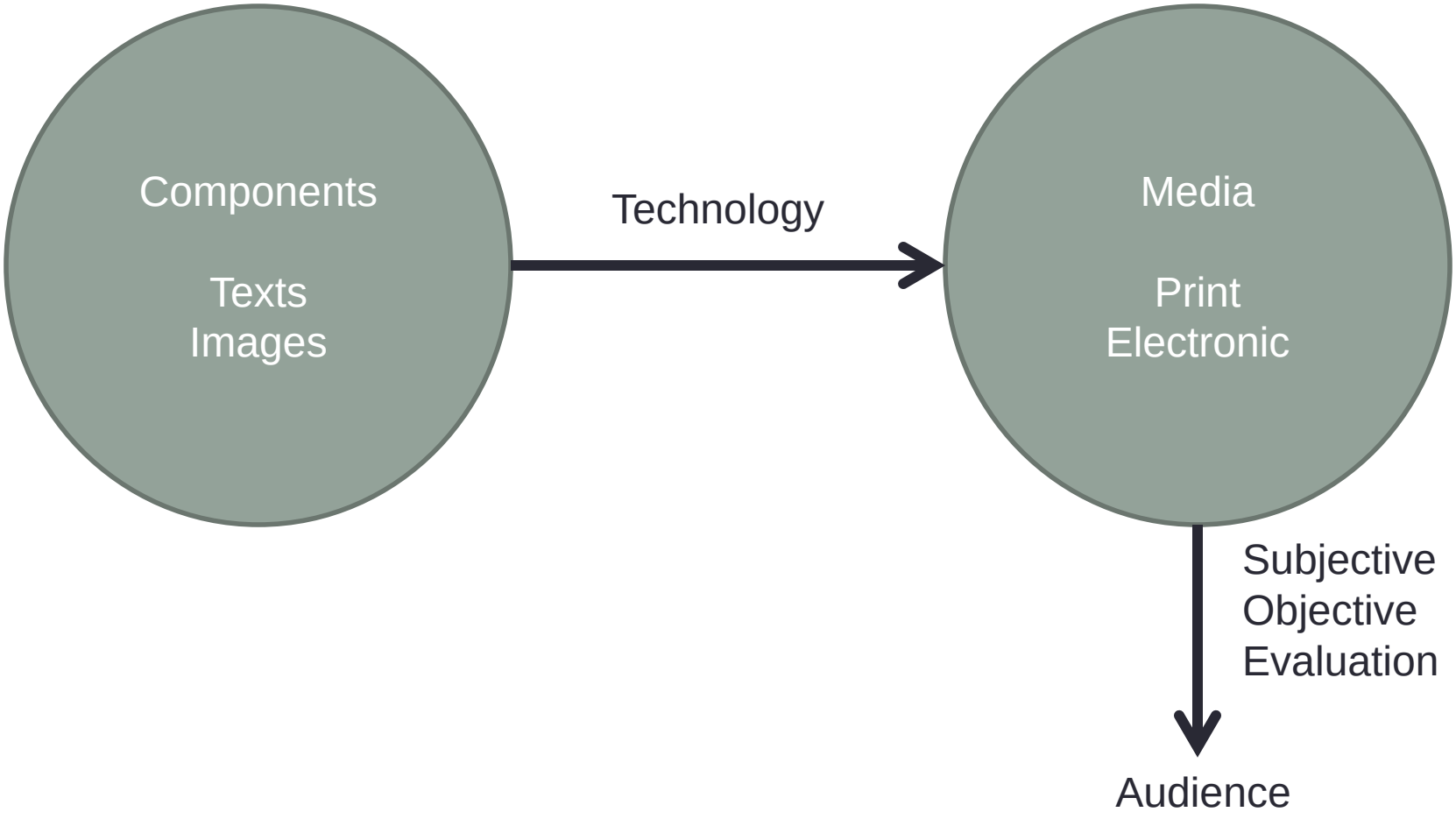
