

New Adobe
Publishing Technology:
FrameMaker 8,
InDesign CS3,
and more!



Max Dunn



About the presenter

- Max Dunn, co-founder of Silicon Publishing, Adobe Community Expert
- XML, FrameMaker, InDesign background
- Silicon Publishing founded 2000: 7 developers
- Silicon Publishing specializes in the automation of publishing technology
- Developed Adobe FM 7.2 DITA App Pack, initial U3D integration: currently building DITA-FMx
- Wrote the Adobe course on InDesign CS3 Server Automation



Agenda

- Overview – authoring and page composition
- Introduction to FrameMaker
- Structured vs. Unstructured FrameMaker
- New features of FrameMaker
- Introduction to InDesign
- New features of InDesign
- When to use InDesign vs. FrameMaker



Overview – Authoring and Page Composition

- Document Authoring
 - Workflow – template-based approach most powerful
 - Enforcement of structure partially a policy, partially supported by tools
 - XML the ultimate in structure enforcement, well supported by (structured) FrameMaker
- Page Composition
 - InDesign and Frame can also function on a server, formatting pages from a variety of data sources

Introduction to FrameMaker

- Overview

- Industry standard for technical documentation
- Structured and unstructured versions
- 21 years old, FrameMaker 8.0 released in 2007

- Production-minded

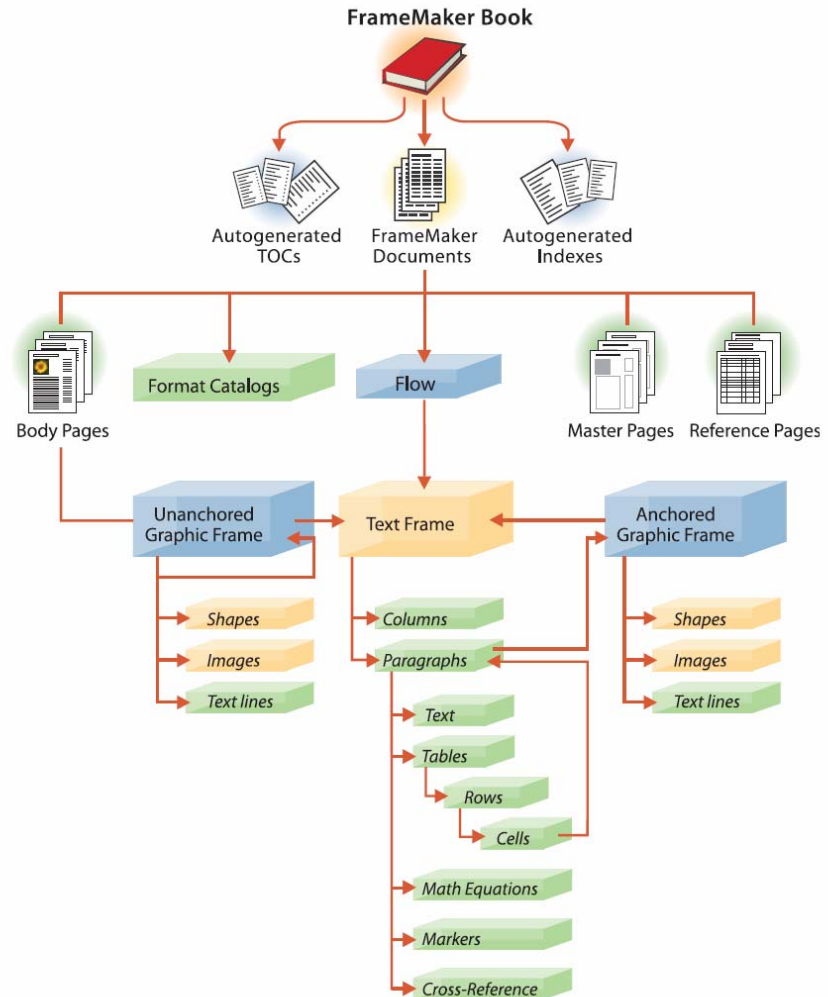
- Body pages, which draw from Master pages, into which text is flowed
- Templates and element catalogs separate the task of defining format from the task of authoring
- Conditional text facilitates versioned content

Introduction to FrameMaker

- Long-document publishing
 - Concept of multiple chapters (files) in a book
 - Stable: capable with table-intensive, graphic-intensive docs in multiple thousands of pages
 - Flexible: powerful cross-referencing, automated TOC/Index generation
- Cross-platform, cross-version
 - Solaris and Windows
 - MIF offers a mechanism for exporting

Introduction to FrameMaker

- Document Object Model
 - Complete for most document types
 - Time-proven
 - Aimed at separating authoring from template/structure architecture



Structured vs. Unstructured FrameMaker

- **Structure (since 7.0) is a preference**
 - Formerly two products: FrameMaker and FrameMaker+SGML
 - Structured version fully supports XML
- **XML**
 - Facilitates content reuse
 - Requires document architect specialist
 - Supported by FrameMaker constructs such as XML Applications, EDDs, Read/Write rules
 - Most relevant to large organizations so far...

