Manual: How to Produce a Theory on Demand

Contents

1. Introduction

This manual shows you, step by step, how to create a theory on demand.

For more information about the workflow and creating output for print files, visit the PublishingLab site.

The Hybrid Publishing Toolkit method builds on chapter 6 of the Hybrid Publishing Toolkit book, it relies on a makefile and using the command line.

2. Prepare Your Desktop

Step 2.1 Install all requirements

Before you begin you will need to install:

- text processor (Microsoft Office or Openoffice);
- GitHub Desktop (for working collaboratively);
- markdown editor like MacDown and XCode for Mac or MarkdownPad for Windows (to edit your sourcefiles);
- plain-text editor (like Sublime Text or Gedit);
- Adobe InDesign;
- Calibre (to view/edit ebooks);
- Pandoc (you can install Pandoc with Homebrew);
- git (for Mac git is included in Xcode, for Windows see here;
- you will need to familiarise yourself with the command line (terminal on Mac or go to the Start menu on Windows and type cmd into search/run – more here).

Step 2.2 Login to your GitHub Desktop

Make sure you login your Github desktop:

```
user:
pass:
```

3. Prepare Manuscript

Step 3.1 Styling the Manuscript Inside Word

For this step, please refer to the test.docx document in in the folder docx of your Manual folder.

- Prepare your text document according to the INC style guide.
- Assign the title, headlines, the bodytext, and the blockquotes accordingly so that the structure will appear later on in your markdown-file. For this, refer to the template options offered by Word in the Styles Panel.

Step 3.2 Saving your Documents

- Divide your document according to its parts. Avoid any special characters in the titles and number them properly: 01colophon, 02introduction, 03chapter1 etc.
- **IMPORTANT:** please make sure that you save your word files as .docx.
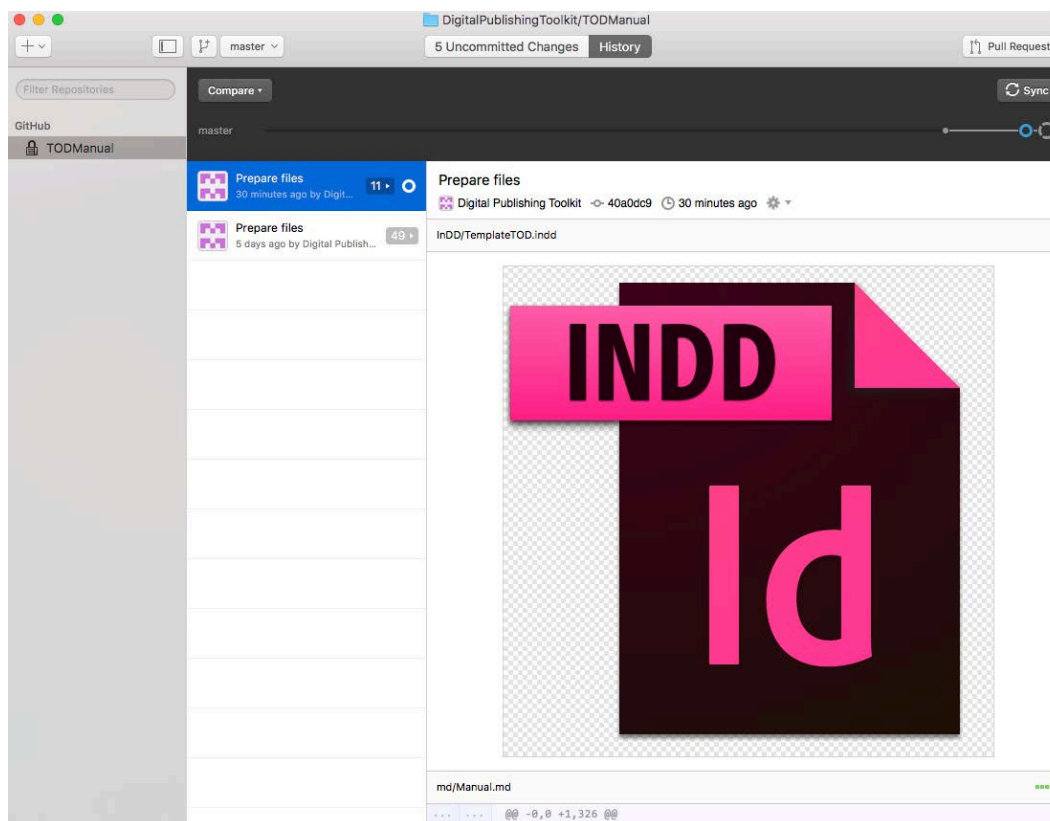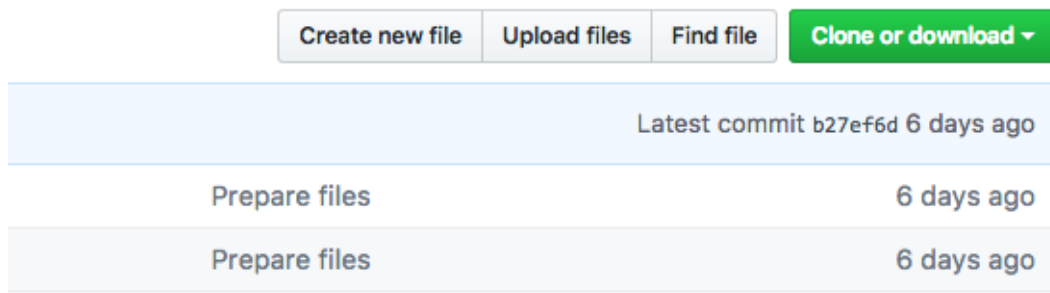
4. Prepare Repository

