

XML:

The structure of cross media production—
getting better all the time?

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XML: The structure of cross media production

- Brief history of XML
 - The purpose of XML
 - The purpose of DTD
 - XML inclusion in a cross media workflow
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XML

- How many of you work, play, or use XML in a production workflow?
 - How many of you teach about XML?
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Brief history of XML

- Setting type
 - Graphic Communications Association (GCA)
 - This organization starting creating electronic structured documents
 - GCA and GenCode developed a coding system for computerized phototypesetters
 - International Business Machines (IBM) developers
 - Generalized Markup Language (GML)
 - Codes placed in angle brackets < > and < / >
 - Sample code <Newsletter>GAIway News</Newsletter>
 - **XML developed at the Word Wide Web Consortium**
 - **XML is abbreviation for eXtensible Markup Language**
 - The angle brackets are used in forming markup languages such as HTML and XML

The purpose of XML

- The HyperText Markup Language (**HTML**) was created to function as a **display** markup language, formatting text so that it is readable from a Web browser.
 - The eXtensible Markup Language (**XML**) was developed to allow users to store and manipulate data, a process beyond the capabilities of HTML.
 - XML is considered the first cousin of HTML;
 - XML is “data-centric”
-

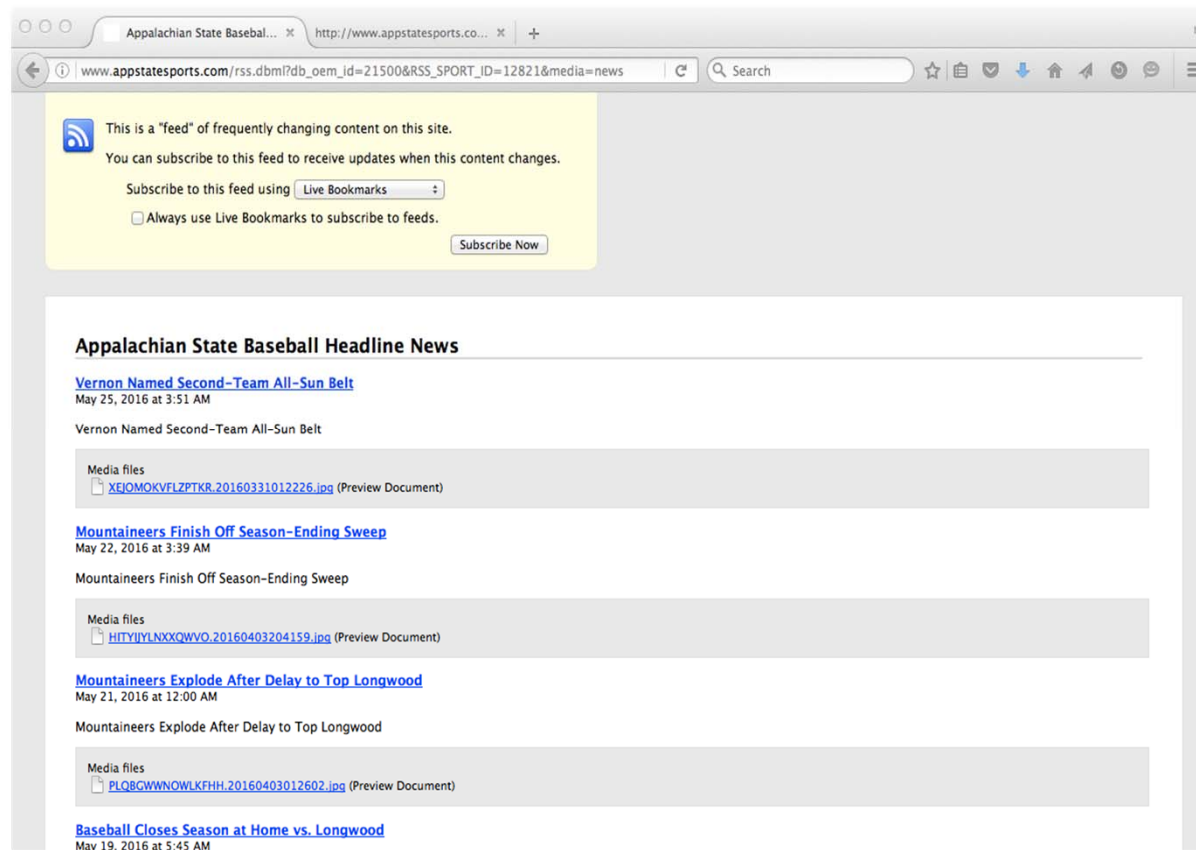
RSS News Feeds are in XML



Rich Site Summary



XML Code Structure Sample



Page Source with XML Declaration




```
1 <?xml version="1.0" encoding="windows-1252"?>
2 <rss version="2.0" xmlns:atom="http://www.w3.org/2005/Atom">
3
4
5   <channel>
6     <title>
7       <![CDATA[
8         Appalachian State Baseball
9         Headline News
10      ]]>
11     </title>
12     <link>http://www.appstatesports.com/</link>
13
14     <description></description>
15     <ttl>60</ttl>
16     <category>Sports</category>
17
18     <item>
19       <title>Vernon Named Second-Team All-Sun Belt</title>
20       <pubDate>Tue, 24 May 2016 20:51:00 EST</pubDate>
21
22       <link>http://www.appstatesports.com/ViewArticle.dbml?DB_OEM_ID=21500&ATCLID=210975887</link>
23       <guid>http://www.appstatesports.com/ViewArticle.dbml?DB_OEM_ID=21500&ATCLID=210975887</guid>
24       <description><![CDATA[Vernon Named Second-Team All-Sun Belt]]></description>
25       <category>
26         <![CDATA[Baseball]]>
27       </category>
28
29       <enclosure url="http://image.cdnl1nwn1.xosnetwork.com/pics33/400/XE/XEJOMOKVFLZPTKR.20160331012226.jpg" length="171" type="image/jpeg" />
30     </item>
31
32     <item>
33       <title>Mountaineers Finish Off Season-Ending Sweep</title>
34       <pubDate>Sat, 21 May 2016 20:39:00 EST</pubDate>
35
36       <link>http://www.appstatesports.com/ViewArticle.dbml?DB_OEM_ID=21500&ATCLID=210970188</link>
37       <guid>http://www.appstatesports.com/ViewArticle.dbml?DB_OEM_ID=21500&ATCLID=210970188</guid>
38       <description><![CDATA[Mountaineers Finish Off Season-Ending Sweep]]></description>
39       <category>
40         <![CDATA[Baseball]]>
41       </category>
42     </item>
43   </channel>
44 </rss>
```

