The Ebook Avant-Garde

Books in Browsers V October 24, 2014

Sanders Kleinfeld O'Reilly Media, Inc.

What do we mean by "avant-garde"?

Avant-Garde!



What do we mean by "avant-garde" *literature*?

L I F E

TRISTRAM SHANDY,

OF

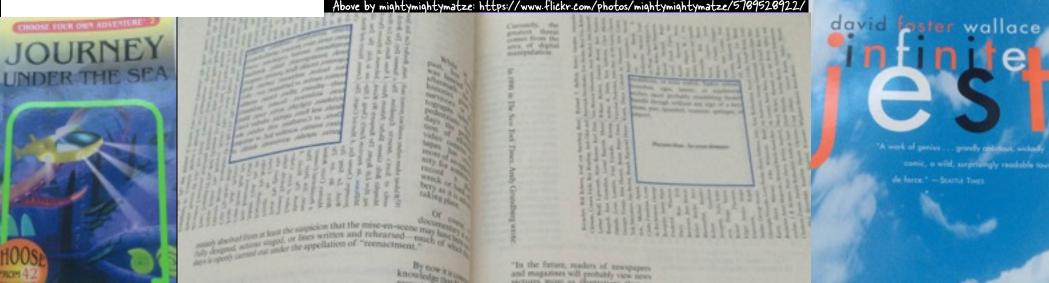
GENTLEMAN.

Dixero fi quid fartè jocofius, boc mibi juris Cum venia dabis. Hor. ---- Si quis calumnietur levius effe quam decet theologum, aut mordacius quam deceat Chriftianum----non Ego, fed Democritus dixit.----ERASMUS.

VOL. VI.

L O N D O N: Printed for T. BECKET and P. A. DEHONDT, in the Strand. MDCCLXII.





Avant-Garde != Highbrow

(although sometimes it may be)

Avant-Garde != Good

(although sometimes it may be)

Avant-Garde == Interrogation of Form

Three principles of the ebook avant-garde

PRINCIPLE #1:

"PRECESSION" OF BOOK SIMULACRA

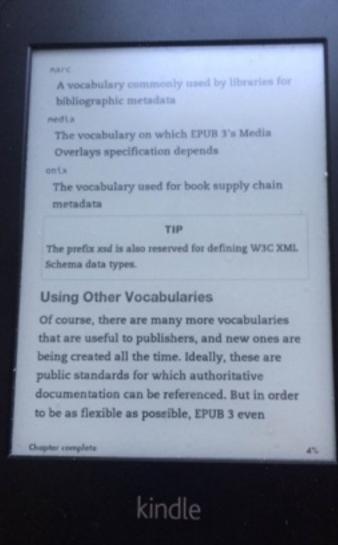
"Representation stems from the principle of the equivalence of the sign and of the real....Simulation, on the contrary, stems... from the radical negation of the sign as value...the reversion and death sentence of every reference"

> —Jean Baudrillard "The Precession of Simulacra"

Baudrillard's four "successive phases of the image," as applied to ebooks

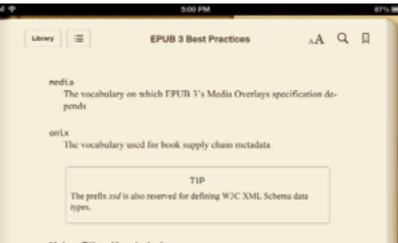
#1:

"it is the reflection of a profound reality"



#2:

"it masks and denatures a profound reality"



Using Other Vocabularies

Of course, there are many more vocabularies that are useful to publishers, and new ones are being created all the time. Ideally, these are public standards for which authoritative documentation can be referenced. But in order to be as flexible as possible, EPUB 3 even permits proprietary vocabularies to be used.

