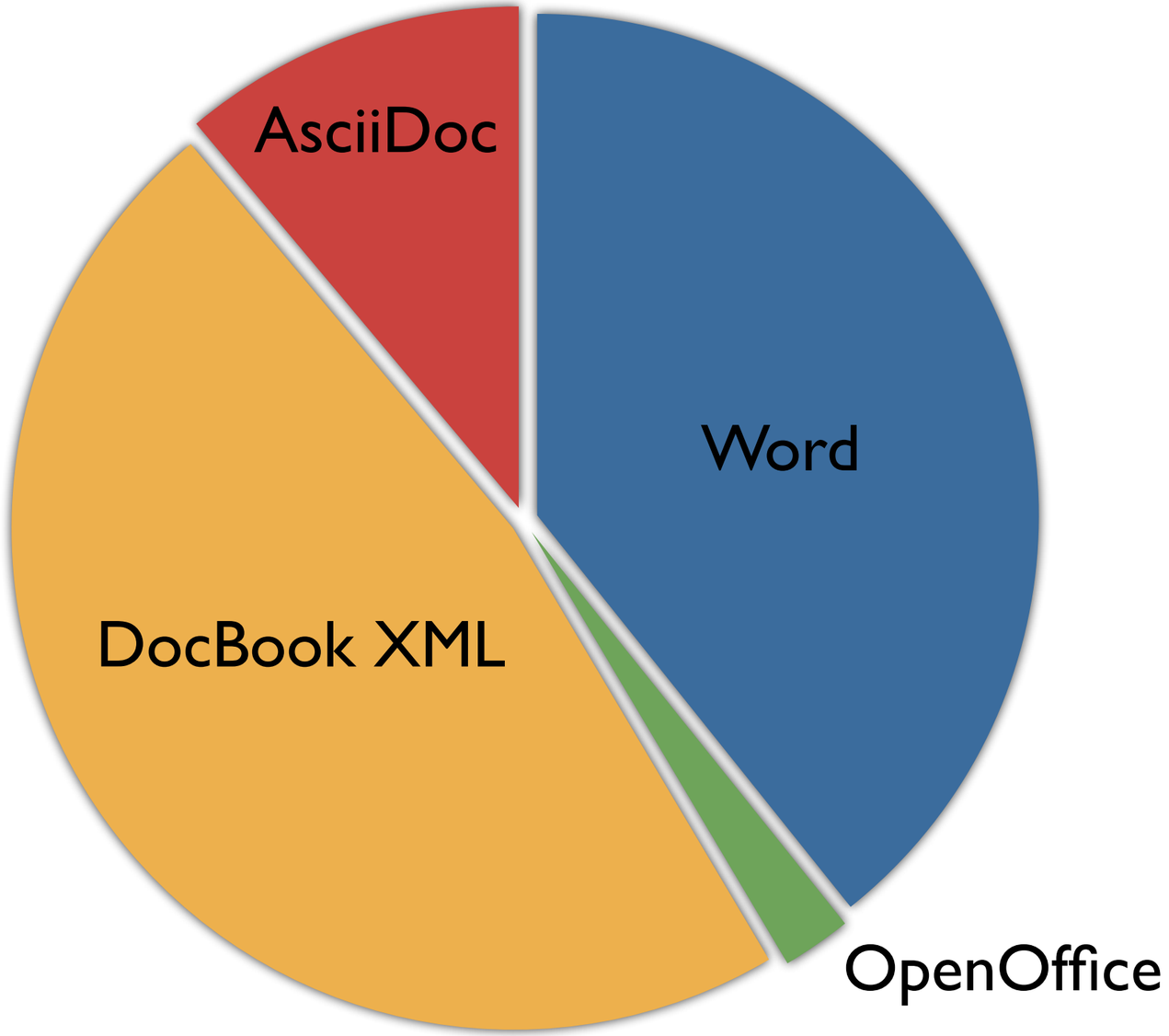
DocBook XML

AsciiDoc

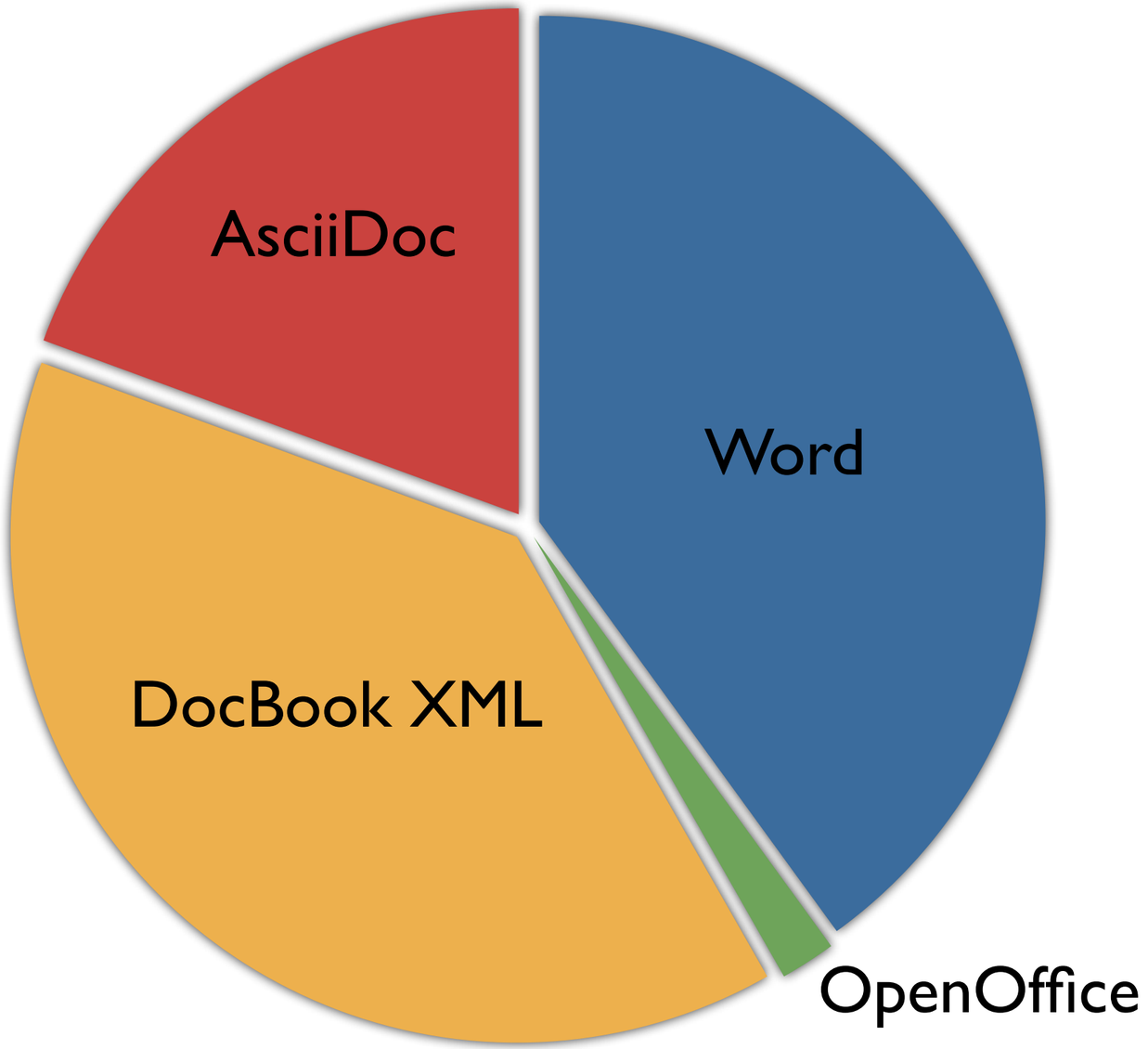
Markdown

OpenOffice

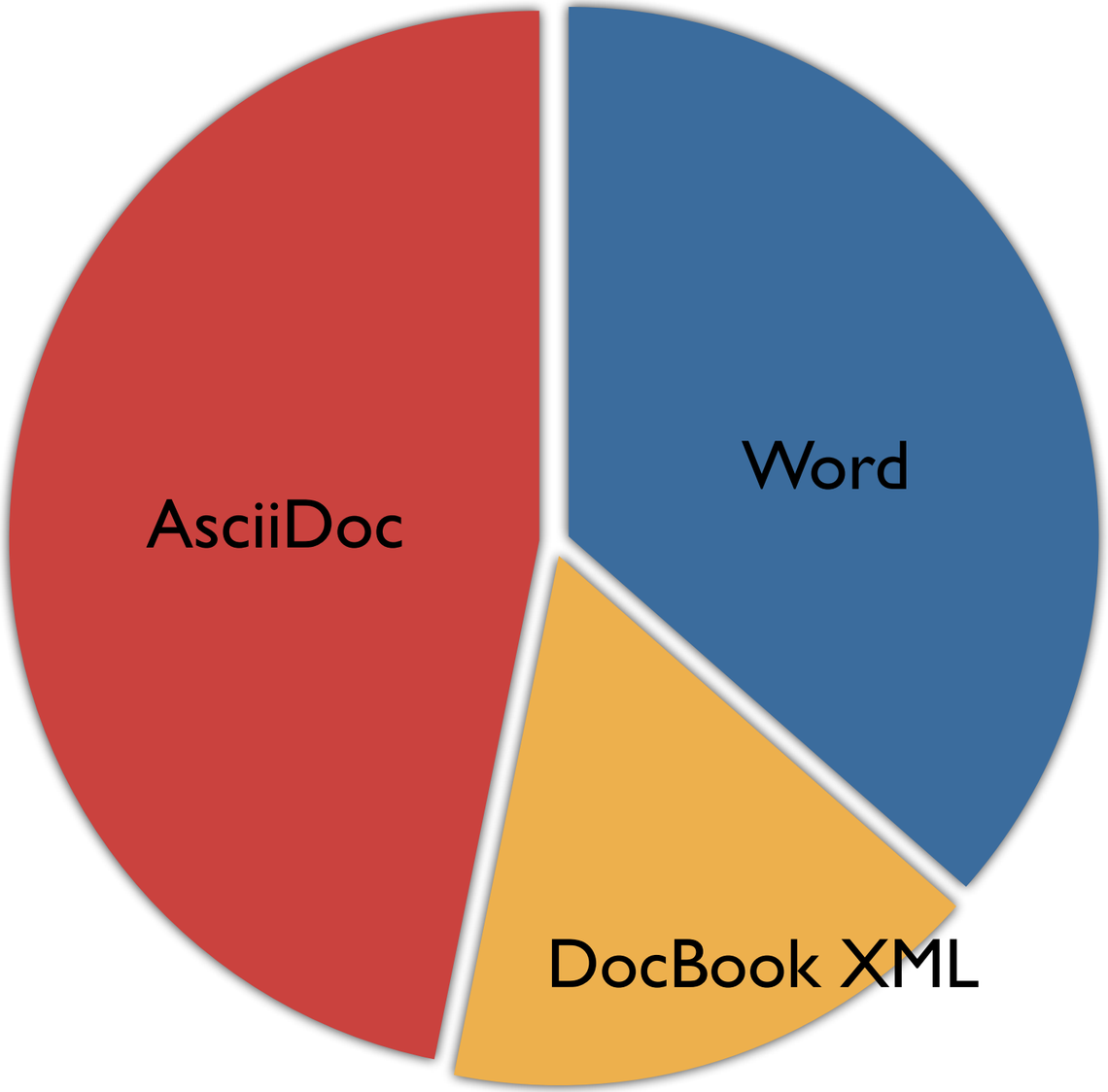
2011

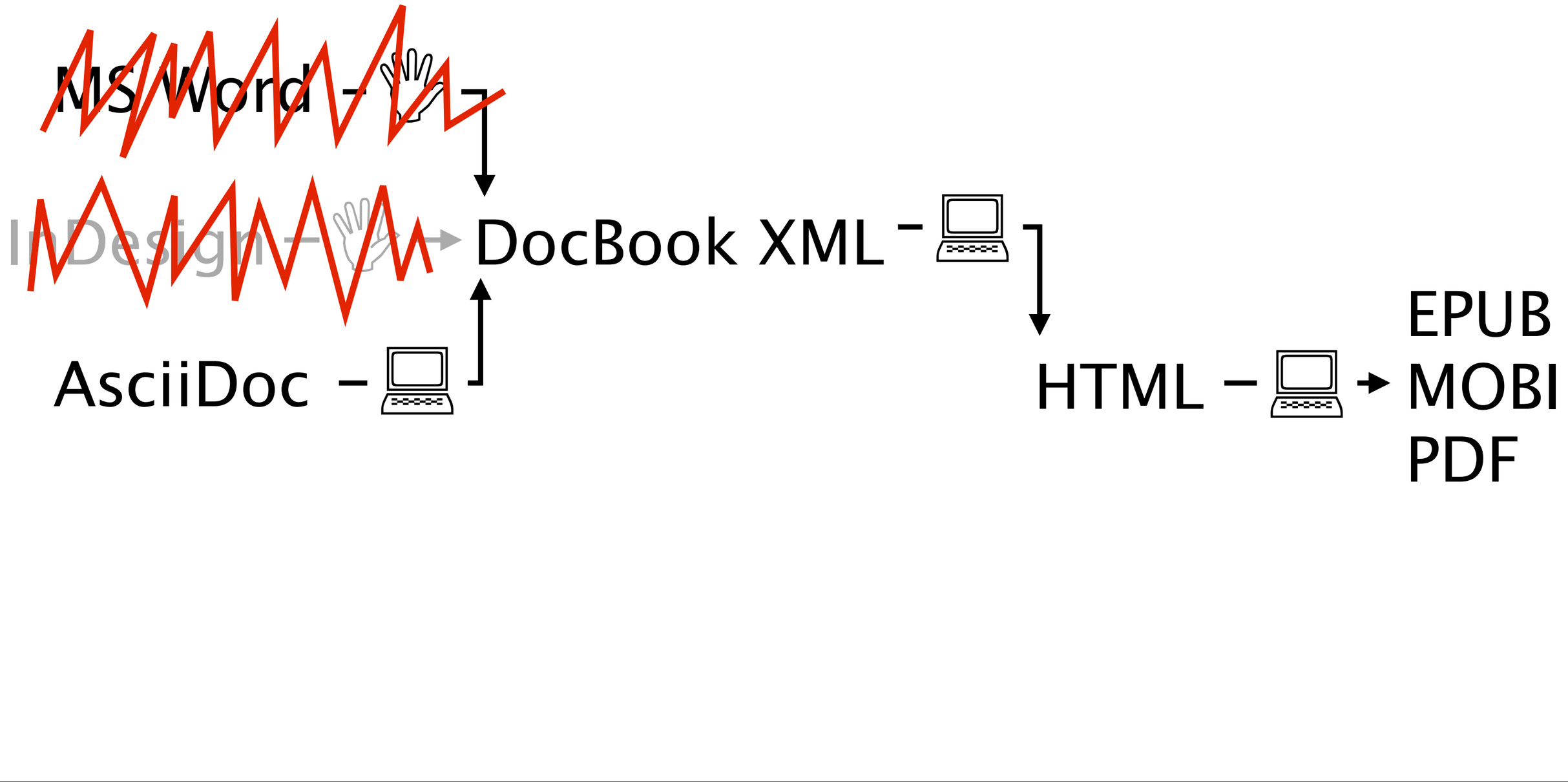


2012



2013




MS Word
InDesign
AsciiDoc
DocBook XML
HTML
EPUB
MOBI
PDF

O'Reilly Atlas | Feedback | Blog | Log in

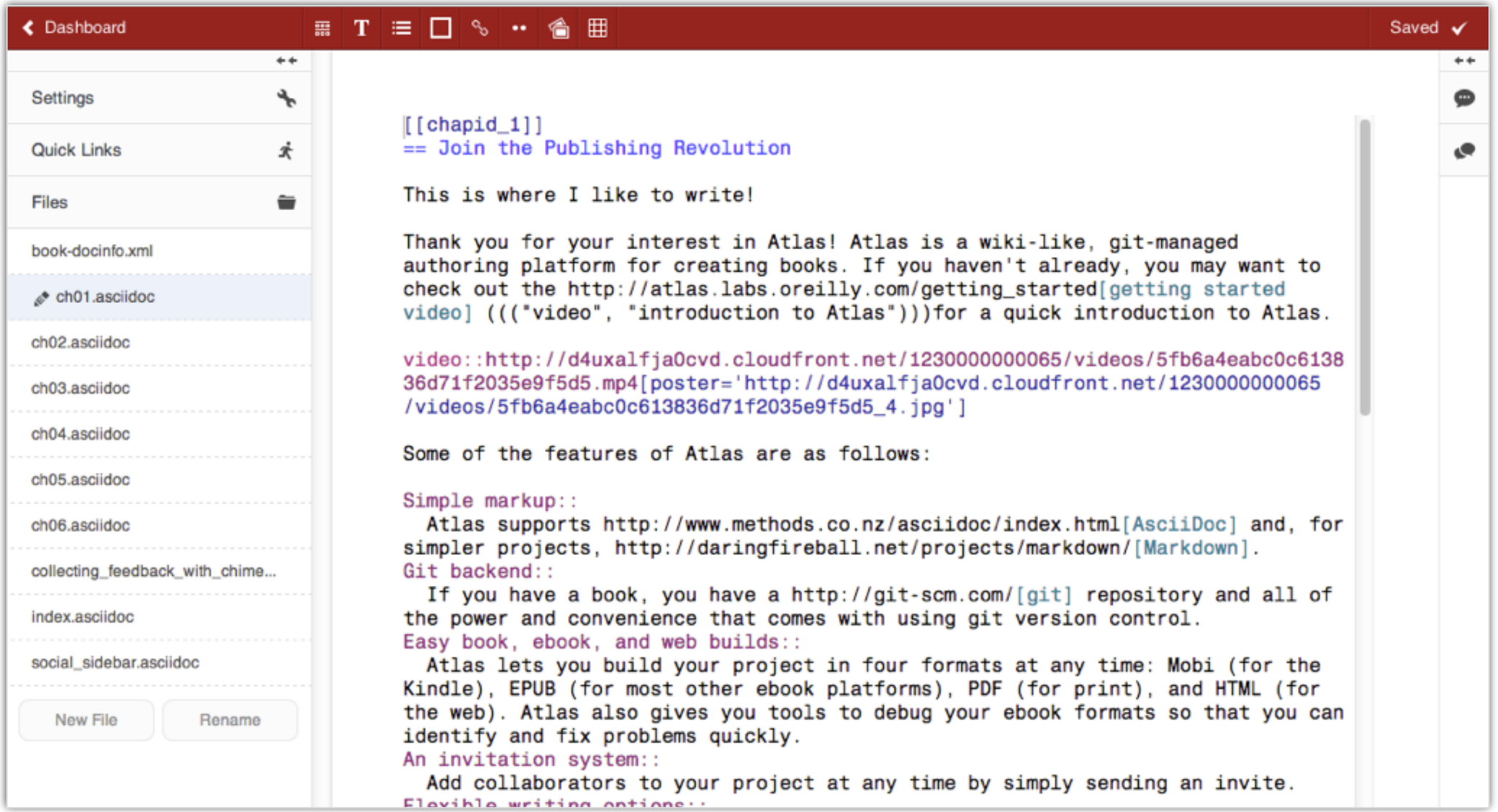
Welcome to Atlas

Version Control with Git

Simple markup with AsciiDoc

Support for all major digital formats

Atlas is currently in private beta. If you'd like to know more about Atlas, please join the notification list over at the latest version.


Dashboard
Saved
Settings
Quick Links
Files
book-docinfo.xml
ch01.asciidoc
ch02.asciidoc
ch03.asciidoc
ch04.asciidoc