XML Declaration

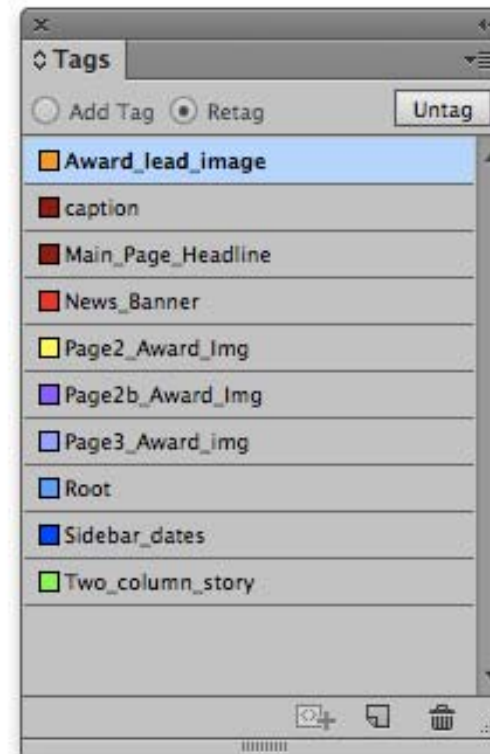
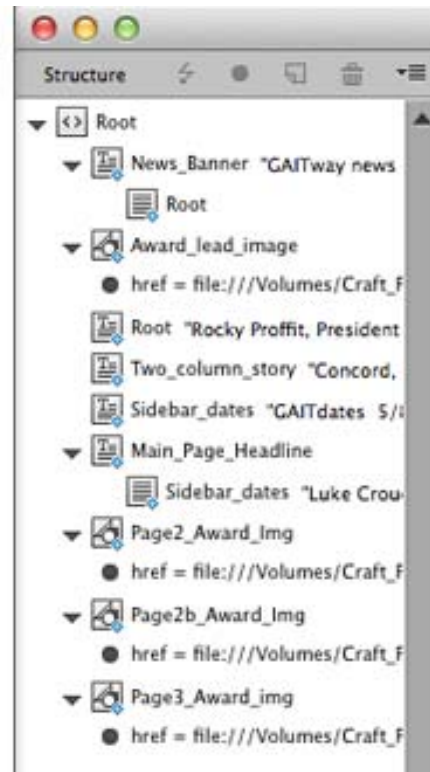
```
1 <?xml version="1.0" encoding="windows-1252"?>
2   <rss version="2.0" xmlns:atom="http://www.w3.org/2005/Atom">
3
4     <channel>
5       <title>
6         <![CDATA[
7           Appalachian State Baseball
8           Headline News
9         ]>
10
```

After a page layout is created...

