

NEW

Digital Production using a Content Management System



An approachable introduction to working in today's digital environment

A one day course aimed at Production, Editors, Designers & Publishers

Delivered by Janson Woodall & Robert Campbell

This is the ideal course for individuals who, as part of their company's overall digital strategy, are involved with or are considering adopting a Content Management System and XML workflow. The course explores the rationale behind using a CMS to store content assets, showing the potential to streamline the publishing process to create a flexible range of printed and multi-platform digital products in parallel.

In addition to providing an overview of the developments in digital publishing, the course covers the key data standards that form the backbone of digital publishing. Using on-screen examples delegates will get a good understanding of how XML is used in a CMS, also of how XML can be used with InDesign, how XML can be transformed to XHTML for web or eBooks, and how Cascading Style Sheets can be used.

Delivered by two highly experienced publishing professionals, this course will help you face the new challenges and realise the opportunities offered by digital publishing. Janson Woodall is a consultant who has experience of developing and maintaining on-line books and directories. He was responsible for the development of electronic products at FT Law & Tax and Sweet & Maxwell from 1992-2002, and recently project managed the launch of the new Kogan Page website. Robert Campbell was at Penguin/DK for over 15 years and was involved in developing their strategy for enabling the re-use and repurposing of their digital assets and investigating ways in which the content could be stored and edited.

- **An introduction to XML** – what is a Mark-up Language • why XML is the preferred choice for a CMS • a detailed look at XML • what is an XML schema • what is an XML Parser
- **XML in the work environment** – see how XML is tagged up in InDesign • See how XML tags are validated in InDesign • See how pages are created for eBook readers (ePUB) from XML • See how pages are created for the web from XML • see how a schema works
- **An overview of the key data standards** – all simply explained and illustrated in relation to the CMS • XML • HTML • XHTML • CSS • XSLT • Schemas • DocBook
- **Working with XML** – dealing with complex pages • media files – images, audio and video • points to be taken into account when commissioning an XML book • common XML issues and solutions •
- **Content Management Systems** – the key features of a CMS • how XML is used within a CMS • the advantages and disadvantages of using a CMS • creating existing and new products from a CMS • what is metadata • a look at how metadata is used for different products
- **CMS XML workflows** – the CMS XML workflow – what does it look like and who does what • looking at some of the new responsibilities and who should do them • updating material • how to effectively use InDesign for input to a CMS • using outside suppliers for data keying • issues and solutions
- **Legacy data – converting backlist books to store in a CMS** – different approaches to converting legacy data • common issues and solutions • converting from PDFs • using outside suppliers for data conversion
- **Software applications – an overview** – what is an app? • iPad & non iPad applications • how an app differs from an eBook. • the feature sets of the various platforms • factors that influence the decision to go the app route • data requirements for interactive apps • managing the development of software apps – working with software developers and key strategies to getting things right

Time: 9.30am – 5.00pm
Venue: Imago, Thame

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