Step 4.1 Get Your Git on

Go to https://github.com/ and login:

```
user:
pass:
```

- Create a new repository according to the title of your book. Please include number and title of the book, for instance *TOD23kaos*;
- Clone the repository to your Github desktop (click "Clone or download", then "Open in Desktop");

Step 4.2 Prepare folder // commit to master

Copy folders from this repository (TODManual) to your own theory on demand repository:

- Make sure you copy all folders and make files.
- Make sure your manuscript(s) are saved as .docx files and move them to the .docx folder, replacing the Test-chapter.docx file.
- Avoid any special characters in the title and number them properly: 01colophone, 02introduction, 03chapter1 etc.
- Copy all your images in the imgs folder of your md folder.
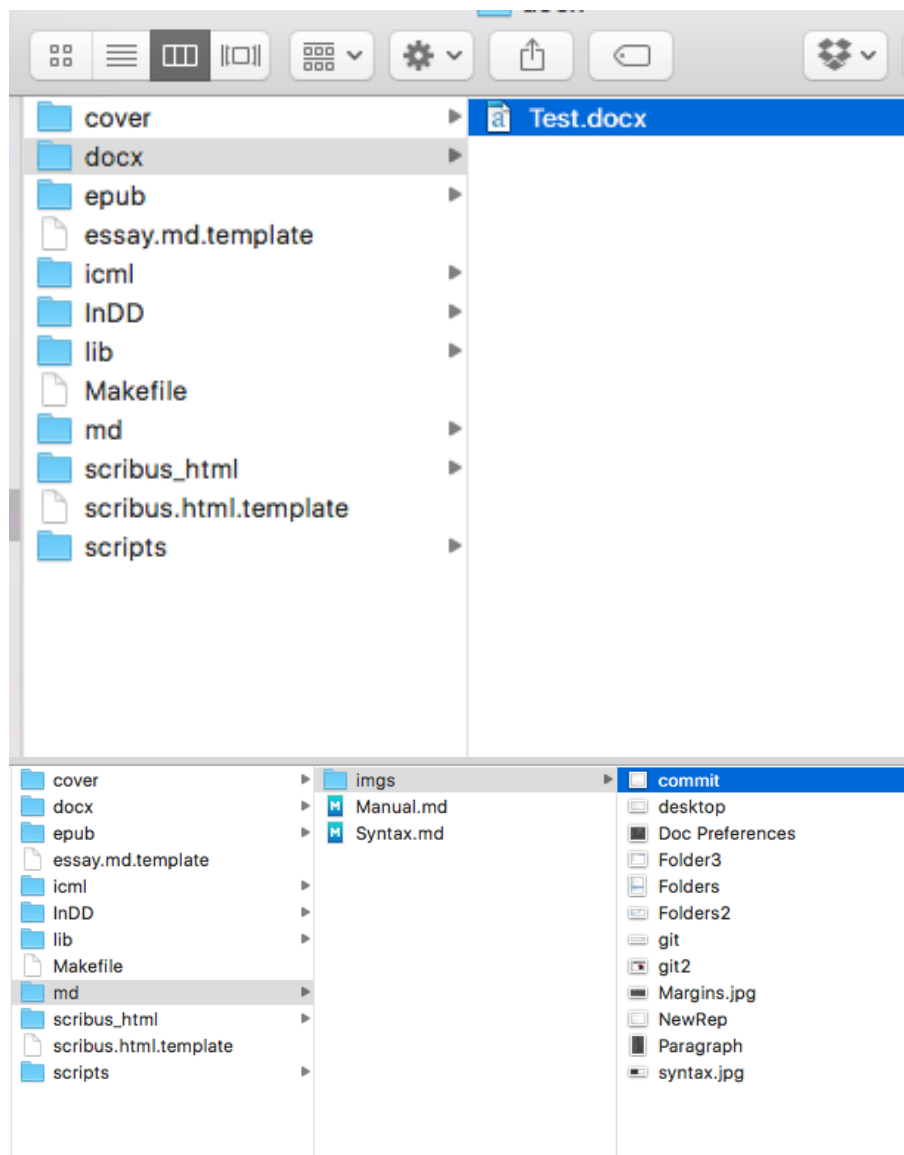
Avoiding Errors

