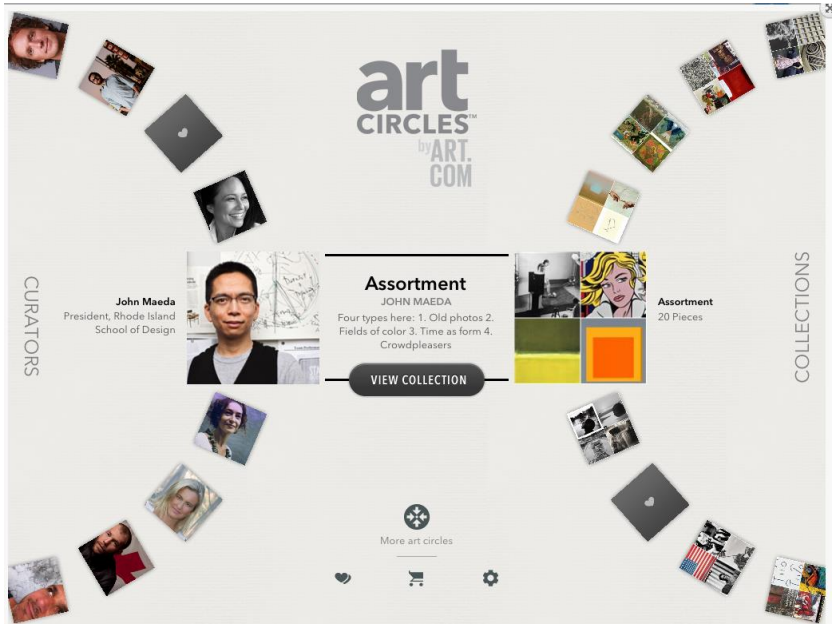
DIGITAL PUBLISHING TOOLKIT

E-PUBLISHING IN THE ARTS
What does work and what doesn’t

promises


art
CIRCLES™
by ART.COM
CURATORS
John Maeda
President, Rhode Island School of Design
Assortment
JOHN MAEDA
Four types here: 1. Old photos 2. Fields of color 3. Time as form 4. Crowdpleasers
VIEW COLLECTION
COLLECTIONS
Assortment
20 Pieces
More art circles

realities

- Small editions
- Low budget production
- No capacity for version maintenance
- Developing market

longevity

e-publishing = long-term publishing and reading

needs

- platform independence
- stable formats
- optimized workflows

...with some exceptions.

technology

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- e-book vs. app vs. web site
- offline vs. online
- audio & video vs. network bandwidth
- interactivity vs. compatibility & low maintenance

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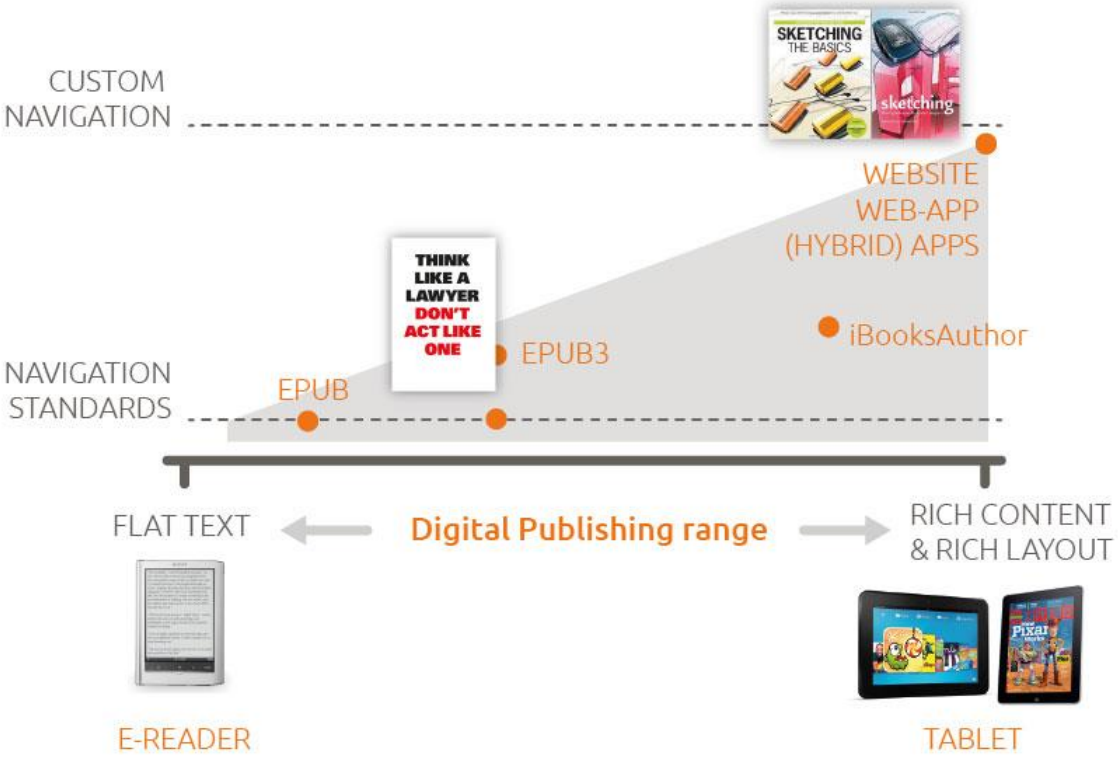

