

skills for enriching content with embedded metadata, represented as XML tags and tag sets, throughout the content life cycle, not just at the point of creation. Developing capabilities in content enrichment will create competitive advantage for companies who do it well.

■ **Social content and computing within content ecosystems.**

Content development is no longer “owned” by a single organization. Collaboration around enriched content is the defining characteristic of applications that have successfully jumped departmental walls and flowed into the enterprise. As a result, social content and computing are becoming part of the landscape for the next generation of XML applications.

■ **Big impact from modest content enrichment.** Flowing XML content into the broader enterprise does not always require a major initiative. Enriching information with just a small amount of metadata can deliver compelling benefits. As initial experiments begin to pay off, leading practitioners are learning to walk the line between under- and over-investing in content resources.

¹Multilingual Product Content: Transforming Traditional Practices into Global Content Value Chains, July 2009.

Adobe Announces HTML5 Pack for Illustrator CS5

If you have ever wished there was a way to export from the Illustrator Appearance Panel to CSS3, you can do that now with the HTML5 Pack for Illustrator CS5 that Adobe announced on September 13.



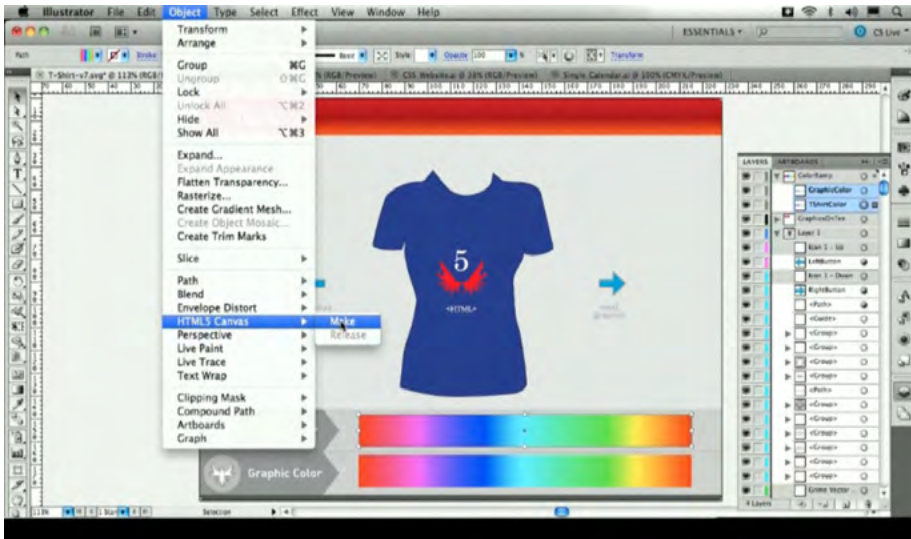
This free add-on provides initial support for HTML5 and CSS3 and extends SVG capability in Illustrator CS5. In combination with the HTML5 features available in the Adobe Dreamweaver CS5 11.0.3 updater, these new tools allow Web designers to take advantage of the latest advancements in HTML5. As Adobe points out in its press materials for the release, although HTML5 and CSS3 will not be finalized for some time, and SVG support in browsers will continue to evolve, the extension provides support for a set of currently implemented features.

TSR got to see a demo of the new capabilities in action and felt they were impressive enough to encourage readers to at least take a look at a demo Adobe Evangelist Greg Rewis doing a step-by-step demo of the capabilities. You can see the demo by [clicking here](#).

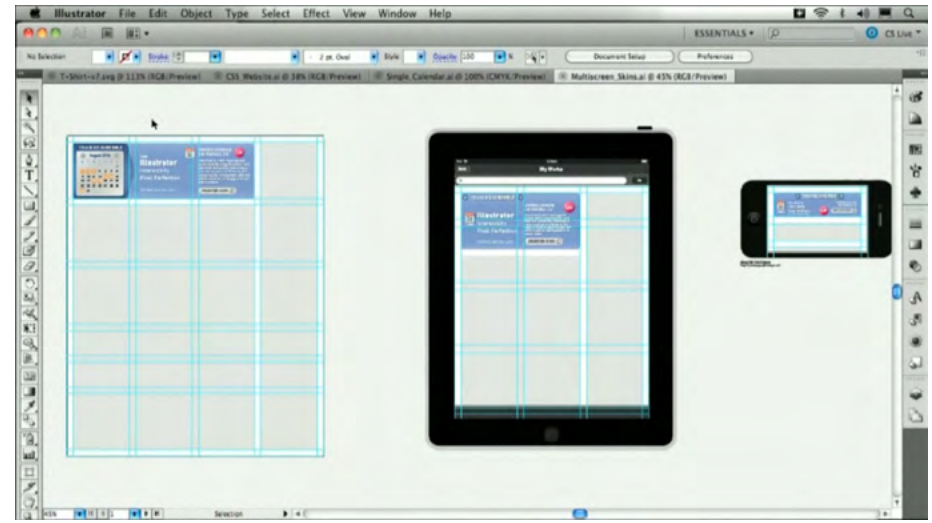
If you are a print designer who has always wanted to try Web site design, you will find the demo and the Pack of particular interest.