- make sure there are no spaces or unusual characters (like %) in file names
- make sure you work with .docx files not .doc
- put any images (.jpg or .png) in the 'imgs' folder inside the markdown folder except the cover
- the cover.jpg image belongs in the epub folder

MAKE SURE YOU UPLOAD ALL CHANGES TO THE REPOSITORY ON GITHUB.ORG BY CLICKING 'COMMIT TO MASTER' AND 'SYNC' IN THE GITHUB DESKTOP
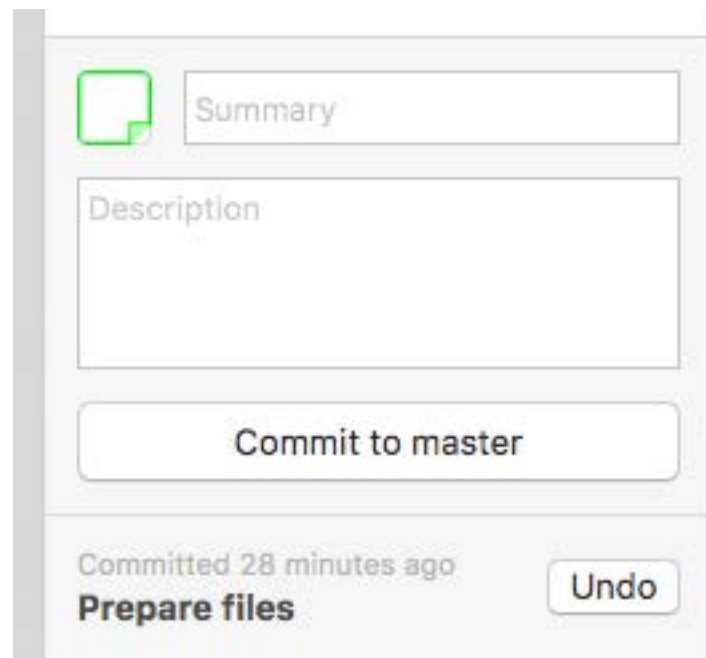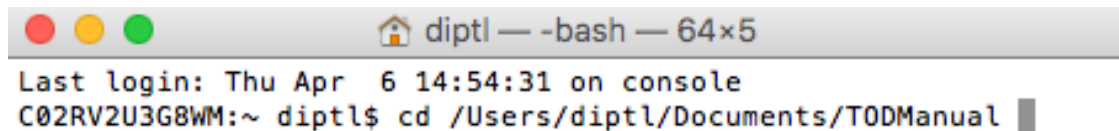
5. Make EPUB

Step 5.1 Convert the .docx to a Markdown Plain-text File

- Use the command line to navigate to your resources folder. You will need some knowledge of using the command line, you can find help with this here. You can navigate to that specific folder by typing cd, and then dragging and dropping to the terminal the specific folder.
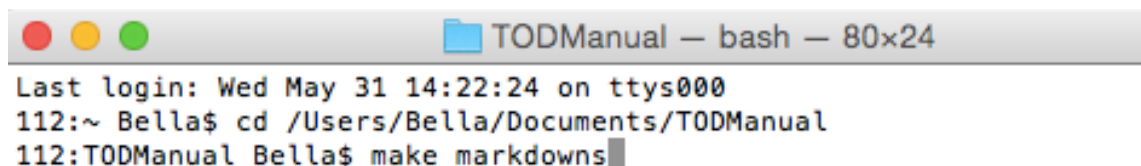
```
cd pathofyourfolder
```

```
● ● ●                    ⌂ diptl — -bash — 64×5
Last login: Thu Apr  6 14:54:31 on console
C02RV2U3G8WM:~ diptl$ cd /Users/diptl/Documents/TODManual █
```

- After navigating to the right folder, create the source file(s) for your ebook by typing in "make markdowns", then press enter:

```
make markdowns
```

```
● ● ●                    📁 TODManual — bash — 80×24
Last login: Wed May 31 14:22:24 on ttys000
112:~ Bella$ cd /Users/Bella/Documents/TODManual
112:TODManual Bella$ make markdowns█
```

You will find the markdown files you created in the md-folder. From now on the Markdown will be the working document, therefore all the changes you would like to make concerning to the content, you should do in the markdown file.

