The Ebook Avant-Garde

Books in Browsers V
October 24, 2014

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O'Reilly Media, Inc.

What do we mean by "avant-garde"?

Avant-Garde!

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

THE
LIFE
AND
OPINIONS
OF
TRISTRAM SHANDY,
GENTLEMAN.

Dixero fi quid fortè jocofius, hoc mihi juris
Cum venia dabis. HOR.

----- *Si quis calumnietur levius effe quam decet*
theologum, aut mordacius quam deceat Chrif-
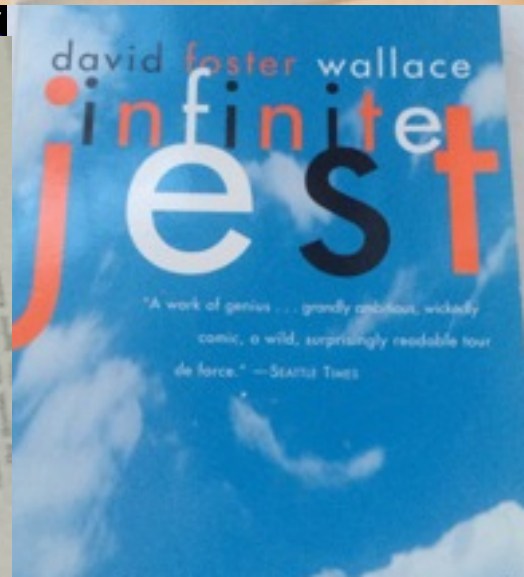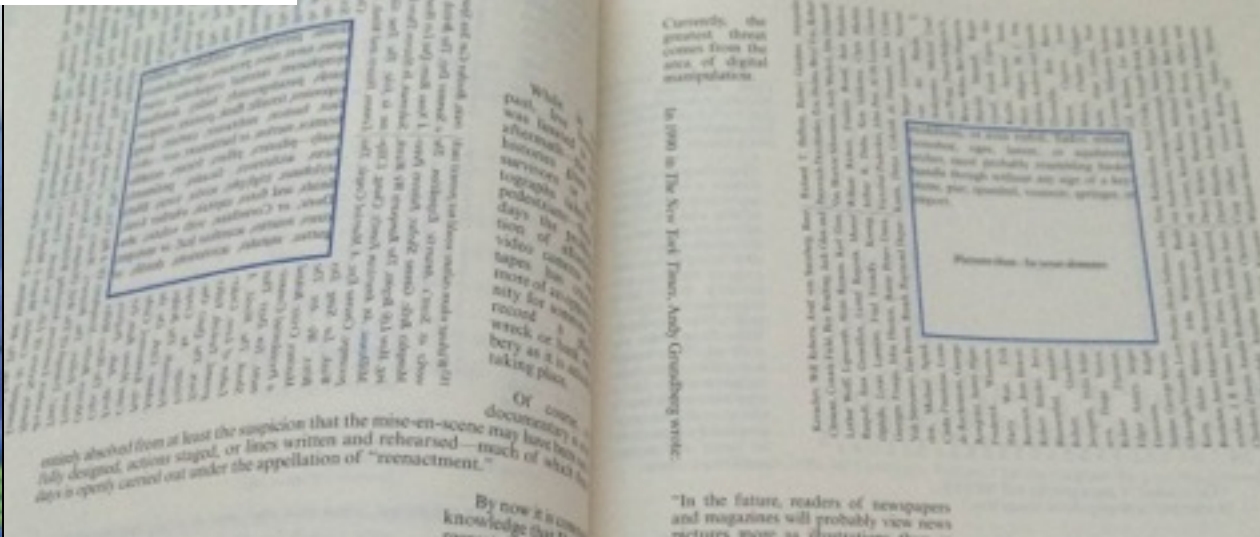*tianum----non Ego, fed Democritus dixit.*-----
ERASMUS.

VOL. VI.