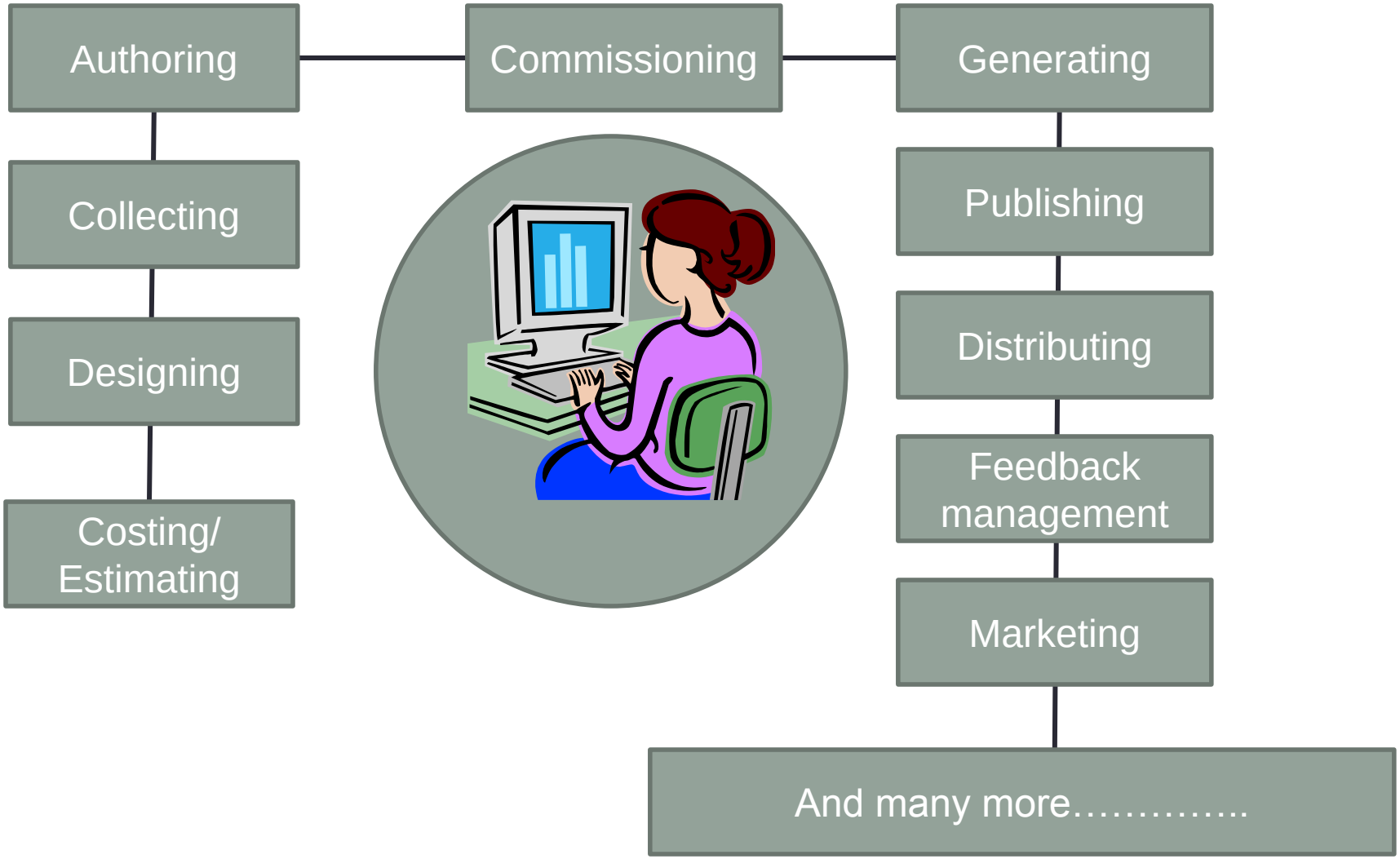
DIGITAL PUBLISHING