To learn more about the pack and to download a copy, [click here](#).

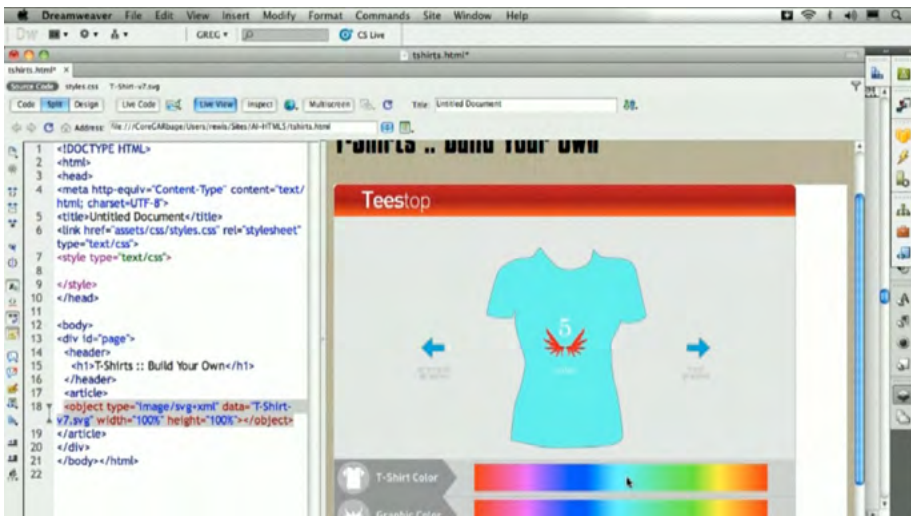
Three of the more interesting features in the HTML5 Pack include the ability to add interactivity to an image, output layouts for multiple device sizes, and export entire layouts to HTML and CSS. The images on the following pages provide an overview.



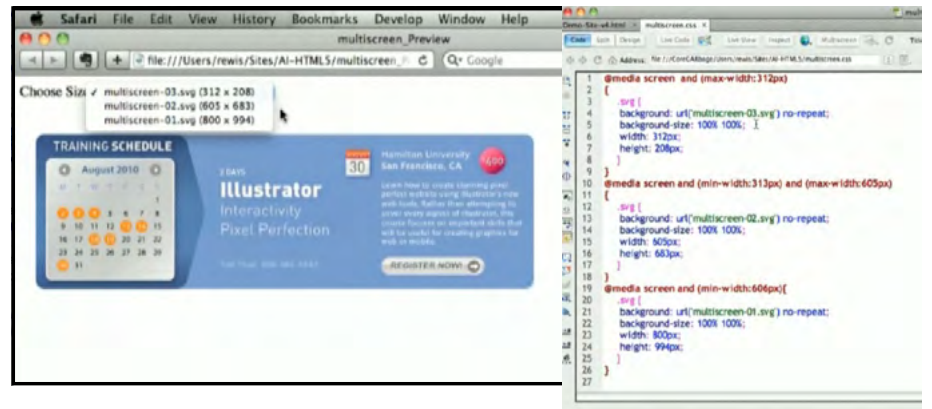
To make part of your illustration interactive, the first step is to convert your objects to HTML Canvas elements in Illustrator.



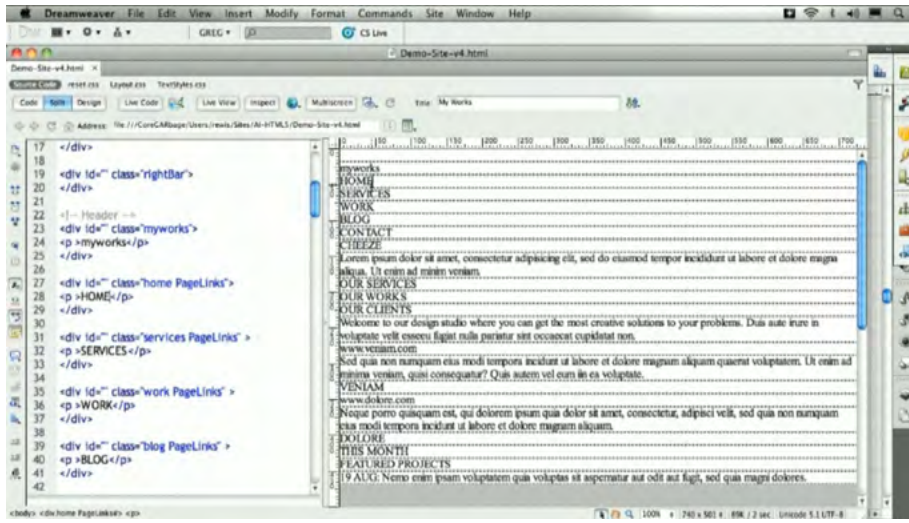
Multiple artboards in a single Illustrator file are used to design layouts for different screen formats, such as a standard browser (left), an iPad (center), and an iPhone (right). Natively Illustrator exports multiple artboard layouts to one large SVG file. With the HTML5 Pack, you gain the ability to specify each artboard be exported separately.