ch05.asciidoc
ch06.asciidoc
collecting_feedback_with_chime...
index.asciidoc
social_sidebar.asciidoc
New File
Rename
[[chapid_1]]
== Join the Publishing Revolution
This is where I like to write!
Thank you for your interest in Atlas! Atlas is a wiki-like, git-managed authoring platform for creating books. If you haven't already, you may want to check out the http://atlas.labs.oreilly.com/getting_started[getting started video] ((("video", "introduction to Atlas")))for a quick introduction to Atlas.
video::http://d4uxalfja0cvd.cloudfront.net/1230000000065/videos/5fb6a4eabc0c613836d71f2035e9f5d5.mp4[poster='http://d4uxalfja0cvd.cloudfront.net/1230000000065/videos/5fb6a4eabc0c613836d71f2035e9f5d5_4.jpg']
Some of the features of Atlas are as follows:
Simple markup::
Atlas supports http://www.methods.co.nz/asciidoc/index.html[AsciiDoc] and, for simpler projects, http://daringfireball.net/projects/markdown/[Markdown].
Git backend::
If you have a book, you have a http://git-scm.com/[git] repository and all of the power and convenience that comes with using git version control.
Easy book, ebook, and web builds::
Atlas lets you build your project in four formats at any time: Mobi (for the Kindle), EPUB (for most other ebook platforms), PDF (for print), and HTML (for the web). Atlas also gives you tools to debug your ebook formats so that you can identify and fix problems quickly.
An invitation system::
Add collaborators to your project at any time by simply sending an invite.

