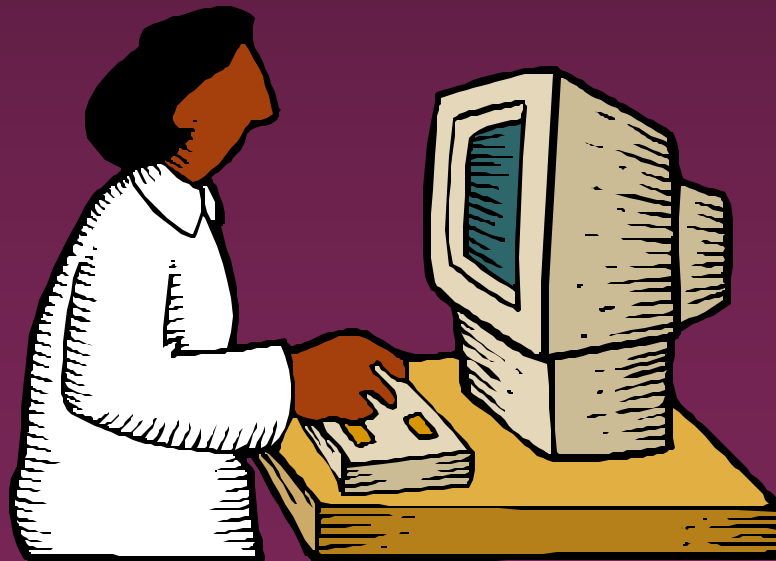


A Writer's Guide to XML Content Management

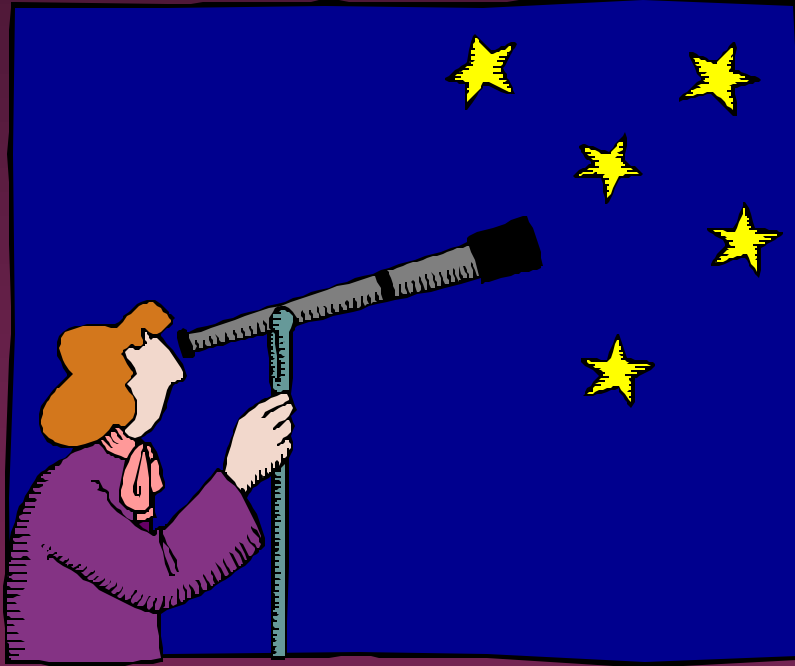
Presented by
JoAnn Hackos and Tina Hedlund



How XML changes what you do

- † Content not format
- † Focus on structure
- † DTDs instead of templates
- † Author by domain of knowledge
- † Desktop publishing (“tweaking”) is unnecessary
- † Someone else creates the deliverable (PDF, HTML, etc.)

When to migrate to XML



- † Solutions
- † Multiple media
- † Translating in many languages
- † Similar models
- † Customization and personalization

Structured writing

Cookbook

- Recipe
- Ingredient Descriptions
- Equipment Descriptions
- Theory

Structured writing



Elements

Elements are authored-defined content, sometimes called Content Units.

Elements consist of an open and close tag, and content or another element.

† `<recipe>Beef Enchiladas</recipe>`

† `<procedure>Set the time</procedure>`

† `<H1>Chapter 1</H1>`

Attributes (metadata)

Attributes provide a way to further describe elements. Attributes consist of a name and a value (in quotes.)

† <recipe ethnicity="Chinese">

† <procedure model="100">

†

DTDs and Schemas

- † Enforces the structure, not the format
- † Defines what elements are allowed
- † Restricts the number of elements
- † Schemas restrict the content of the elements better than DTDs

Exercise

† How would you define the elements (content units) in this recipe?