To use any of these other vocabularies, their terms must include a profix (similar to how namespaces work), and each such prefix used in an EPUB must be declared in the profix attribute of the package element, which is the root container of the package document (more on that below). This is done by "mapping" each prefix to a URI (Uniform Resource Identifier) that tells where its vocabulary is documented. Examples commonly used by publishers include:

XPp

The Extensible Metadata Platform, widely used for metadata about images and other media:

28-of 523

preftx+"xmp: http://ns.adobe.com/xap/1.0/"

prism

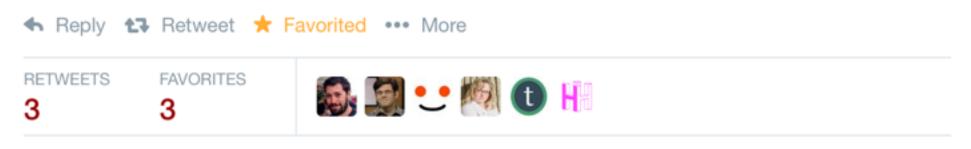
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Drop caps are an affectation that mocks and parodies print's long history of bespoke illustration by mutilating the first word of a chapter



12:32 PM - 2 Oct 2014

#3:

"it masks the absence of a profound reality"

Pod T

Library

1547 AM EPUB 3 Bost Practices ±99% ■

dcterms

A richer but more restrictive counterpart to DCMES in Dublin Core, designed to enable "linked data"

marc

A vocabulary commonly used by libraries for bibliographic metadata

nedia

The vocabulary on which EPUB 3's Media Overlays specification depends

onix

The vocabulary used for book supply chain metadata

TIP

The prefix xsd is also reserved for defining W3C XML Schema data types.

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THE FIFTY YEAR SWORD

(https://itunes.apple.com/us/book/the-fifty-year-sword/id562071307?mt=11)

ease

"in those detirating ribs of her East Texas remove slunk down amidst the hickory

> "and Mexican wild "plum?

"A few times a year Mose would generously serve up booze "and sweet

"to fortipify the many strangers against the expected strangeness of her minglings, where someone like Chintana, a seamstress, could find herself

"deflecting the advances of an inebriated City Alderman.

"Mose though rarely appeared herself. In fact running into her at all, certainly tonight, would be like crossing up with a ghost.

"Though a ghost would be nice.

"Crossing up with a ghost, thought Chintana, was about the only thing that would keep her from cutting her own appearance short.

In fact Chintana had only gotten as far as the coat rack when she thought for the third "and last time

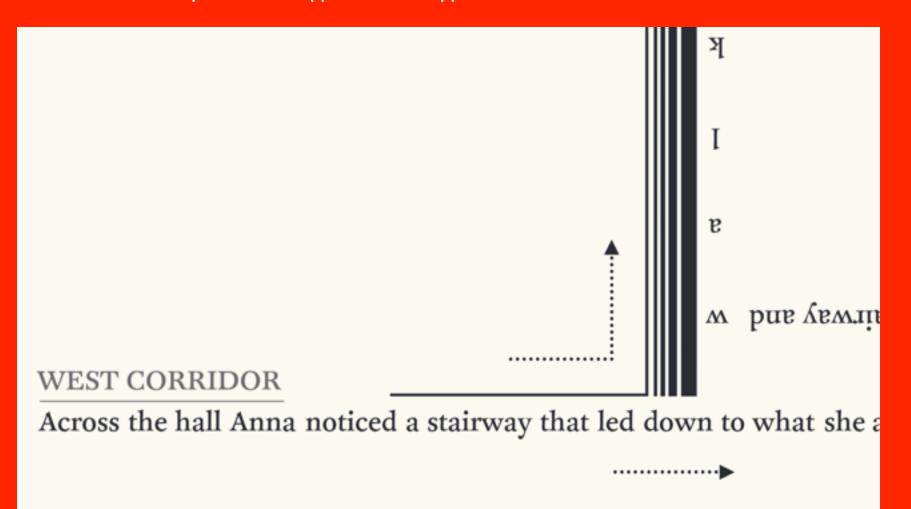
"about retreating.