Choose File Formats

PDF	EPUB	MOBI	HTML
Build your book as a PDF file for digital or print.	Build your book in EPUB format for Nook and IOS.	Build your book in MOBI format for Kindle.	Build your book as a website hosted on O'Reilly Chimera.

Files to Ignore

- book-docinfo.xml

Files to Build

- ch01.asciidoc
- ch02.asciidoc
- ch03.asciidoc
- ch04.asciidoc
- ch05.asciidoc
- ch06.asciidoc
- collecting_feedback_with_chimera.asciidoc
- social_sidebar.asciidoc
- index.asciidoc

Build!

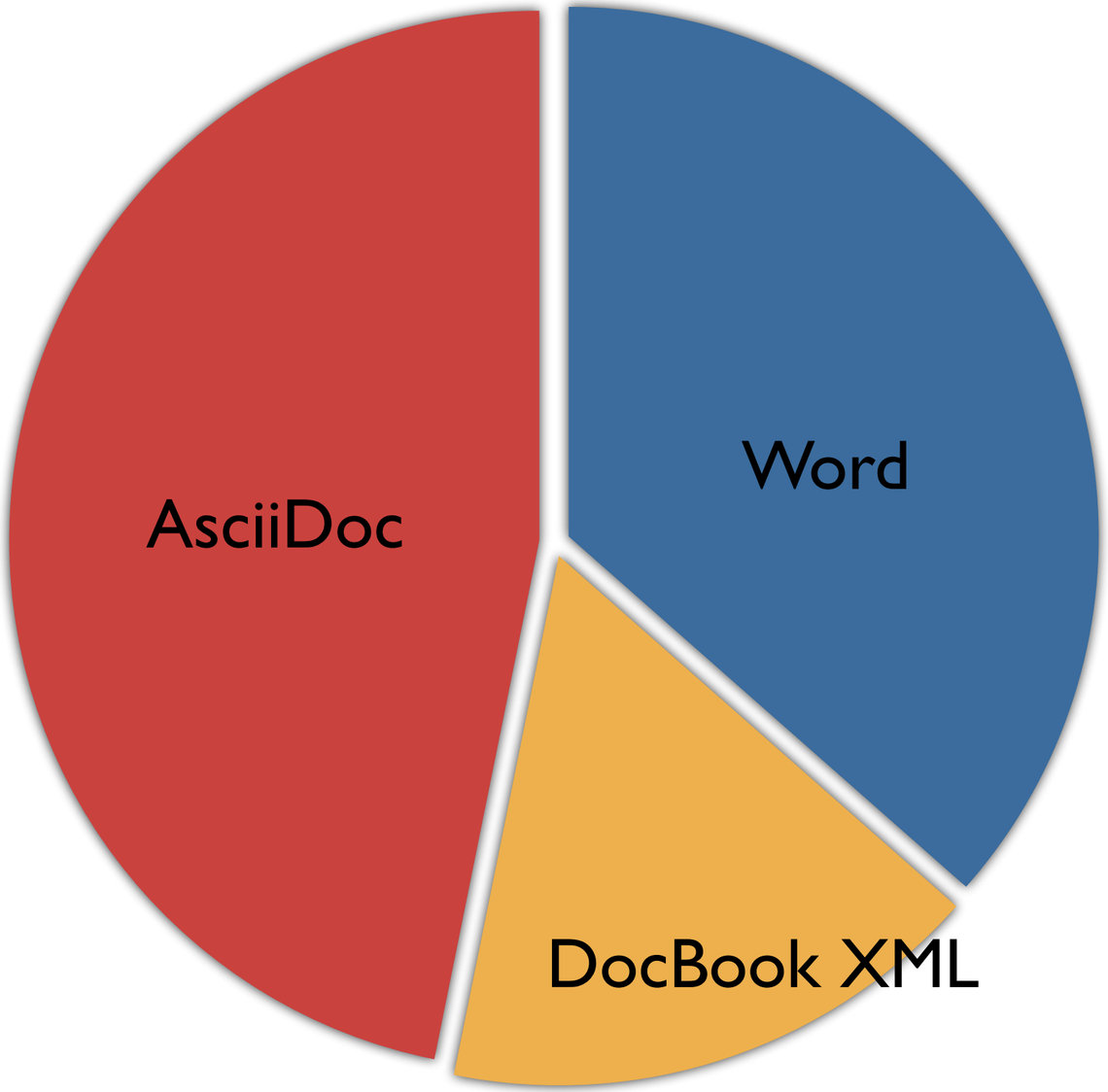
Lesson 1:

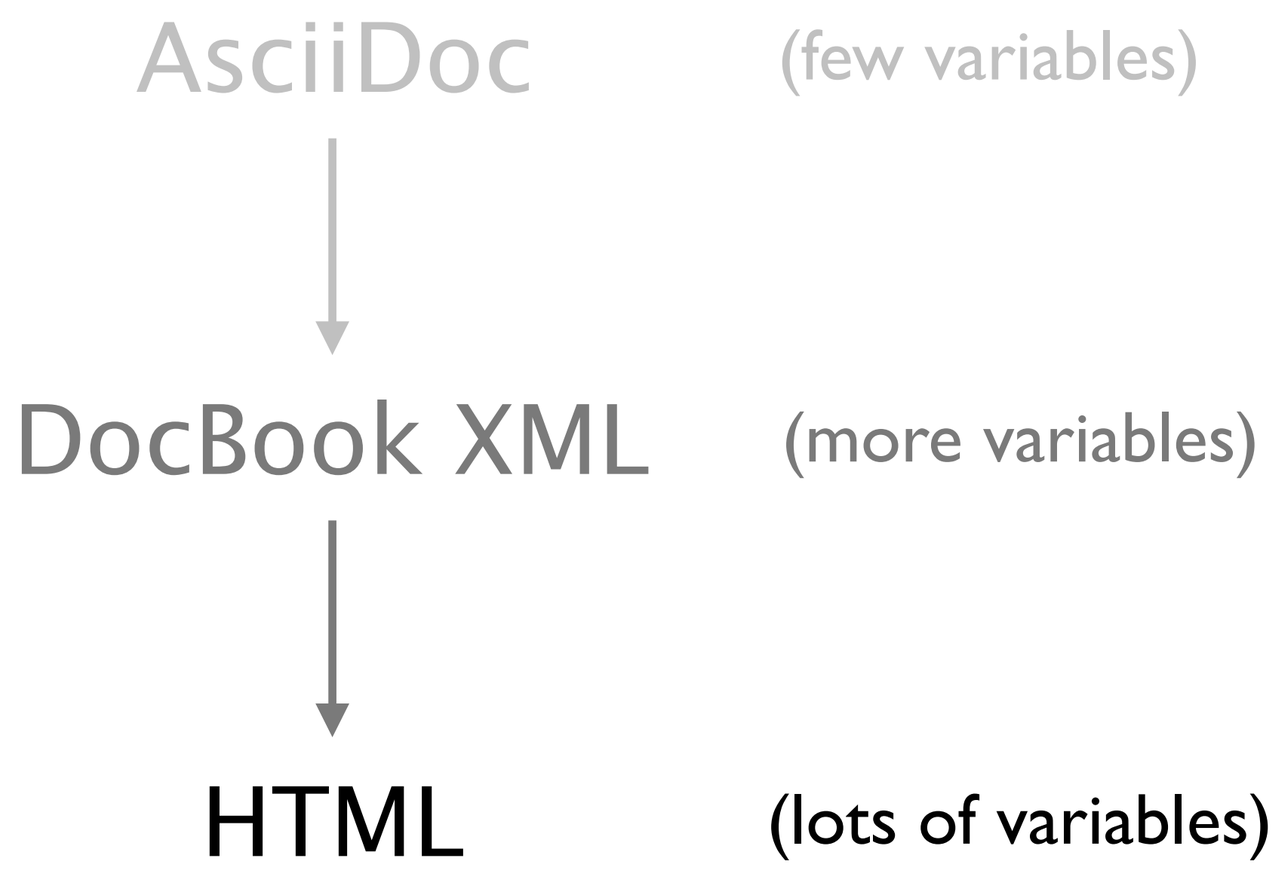
Writing is visual,

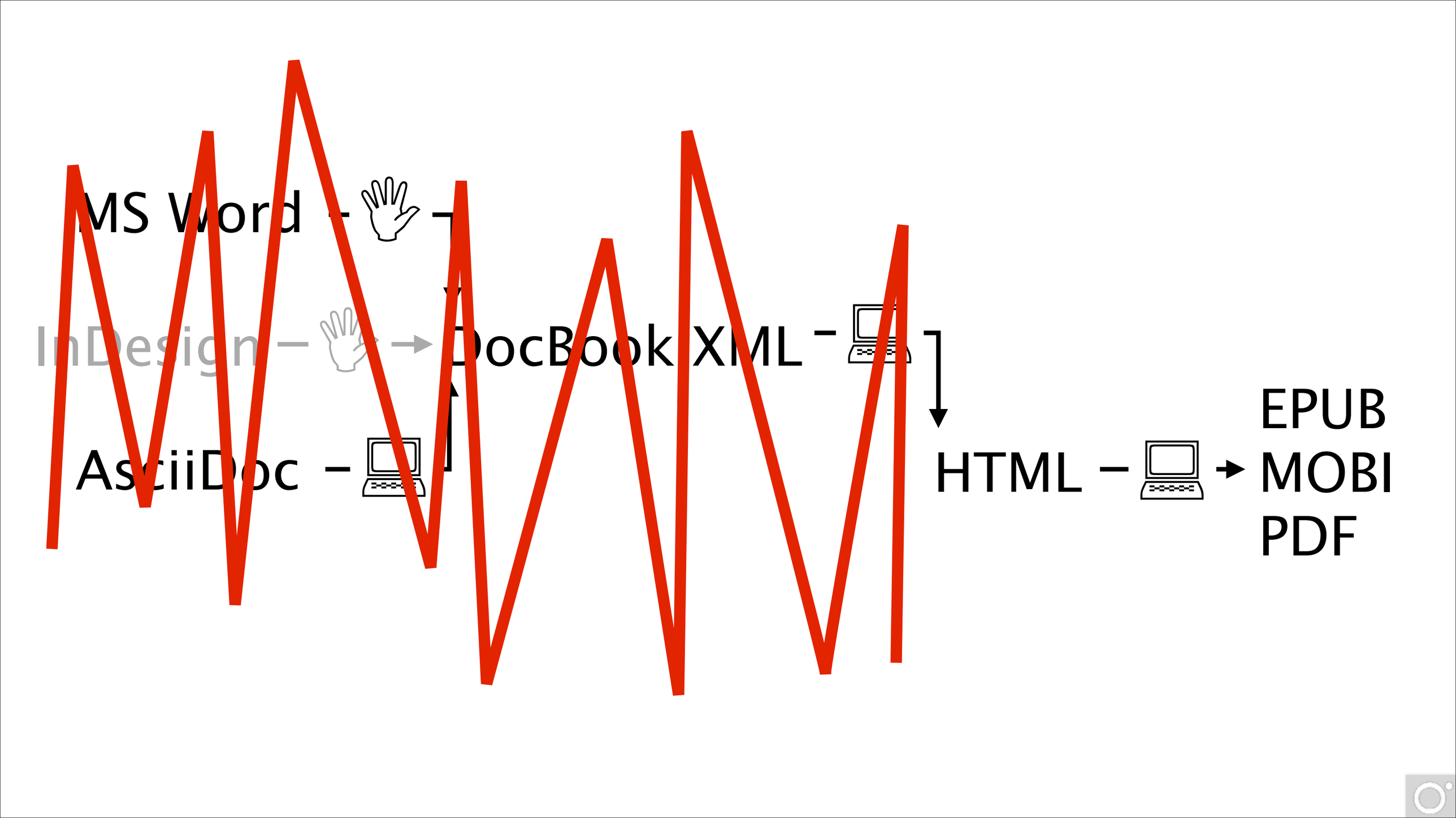
Markup is hard

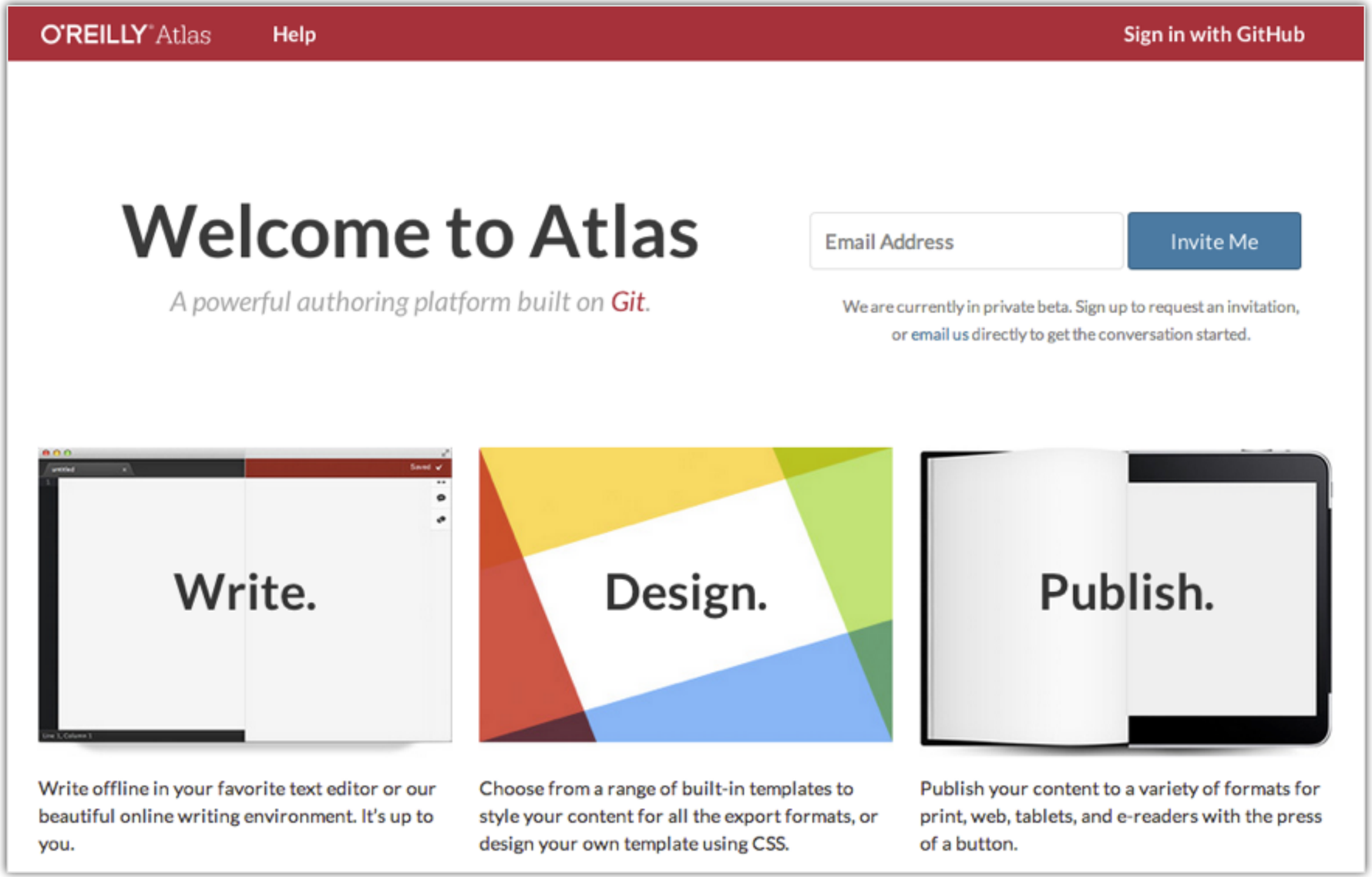
(but necessary)

