The Charlesworth Group
Digital Workflow Overview

SciELO, Editors Meeting
Thursday, July 12, 2012

Agenda

- Explain who we are
- Explain and show digital workflows (and their benefits to you)
- Listen and get to know you
The Charlesworth Group

A family firm, founded in 1928, specializing in:

- **Innovation**: Production workflow & publishing services
- **Globalization**: Sales & strategy for the China market
- **Editing & Education**: For authors & publishers

With offices in

UK  US  China

Sample of our clients

- Professional Societies
- Associations
- Not-for-Profits
- University Presses
- Commercial Publishers

Following the recent publication of the Special Libraries Association (SLA) Biomedical and Life Sciences Division Top 100 Journals, Charlesworth represents 1/3 of Top 100 Journals in Biology and Medicine List

- AAPH (American Association of Public Health)
- ACP (American College of Physicians)
- AGU (American Geophysical Union)
- Allen Press Inc
- AMA (American Medical Association)
- ASCO (American Society of Clinical Oncology)
- ASN (American Society for Nutrition)
- ASPB (American Society of Plant Biologists)
- Chinese Journal of Oceanography
- Clinics Journal
- CrossRef
- ESA (Ecological Society of America)
- GSA (Geological Society of America)
- IMF (International Monetary Fund)
- NPG (Nature Publishing Group)
- NEJM (New England Journal of Medicine)
- NASP (National Association of School Psychologists)
- Maney Publishing
- MedicalSphere Publishing Inc
- PLoS (Public Library of Science)
- PNAS (National Academy of Sciences)
- Purdue University Press
- Royal Society of Chemistry
- SGM Society of General Microbiologists
- Columbia University Press
- United Nations Press
- World Bank

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Examples of XML Workflow Journals

PLoS

CLINIC

Nature

3 Ways we can work with you

1. As a service provider, we create pages/layout/XML, from author manuscript to completed pages and online XML
2. Cloud based interactive workflow, you can use system/technology and create pages yourself
3. XML only creation from completed paged PDF’s from you

The underlying technology and process is similar
A few fundamentals: XML

eXtensible Mark-up Language (XML) is a set of “tags” that put codes around content in a simple way that is readable by both machines and humans.

XML is applied according to a set of industry-wide standard rules that allow each part of a document to be identified in a structured way that makes information simple to find and use on the Internet.


HTML

A set of tags and rules that describe how data displays

• There is a heading
• The heading is followed by two paragraphs
• The second paragraph has three line breaks in it
XML
A set of semantic tags readable by humans & machines

<poem>
<poemtitle><firstname cent="13th" id="p001">Kubla</firstname><honourarytitle id="p001">Khan</honourarytitle></poemtitle>
<author><surname>Coleridge</surname></author>
<stanza>
<line>In <placename type="mispronounced" location="North China" chinese="Shang-Tu">Xanadu</placename> did <firstname cent="13th">Kubla</firstname><honourarytitle id="p001">Khan</honourarytitle> a pleasure dome decree</line>
<line>Where <river type="sacred" id="r001" location="China">Alf</river> the sacred river ran</line>
<line>Through caverns measureless to man</line>
<line>Down <direction rid="r001">to a sunless sea</line></stanza>
</poem>

XML adds information to information

Poem

Kubla Khan
by Coleridge

In Xanadu did Kubla Khan a pleasure dome decree
Where Alf the sacred river ran
Through caverns measureless to man
Down to a sunless sea.
SciELO requires XML

PubMed Central also requires XML
XML allows content to be reused and repurposed

Going Electronic: Charlesworth Group AutoProof

**AutoProof timeline: 5-10 minutes**
Workflow with Charlesworth Group AutoProof

File to Charlesworth → Document converted (.rft) → Paged customized (rft) → PDF

Raw Word document (.doc) directly from the author or Peer review system ready for styling

“Raw” Word Document

Styled Word Document

www.charlesworth-group.com
Workflow (con’t)

Title

Author

Header

Figure

Styled

XML

The Charlesworth Group
Supporting your publishing evolution
Examples of AutoProof Customized Pages: 
Books, Catalogues, Reports, Meeting materials

Meeting materials include:
- Abstract books
- Brochures
- Conference schedules
- Handouts
- Conference proceedings

All of which can be updated up to the last minute before printing!

