

WebWorks Publisher: Single-Sourcing without Compromises



Sarah O'Keefe
President
Scriptorium Publishing
www.scriptorium.com

Overview

- About the presenter
- Single-sourcing basics
- Planning for single-sourcing
- Developing content in FrameMaker
- Exporting from FrameMaker via WebWorks Publisher
- Customizing the conversion template

About the presenter

- President of Scriptorium Publishing (www.scriptorium.com)
- FrameMaker Adobe Certified Expert & WebWorks Publisher certified trainer
- Author, *FrameMaker for Dummies*¹
- Has developed customized single-sourcing solutions using FrameMaker and WebWorks Publisher for many clients

¹Available at the W & W class book store.

Single-sourcing basics

- Many forms of output
- One set of source files
- Can save time and money
- Requires planning and discipline

The case for single sourcing

- Content of help and books overlap
 - 50% or more is the same
- Limited time and money available for documentation effort
 - It's impossible to develop each deliverable separately
- Dual sources expensive

Single sourcing can...

- Eliminate labor-intensive maintenance for multiple sets of source information
- Save money
 - Setting up a single-sourcing process is a one-time expense
 - Manual conversion is an expense that's repeated for every deliverable—and every language
- Take advantage of content overlap

Typical objections to single sourcing

- Presentation requirements for print and online are too different for a common source file
- Extensive customization required to use each medium effectively
- Content of print and online is totally different

Planning for single sourcing

- Structure, structure, structure
- Identify types of information
 - Conceptual, reference, procedural
- Types of deliverables
 - Print, PDF, HTML, HTML Help, etc.
- What information goes in what deliverables?

What information goes in what deliverables?

- Conceptual—print only
- Reference—print and online, with extra navigation and search options online
- Procedural—print and online, with more details in print

Planning in FrameMaker

- Single file includes customization for print and online
- Conditional text key to usable help and print
- Must plan templates and navigation carefully
- Imposes structure on the help

Developing content in FrameMaker

- Topic depth
- Conditional text where print and online diverge
 - Introductory text
 - Conceptual information
- Context-sensitive help
- Hypertext markers
- Navigation
- Modular

Topic depth

- Headings become topics in online help
- Consistent length of sections critical
- Must analyze file to identify sections where topics are too long or too short

Conditional text

- Tag information as **PrintOnly** or **OnlineOnly**
- **Details, introductions, and conceptual information** are **PrintOnly**
- **Lead-in sentences and additional navigation** are **OnlineOnly**

Context-sensitive help

- Use custom marker to embed topic ID
- **WebWorks Publisher** can generate mapping file based on embedded markers
- Other options available

Hypertext markers

- Place markers on images to create image maps
- ALT text in a custom marker
- Hyperlinks provide additional navigation options beyond cross-reference formats

Navigation

- File-level, repeatable navigation can be embedded in WebWorks Publisher page style definitions
 - Automatic page-level table of contents
 - Next, Previous, Contents, and Index links
- Arbitrary links and navigation are embedded in the FrameMaker files using cross-references or hypertext markers
 - Links to glossary terms
 - Links to other topics

Modular

- Each topic must stand on its own
 - References to other topics are allowed
 - No "previous section" or "next section" references
 - No "above" or "below" references
- Cannot assume that user reads document sequentially

Map FrameMaker styles to Publisher styles

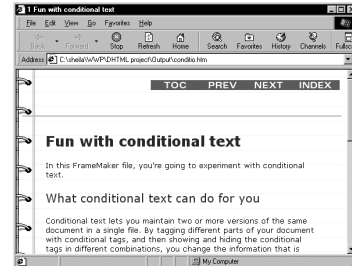
- Publisher uses styles like FrameMaker—paragraph, character, table, marker, conditional text, cross-reference, and other styles
- Paragraph, character, and table styles produce output
- Conditional text is shown (converted) or hidden (not converted)

Map FrameMaker styles to Publisher styles *(continued)*

- Anchored frames become graphics
- Markers—very flexible. Can become additional content, hyperlinks, or set attributes in the project
- Cross-references become hyperlinks

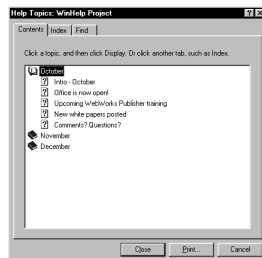
Online Formats

HTML & DHTML



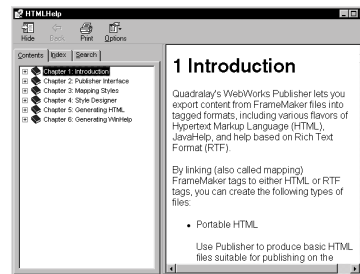
Online Formats

Microsoft WinHelp



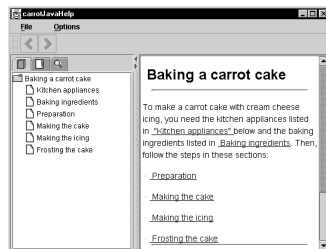
Online Formats

Microsoft HTML Help



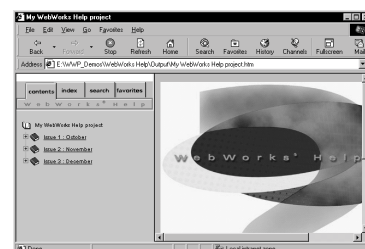
Online Formats

JavaHelp



Online Formats

WebWorks Help



Demo

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