Step 5.2 Edit you .md file(s)

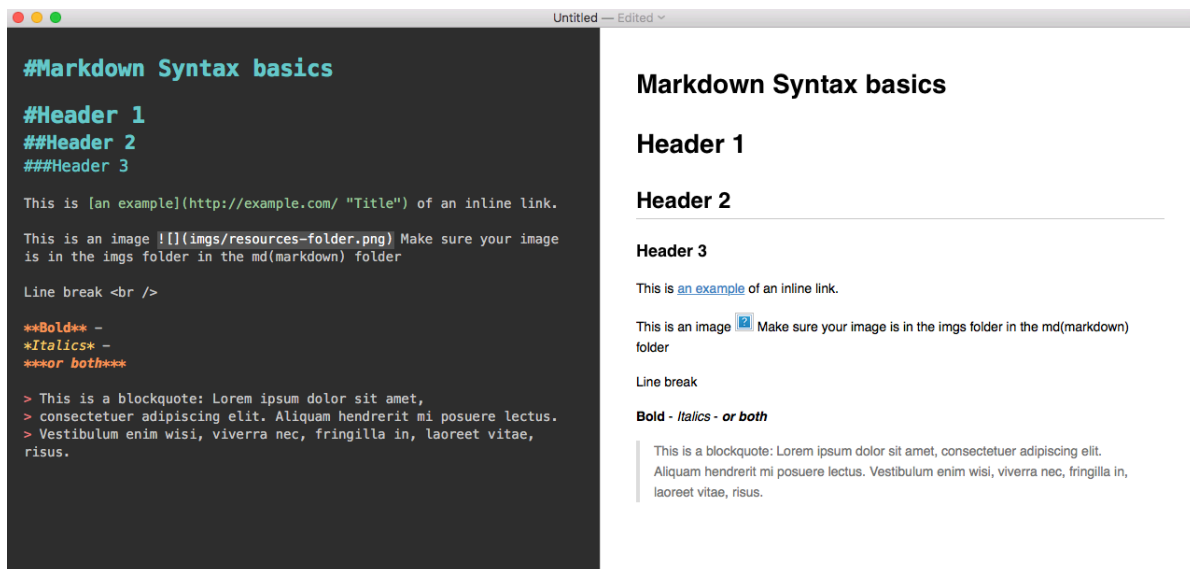Make sure you check the .md file(s) for any errors or glitches:

- fill out the metadata at the beginning of your .md file(s). Check with the editor if you have the right metadata information, including the ISBN number. Here's more information about metadata.
- make sure every H1, H2, footnote, blockquote etc. is converted correctly
- footnotes appear at the end of you .md file(s) and look like this:

```
[^07parttwo_1]: Bolzaneto Barracks: Barracks of the Flying Squad
(Reparto Mobile),
    a section of the police for use on demonstrations and in football
    grounds. During the G8 the barracks was at least partially taken
    over by the GOM (Gruppo Operativo Mobile), the riot squad used to
    suppress prison revolts. During those three days, about five
hundred
    people were brought to the barracks for identification, then
    released or moved to jail. Many were tortured in Bolzaneto,
    including some who had already been severely beaten in the police
    raid on the Diaz school.
```

- make sure you add your images manually to the .md file(s) by using the syntax:

`![](imgs/namefile)`

- make sure you name you cover image cover.jpg, and add it to the epub folder

Most Used Syntaxes

In the image you can see the most used syntaxes. For more examples see here.

```
#Markdown Syntax basics

#Header 1
##Header 2
###Header 3

This is [an example](http://example.com/ "Title") of an inline link.

This is an image ![](imgs/resources-folder.png) Make sure your image
is in the imgs folder in the md(markdown) folder

Line break <br />

**Bold** -
*Italics* -
***or both***

> This is a blockquote: Lorem ipsum dolor sit amet,
> consectetuer adipiscing elit. Aliquam hendrerit mi posuere lectus.
> Vestibulum enim wisi, viverra nec, fringilla in, laoreet vitae,
risus.
```

Markdown Syntax basics

Header 1

Header 2

Header 3

This is an example of an inline link.

