



Put That Red Pen Down, and Step Away from the Copier!



Going All the Way to a Digital Catalog Production Process (With Lots of Help from XML & Dorothy)



Presenters:

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- **Carol Burritt**, Monroe County Community College, *web specialist, former publications specialist*
- **Janet Ekis**, Monroe County Community College, *public affairs specialist, Catalog editor*
- **Dorothy Hoskins**, Textenergy LLC: *XML Consultant*
- **Bob Reynolds**, Monroe County Community College, *web specialist, Lotus Notes developer*



MCC Catalog Production Scenario 1998/99 – 2005/06

- Content for approximately 140 pages, ½ of the 2005/2006 printed catalog contained in a Lotus Notes database.
 - Input through Notes client forms
 - Password protected access to edit content
 - Password protected approval process for edited content
 - Email notification built into approval process
 - One button export to web and to create a rich text file for paper publication.



MCC Catalog Production Scenario 1998/99 – 2005/06

- The balance of the content is unstructured and scattered throughout the institution.
 - Edit requests & hard copy distributed to more than 30 originators college-wide.
 - Marked up hard copy returned to the publication editor.
 - Minor edits handwritten. Longer edits keyed. Collected edits incorporated into one document (MS Word) for layout person, by the publication editor.



MCC Catalog Production Scenario 1998/99 – 2005/06

- process problems
 - Content balance was unstructured and scattered throughout the institution.
 - Editing styles vary greatly.
 - Sloppy editing, transferring edits back and forth via interoffice mail hindered smooth work flow process.



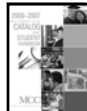
Pubflow...the dream

- Project timetable – September 2005 through August 2006
- Scope – all catalog content would be structured in Lotus Notes at the conclusion of the project timetable
- Participation – all content contributors would be trained to use the Notes client for content entry in time for the 2006-2007 catalog production cycle (January-May, 2006)



Pubflow...the reality

- Timetable – working out the XML export from Notes took more time than anticipated
- Scope – populating the Notes database with the balance of the catalog content is best accomplished by pulling it from the InDesign document
- Participation – introducing one more learning curve to people who were dealing with the introduction of Banner



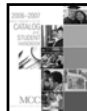
MCC Catalog Production Scenario Envisioned for 2007 and Beyond

- All Catalog content will be structured in the Notes database.
 - Editorial access distributed to content owners via password protected web forms
 - Content approval process built in
 - XML export from Notes will enable print production and web display of all catalog content



MCC Catalog Production Scenario Envisioned for 2007 and Beyond

- Even with a portion of the content exported from Notes as XML, the layout person saved approximately 2 ½ days production time on just those sections. This should only increase when all content is handled this way.
- MCC is currently exploring the possibilities of moving away from a print version catalog, while looking to extend the process to other major publications.



The XML saga (a different kind of Oz)

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XML import/export features of Lotus Notes

- Lotus Notes has enabled some XML import and export.
- Notes does not store XML natively. It breaks it up into components that it can store in its normal data fields.
- Notes prefers a form of XML called DXL which is formulated for its use (proprietary form of XML)
- Scripting is required to extract “pure” XML from Notes.



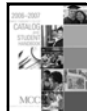
XML import/export with Adobe InDesign CS2

- InDesign CS2 is a powerful desktop publishing application which challenges both Quark Xpress and PageMaker in the publishing world.
- InDesign has the most user-friendly XML import and export of any major publishing tool to date.
- Non-expert users can learn to work with XML in limited ways with a few hours self-study or training.



Issues of XML output from LN (rich text tables)

- Tables were the bane of our project. In Lotus Notes, a lot of the content that we wanted to export was stored in rich text fields, including tables.
- Bob Reynolds had to write script to export the rich text from Notes as the type of preformulated, namespaced XML that we needed for InDesign.
- We documented the process so that we could reproduce it for other types of Notes content.



Screen Shot of Notes Form View with Rich Text

Course Descriptions

Course Number: ACC 101
 Course Title: Accounting Principles I
 Credits: 4 Credits
 Description: Basic principles of financial accounting for the business enterprise with emphasis on the valuation of business assets, measurement of net income, and double-entry techniques for recording transactions. Introduction to the cycle of accounting work, preparation of financial statements, and adjusting and closing procedures. Four class hours.
 Prerequisite(s): Prerequisite: MTH 098 or MTH 130 or equivalent.
 Catalog Section: Course Descriptions
 Change Status: No Change
 First Under Category: Accounting
 First Status: Fall/Spring Catalog
 Do Not First



Issues of XML import to InDesign (general and table markup)

- InDesign CS2 can handle some nested XML structure, but it is not intended as a true XML editor. Adobe provides a “cookbook recipe” example and some technical documentation on XML, but it is not very complete.
- In order to get the degree of markup that we wanted for XML import, we had to know the complete set of InDesign styles and understand the style mapping mechanisms within InDesign.



Issues of XML import to InDesign (general and table markup)

- To our knowledge, this was one of the most complex XML import projects using InDesign CS2 and Adobe's namespace yet achieved. Over 130 pages of content is automatically formatting itself with document styles as it comes into InDesign, in a matter of minutes.

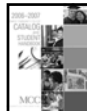


Demo of XML Import: Adobe InDesign



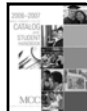
Issues of XML import into Notes from InDesign (to create importable "chunks")

- While we can get XML to export successfully from InDesign CS2, Lotus Notes works best with an XML format known as DXL. This is the format that IBM and Lotus have developed to represent Lotus Notes data.
- In order to better understand DXL markup, we generated DXL documents by exporting current Lotus Notes data. Our samples contained rich text elements (tables, various font properties, etc) so we could review the XML structure needed for these elements.



Issues of XML import into Notes from InDesign (to create importable "chunks")

- We achieved the desired result by importing DXL data into Lotus Notes. The marked up rich text data is imported and structured as we needed, with very little added refinement. However, we have not yet tested the process of transforming the InDesign XML output to the DXL markup.
- Importing XML into Lotus Notes involves writing code in LotusScript or Java, and we are getting very close



Demo of Import: Lotus Notes



The future of our Catalog approval and publication process

- Users will edit, review and approve their section of the catalog through a web browser. No special software or training will be needed.
- Email notification will keep people informed of where things are in the catalog process.
- Catalog content will be available for distribution through various mediums – print, web, mobile web, MCC digital signage network, etc.



Questions?