practical issues

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- readers: support of epub standard

= deja-vu of web browsers in the 1990s

- producers: software workflows in publishing

= unworkable Microsoft / Adobe legacy.

costs

- elektronic publishing is not always cheaper
- workflows becomes crucial

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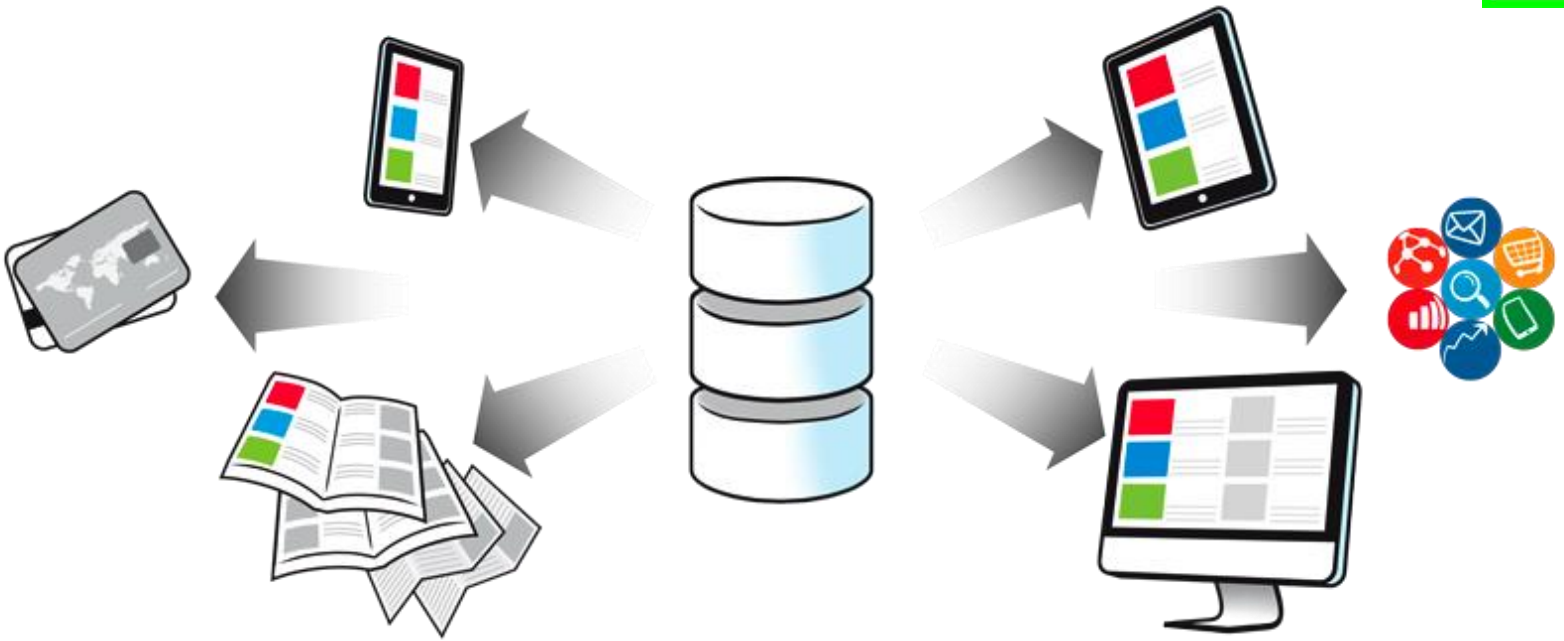

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you must change your life...

- ideal solution: XML
- pragmatic solution: simple markup languages like MultiMarkdown

rethink formats

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- why a poetry book?
- why anthologies?
- why exhibition catalogues?
- why periodicals?

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