This is an image [?] Make sure your image is in the imgs folder in the md(markdown) folder

Line break

Bold - *Italics* - **or both**

> This is a blockquote: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam hendrerit mi posuere lectus. Vestibulum enim wisi, viverra nec, fringilla in, laoreet vitae, risus.
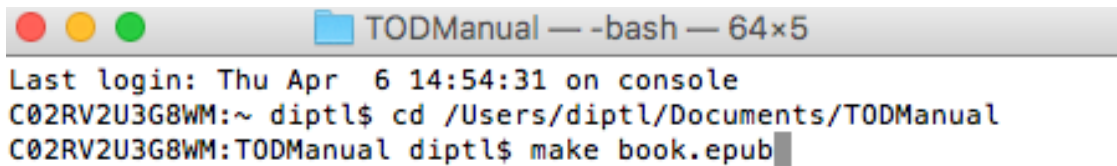
Step 5.3 Convert to EPUB

Now that you have your markdown file(s), you can create an EPUB:

- open the terminal, navigate to your resources folder as you did in 4.1

  `cd (with a space at end) pathofyourfolder`

- then, type in "make book.epub" in your command line and press enter:

  `make book.epub`

```
● ● ●              📁 TODManual — -bash — 64×5
Last login: Thu Apr  6 14:54:31 on console
C02RV2U3G8WM:~ diptl$ cd /Users/diptl/Documents/TODManual
C02RV2U3G8WM:TODManual diptl$ make book.epub▮
```

- Check the resources folder to see your book.epub file, which you can open with Calibre or iBooks.

- If you get an error message, there is a useful resource section here to help you.

Step 5.4 Design Your EPUB

A successful EPUB has been visually styled (with css and a cover), correctly classified (with metadata), and validated. The epub folder typically has 3 important components:

- the cover image (jpg)
- the metadata file
- the stylesheet
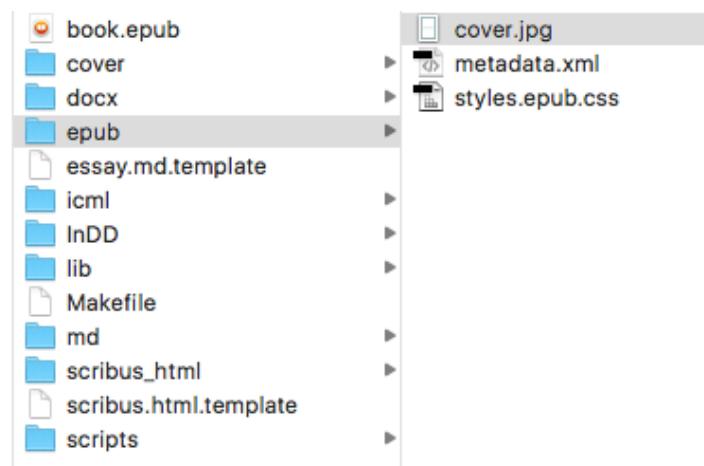
The look of your book is controlled by the styles that you can find in the stylesheet. You can get color values and typeface suggestions from the print designer. Make sure you embed the fonts you use by including them in the make file and in the lib folder. Here's more information about type in EPUBs.

If you want to change fonts and colors etc. within the epub you need to do this in the styles.epub.css.

If you are having a problem with your table of contents in the EPUB, try to comment out the following line of your style sheet:

```
page-break-before: always;
```

so that it looks like this:

```
/*page-break-before: always;*/
```

Step 5.5 Validating Your EPUB file

Last, but not least, the developer needs to validate EPUB to make sure there are no errors that will cause it to be rejected from a retailer or not open correctly for readers:

• You can use the online validator for smaller EPUBs (under 10MB). The validator will show you where the errors are in your book. See the example below:

• The error occurs in chapter ch002.xhtml, line 47, there's an explanation that a 'referenced resource is missing', but it helps a lot to edit the book in Calibre and further diagnose that in this case an image is missing.

MAKE SURE YOU UPLOAD ALL CHANGES TO THE REPOSITORY ON GITHUB.ORG BY CLICKING 'COMMIT TO MASTER' AND 'SYNC' IN THE GITHUB DESKTOP
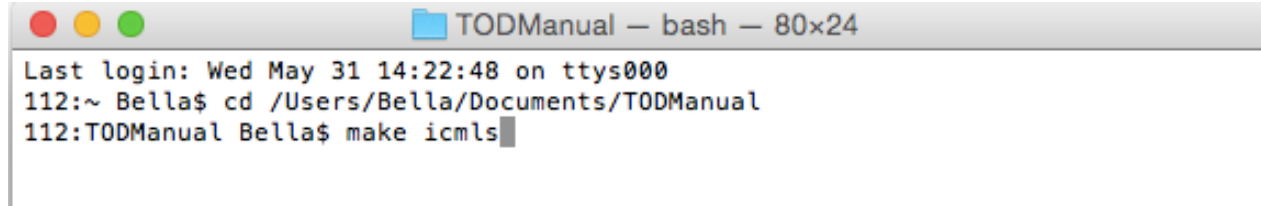
6. Make PDF

Step 6.1 Create icmls

- open the terminal and navigate to your resources folder as you did in 4.1

  `cd (with a space at end) pathofyourfolder`

- Use the command line to convert your md files to icml files by typing:

  `make icmls`

Press enter. You can then find the icmls in the icml folder.