Module 1

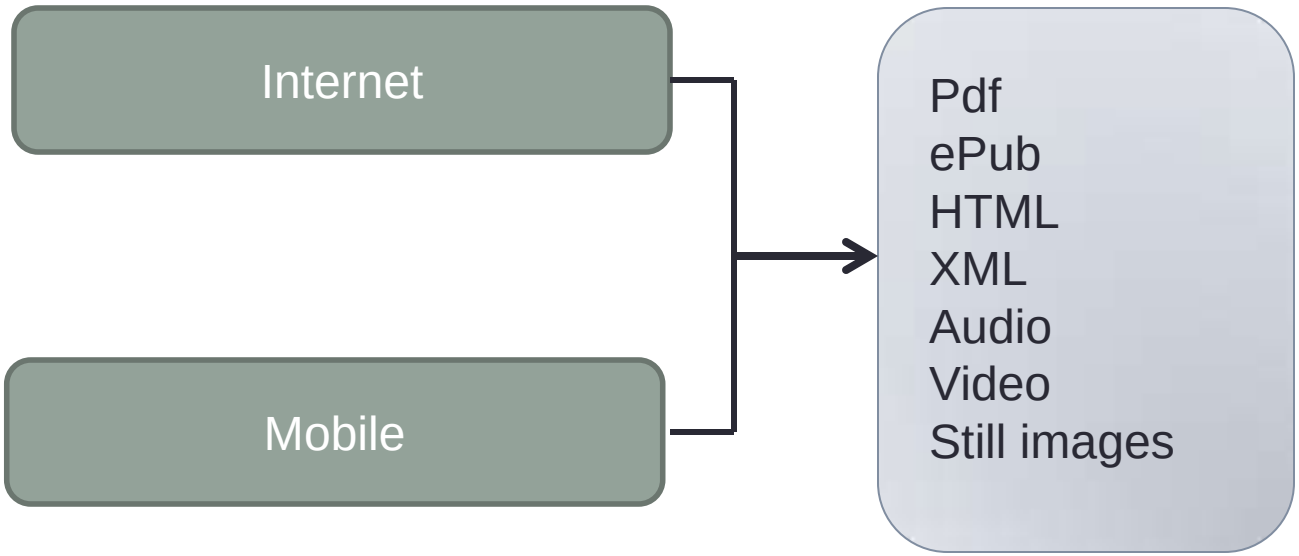
Fundamental of Publishing



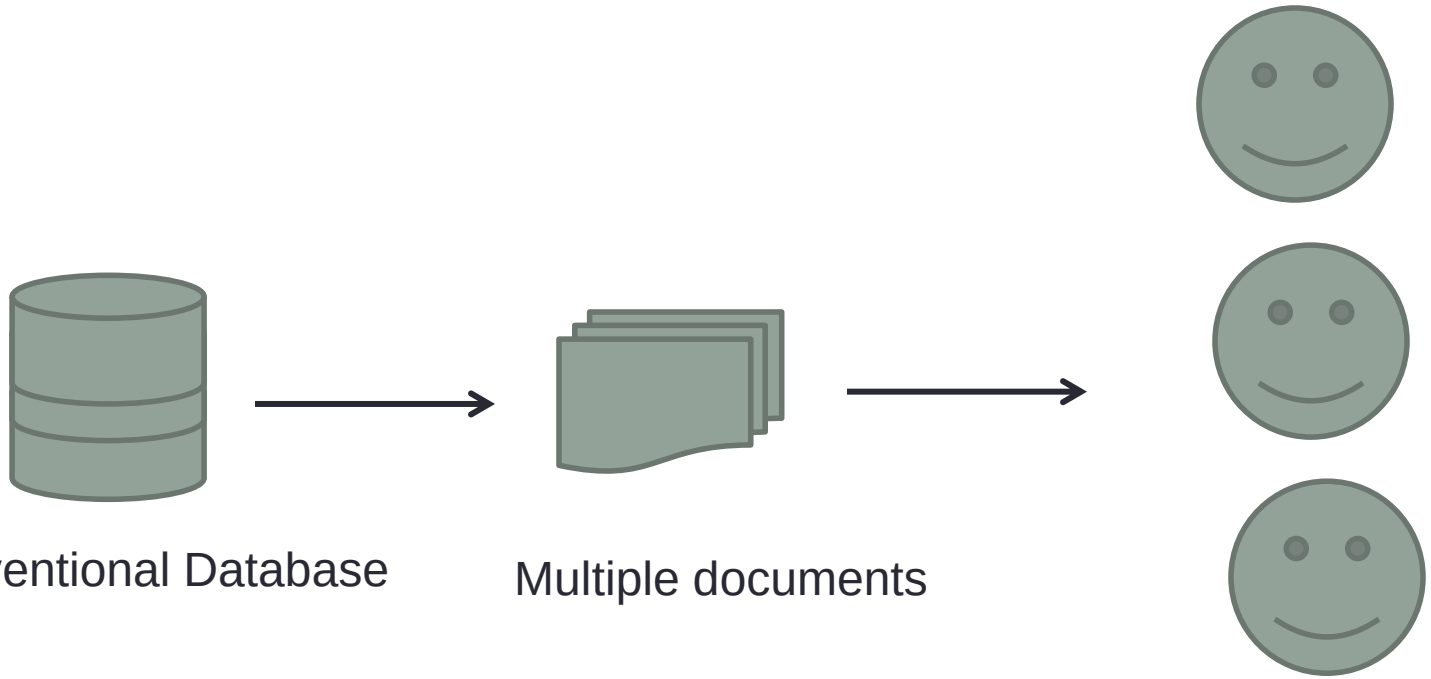
Computer assisted Publishing



Electronic Publishing



Database Publishing



Automated tagged publishing

Dynamic data driven publishing