LONDON:
Printed for T. BECKET and P. A. DEHONDT,
in the Strand. MDCCLXII.

from time to time ... beyond
along the floor and up the walls ... grown unfamiliar
storm of sobs
and looked around helplessly, bu
he became almost insane with ... and ran to
It was a dialogue ... crossing the borders of
He | – | prete
almost | e made n | darkness
the corner of the
we heard him talk to God, as hideously enlarged her.
absorbed
insistent
blindly fo shadows ras wept into a co ... suffering
his eyes darkened ... and
, lost
the allpa r

CHOOSE YOUR OWN ADVENTURE 2
JOURNEY
UNDER THE SEA
CHOOSE FROM 42

david foster wallace
infinite jest

"A work of genius . . . grandly ambitious, wickedly
comic, a wild, surprisingly readable tour
de force." —SEATTLE TIMES

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"

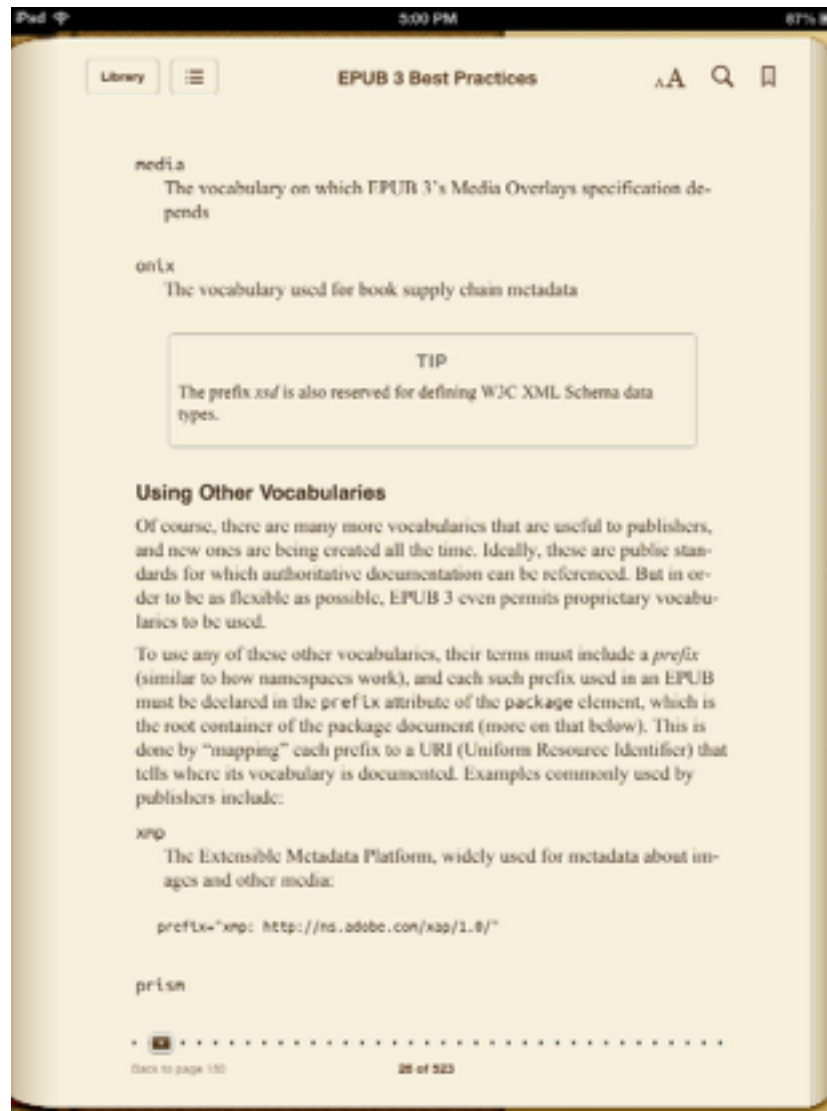# Baudrillard's four "successive phases of the image," as applied to ebooks