Step 6.2 Load icmls in InDesign

- Copy the TemplateTOD.indd file in the InDD folder. Copy the template file for each of your icml-files. Rename the files and make sure you do not use any special characters:

  ```
  01colophone
  02acknowledgments
  03introduction
  04chapter1
  ```

- Open the first template and make sure that you activate the already existing text frames in the template. For this, press CTRL + SHIFT and click on the text frame you would like to activate. You will need to repeat this for every page.

- Now, you can place the icml file you would like to start with into the document by either using CTRL + D, or by clicking

  `File > Place`

- Before you are able to edit/design the text in InDesign make sure you check out:

  `Edit > Incopy > Check Out`

- Remember to also update the master page, where you can insert the title of your book into the header. At this point, you do not need to worry about the page numbers. They will update when you will merge all the files together in the end.

- Also, check if the margins and document presets equal with what you can see in the following figure:
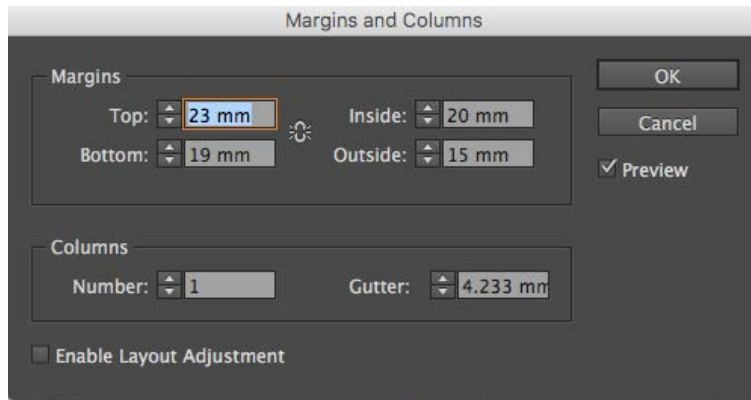
- In the Document Preferences you can adjust your baseline grid. You can see the necessary settings in the following figure. Please make sure that it matches with what you can see in your template.
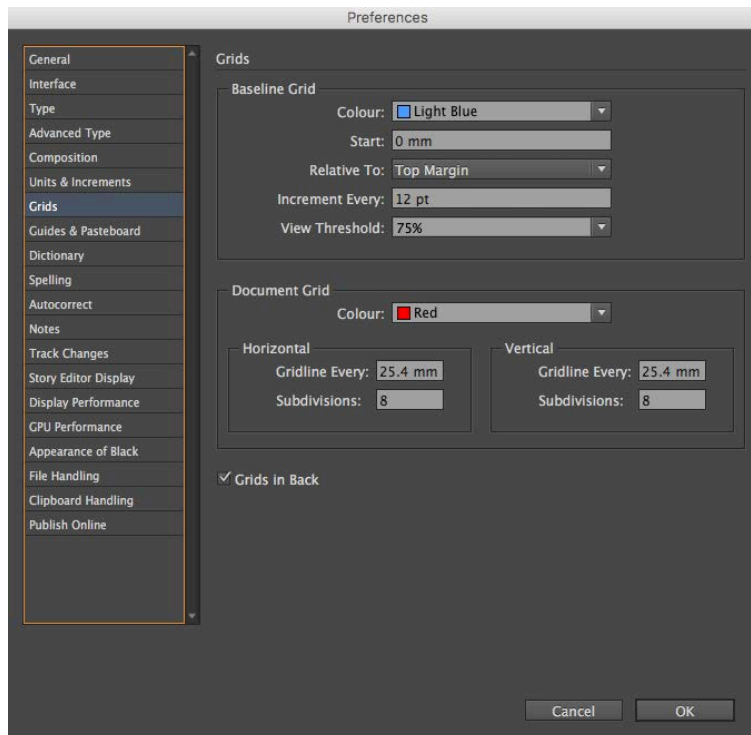
Step 6.3 Design your book