Database Publishing

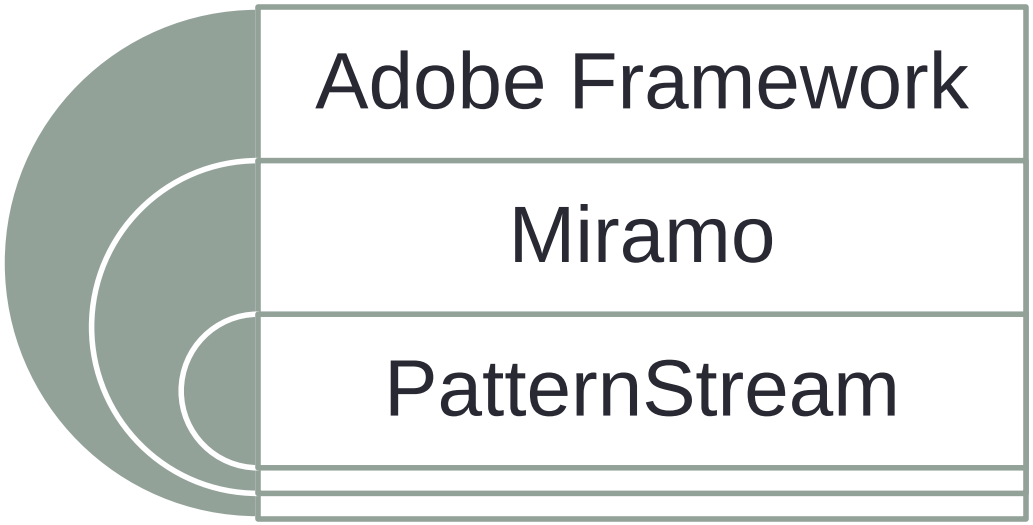
Database Publishing

Components

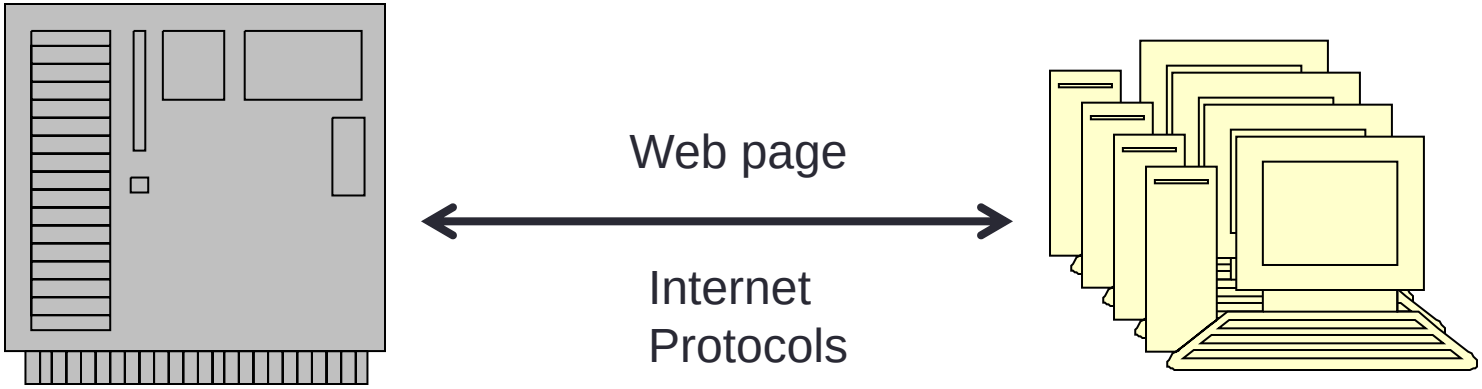
- Relational database
- CMS
- Internet applications
- Spreadsheet and csvs
- XMLs
- Mainframe and legacy systems