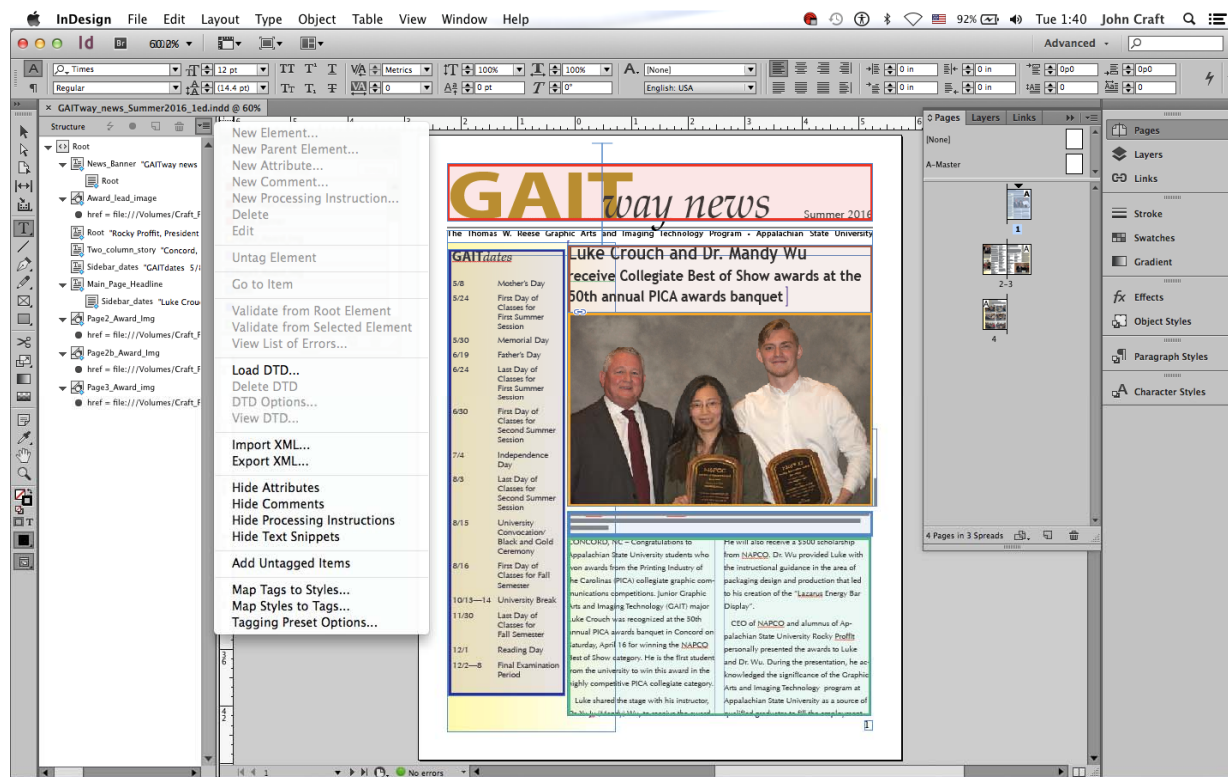


- 
- 
- Select specific elements and create tags using the Window > Utilities > Tags menu command.
 - Carefully type the name of the selected elements that are tagged.
 - Open the Structure pane to check the list of tagged elements.
- 