Editor-Driven AutoProof Workflow

Editor uploads styled Word RTF or XML file and graphics over web to CW server

5-10 minutes

Editor downloads PDF proof and checks. Process can be re-run if needed.
Charlesworth driven QuickPage Workflow

Editor uploads edited Word file by FTP to CW server

PDF proof of styled QC'ed content generated in approx 2-4 days. Editor downloads and checks.

CW staff intakes file, QCs, then styles Word file, then converts to XML

XML and graphics auto-typeset

2 - 4 days

Multiple QC throughout processing

XML and Editing Workflows

Language polishing (pre-/post-acceptance)

Submission (via Peer review) → Copy-editing → Typesetting → Proof finalisation

Online First → Online

Online First → Online

Print
Online Tracking System

You can check the real time status of your work with the CW Online AutoProof Tracking System.

CW staff can also answer questions promptly.

AutoProof Online Tracking System

The tracking system emails notification of auto-proof status to authors/editors.

Batting order: You can move to the "Details" screen using the link provided (1).

The screen is split into Available Papers (2) and Batting Order (3), and allows you to view a PDF version of the current Batting Order (4) or add/view a related note (5).
Seamless Integration with Partner Technologies

- Peer review systems
- Styling software
- Online hosting
- Printers
- CrossRef
- PubMed Central
- SciELO (soon!)

Charlesworth Workflow Comparison

- Workflow is streamlined and condensed.
- A typical fast track schedule is 4 - 6 days (2 days to 1XO, 2 days for revisions if required, 2 days to delivery of online deliverables.)
- Other journals typically take 23 - 28 days from initial submission to online Release
Applications and Developments

- Automatic generation of table of contents & index from XML
- Author proofing of link to PDF from XML, and reminder emails, checking if downloaded
- PDF XMP tagging, ePUB creation
- Creating XML in multiple DTD's (formats), HTML/HTML5
- Reference linking and checking
- Online author corrections

Sample XMP Packet – AOP Article (No Enumeration)

A sample XMP packet is shown below with the logical property sections indicated by numbers 1–9. In this example, 1 represents the "date created" element; 2 is "right management" element; 9 is "subject" and 10 is "creator" element. The recommended practice is to use the ASCII space character (US-ASCII) in the appropriate encoding, with a newline every about 100 characters.

OAI-PMH is the Protocol for Metadata Harvesting which comes from the Open Archives Initiative.

http://blogs.nature.com/wp/nascent/2008/12/xmp_labelling_for_nature.html
http://network.nature.com/people/mfenner/blog/2009/05/25/oai-pmh-interview-with-tony-hammond
ePub

• “a single digital publication file for unencrypted reflowable digital books and other publications”
• Open standard moderated by IDPF
• XML based, an ePub publication can be thought of as a “website in a box”
• ePub - Readable across numerous devices...
• iPad/iPhone, Sony eReader, Nook etc, Adobe Digital Editions ... ePub3 major enhancements

What authors think

Royal Society of Chemistry, author quote after trying out new RSC Project Prospect XML and semantic tagging

‘It was like a researchers Aladdin’s cave...
...it was fantastic to dig around the subject area and discover things I never knew existed.
My only criticism would be the need for a time warning! I spent 4 hours digging about which generated at least six new research ideas, printed half a ream of paper and I missed my bus home...’
What authors think

Oxford University Press Nucleic Acids Research, Open Access author survey

*Time for their research to be published online, and speed of publication were a key factor in deciding which journal to chose, not just because it is open access. Of course Impact Factor and ranking of the journal is also important!*

*PLoSOne* growth and development, now publishing around 1000-1200 articles a month, has an impact factor of 4.092 ... Started publishing December 2006

Additional items:

- ePub, HTML and other deliverables available - more information available via SciELO
In summary:

1. Consistent and known process, assist with workflow and operational efficiencies
2. Reduced time to publish
3. Improved quality product, linking, design, technology
4. We hope helps the development of Brazilian journals and the improved dissemination of your scientific articles

Questions?

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