Database Publishing

Tools



Web publishing



Host/
Server

User/
Client

Readability & Legibility of text on screen & paper

- Parameters to consider

Arrangement of type

Use of white space

Use of serif or san-serif

Use of italics and other emphasize

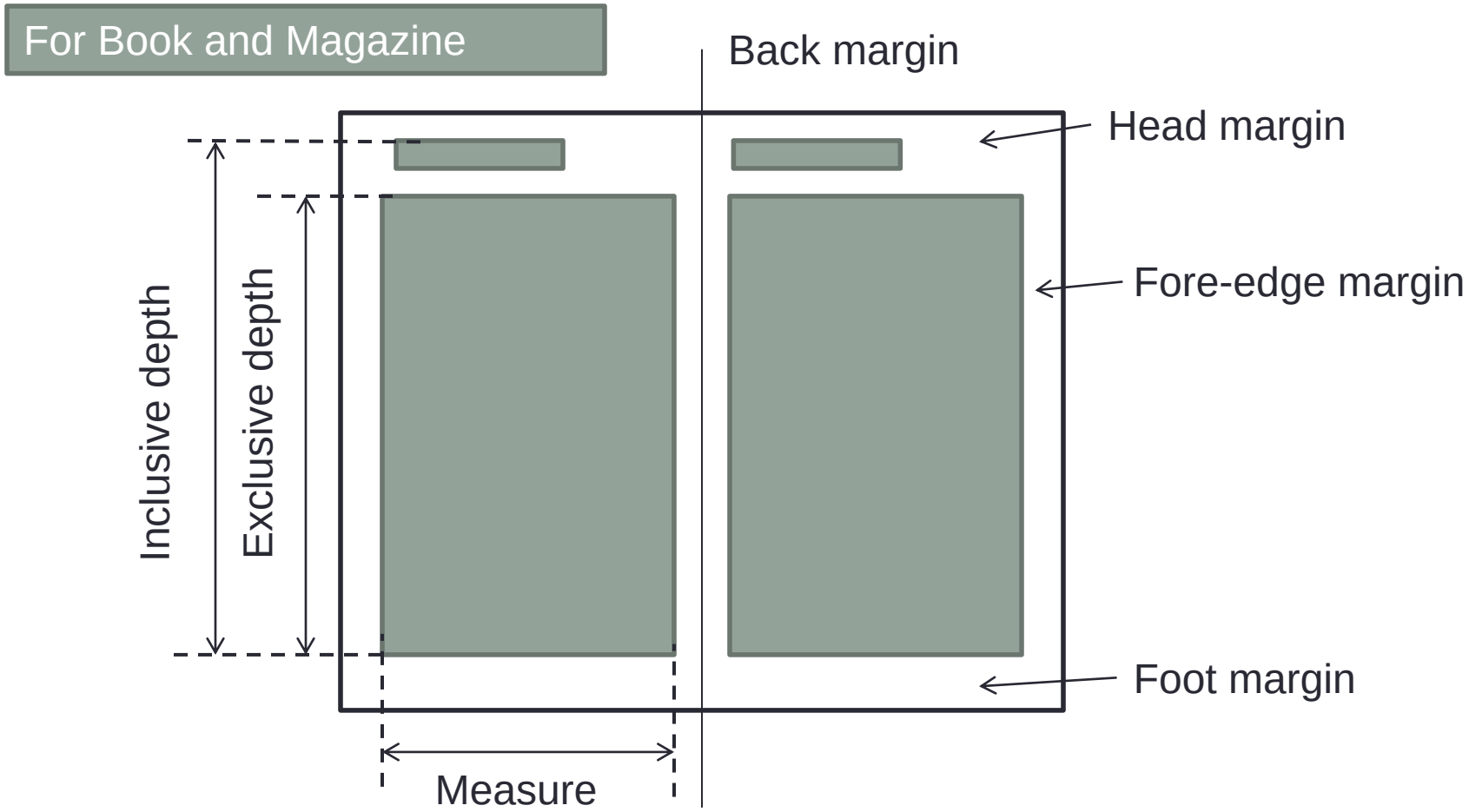
Leading proportion

Spread sheet appearance

Color schemes

Character

- The measure of text depends on the publication type



Measure of line length

- 70 – 75% of the total width, remaining white space divided in the proportion 1:1.15, back to fore-edge margin
- 75 – 85% of the page depth, remaining white space divided in the proportion 1:1.15, head to foot margin

- Example – consider a A4 page 210 x 297 mm
- Page width – 210mm = 210/4.23 = 49.64 pica
- Line width/measure = 49.64 * 0.7 = 34.75 pica
- Or 49.64 * 0.75 = 37.23 pica
- The fore edge and back margin calculation
- Remaining space - 49.64 – 34.75 = 14.89 pica
- 14.89 * (1/2.15) = 6.92 back margin
- 14.89 * (1.15/2.15) = 7.96 fore-edge margin
- **Similarly the page depth, head to foot margin is also calculated**

Formatting

- Some basic rules (there are many though and it varies from one publisher to another)

