

Workflow Management Systems on Open Web Platform to automate the publication processes merging different semantic sources

Position Paper for the W3C Workshop on Publishing and the Open Web Platform

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1. MY PERSPECTIVE

I am an engineer working on webservices and interested in knowledge engineering.

Nowadays the present of publishing is turning on the digital age, so it would seem a good idea to focus on developing the potential of HTML5 and CSS3 to develop and release all publishing (print products, EPUB, mobile, etc). Both HTML5 and CSS3 offer a lot of features and enable Web content creators to create “Responsive Web Design” pages to support various types of screens. eBook has the same aspect, but has some difficulties to create effective Responsive eBook Design titles.

While web developers and designers have many years of experience in designing for screens, so it would seem to be the right people to work on digital products.

The separation from structure to format is key to digital publishing processes, those is already an established practice in web technology (HTML5 and CSS3).

Towards the Open Web Platform approach could be possible to reduce source fragmentation to reconfigure content in new ways and for new products and channels and to combine data, presentation or functionality from more sources to create new services (mashup).

2. MY VIEWPOINT

I would like to attend the workshop in order to explore the integration of editorial and production workflow on content management with digital publishing ecosystem for the ubiquitous web on multiple output formats (electronic journals, magazines, news, or book publishing).

Currently I am working to develop a custom HTML5 framework for multi-platform magazine on tablets (iPad/Android) and browser (regular pc) viewing — which its upcoming releases also needs to be released as interactive tablet HTML5 magazine with rich contents (video/audio/animations) using the Semantic Web technologies to semantic encoding information to automate the editorial and production workflow.

HTML5 and CSS3 allow a “responsive” web design approach according to the device capabilities and environmental conditions to provide an optimal viewing experience — easy reading and navigation across a wide range of devices (from desktop computer monitors to mobile phones) with a minimum of resizing, panning, and scrolling.

Nowadays Semantic Web for ontologies provides formal description of concepts and relationships on device capabilities to dynamically adapt to user preferences to manage different resources in terms of

temporary and persistent sessions. The main idea behind the Semantic Web is to extend the Web in a way that information from various sources can be combined independently from applications or content of websites. Moreover, the content itself has to be reorganized in a way that “semantics” hidden behind the information can be interpreted not only by humans, but also by machines. The Semantic Web or Web of Data, as it is lately called, has significantly expanded during the last decade.

Semantic Web enables the creation of better and massive services for use and reuse for many of different kind of data, driving existing infrastructure in its full potential. The core issue is about effective knowledge management and the implementation of new business models that enable more energetic involvement and collaboration between producers and consumers which can be used by business as an input to improve the already existing and create additional value services.

Semantic Web can be used as base for the Workflow on content management for Adaptive Case Management (ACM) principles and can represent a radical new approach for managing knowledge work. Tools for knowledge work to date have focused exclusively on the process (the sequence, timing, and flow of information). While in the future tools for knowledge could have to focus primarily on the work: methods, connections, and reasoning needed to act on the information. That can be performed in conjunction with HTML5 and the Semantic Web for the Open Web Platform.

3. MY PROPOSAL

I look forward to this meeting and engaging with colleagues on any thoughts on HTML5 and CSS3 as the production workflow and technology for publishing in the digital age.

I propose to contribute to the workshop the perspective of an experienced developer on source integrations, explain its relevance to the publishing and technology communities, and encourage greater involvement from the commercial publishing, mass media and metadata exchange communities.

Beneath my interests there are essentially two questions:

1. Can HTML5 and CSS3 be used for good print design and output?
2. Can HTML5 and the Semantic Web sufficiently satisfy the requirements for Workflow Management Systems and ‘future-proofing’ of content?

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