

Jisc Institution as E-Textbook Publisher project

Technologies: Authoring

1. University of the Highlands and Islands and Edinburgh Napier University

The eTIPS production team is small, bringing together two core and one supporting author, an editor, a project manager, a graphic designer and two instructional designers. Seven work packages provide the central management structure of the project. Packages are managed by members of the project team, with WP2 lead by Edinburgh Napier University, and others by UHI. This structure has continued through the life of the project.

The commissioning and planning phases of the second eTIPS eTextbook began before publication of the first, with a clear vision to broaden both the scope of coverage of the eTextbooks and companion materials, and the range of sources of content. The team benefited from a clearer understanding of requirements for authoring, the tools for and timescales to production, and the relationship between the eTextbook and the companion website. Much of the work of the evaluation team now begins to understand student and academic perception of the first release.

Core activity around the authorship of the second eTextbook was addressed early in the process, too. As had been the case at the start, there continued to be a close working relationship between authors, editor and creatives, and the sense that a collaborative approach facilitated output. By December 2015, lead authors of the second commission had defined chapter outlines, and by February 2016, instructional designers had considered layouts and sourced accompanying chapter illustrations

An original intention had been to explore and experiment with a range of premium production tools and software for the publication of the second eTIPS eTextbook. A central aim of the project was to envision a realistic instance of institutional publishing, with access to resources that most modern colleges and universities have, and the team felt that tools already used were fit for purpose. 17 Microsoft Word and Calibre continued to be used through the creation of the second eTextbook

(In eTIPS end of year report 2016)

2. University of Nottingham

The academic authors will first produce plain text versions of the content. These will act as the 'master' versions of the content from which all other versions will be created. Once the plain text versions are available, the technical support officer will convert the content into various formats, which will maximise the potential platform and device exposure of the e-textbooks.

The following core technologies will be used to create the e-textbooks:

- Microsoft Word
- Apple iBook Author
- Adobe Photoshop
- Adobe Illustrator

The e-textbooks will be converted into the following formats:

- ePUB
- iBook (.iba)
- mobi
- PDF
- RTF
- LRF
- PDP
- .text
- HTML

It is also at this stage that the production of supporting multimedia will be created. Once all format versions of the e-textbooks have been created, they will be suitable for publication through a number of channels:

- Apple iBook store (once processed by their conversion system, iTunes Producer)
- Smashwords (once processed by their conversion system, Meatgrinder)
- Amazon Kindle

There are number of operating principles that all of the chosen distribution platforms share. They all have the ability to reach established book markets; they all work on a royalty basis that improves the authors royalty position in relation to standard print publication royalties; they allow books to be offered for free; they provide 'free at point of upload' publishing to authors; they allow authors to update the e-textbooks at any time with updated works being republished almost immediately; they allow the authors or institutions that upload to maintain full copyright over their works.

(In Nottingham case study 2014, pages 10-11)

3. University of Liverpool / Liverpool University Press

Xerte was used for Essentials of Financial Management and BiblioBoard for Using Primary Sources.

In the case of Using Primary Sources, we chose BiblioBoard, a 'community engagement software for libraries' which helps libraries, universities and museums curate digital collections of books, images, articles, audio and video for either the public or their patrons.

Before the call for bids from Jisc was made, the University of Liverpool Library had acquired BiblioBoard to provide students and academics with material curated by other libraries and institutions (including The British Library), as well as to encourage academics to create their own collections for their teaching and research needs.

As Using Primary Sources is an e-textbook containing a wide variety of material from the University of Liverpool Library's Special Collections and Archives department, it made perfect sense to use BiblioBoard on this project, especially as additional software would not be required and the BiblioBoard team had already demonstrated the software and its features to members of the library and Liverpool University Press.

(In <https://etextbook.jiscinvolve.org/wp/2018/02/01/e-textbooks-technology-biblioboard/>)

4. UCL

The authors will use Microsoft Word to write the content while the layout will be produced by a designer using InDesign. This will then be saved as a PDF for the technical developers to work with.

The technical developers will go on to produce multiple formats, such as PDF, HTML 5, Flash so that the e-textbooks are compatible with Android, Kindle and iOS.

(In UCL Case Study, page 3)