

Future Japanese Layout from Tokyo Sessions

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Tokyo Sessions

1. ePUB ⇒ This session
2. Fonts and Unicode ⇒ Session 4
3. Japanese Layout ⇒ This session + session 3
4. Magazines and Newspapers ⇒ This session
5. Japanese Layout use cases ⇒ Session 5

Hiratsuka City

- ◆ Publish PR brochure in ePUB since March
 - ◆ Uses border-radius etc. as images can grow size
 - ◆ Wish to change layout by device/orientation
- ◆ Ruby was too unstable to use
 - ◆ Uses inline annotation instead; e.g., “BASE (RUBY)”

Toppan Printing, Co., Ltd. (1/2)

- ◆ Box sizing by #chars/#lines
- ◆ Line breaking rules
 - ◆ Wish code-point control in future
- ◆ Inline notes (Wari-chu)
 - ◆ See next page...

Inline Notes (Wari-chu)

漢字廃止論には、前島密（一八三五—一九一九年。治時代の政治家・実業家、明治時代の郵便制度の創始者）などによるものがある。しかし、漢字の廃止は、困難であり、そこで主張されたのが漢字節減論である。その代表的なものが漢字節減論である。その代表的なものに『文字之教』などがある。

福沢諭吉（一八三四—一九〇一年。明治時代の啓蒙思想家、慶應義塾大学を創設）の『文字

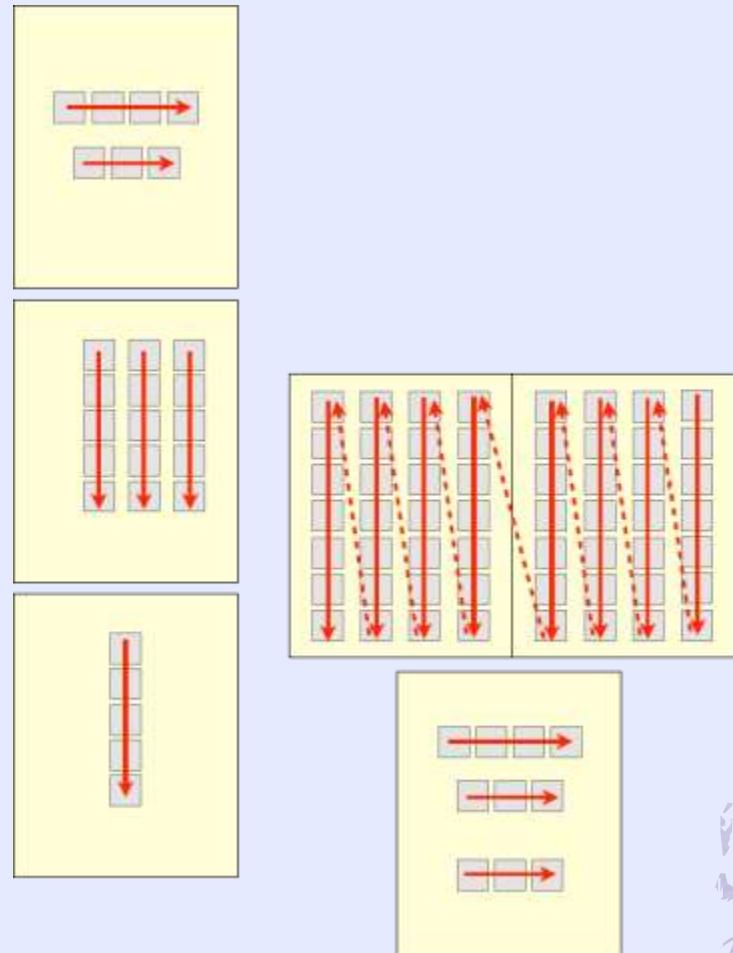
- ◆ Is this readable on screen?
 - ◆ Alternate methods for screen reading?
- ◆ Used in Chinese as well

Toppan Printing, Co., Ltd. (2/2)

- ◆ Gaiji (characters w/o assigned code points)
 - ◆ 1,200 chars (6.4%) in the Japanese most famous dictionary “Ko-jien” are not in Unicode
 - ◆ Researched 800 books; 1,400 chars (0.6%) are not in Unicode
 - ◆ Archaeologists excavate 30 new chars/year
 - ◆ “Ideographic” is open-ended
 - ◆ SVG font preferable (requires less skills)
 - ◆ ... More in session 4

Voyager Japan, Inc. (1/3)

- ◆ An e-book reader company since 1993
- ◆ Mixed writing-modes
 - ◆ Cover and Colophon are in horizontal flow
 - ◆ TOC, headings, body are in vertical flow
- ◆ Centering in line progression direction in CSS?