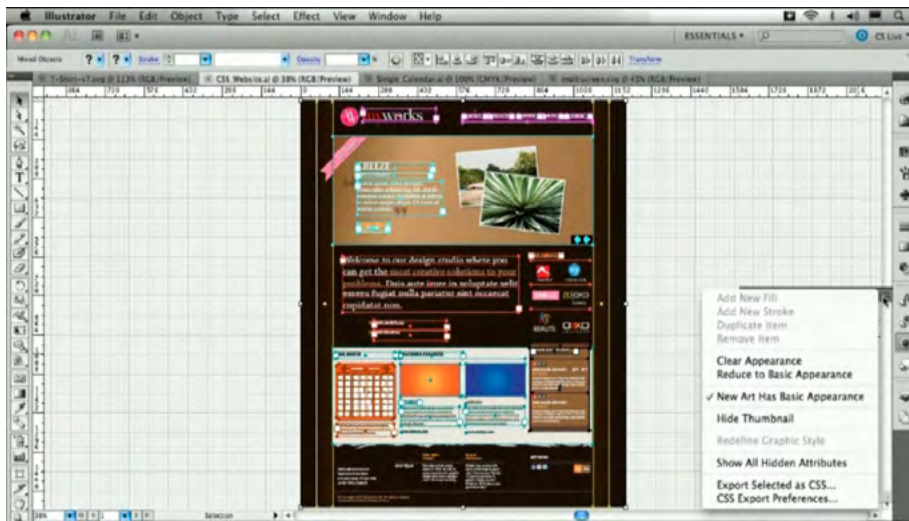
In Dreamweaver, using HTML5 coding (left) and a bit of Javascript, the SVG is inserted and allows the user to interact with the image, changing the t-shirt and graphic color when mousing over the Canvas elements.



Illustrator also exports an HTML file and CSS file when saving out multiple views to SVG. The HTML file allows you to switch display output via a drop down menu or dynamically by resizing the window. This is accomplished via media types specified in the CSS file. And another feature of the SVG file is all the text remains text and will scale without pixelization.



Starting with only basic markup in Dreamweaver, designers can create a framework and leave Illustrator to do most of the heavy lifting.



There are two steps to creating a mostly perfect HTML layout from Illustrator. First, select all the objects, set your CSS export preferences in the Appearance panel and export the CSS. Next, select all character styles and export to CSS. Some tweaking in Dreamweaver will be needed, but this is a real time saver for the designer.

The Latest Word

To read more about these briefs and to read others, please [visit our Web site](#).

HiFlex Receives Second PIA-GAFT InterTech Award

The Printing Industries of America and Graphic Arts Technical Foundation has announced an independent panel of industry judges has awarded the PIA-GAFT InterTech Award to HiFlex for the second time. In making the award the panel stated that HiFlex Webshop "changes the game" for Web-to-Print by going open source, providing its software for free. The InterTech Award was established to identify new technologies that will have a major impact upon and benefit to the printing industry.

WoodWing Releases Magazine Tools Version 1.5

WoodWing Software has announced a new version of its Digital Magazine Tools for the iPad, supporting statistics and the ability to share content via Twitter, Facebook, and e-mail. The new version supports connections to statistics providers such as Omniture, Flurry, and Google Analytics and supports the capture of data on how readers use their electronic publications. WoodWing also has released new versions of its Enterprise and Content Station including a free edition.

2011 National Indie Excellence Awards for Publishing Accepting Submissions

The 2011 National Indie Excellence Awards, rewarding excellence in independent publishing, are open for entries of books published by individual authors, small presses, and independent publishers. Winners and finalists will be announced in mid-May 2011 in time for Book Expo America. Top prizes include national book publicity campaigns and the ability to highlight the awards in marketing.

The Printing Industries of America Announces New Book

The Printing Industries of America has announced a new book entitled Lean Printing: Cultural Imperatives for Success by Kevin Cooper. The book is the second in a series dedicated to helping printers embrace and use lean printing

Copyright of Seybold Report: Analyzing Publishing Technologies is the property of Joss Group and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.