2013




AsciiDoc
(few variables)
DocBook XML
(more variables)
HTML
(lots of variables)


MS Word
InDesign
AsciiDoc
DocBook XML
HTML
EPUB
MOBI
PDF


O'REILLY Atlas
Help
Sign in with GitHub
Welcome to Atlas
A powerful authoring platform built on Git.
Email Address
Invite Me
We are currently in private beta. Sign up to request an invitation,
or email us directly to get the conversation started.
Write.
Design.
Publish.
Write offline in your favorite text editor or our beautiful online writing environment. It's up to you.
Choose from a range of built-in templates to style your content for all the export formats, or design your own template using CSS.
Publish your content to a variety of formats for print, web, tablets, and e-readers with the press of a button.

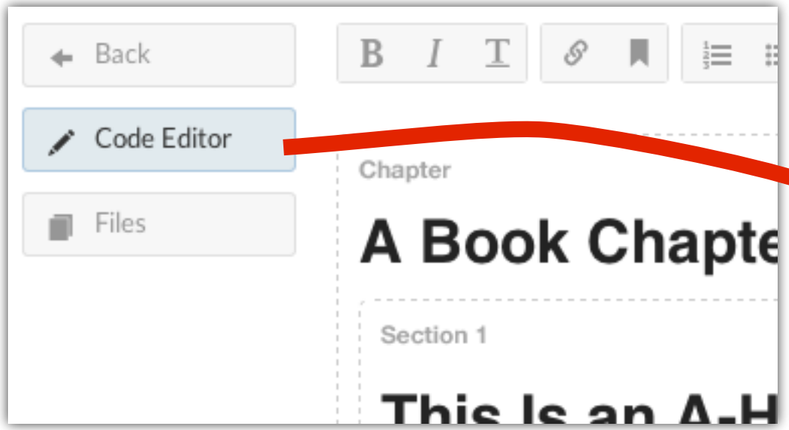
DEMO

HTMLBook:
semantics-driven HTML for books

DocBook:		HTMLBook:
`<title>`	→	`<h1>`
`<chapter>`	→	`<section data-type="chapter">`
`<sect1>`	→	`<section data-type="sect1">`
`<sidebar>`	→	`<div data-type="sidebar">`

Lesson 2:

There's no such thing as magic



Back
Visual Editor
Files
Save
File History
Builds

```
<section data-type="chapter">
<h1>A Book Chapter</h1>

<section data-type="sect1">
<h1>This Is an A-Head</h1>

<p>Vegan ea McSweeney's, kale chips labore single-origin coffee salvia reprehenderi
t keffiyeh swag. YOLO fap <a contenteditable="false" data-original-title="" data
-primary="indexterm1" data-secondary="" data-tertiary="" data-type="indexterm"
title=""> </a>iPhone Intelligentsia labore four loko, ethical sriracha. Mollit
you probably haven't heard of them laborum Terry Richardson, raw denim disrupt
fixie blog.</p>

<dl>
 <dt>Term</dt>
 <dd>Definition</dd>
</dl>
```

CSS

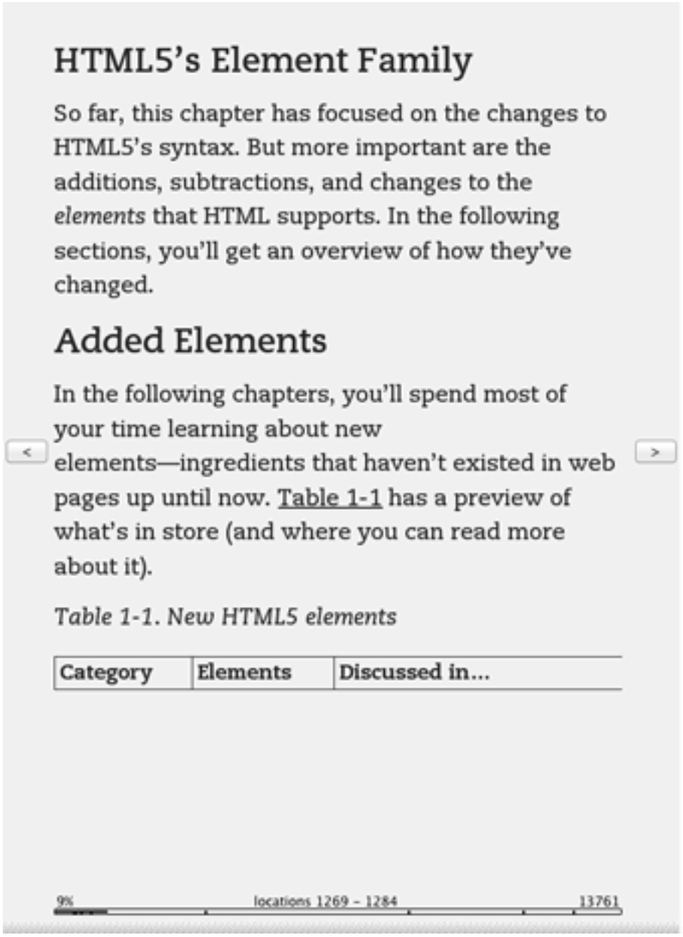
CSS for eReaders

@media queries

Cascades

CSS for eReaders:
@media queries

Kindle eInk



HTML5's Element Family

So far, this chapter has focused on the changes to HTML5's syntax. But more important are the additions, subtractions, and changes to the *elements* that HTML supports. In the following sections, you'll get an overview of how they've changed.