Voyager Japan, Inc. (2/3)

- ◆ Line breaking rules may need revised for web/e-pub
 - ◆ Better rules for re-flow, lower-resolution, etc.?
 - ◆ Voyager uses a modified version from JIS/JLREQ
- ◆ User switchable text-flow
 - ◆ Some contents can accept additional costs for design/proofread/etc.
 - ◆ Authors may want to prohibit for some contents and/or parts
 - ◆ Switch for Accessibility has different requirements

Voyager Japan, Inc. (3/3)

- ◆ Chinese classics in Japan (Kanbun)
 - ◆ Appears in novels, textbooks, etc.
 - ◆ Offset? Superscripts? Ruby?

無識見、猶不讀也。
問讀書以何爲要。曰識見爲要。讀書。

Impress R&D

- ◆ Web, e-pub, and Printing are different
 - ◆ Wish to switch styles while sharing contents
- ◆ Implementations are still behind
 - ◆ SVG/MathML implementations are not stable
 - ◆ Some fonts do not look good in vertical flow

Mainichi Communications Inc.

- ◆ PDF publishing today
 - ◆ Low authoring costs (can share with papers)
 - ◆ Hard to read, especially in small devices
- ◆ Re-flowable e-publishing
 - ◆ Need to design separately from papers
- ◆ Wishes to Web rendering technologies
 - ◆ Pay services → Users expect higher quality layout, fonts, Gaiji, etc.
 - ◆ Color calibrations

Asahi Newspaper (1/2)

- ◆ Pay newspaper service launched on May
 - ◆ Browsers/iPad app/Android app
- ◆ Based on HTML5/CSS3
 - ◆ Video and multi-columns are key drivers
 - ◆ Not for PC browsers though
- ◆ Different Designs
 - ◆ More like newspapers; boxes and multi-columns
 - ◆ Article lists are hard to tap by fingers

Different Designs: Free v.s. Pay

asahi.com – a free web site

The screenshot shows the homepage of asahi.com. At the top, there's a navigation bar with links like 'トップ' (Top), 'ニュース' (News), 'スポーツ' (Sports), 'エンタメ' (Entertainment), 'ライフ' (Life), 'ショッピング' (Shopping), 'Asahand', and 'トピックス' (Topics). Below the navigation is a large banner for '大人のグルメガイド' (Adults' Gourmet Guide) featuring a close-up of a dish. To the left of the banner, there's a news headline: '不信任案の提出、2日が軸 自民総裁と幹事長協議 (11:00)' (Proposal of no-confidence motion, 2 days as axis, LDP leader and chief executive meeting). The main content area has several other news items listed. On the right side, there's a sidebar with links for '東日本大震災' (Great East Japan Earthquake), '政治' (Politics), '経済' (Economy), '国際' (International), 'スポーツ' (Sports), and '社会' (Society). At the bottom, there's a section for '今日の朝刊' (Today's Main Paper) with a link to '朝日新聞デジタル' (Asahi Shimbun Digital).

Asahi Digital – a pay service

The screenshot shows the homepage of Asahi Digital. At the top, it says 'ようこそ ゲストさん' (Welcome guest) and '2011.5.31 大曜日' (May 31, Sunday). The main navigation bar includes '24時刊' (24-hour news), '週刊' (Weekly), and 'You're'. Below the navigation, there are two prominent buttons: 'ログインする' (Log in) and 'ご購読申し込み' (Subscription application). The main content area features a large article about a no-confidence motion proposal. To the right, there's another article about a fire at JR Shinkansen tracks. At the bottom, there's a promotional banner for '大和ネクスト銀行' (Daiwa Next Bank) with a '円定期預金' (Yen定期 deposit) offer of '0.4%'.

Asahi Newspaper (2/2)

- ◆ Gave up Ruby
 - ◆ Some browsers cannot keep vertical rhythms
- ◆ Want to use their own fonts
 - ◆ But CJK fonts are too large to download
- ◆ Need to solve Gaiji issue
 - ◆ Proper nouns (people, place, etc.)
 - ◆ Iconic-square-ligature (Kumi-moji, ex. “株式”“会社”) for political party names etc.

Questions?