- Assign the different text components (headings, paragraph, footnotes) to the different paragraph styles that you can find in the template.
    - H1, H2, H3, titles use Lato font
    - Body text use Trade Gothic Light
- Make sure that no font is missing – if so, please install the missing fonts. You can find them in the folder "lib" in your Manual.
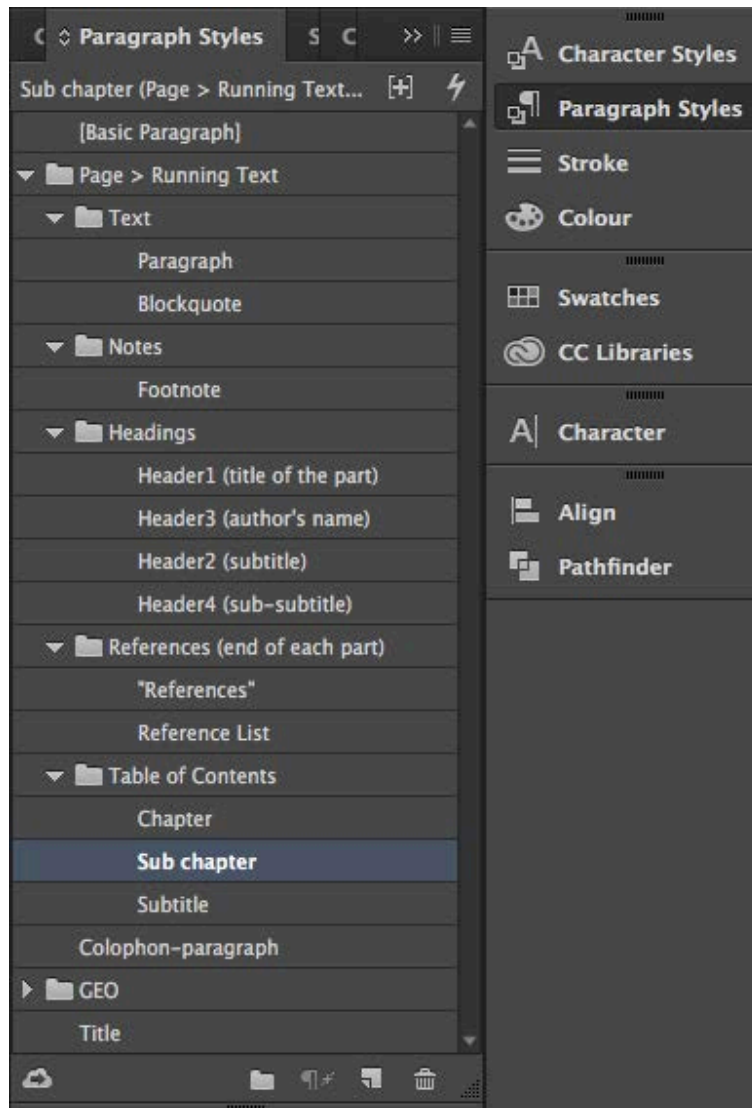
Step 6.4 Export Your Book

- To export the entire book make use of the book function. Go to:

  ```
  File > New > Book
  Define a name and the location: the InDD folder.
  ```

- Click on '+' to add all chapters of the book. All page numbers should update automatically.
- Click on the right upper button and Export Book to PDF in pages:
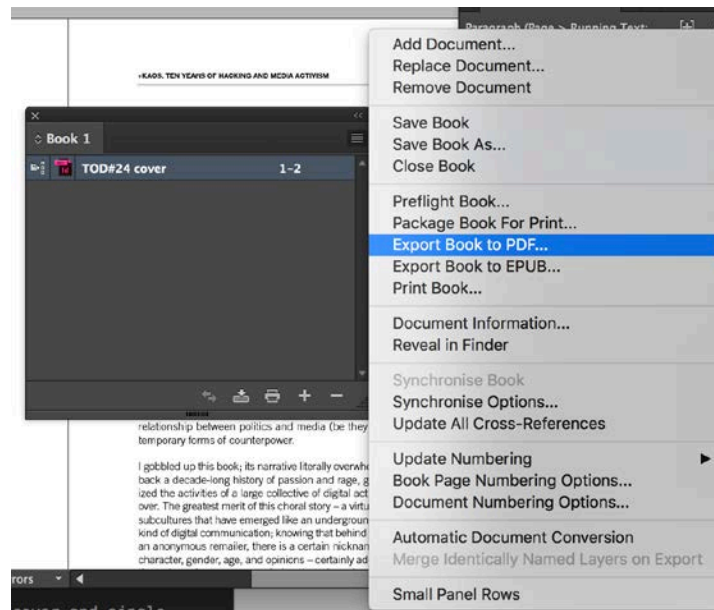
Step 6.5 Design Your Cover

You will receive a designed cover. What you will need to do is to add:
- the title
- the number of the publication
- the blurb on the backcover
- the ISBN

Later, for the upload for LULU, you will also need to add a spine. For this, please refer to the cover template in the folder "cover". Please make sure that the page size is matching the requirements on LULU. Take also care that the backcover is the first page, the spine is the second page and the frontpage is the third page.

