

Publishing Automation: What Can You Do Today?

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What is Automated Publishing?

- 20 minutes to publish...
- After 4 months of preparation!

What is Automated Publishing?

- Not “page by page” layout (duh!)
- Template-based, and/or
- Rules-based
- Able to react to conditional circumstances (i.e., illustrations, marginalia, etc.)
- “Tweakable”
- Cross-media

What Happened to *Batch*?

- Intended for relatively simple page designs with a large number of repeating elements (directories, dictionaries, etc.)
- Limited ability to deal with graphics, especially color
- Varied typographic limitations

A Product History of AP

- Typesetting systems
- Techdoc systems (Interleaf, Frame)
- TeX and LaTeX
- SGML-based systems
- Desktop page layout with style sheets and plug-ins
- The next generation (largely XML-based)

Technology Requirements

An Understanding of...

- XML (& XSL, XSL, XSLT, etc. etc.)
- DTDs and Schema
- DAM & CMS
- Accessibility
- Page production
- Typography
- Etc., etc.

Design

- There will be a constant tension between design sophistication/complexity and production productivity
- They occupy very different positions in the value chain — different cultures; different incentives
- There's an inbred bias against automation in much of the design community
- But design **MUST NOT** be compromised

Today's Speakers

- Ben Ko, *Principal*, ko+kim Consulting
- Greg Shepherd, Technology Analyst,
Strategic Production Technology,
Thomson Learning
- Andrew Savikas, Director of Digital
Content and Publishing Services,
O'Reilly Media

Thank you

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