



The Pioneer's Dilemma

Rethinking and Retooling

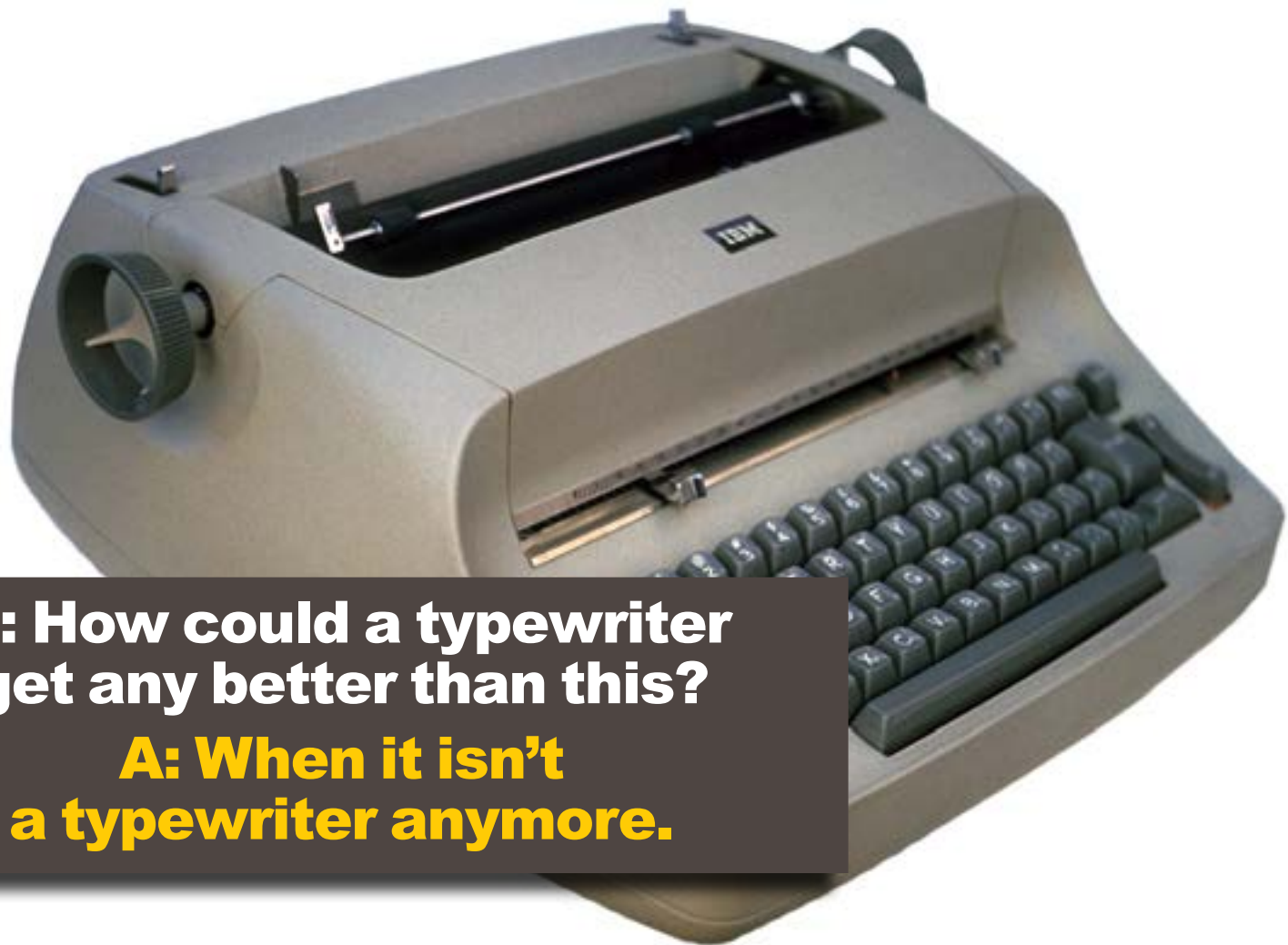
What Was Once State-of-the-Art

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**Sometimes you need to let go
of something you loved
and thought couldn't possibly
be improved.**