"it has no relation to any reality whatsoever; it is its own pure simulacrum"

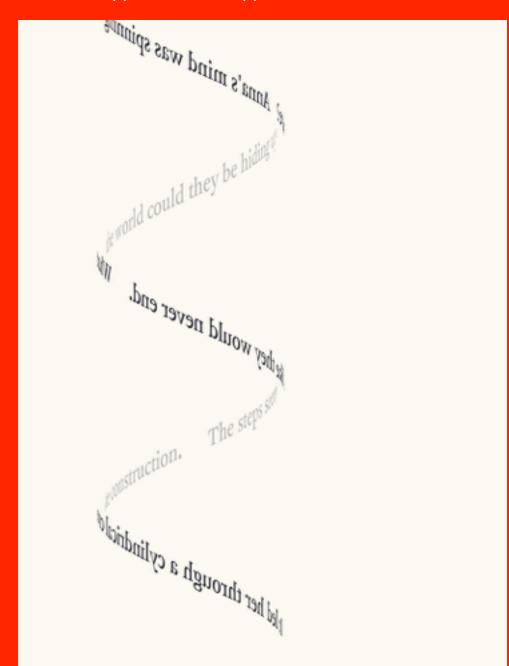


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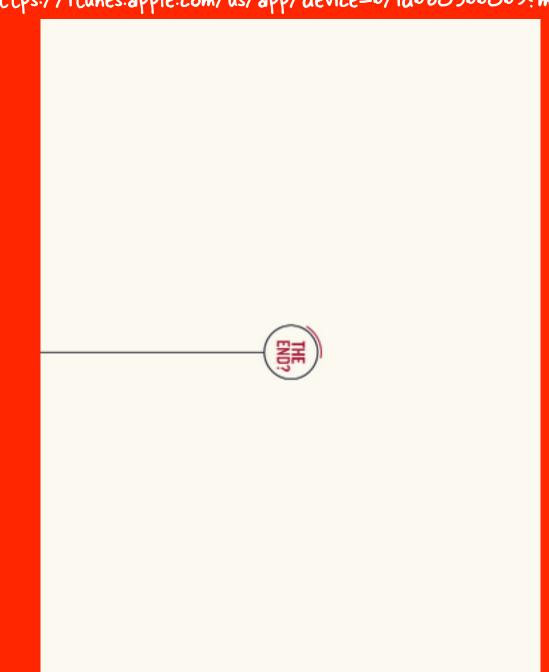


DEVICE 6

(https://itunes.apple.com/us/app/device-b/idb803bb0b5?mt=8)



(https://itunes.apple.com/us/app/device-b/idb803bb0b5?mt=8)