MAKE SURE YOU UPLOAD ALL CHANGES TO THE REPOSITORY ON GITHUB.ORG BY CLICKING 'COMMIT TO MASTER' AND 'SYNC' IN THE GITHUB DESKTOP

7. Publish the Book Online

Step 7.1 Issuu

- On Issuu the publication should be set with the cover and single pages in one single PDF
- After the cover follows a white page
- In the case the cover is in a different file, use Adobe Acrobat to merge the PDF

Go to http://issuu.com/login? and login as INC:

```
user:
pass:
```

Click on upload: Upload your PDF and fill out the form:

- replace the automatically added title;
- add description (take this from the back cover text);
- add date;
- click Allow download and leave the visibility on Public;
- and then Publish!

Now you should be able to see your publication in http://issuu.com/home/publications.

Step 7.2 LULU

In this case we will need two PDFs:

- For the inside, we need a single PDF with single pages, without cover
- Spreadsheet for the cover (with spine)

Go to http://www.lulu.com/

```
user:
pass:
```

- Click on Creëren / Create and choose "**Print book**". On the next page choose "**Premium pocketbook**", then scroll down and choose on the left "**White Page**", and on the right "**Royal**" as the format and end by clicking "**Dit boek maken**" in the orange arrow.
- Fill in your Title and Author(s) and leave the first options (Lulu, Amazon, Barnes and Nobles) selected.
- Add the ISBN to the publication, "**don't add the barcode**".
- Click on Choose File and select your inside PDF, then click on "**Upload**".
- Click on "**Make PrintReady File**".

- Click on **"advanced onepiece cover designer"**. You will be prompted with all the necessary specs to create the PDF cover, including the measurements for the cover in total as well as the measurements of the spine. You can design it using Adobe InDesign by using the template that you can find in the cover folder.
- Choose your file and upload it, click **"Save and Continue"**.
- Fill the form with the requested info Click **"Save and Continue".**
- Set the price as the minimum suggested by the platform and click on review project.
- Finally review your project and then click on **"Save and Finish"**. If you click on the blue title you should see your book for sale on Lulu

Step 7.3 Upload on INC page

Embed the book on http://networkcultures.org/. In this last part we will create the page for the publication on the INC blog.

Login to http://networkcultures.org/

- Go over Publications and click on **Add New**; fill the form with title of the book
- Go to the Issuu page relative to the publication and copy the URL
- Paste the url at the top of the content box according to the series, check the correct category. It should look like this:

```
[embed]http://issuu.com/instituteofnetworkcultures/docs/issuethelistserves
kwerbin?e=3130431/44189048[/embed]

<a class="pwk-link" style="float: left;margin-right: 15px" href="http://ne
tworkcultures.org/wp-content/uploads/2017/02/KennethWerbinTheListServes22.
pdf"><img class="alignnone wp-image-4032 size-full" src="http://networkcul
tures.org/wp-content/uploads/2014/04/inc_icon_pdf_@2x.png" alt="inc_icon_p
df_@2x" width="42" height="42" /></a><a class="pwk-link" style="float: lef
t;margin-right: 15px" href="http://issuu.com/instituteofnetworkcultures/do
cs/playfulmappinginthedigitalageissue?e=3130431/41821881"><img class="alig
nnone size-full wp-image-4031" src="http://networkcultures.org/wp-content/
uploads/2014/04/inc_icon_issuu_@2x.png" alt="inc_icon_issuu_@2x" width="42
" height="42" /></a> <a class="pwk-link" href="http://www.lulu.com/shop/ke
nneth-c-werbin/the-list-serves/paperback/product-23062384.html" target="_b
lank"><img class="alignnone wp-image-4057" src="http://networkcultures.org
/wp-content/uploads/2014/04/inc_icon_lulu_@2x.png" alt="inc_icon_lulu_@2x"
width="42" height="42" /></a><a class="pwk-link" style="clear: both;margin
-right: 15px" href="http://networkcultures.org/_uploads/TheListServes.epub
" target="_blank"><img class="alignnone wp-image-4033 size-full" src="http
://networkcultures.org/wp-content/uploads/2014/04/inc_icon_epub_@2x.png" a
lt="inc_icon_scribd_@2x" width="42" height="42" /></a>
```

- Add a (small) cover image
- Add colophon info to the Info box
- Don't add a link in the download area
- Click on Publish, you should finally see you publication:
  http://networkcultures.org/publications/