Added Elements

In the following chapters, you'll spend most of your time learning about new elements—ingredients that haven't existed in web pages up until now. Table 1-1 has a preview of what's in store (and where you can read more about it).

Table 1-1. New HTML5 elements

Category	Elements	Discussed in…

9% locations 1269 – 1284 13761

Kindle Fire

HTML5's Element Family

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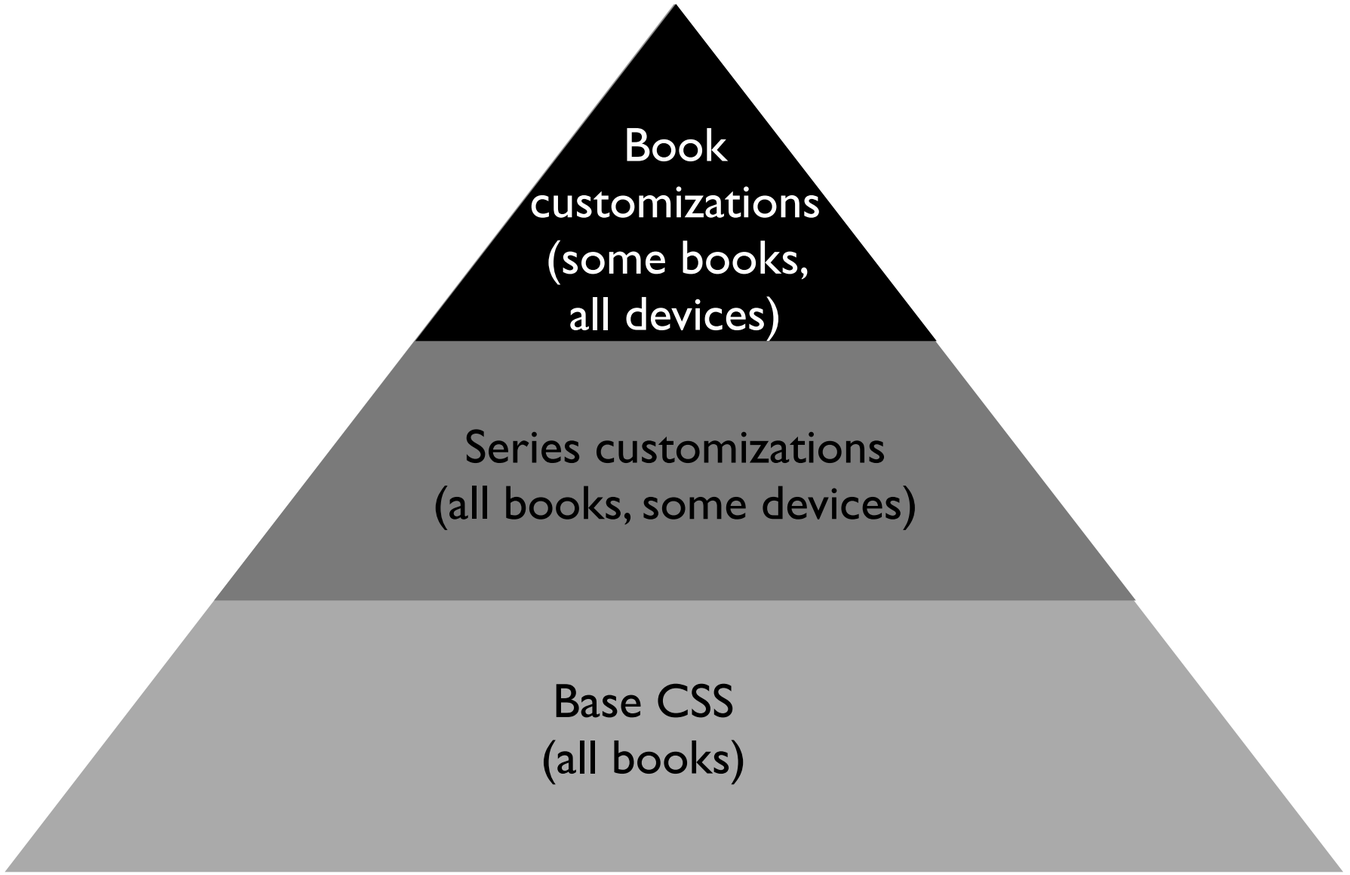
Table 1-1. New HTML5 elements

Category	Elements	Discussed in…
Semantic elements for structuring a page	<article>, <aside>, <figcaption>, <figure>, <footer>, <header>, <hgroup>, <nav>, <section> <details>, <summary>	Chapter 2
Semantic elements for text	<mark>, <time> <wbr> (previously supported, but now an official part of the language)	Chapter 3
Web forms and interactivity	<input> (not new, but has many new subtypes) <datalist>, <keygen>, <meter>, <progress>,	Chapter 4

CSS for eReaders:
The Cascade



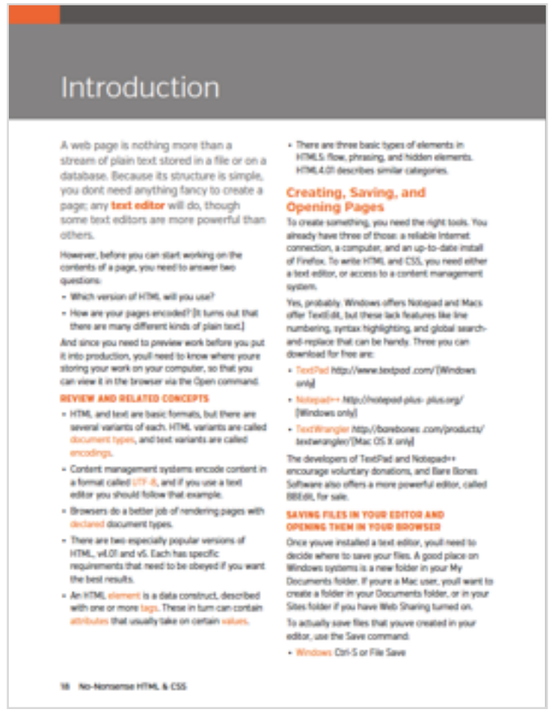
Test, test, test!

CSS 3 Paged Media

A new module to layout content in pages.

- trim size
- margins
- running headers and footers
- page numbers
- etc.

An example HTML/CSS layout



Introduction

A web page is nothing more than a stream of plain text stored in a file or on a database. Because its structure is simple, you dont need anything fancy to create a page; any **text editor** will do, though some text editors are more powerful than others.

However, before you can start working on the contents of a page, you need to answer two questions:

- Which version of HTML will you use?
- How are your pages encoded? (It turns out that there are many different kinds of plain text.)

And since you need to preview work before you put it into production, youll need to know where youre storing your work on your computer, so that you can view it in the browser via the Open command.