Paragraph indentation

Extra space to be avoided

Wordspace in *em* or *en*

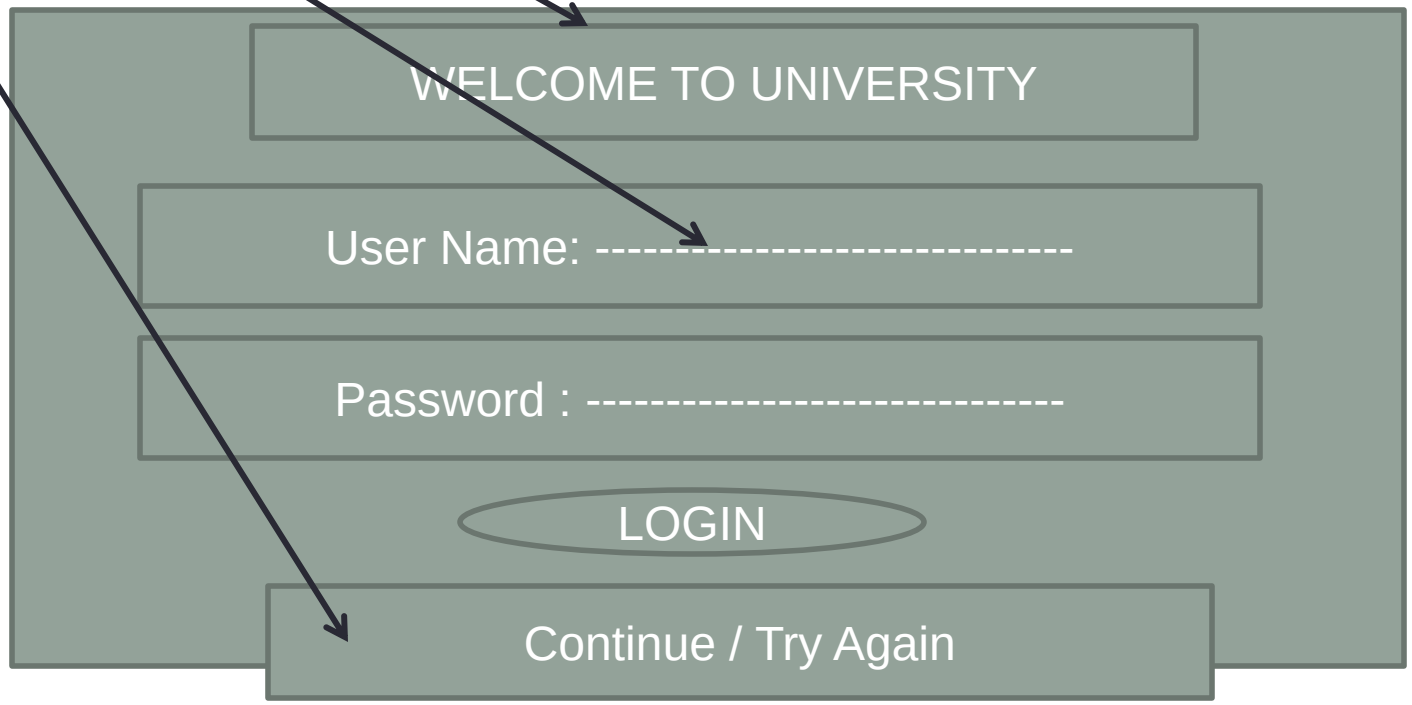
Letter spacing

Kerning

Feathering

Dynamic text presentation

- Static Text
- Input Text
- Dynamic Text



Page Construction

- Prelims
  - Half-title page
  - Advertisements
  - Title page
  - Copyright page
  - Dedication
  - Acknowledgement
  - Content
  - List of abbreviation
  - List of figures
  - List of tables
  - Preface/introduction
- Main text
  - Chapters
  - Parts
  - Sections
  - Subsections
- End-matter
  - Appendix
  - Notes
  - Glossary
  - Vocabularies
  - Bibliography
  - Index

Rules for breaking paragraph into lines

- H&J rules – hyphenation and justification rules depends on the house style, however there are some common rules