#1:
"it is the reflection of a profound reality"
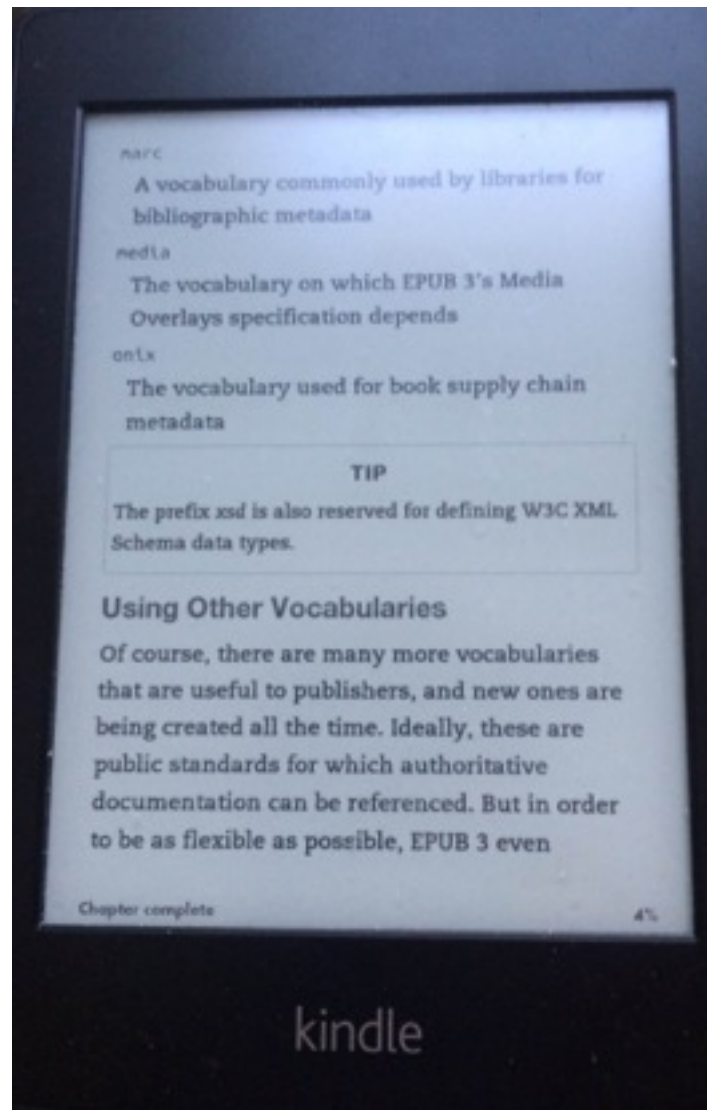
#2:
"it masks and denatures a profound reality"

Baldur Bjarnason
@fakebaldur

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

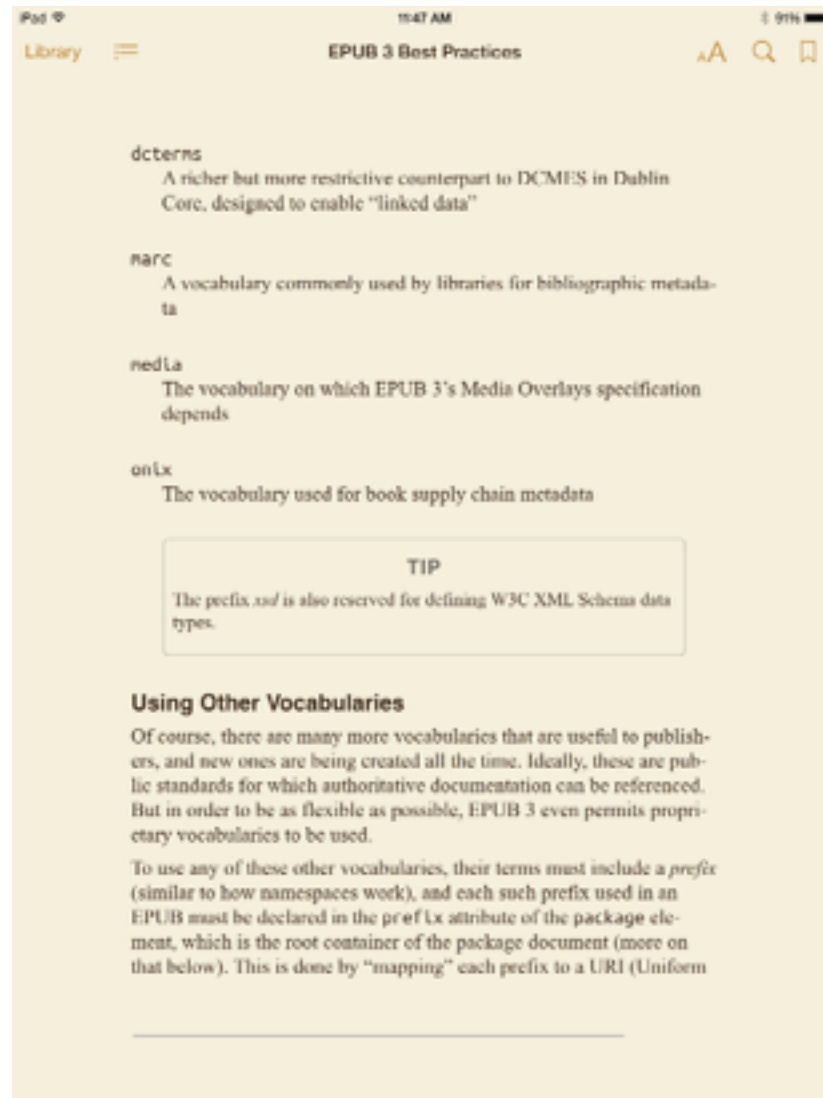↩ Reply   ↻ Retweet   ★ Favorited   ••• More

RETWEETS
3

FAVORITES
3

12:32 PM - 2 Oct 2014

#3:
"it masks the absence of a profound reality"

iPad

11:47 AM

Library EPUB 3 Best Practices

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

media
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.

