

Find Your Path: The Four Roads to XML

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Basic Assumption

XML is needed for scholarly journals & books

- ▶ HTML presentation
- ▶ Responsive design
- ▶ Rich hyperlinks
- ▶ Long-term (100+ year) archiving
- ▶ Metadata feeds
- ▶ Effective integration of new metadata requirements
 - ▶ ORCID
 - ▶ CRediT
 - ▶ DOI
 - ▶ Funding

But Wait, There's More

- ▶ Using XML will increase publishing efficiency
- ▶ Using XML will reduce costs
- ▶ Here's how...

XML: Thoughtful Choices

- ▶ XML does not just "happen"
- ▶ XML requires
 - ▷ Re-engineered publication workflow
 - ▷ New software tools
 - ▷ Additional production training (even if you outsource your XML conversion)
 - ▷ **Deliberate and thoughtful choices**

Adding XML In The Workflow

- ▶ You can introduce XML:
 - ▷ At authoring
 - ▷ Before editing
 - ▷ Before composition
 - ▷ After publication

- ▶ Each point has pros and cons

The Original XML Dream

- ▶ Authors create XML documents
- ▶ Editors edit XML documents
- ▶ XML single-source publication
 - ▷ Print
 - ▷ HTML
 - ▷ eBooks
 - ▷ Metadata feeds
 - ▷ Derivative products

The Author Reality

- ▶ Authors use
 - ▷ Microsoft Word
 - ▷ LaTeX
- ▶ Most authors are
 - ▷ Brilliant subject matter experts
 - ▷ Difficult to train and support
- ▶ Most authors do not
 - ▷ Think about structure
 - ▷ Like production tasks

Will Authors Write in JATS Online?

- ▶ Possible advantages
 - ▷ Faster publication time
 - ▷ Reduced author charges
- ▶ Possible problems
 - ▷ What journal am I submitting to?
 - ▶ Does it accept JATS files?
 - ▶ Does my 2nd/3rd/4th choice journal accept JATS?
 - ▷ JATS ≠ JATS ≠ JATS
- ▶ Today: Authors will use Word/LaTeX unless you pay them not to

Post-Publication XML

- ▶ Author submits Word file
- ▶ Edited in Word
- ▶ Typeset (e.g., InDesign)
- ▶ Proof and typeset corrections
- ▶ Publish print and PDF
- ▶ Create XML from PDF

Post-Publication XML Issues

- ▶ Advantages
 - ▷ No workflow changes
- ▶ Disadvantages
 - ▷ Quality of XML unchecked
 - ▷ Extra production time and cost
 - ▷ Errors discovered in XML creation
 - ▷ It's not an integrated workflow
 - ▷ Almost essential to outsource



Outsource Vendor Management

- ▶ Vendors, like employees, need to be managed
- ▶ If you don't:
 - ▷ Tell them what you want
 - ▷ Check their work... the result may differ from expectations
- ▶ Tell your vendors, clearly and in detail, what you want
- ▶ Trust but verify

XML-First Workflow

- ▶ Author submits Word file
- ▶ Convert Word file to XML
- ▶ Edit article in XML
- ▶ Typeset XML
- ▶ Proof and typeset corrections in XML
- ▶ Create final PDF, EPUB, etc.

Advantages and Disadvantages

- ▶ Advantages

- ▷ File is continually validated to DTD

- ▶ Disadvantages

- ▷ Requires XML editing software for all editors
- ▷ Customization of XML editing system can be expensive
- ▷ Freelance editors not practical
- ▷ Editors work amidst XML tags

XML-Middle Workflow

- ▶ Author submits Word file
- ▶ Clean up draft and style paragraphs
- ▶ Edit in Microsoft Word
- ▶ Convert Word to XML
- ▶ Typeset from XML
- ▶ Proof PDF from XML
- ▶ Corrections in Word; regenerate XML
- ▶ Create final PDF, EPUB, etc.

Advantages and Disadvantages

▶ Advantages

- ▶ Editors work in Microsoft Word
- ▶ Lower training costs
- ▶ Freelance editors are practical
- ▶ Structure enforced prior to final pages
- ▶ Allows online author editing of article

▶ Disadvantages

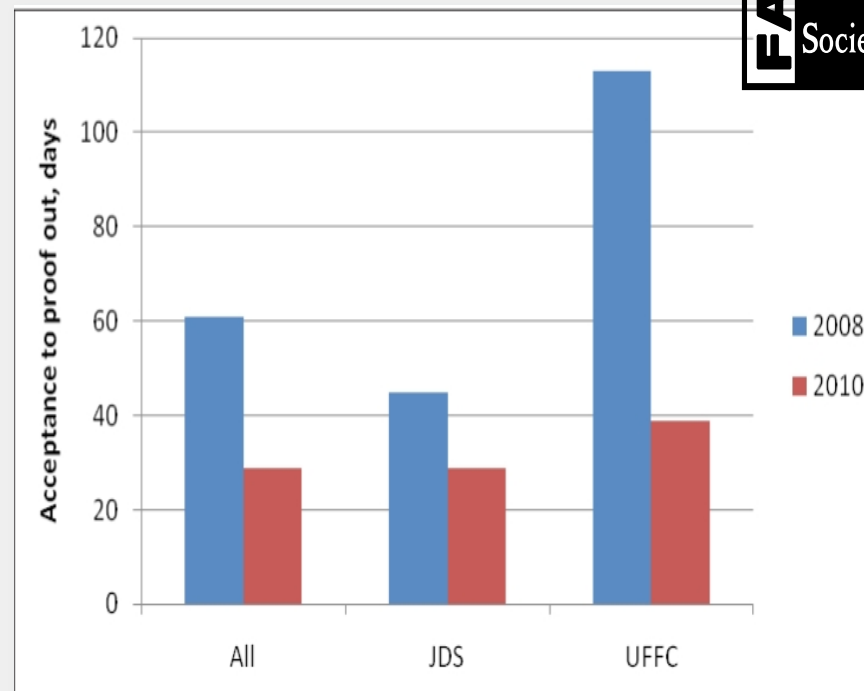
- ▶ Requires running application in-house for XML
- ▶ Requires using a vendor who typesets *from* JATS

Workflow Improvement

"Increased automation and a more streamlined workflow Typefi and eXtyles have enabled us to cut journal composition time by more than half."

Louise Adam

Production Manager, FASS



Higher Production Volumes



"In 2009, before Typefi and eXtyles were implemented, we produced 120 books and 50 journals annually. In 2012 those numbers have roughly **tripled** to 350-360 books and 145 journals **without additional staff.**"

Decreased Production Time

"We've been able to publish three [600 page] textbooks in a new system in six months. That's no small feat."

"The ultimate goal here is to produce more content with less effort."

Abram Fassler
Publishing Systems Manager, AAOS



Benefits of "XML-Right" Workflow

- ▶ "XML-Right" = XML-First or XML-Middle
 - ▷ PDF created *from* XML
 - ▷ Quality of XML is assured
- ▶ Richer PDF
 - ▷ Internal hyperlinks are "free"
- ▶ Content quality checks
 - ▷ Good XML ensures internal cross-checks are complete
- ▶ Allows online author editing of proofs
 - ▷ Faster and more accurate turn-around
- ▶ Faster production time
 - ▷ No extra post-PDF step to create XML

Questions? Contact Us

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