

DIGITAL PUBLISHING TOOLKIT

FORM:

+ document

+ software toolkit

FORM:

- + document
 - + analog
 - + digital

- + software toolkit
 - + existing programs
 - + self-written utilities

CONTENT:

- + “e-publishing DIY for dummies”
- + target group: cultural sector
- + readers:
 - + book publishers
 - + magazine publishers
 - + writers, editors, artists
 - + graphic/media designers

SCENARIOS :

- + art/design exhibition catalogue
- + artist's/designer's book
- + research publication
- + arts/design periodical
- + new types of publications

TECHNOLOGY:

pros & cons of

+ web site

+ PDF

+ mobile app

+ epub 2/mobi

+ epub 3/html5/iBooks/KF8

strenghts & limitations of

1: file formats

2: reader software

3: reader hardware

WORKFLOWS:

Per scenario...

- + art/design exhibition catalogue:
traditional vs. new
- + artist's/designer's book:
traditional vs. new
- + research publication:
traditional vs. new
- + arts/design periodical:
traditional vs. new

DISTRIBUTION PLATFORMS:

Pros & Cons of:

- + e-book stores
(Amazon, Apple, Google, Kobo, Sony...)
- + online reading
(Scribd, Issuu...)
- + print-on-demand
- + pirate platforms
(AAAAARG, Monoskop, Pirate Bay)
- + artist-/designer-run projects
(Badlands, KYUR8, artistsebooks)

**GUIDE:
DESIGN YOUR OWN E-PUBLICATION**

...per scenario & workflow

+ focus on epub2/3, emphasis epub3

+ step-by-step guide:

+ from well-structured sources

+ to final e-publication

+ leave out & just reference:

+ everything covered elsewhere;

+ everything too case-specific;

+ everything for which you

really need an external pro.

VISUALIZATION:

Flow charts...
for each scenario & workflow!

SUMMARY:

- + common pitfalls
- + technological shortcomings
- + chicken/egg problems
- + new opportunities

FUTUROLOGY:

Where will we be in 2020...

- + reading technology
- + reading culture
- + publishing culture

APPENDIX:

- + glossary of technical terms
- + keyword index
- + bibliography + link list

FORM OF THE DOCUMENT:

We will eat our own dog food!

- + source format: MultiMarkdown
- + publishing formats:
 - + web site / HTML
 - + epub
 - + HTML 5 app (?)
 - + PDF
 - + print book

SOFTWARE TOOLKIT:

- + Existing software
 - + choice a: Open Source
 - + choice b: Freeware
 - + choice c: Proprietary

- + Self-written software
 - + emphasis on simple, reusable code
 - + emphasis on small tools that fix common problems
 - + all in the Public Domain or Open Source

FORM:

- + Existing software
 - + referenced within workflows
 - + referenced in document w/ URLs
 - + on web site repository
(link list)

- + Self-written software
 - + on web site repository
 - + source code in document

DISTRIBUTION:

Eat our own dogfood again:

- + All e-book stores
- + All online reading platforms
- + All pirate sites
- + All artist-run sites
- + Our own web site