Structured vs. Unstructured FrameMaker

- Abstraction, transformation,

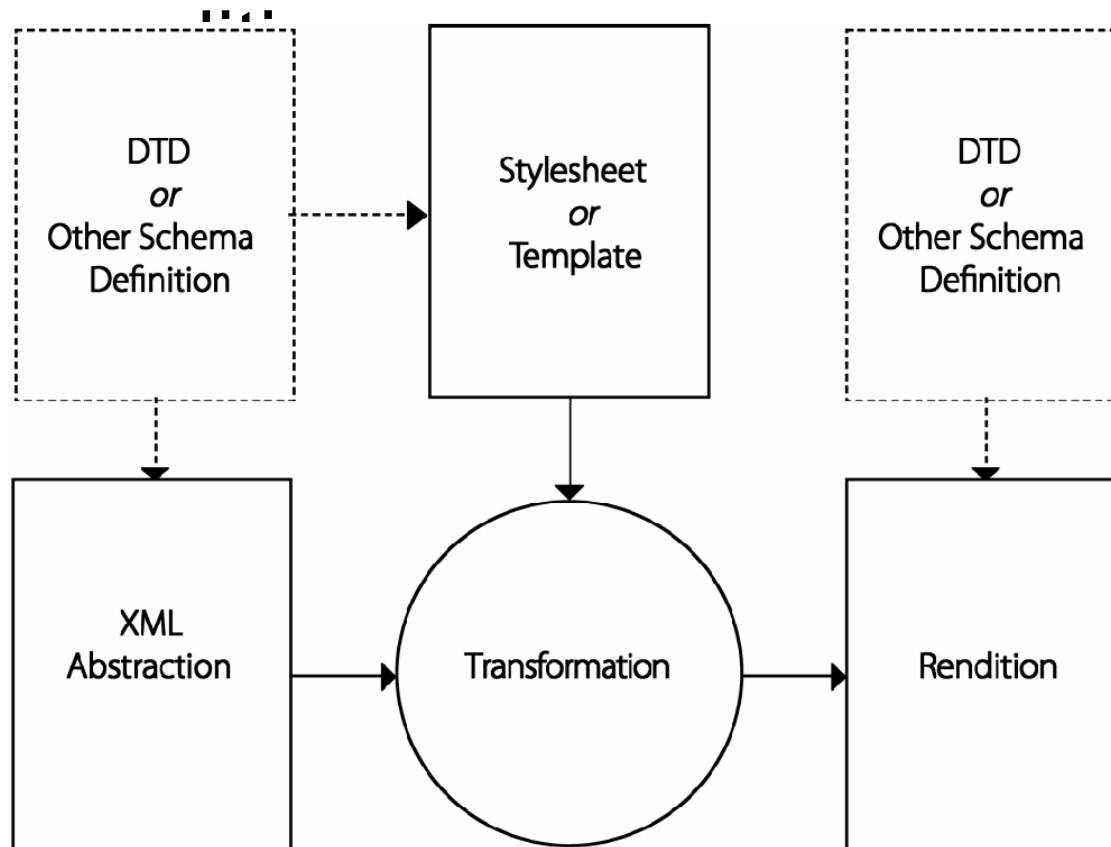


Figure 1-1 Formatting an XML abstraction into a rendition

Structured vs. Unstructured FrameMaker

- Why would you use XML?
 - Complete separation of content from presentation
 - Document components help reduce translation cost
 - Interface with other systems, especially in the context of multi-channel publishing
 - Enforcing rules via validation
- Why not use XML?
 - \$
 - Learning curve

New Features of FrameMaker

- Unicode
- Rich media – 3D PDF, Flash, Captivate
- Text edit (change) tracking
- MS Office 2007 interoperation
- Enhanced conditional output tracking – more complex conditions (unstructured), attribute-based conditions (structured)
- DITA support
- XML comment round tripping

Other Adobe Technologies for publishing DITA

- Adobe InDesign – high-quality print output
 - High-end design capability, Postscript level 3 features
 - Increasing XML support, primarily for publishing not authoring
 - Still probably ideal to process XML outside of InDesign

Introduction to InDesign – Overview

- High-end design capability
- Increasing XML support, suitable for publishing but not authoring
- Increasing long document support
- Only 8 years old, very well maintained
- Tightly integrated with the rest of the Creative Suite
- Available in robust server version

Introduction to InDesign

- InCopy works with InDesign for magazine/newspaper workflows
- Master page model similar to FrameMaker
- Very similar to Quark XPress – threaded text frames, design-centric
- Extremely powerful automation capability

New Features of InDesign

- Built-in Adobe Photoshop effects
- Transparency applied independently to stroke, fill, and content of an object
- Gradient feathers with multiple stops
- Multi-file Place with thumbnails loaded in place cursor
- Thumbnail page view in Pages panel
- Table and cell styles
- Style groups

New Features of InDesign

- Universal font replacement across a document
- Text variables
- XML rules engine to dynamically design and format pages
- XSLT style sheets applied on import or export of XML data
- CALS table conversion to InDesign tables on import
- Ability to run scripts automatically when menu items are selected
- UI creation for JavaScripts
- XHTML export

When to use FrameMaker vs. InDesign

- **When to use FrameMaker**
 - If you need XML authoring
 - Long tabular documents will still perform better
 - If you require intensive cross-referencing and indexing
 - Robust auto-numbering
- **When to use InDesign**
 - Design-intensive documents
 - High end typography a requirement
- **Trend – InDesign to eventually replace unstructured FrameMaker**

Resources

- FrameMaker
<http://www.adobe.com/products/framemaker/>
- InDesign CS3
<http://www.adobe.com/products/indesign/>
- Adobe Solutions Network:
<http://partners.adobe.com/>
- Silicon Publishing:
<http://www.siliconpublishing.com>
maxdunn@siliconpublishing.com
haydenjones@siliconpublishing.com