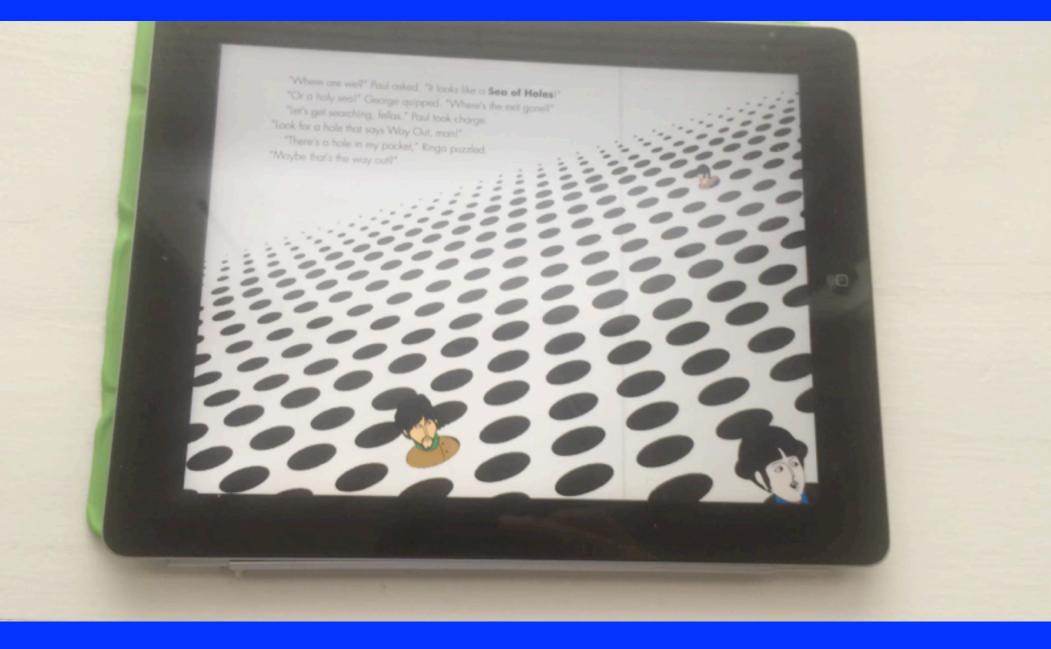


THE SURPRISE OF ERSATZ TACTILITY

What happens when you touch everything?

YELLOW SUBMARINE

(https://itunes.apple.com/us/book/yellow-submarine-english/id479687204?mt=11)



YELLOW SUBMARINE

(https://itunes.apple.com/us/book/yellow-submarine-english/id479687204?mt=11)

Ringo led find into a gallery. "I'm sure we can work it out... with a little help from my friends."

They bumped into Frankenstein. "Frankenstein's a friend of yours?" Fred said. "Oh, yeah.... I used to go out with his stater....Phylia."



"Music... Lord Mayor... submarine... explosions... Blue Meanies," he gabbled. "What do you think?" said Ringo. "I think," said John, "he needs a ehearsal."



PRINCIPLE #3:

NARRATIVE PLIABILITY

Choose your own ebook adventure

80 DAYS

(https://itunes.apple.com/us/app/80-days/id892812659?mt=8)

4:17 PM

\$3,915

DAY 2 WEDNESDAY

We had a few hours to spare; I asked Monsieur Fogg if I might enjoy my city before we had to leave. "Indeed. And should you learn anything of note, be sure to relay it."

I nodded, and headed into town.

The talk on the streets was of one thing only: an enormous, elegant oval stadium, constructed upon the green fields of Champ de Mars and containing the technological marvels, art, amusement parks, and milling crowds of the World's Fair of 1872.

My city still wore the scars of last year's siege...

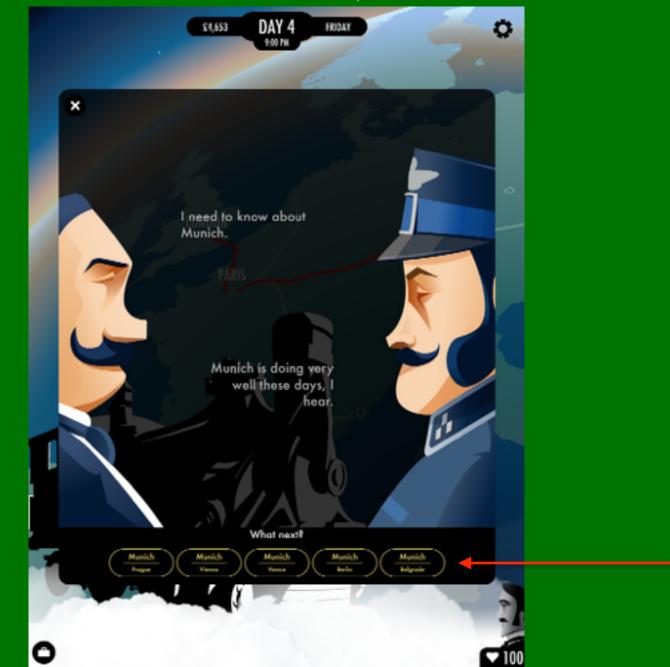
I ventured inside.

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I was certain Monsieur Fogg did not intend for me to visit fairs...