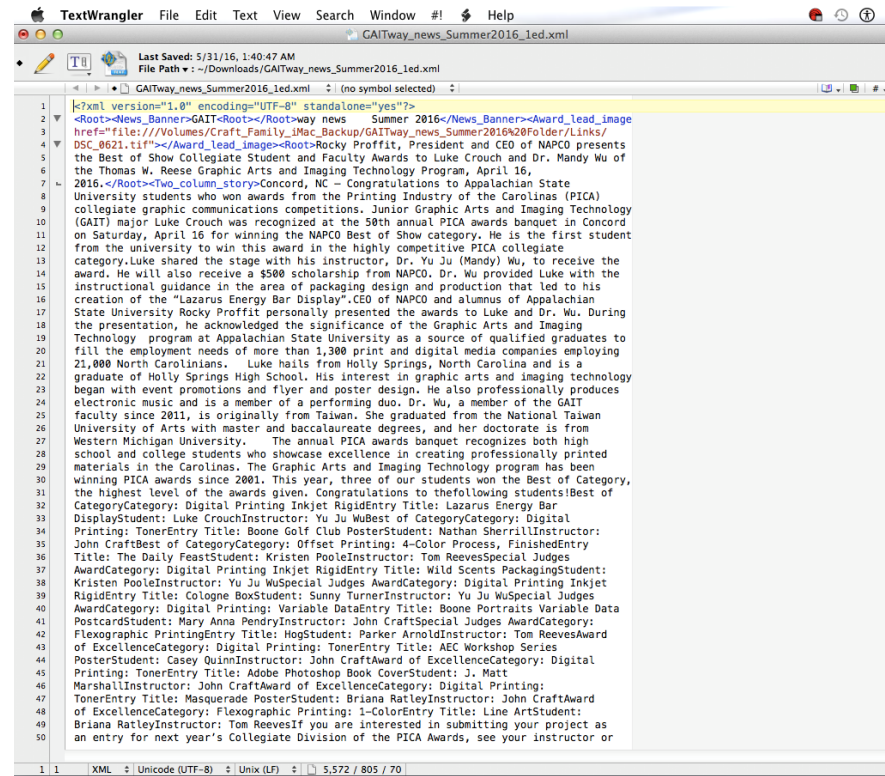
Structure Pane and Tags Panel



XML file exported from InDesign



XML file examined in TextWrangler



```
1 <?xml version="1.0" encoding="UTF-8" standalone="yes"?>
2 <Root><News_Banner>GAIT-Root></Root>way news Summer 2016</News_Banner><Award_lead_image
3 href="file:///Volumes/Craft_Family_iMac_Backup/GAITway_news_Summer2016x20Folder/Links/
4 DSC_0621.tif"></Award_lead_image><Root>Rocky Proffit, President and CEO of NAPCO presents
5 the Best of Show Collegiate Student and Faculty Awards to Luke Crouch and Dr. Mandy Wu of
6 the Thomas W. Reese Graphic Arts and Imaging Technology Program, April 16,
7 2016.</Root><Two_column_story>Concord, NC - Congratulations to Appalachian State
8 University students who won awards from the Printing Industry of the Carolinas (PICA)
9 collegiate graphic communications competitions. Junior Graphic Arts and Imaging Technology
10 (GAIT) major Luke Crouch was recognized at the 50th annual PICA awards banquet in Concord
11 on Saturday, April 16 for winning the NAPCO Best of Show category. He is the first student
12 from the university to win this award in the highly competitive PICA collegiate
13 category. Luke shared the stage with his instructor, Dr. Yu Ju (Mandy) Wu, to receive the
14 award. He will also receive a $500 scholarship from NAPCO. Dr. Wu provided Luke with the
15 instructional guidance in the area of packaging design and production that led to his
16 creation of the "Lazarus Energy Bar Display". CEO of NAPCO and alumnus of Appalachian
17 State University Rocky Proffit personally presented the awards to Luke and Dr. Wu. During
18 the presentation, he acknowledged the significance of the Graphic Arts and Imaging
19 Technology program at Appalachian State University as a source of qualified graduates to
20 fill the employment needs of more than 1,300 print and digital media companies employing
21 21,000 North Carolinians. Luke hails from Holly Springs, North Carolina and is a
22 graduate of Holly Springs High School. His interest in graphic arts and imaging technology
23 began with event promotions and flyer and poster design. He also professionally produces
24 electronic music and is a member of a performing duo. Dr. Wu, a member of the GAIT
25 faculty since 2011, is originally from Taiwan. She graduated from the National Taiwan