Split words as per syllables

Place a single vowel before a hyphen

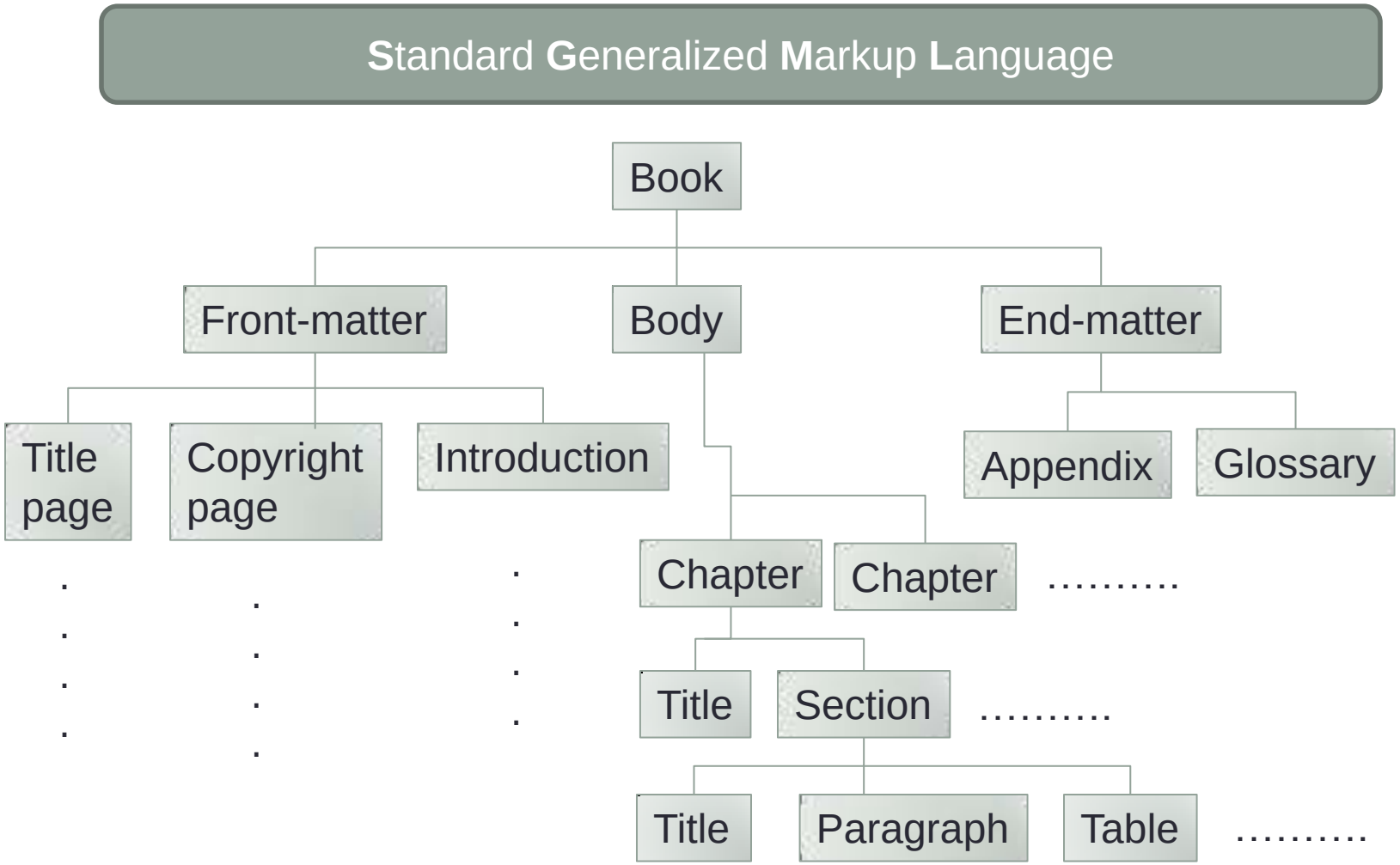
Logical breaking milli-meter

Minimum stub – 3 letter

Not to split names, salutation, initials

How many successive lines can be hyphenated

Typographic markup languages



Typographic markup languages

Standard **G**eneralized **M**arkup **L**anguage

<chapter>
<title> Chapter title </title>
<para> The first paragraph </para>
<figure artwork = ‘fig1”>
<chapter
end delimiter missing

DTD - Pursing

Current Practice

HTML…..XML…..JavaScript

Typographic markup languages

TEX / LaTEX

Mathematical publishing

Plain text le with a .tex extension

Dedicated LATEX editor

Typographic markup languages

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LaTeX Examples

- Text styling
- \textbf{words in bold} words in bold
- {\color{colour_name}text}
- {\large large words}
- {\scriptsize scriptsize words}
  - \begin{enumerate}
  - \item First thing
  - \item Second thing