80 DAYS

(https://itunes.apple.com/us/app/80-days/id892812659?mt=8)



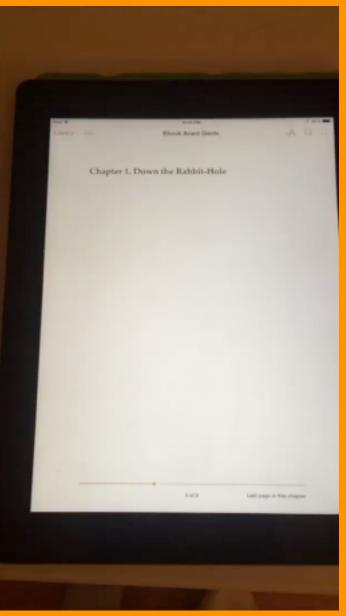
80 DAYS

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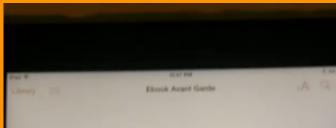
AVANT-GARDE WIDGETS FOR EPUB 3 http://github.com/sandersk/ebook_avant_garde

INVISIBLE EINK



http://github.com/sandersk/ebook_avant_garde

CSI: EPUB



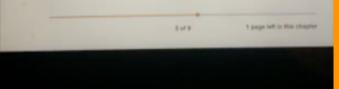
BARTLEBY, THE SCRIVENER.

A STORY OF WALL-STREET.

I are a rather elderly man. The rature of my avocations for the last thirty years has brought me into more than ordinary contact with schat would seem an interesting and somewhat singular set of men, of whom as yet nothing that I know of has ever been written -- I mean the law-copyists or sprineners. I have known very many of them, protosionally and privately, and if I pleased, could relate drivers histories, at which good-natured gestian men might smile, and sentenental souls might weep. But I scarve the biogenphies of all other servicements for a few passages in the life of Bartleby, who was a seriverser of the strangest I ever saw or heard of. While of other lanesupprists I might write the complete life, of Bartleby nothing of that sort can be done. I believe that no materials exist for a full and satisfactory biography of this mary B is an irreparable loss to literature. Bartleby was one of these beings of whom nothing is ascertainable, except from the original sources, and in his case those are very small. What my own astonished eyes saw of Bartleby, that is all I know of him, except, indeed, one vague report which will appear in the sequel.

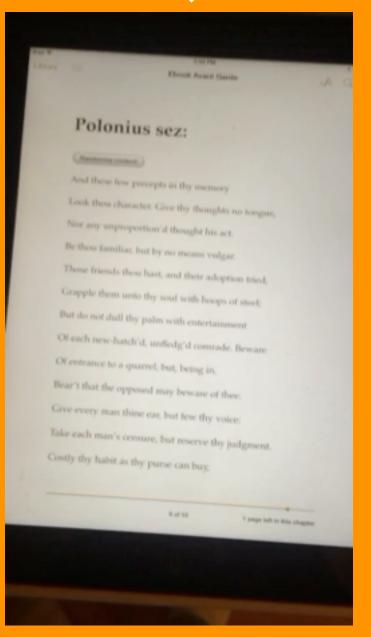
Ere instructuring the scriverser, as he first appeared to me, it is fit I make some mention of repsell, my employers, my business, my chambers, and general surroundings; because some such description is indispensable to an adequate understanding of the chief character about to be presented.

Imprimise I am a main who, from his youth upwards, has been filled with a profound conviction that the nasiest way of life is the best. Hence, though I belong to a protession proverbially emergetic and nervous, even to turbuslence, at times, yet nothing of that sort have I ever suffered to invade my prace. I am one of those unarnhitious lawyers who never addresses a jury, or in any way draws down public applause; but in the cool tranquility of a smug netwark, do a swag basiness among rich men's bends and mortgages and tube-



http://github.com/sandersk/ebook_avant_garde

MATH.RANDOM (SHAKESPEARE)



http://github.com/sandersk/ebook_avant_garde

Thank You for Watching!

Contact Me: sanders@oreilly.com @sandersk