An XML Procedure

```
<procedure model="100">
```

```
<title>Set the time</title>
```

```
<introduction>The clock on your VCR should  
set itself automatically when you first turn it  
on. If it does not set automatically, set the time  
manually.</introduction>
```

```
<step>Open the on-screen menu</step>
```

```
<step>Select "Set the time" </step>
```

```
<step>Set the hour</step>
```

```
<substep>Select hour</substep>...
```

XML Linking

- † HTML example
 - † ``
- † Any element can be a link by adding a metadata attribute
- † Hypertext jumps created during production depending on your deliverable

XML linking

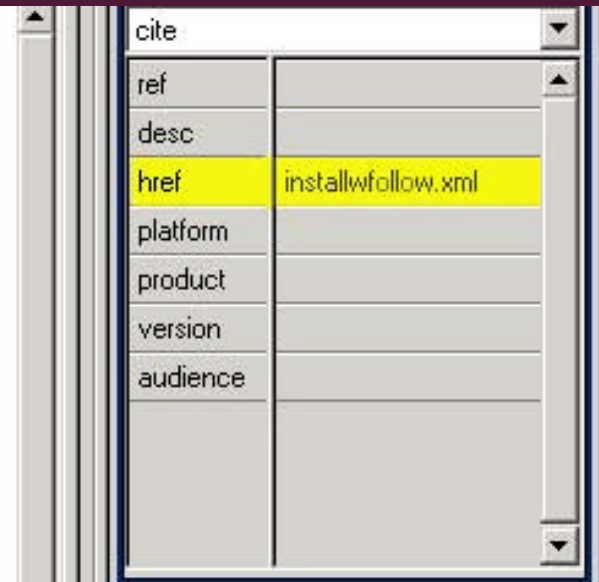
`<task>` `<title>` Preloading and centering the redraw carriage `</title>`

`<taskbody>` `<prereq>` Before you begin this procedures, the redraw carriage should be installed in the press and the upper cam followers rotated to their highest position. You should make sure the way strips and way followers are clean and smooth. If they are not, you must remove, rework, and install the way strips and way followers as explained in

`<cite>` Removing, installing, and setting up the way followers `</cite>`

`<note>` In this procedure, you may have to move the drive system by hand—or

`<cite>` "bar" it. `</cite>` `</note>` `</prereq>` `</taskbody>` `</task>`



cite	
ref	
desc	
href	installwfollow.xml
platform	
product	
version	
audience	

Content reuse

† File entities

- † Linked by reference
- † Like text inset feature in FrameMaker
- † With an adapter in the editor, can be inserted through the software interface
- † In the DTD:
`<!ENTITY TEXT SYSTEM "text.xml">`
- † In the XML document:
`&TEXT;`

Reuse in AuthorIT

The screenshot displays the AuthorIT interface. On the left is a 'Library Window (drag & drop)' containing a list of document components. On the right is a document window titled 'Organic Cultivation' showing a table of contents with the 'Introduction' component selected. A purple arrow points from the 'Introduction' entry in the library window to the 'Introduction' entry in the document window's table of contents.

Component Name	Date	Permissions
Close Main Window	16-Jun-97	(supervisor)
Close Secondary Windows	16-Jun-97	(supervisor)
Contents Icon		
Copyright Notice		
Glossary of Terms		
Home Icon		
Index Icon		
Introduction		
Invalid Import Links		
Next Icon		
Previous Icon		
Show Display Properties - Settings Tab		
Standard Index		
Standard Table of Contents		
Standard Title Page		
Table of Figures		
Typographical Conventions		

Organic Cultivation

Book Contents | General | Document | Windows Help | HTML

- Standard Title Page
- Standard Table of Contents
- Organic Cultivation - Commercial
- What is Organic Farming?
- Copyright Notice
- Introduction**

Introduction | 108 | 1 | Active

OK | Cancel | Apply

Style standards

- † XSL (Extensible Style Language)
 - † Limited browser support (IE 5 or up)
 - † Evolving standards
 - † Don't have to have all the content in one XML document
 - † Can re-order content
 - † Can apply style to the content of elements and metadata
 - † Can apply variable formatting based on element or attribute content

