

An Introduction to Publishing

Print

Publishing, as we know it today, could not really exist until certain materials became affordable. Writing systems had existed for centuries and been recorded on such items as papyrus, clay tablets, and vellum. The “Diamond Sutra,” is the earliest known printed book. Created in China in 868 AD, it was followed by the invention of movable clay type in 1041 AD. A German goldsmith, Johannes Gutenberg, is



Johannes Gutenberg (Image from: <http://inventors.about.com/library/inventors/blJohannesGutenberg.htm>)

the inventor best known for his innovative printing machine. The Gutenberg press had first wooden, and then

metal movable type.

Combined with the increased availability of paper (a phenomenon that began in the thirteenth century) the movable type press “brought

down the price of printed materials and made such materials available to the masses” (Bellis, 2005). By the year 1500, nearly 12 million books in 35 editions had been published.

Since Gutenberg, printing and publishing has become a world-wide industry. Canadian authors and publishers are renowned for the quality of their books, journals, magazines, and newspapers.

According to the Association for the Export of Canadian Books (<http://aecb.org>):

- ❖ Canada has 300 publishing houses (188 are English language, 112 are French language).
- ❖ There are 13 publishing houses in the Atlantic region, 114 in Quebec, 109 in Ontario, 34 in the Prairies, and 30 in British Columbia.
- ❖ The Canadian book publishing industry is the leader in the Canadian cultural sector in terms of exports.

There are hundreds of resources available to help Canadian writers get published. One of the best

places to start is by picking up a copy of Sandra Tooze's *The Canadian Writer's Market, 16th Edition* (McLelland & Stewart, 2004). This guide book provides information about:

- ❖ Consumer magazines
- ❖ Literary and scholarly journals
- ❖ Trade, business, and professional publications
- ❖ Daily newspapers
- ❖ Book publishers
- ❖ Literary agents
- ❖ Awards, competitions, and grants

For aspiring authors, resources like *The Canadian Writer's Market* are absolutely invaluable. Another approach to researching the publishing industry is through your local writer's federation. For a full list of both national and regional writer's associations consult the "Writer's Links" page of the *Canadian Writer's Journal* web site (<http://www.cwj.ca/writer.htm#assoc>).

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

~ Anne Frank

Online

Compared to print publishing, which has been around for centuries, online publishing has only existed for about a decade. But what constitutes "publishing" on the internet? Does writing an e-mail, posting a text file onto a discussion list, or designing a web-site, all come under the same definition? Technically, everything that is posted to the public domain is "published." For the sake of clarity, we will distinguish "desktop publishing" from other forms on online publishing.

Desktop connotes a degree of professionalism. Attention is paid to design, editing, currency and audience. There are many different kinds of software that are design to aid in the design and publication of a website. Be careful, however, some "desktop publishing" software is not designed to publish on the web. If you are creating a zine, a newsletter or a flyer for limited circulation, programs like Adobe PageMaker, Corel Ventura, Microsoft Office Publisher, QuarkXPress, Serif Page Plus, are your best bet. For posting

your pages to the web, you will need to have space on a server.

To help explain the act of online publishing, we need to distinguish the Internet, from servers and web browsers. "The quick explanation of the web is this: web browsers use the Internet to access servers that contain the pages, images, and other files that the web user is interested in receiving" (definition and further explanation at www.webcom.com).

Minimum software requirements are an HTML Editor (to create the web page) and a File Transfer Protocol (FTP) which transfers your web page to a server. Below is a list of software for online publishing from San Francisco State University.

Software Tools

FTP clients are used to transfer files to your account

Windows 95/98 and Windows NT FTP

Macintosh Fetch 2.1.2

Power Macintosh Fetch 3.0.3

Telnet clients can be used to create and edit your pages online using:

Windows WinQVT

Macintosh NCSA Telnet

WWW browsers are used to view HTML documents

Windows & Macintosh Netscape Communicator

HTML Editors are used to quickly edit and create HTML documents.

Windows 3.1 HTMLed 16

Windows 95 & NT HTMLed 32

Macintosh BBEdit Lite

BBEdit HTML Extensions

HTML Converters are used to quickly convert formatted files to HTML documents.

Windows Excel, Word, and PowerPoint

Office HTML Filter to Create Web Pages that Download Faster - for Office 2000 users

Macintosh Excel and Word (Internet Assistant is only available for PowerPoint 98.)

Clickable Image Map software assists in creating clickable images from graphic files

Windows Map This!

Macintosh Image Mapper

Graphic Editors & Converters assist in transforming images for use on Web pages

Windows Paint Shop Pro v. 7.0 (30 day trial) / Paint Shop Pro v. 4.14 / Paint Shop Pro v. 3.11 / LView Pro / Thumbs Plus

Macintosh Graphic Converter / Gif Converter / Transparency

Graphic Animator software to enliven your web pages

Windows GIF Construction Set

Macintosh Gif Builder

Compression Software to compress and decompress files

Windows 3.1 Winzip

Windows 95 and Windows NT Winzip

Macintosh StuffIt Expander 6.0 / StuffIt Expander 5.5 / StuffIt Expander 4.01

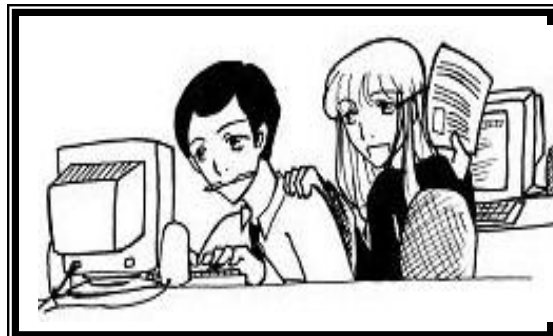
For more software...

Stroud's Consummate Internet Apps List for MS Windows

Tools for WWW providers - something for everyone.

Macintosh Internet Applications from SFSU's FTP archive

DOS/Windows Internet Applications from SFSU's FTP archive



Community Involvement

Okay. If all this software talk has caused you to hyperventilate, then you have identified one of the disadvantages to online publishing. It demands a certain degree of technological savvy. If you are thinking of starting a publishing program in your library or school, then you should either talk to your webmaster (if you have one) or your systems engineer (if you have one of those instead). Without a technical specialist on your staff, you should consider an introductory class or soliciting outside help. You might be surprised by the technical proficiency of the teens in your community. Starting a publishing program is a great way to involve members of the community. Ask your teen patrons if they have ever designed a blog (web log or diary) or a web-site. For links to teen blogs, check out <http://weblogs.about.com/od/teenblogs/>