  - \end{enumerate}

LaTeX Examples

- Tables
- \begin{tabular}{|l|l|}
- \textbf{Gender & Age}
- Woman & 50 \\
- Kid & 10 \\
- Man & 30 \\
- \end{tabular}

Gender	**Age**
Woman	50
Kid	10
Man	50

LaTeX Examples

- $ is used to enter into the math mode
- $$4 + 5 = 9$$ - display equation
- \begin{equation}4 + 5 = 9\end{equation} – display equation with equation number [for example]
  - 4 + 5 = 9 (2.6)
- \begin{eqnarray}……..\end{eqnarray}
  - 4 + 5 = 9 (2.6)
  - M + N = 2MN (2.7)
  - x – y = 7 (2.8)

LaTeX References

BibTex

```
@ARTICLE{58871,
author={Hansen, L.K. and Salamon, P.},
journal={IEEE Transactions on Pattern Analysis and Machine Intelligence},
title={Neural network ensembles},
year={1990},
volume={12},
number={10},
pages={993-1001},
doi={10.1109/34.58871}}
```

Plain text

L. K. Hansen and P. Salamon, "Neural network ensembles," in *IEEE Transactions on Pattern Analysis and Machine Intelligence*, vol. 12, no. 10, pp. 993-1001, Oct. 1990, doi: 10.1109/34.58871.