**Q: How could a typewriter
get any better than this?**

**A: When it isn't
a typewriter anymore.**



**Revolutionary.
Revelatory.
(But still
beige.)**

**What was once
the coolest thing
starts to look
. . . dated.**





**Anybody
remember
what this
is?**



**No technology
is an island.**

**If it doesn't
work in the
ecosystem,
it doesn't
work.**

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Some recent examples:

SGML.

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Some recent examples:

SGML.

Copyediting with MS Word.

Automation with scripts.

XML-based workflow.

Schematron.

EPUB.

Ummm. . . .



**How come our EPUBs
are taking so long to get
and having so many flaws?**

**Wasn't our XML
supposed to make EPUBs
automatic?**

**There must be something
wrong with our XML.**

The Evolution of XML at CUP

Mid 90's: **SGML headers.**

2001: **Full text CUP SGML.**

Mid-2000s: **XML as CamML.**

CamML begat **CJML** and **CBML**,
both based on **NLM.**

CBML is **updated frequently**
as needs are encountered.

2013: **CJML** becomes **CUPJATS 1.0.**

*What to do about **CBML**?*

The Problems with CBML

Has it gotten too complex?

**Frequent updates (every 2–3 months)
make it hard to manage.**

Files in the repository are inconsistent.

**Promised “automatic” EPUBs
turn out to be anything but.**

Have we over-automated?

**Isn't there a better option
out there now?**



Me last year

**Here comes XHTML
to save the day!**

Uh . . . not so fast.

The Problems with CBML

Has it gotten too complex?

Frequent updates (every 2–3 months)
make it hard to manage.

File ***The issues are not all due to the model.*** nt.

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The Problems with CBML

Has it gotten too complex?

*The model is complex
because the books are complex.*

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The Problems with CBML

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**Frequent updates (every 2–3 months)
make it hard to manage.**

*There are ways to make a model
adaptable but not disruptive.*

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The Problems with CBML

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*Remediation may be called for
when the new model is set.*

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Isn't there a better option
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turn out to be anything but.**

*With new model, do EPUB 3
with fallbacks rather than
“lowest common denominator.”*

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Promised “automatic” EPUBs turn out to be anything but.

Have we over-automated?

No! Don't abandon a great workflow.

The Problems with CBML

Yes. BITS 1.0.

**Isn't there a better option
out there now?**

Why is BITS Right for CUP?

**It's designed for scholarly/STM books
and for publishers that use JATS.**

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CUP's comps will be familiar with it.

Lessons Learned

**The model that's right for somebody else
may not be right for you.**

*Moving to XHTML sounded best
... until we looked at the whole
ecosystem at CUP.
Then BITS was the clear choice.*

Lessons Learned

**The model that's right for somebody else
may not be right for you.**

It's not all about the model.

*Most of the issues were
not due to the model itself,
but how it was used (or not)
in various parts of the workflow.*

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Parsing ain't all it was cracked up to be.

The best QA/QC requires all three approaches:

- 1. Parsing (grammar-based validation)***
- 2. Schematron (rules-based validation)***
- 3. QA CSS (human inspection)***

Lessons Learned

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may not be right for you.

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Parsing ain't all it was cracked up to be.

Certain things shouldn't be left to vendors.

*You need to “own” essential things:
Your specifications.
Your Word template.
Your adaptation of the model.*

Lessons Learned

The “Style Name Boxes” in Word, essential when editing was on paper, caused problems for online editing; now there are better ways to convey the tagging.

Great features can become impediments.

Lessons Learned

*Leaving elements out
of the Word style library
made the work unreliable.*

*“Lowest-common-denominator”
EPUBs made good e-readers
look like bad e-readers.*

**Oversimplification can cause
complications.**

Thanks!

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