REVIEW AND RELATED CONCEPTS

- HTML and text are basic formats, but there are several variants of each. HTML variants are called document types, and text variants are called encodings.
- Content management systems encode content in a format called UTF-8, and if you use a text editor you should follow that example.
- Browsers do a better job of rendering pages with declared document types.
- There are two especially popular versions of HTML, v4.01 and v5. Each has specific requirements that need to be obeyed if you want the best results.
- An HTML element is a data construct, described with one or more tags. These in turn can contain attributes that usually take on certain values.
- There are three basic types of elements in HTML5: flow, phrasing, and hidden elements. HTML4.01 describes similar categories.

Creating, Saving, and Opening Pages

To create something, you need the right tools. You already have three of those: a reliable Internet connection, a computer, and an up-to-date install of Firefox. To write HTML and CSS, you need either a text editor, or access to a content management system.

Yes, probably. Windows offers Notepad and Macs offer TextEdit, but these lack features like line numbering, syntax highlighting, and global search-and-replace that can be handy. Three you can download for free are:

- TextPad http://www.textpad.com/ (Windows only)
- Notepad++ http://notepad-plus- plus.org/ (Windows only)
- TextWrangler http://barebones .com/products/ textwrangler/ (Mac OS X only)

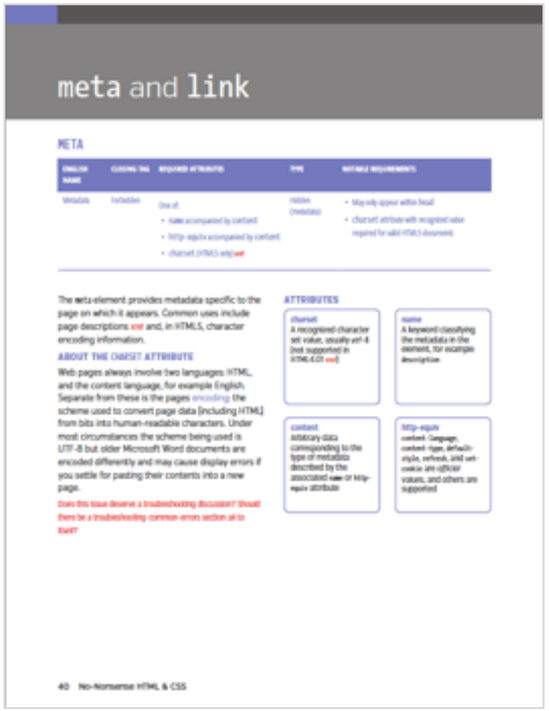
The developers of TextPad and Notepad++ encourage voluntary donations, and Bare Bones Software also offers a more powerful editor, called BBEdit, for sale.

SAVING FILES IN YOUR EDITOR AND OPENING THEM IN YOUR BROWSER

Once youve installed a text editor, youll need to decide where to save your files. A good place on Windows systems is a new folder in your My Documents folder. If youre a Mac user, youll want to create a folder in your Documents folder, or in your Sites folder if you have Web Sharing turned on.

To actually save files that youve created in your editor, use the Save command.

- Windows Ctrl-S or File Save



meta and link

META

ENGLISH NAME	CLOSING TAG	REQUIRED ATTRIBUTES	TYPE	NOTABLE REQUIREMENTS
Metadata	Forbidden	One of: • name accompanied by content • http-equiv accompanied by content • charset (HTML5 only)	Hidden (metadata)	• May only appear within head • charset attribute with recognized value required for valid HTML5 documents

The meta element provides metadata specific to the page on which it appears. Common uses include page descriptions and, in HTML5, character encoding information.

ABOUT THE CHARSET ATTRIBUTE

Web pages always involve two languages: HTML, and the content language, for example English. Separate from these is the pages encoding: the scheme used to convert page data (including HTML) from bits into human-readable characters. Under most circumstances the scheme being used is UTF-8 but older Microsoft Word documents are encoded differently and may cause display errors if you settle for pasting their contents into a new page.

Does this issue deserve a troubleshooting discussion? Should there be a troubleshooting-common-errors section at/in front?

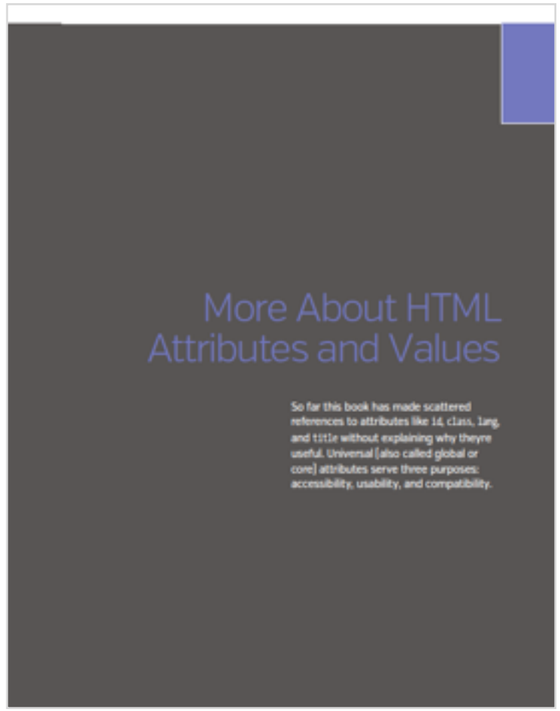
ATTRIBUTES

charset
A recognized character set value, usually utf-8 (not supported in HTML4.01 and)

name
A keyword classifying the metadata in the element, for example description

content
Arbitrary data corresponding to the type of metadata described by the associated name or http-equiv attribute

http-equiv
content-language, content-type, default-style, refresh, and set-cookie are official values, and others are supported



More About HTML Attributes and Values

So far this book has made scattered references to attributes like `id`, `class`, `lang`, and `title` without explaining why theyre useful. Universal (also called global or core) attributes serve three purposes: accessibility, usability, and compatibility.

UNIVERSAL ATTRIBUTES DESCRIBED

Some universal attributes are available in both HTML4.01 and HTML5:

id
A name for the element that is unique on a given page. Can also be used to create a destination within the page for hypertext links, along with other functions.

title
A short text description of the elements contents, especially useful in cases where the content of a hypertext link has an unclear relationship to its destination.

lang
Describes the language of the elements content. This attribute is most frequently applied to the root element for obvious reasons, but can be used with others as

class
A name for one or several elements on a given page, provided specifically to be referenced in a stylesheet.

style
Allows the page author to assign arbitrary CSS property/value pairs to the element. this attribute should be avoided whenever and wherever possible!

dir
Has two values, ltr and rtl, that should be used to define the writing direction of the elements text contents. The default value is most

MORE DETAILS

- id and class values should start with a letter.
- As this book is being written some of the HTML5-only attributes, especially translate and contextmenu, are still effectively experimental. The contenteditable attribute, however, is available in some older browsers.
- When you apply styles to an element with the style attribute, those changes take priority over anything that might be in any other stylesheet. This behavior holds without respect to platform, medium, or page canvas dimensions, which effectively breaks measures taken toward compatibility. For that reason you should avoid using the style attribute wherever possible.
- Visitors activate accesskey settings by pressing a specific bottom-row key (Alt on Windows, Control on Mac OS X along with the key thats provided as the value for the relevant attribute. In Windows, this setting will override any conflicting macros for the browser menus, so values like F, E, V, and T should be avoided.

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