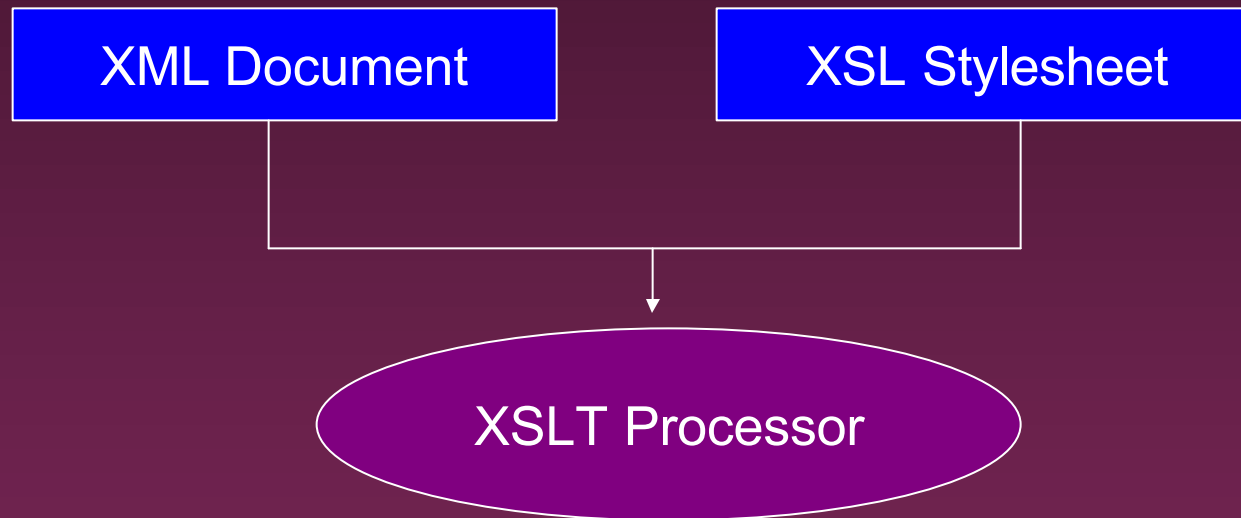
Style standards

- † XSLT (XSL Transformations)
 - † A sub-set of XSL
 - † You can create a new XML or HTML document and change the element names
 - † HTML can be valid XML

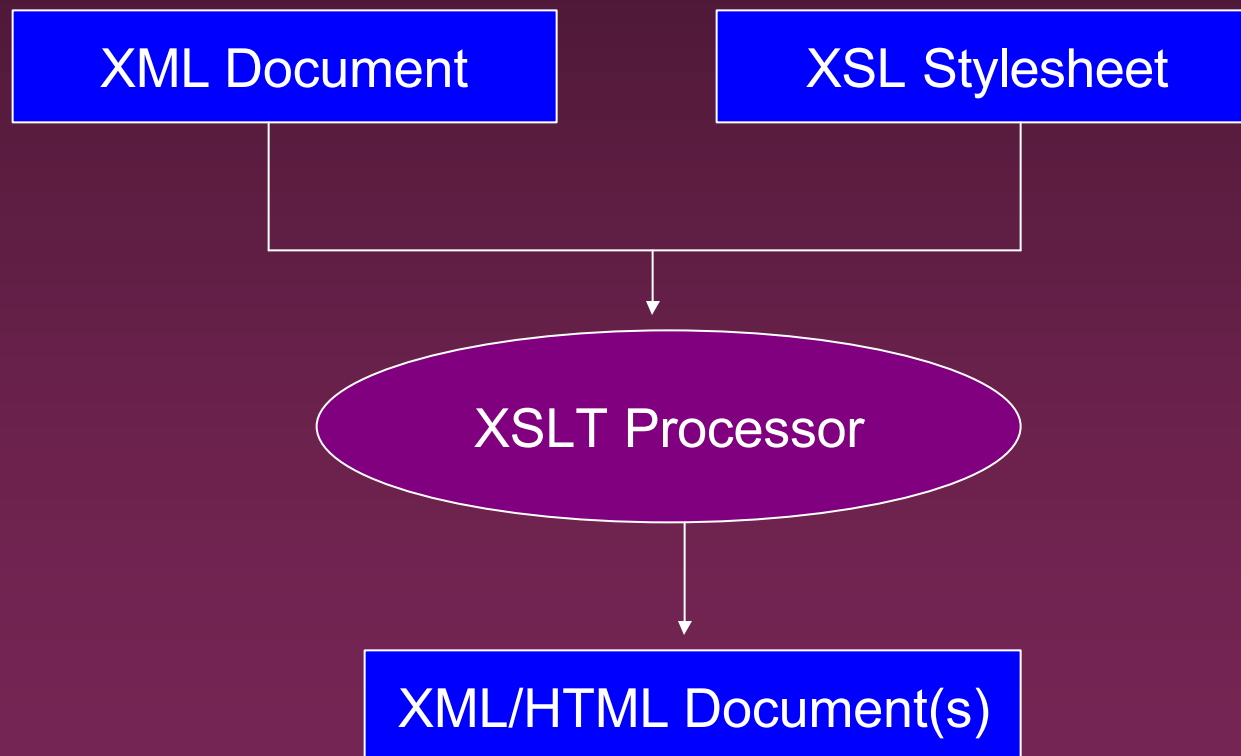
XML Transformations



XML Transformations



XML Transformations



Recommended Reading

- † The XML Bible by Elliotte Rusty Harold
- † XML: A Manager's Guide by Kevin Dick
- † Content Management for Dynamic Web Delivery by JoAnn Hackos
- † Hot Text by Jonathan Price

Resources

- † The Content Management Conference: Strategies for Single Sourcing, June 3-4
 - † www.cm-strategies.com
- † Listserv
 - † www.comtech-serv.com
- † Content Management eNewsletter
 - † www.comtech-serv.com