26 University of Arts with master and baccalaureate degrees, and her doctorate is from
27 Western Michigan University. The annual PICA awards banquet recognizes both high
28 school and college students who showcase excellence in creating professionally printed
29 materials in the Carolinas. The Graphic Arts and Imaging Technology program has been
30 winning PICA awards since 2001. This year, three of our students won the Best of Category,
31 the highest level of the awards given. Congratulations to the following students! Best of
32 CategoryCategory: Digital Printing InkjetEntry Title: Lazarus Energy Bar
33 DisplayStudent: Luke CrouchInstructor: Yu Ju WuBest of CategoryCategory: Digital
34 Printing: TonerEntry Title: Boone Golf Club PosterStudent: Nathan SherrillInstructor:
35 John CraftBest of CategoryCategory: Offset Printing: 4-Color Process, FinishedEntry
36 Title: The Daily FeastStudent: Kristen PooleInstructor: Tom ReevesSpecial Judges
37 AwardCategory: Digital Printing InkjetEntry Title: Wild Scents PackagingStudent:
38 Kristen PooleInstructor: Yu Ju WuSpecial Judges AwardCategory: Digital Printing Inkjet
39 RigidEntry Title: Cologne BoxStudent: Sunny TurnerInstructor: Yu Ju WuSpecial Judges
40 AwardCategory: Digital Printing: Variable DataEntry Title: Boone Portraits Variable Data
41 PostcardStudent: Mary Anna PendryInstructor: John CraftSpecial Judges AwardCategory:
42 Flexographic PrintingEntry Title: HogStudent: Parker ArnoldInstructor: Tom ReevesAward
43 of ExcellenceCategory: Digital Printing: TonerEntry Title: AEC Workshop Series
44 PosterStudent: Casey QuinnInstructor: John CraftAward of ExcellenceCategory: Digital
45 Printing: TonerEntry Title: Adobe Photoshop Book CoverStudent: J. Matt
46 MarshallInstructor: John CraftAward of ExcellenceCategory: Digital Printing:
47 TonerEntry Title: Masquerade PosterStudent: Briana RatleyInstructor: John CraftAward
48 of ExcellenceCategory: Flexographic Printing: 1-ColorEntry Title: Line ArtStudent:
49 Briana RatleyInstructor: Tom ReevesIf you are interested in submitting your project as
50 an entry for next year's Collegiate Division of the PICA Awards, see your instructor or
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1 1 XML Unicode (UTF-8) Unix (LF) 5,572 / 805 / 70

Thank you!

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