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 *prefix* (similar to how namespaces work), and each such prefix used in an EPUB must be declared in the prefix 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

The Fifty Year Sword

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.

#4:

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

WEST CORRIDOR

Across the hall Anna noticed a stairway that led down to what she a

DEVICE 6

Anna's mind was spinning

world could they be hiding it

they would never end.

The steps seem

construction.

led her through a cylindrical

DEVICE 6

THE
END?
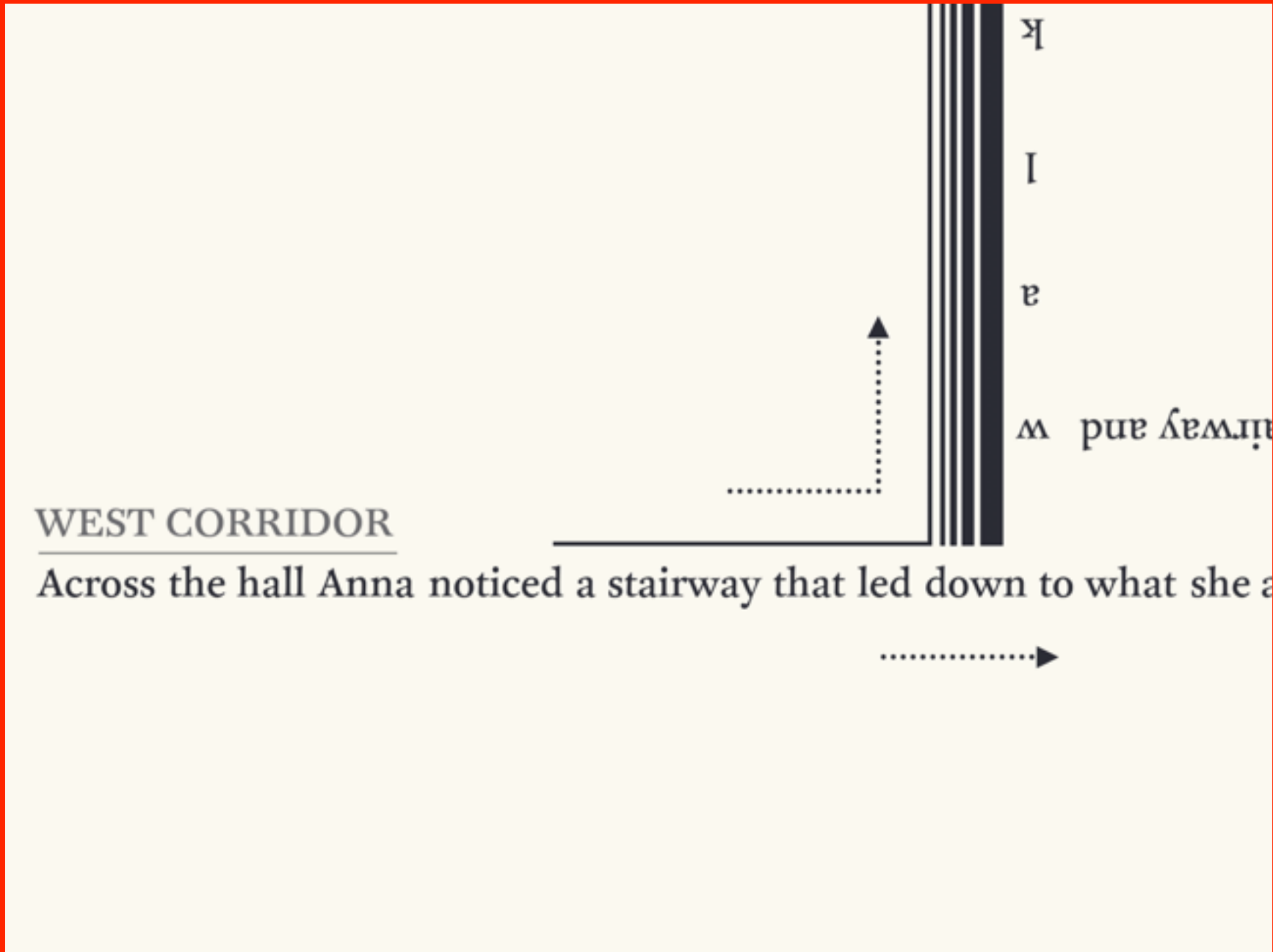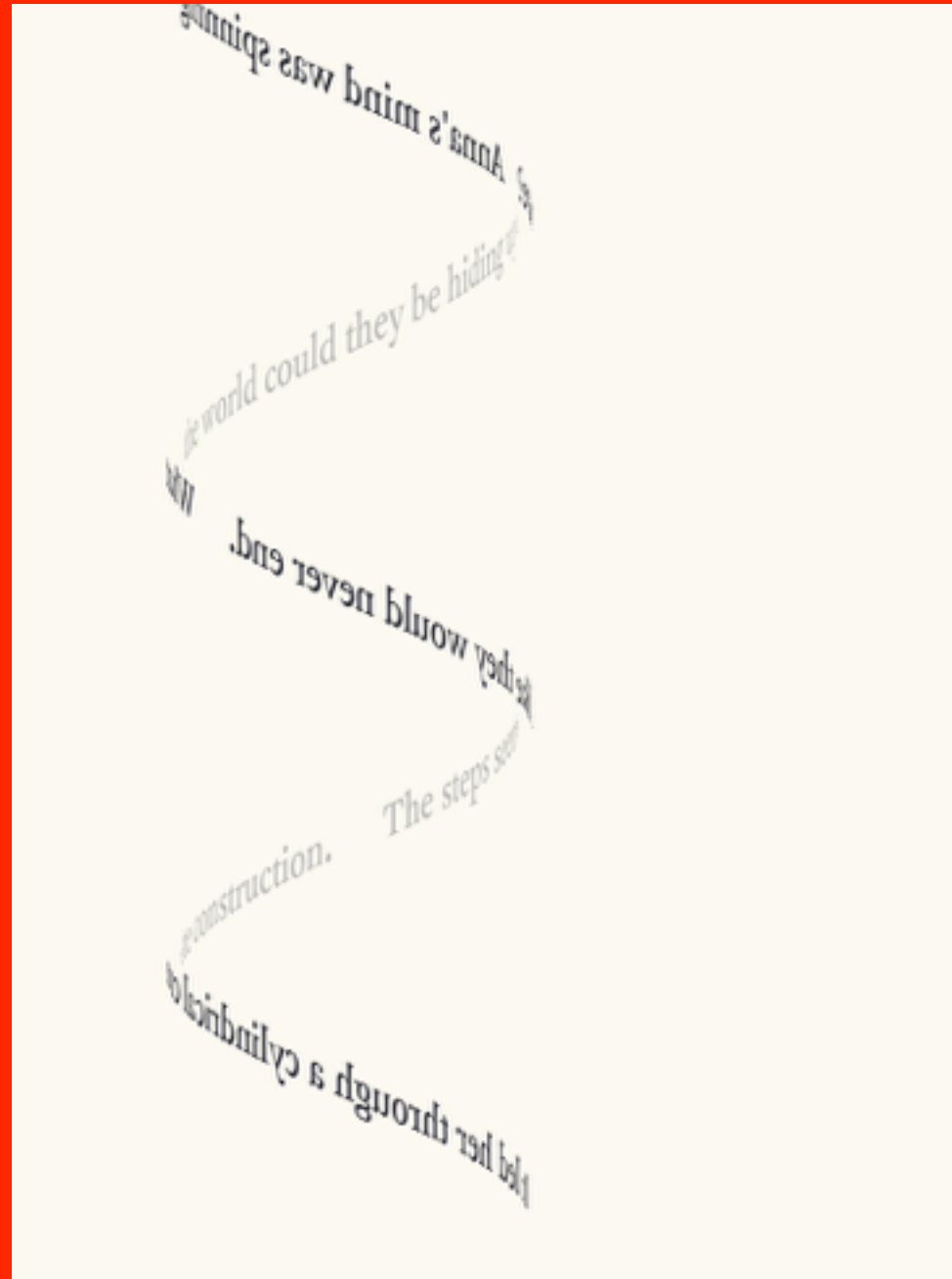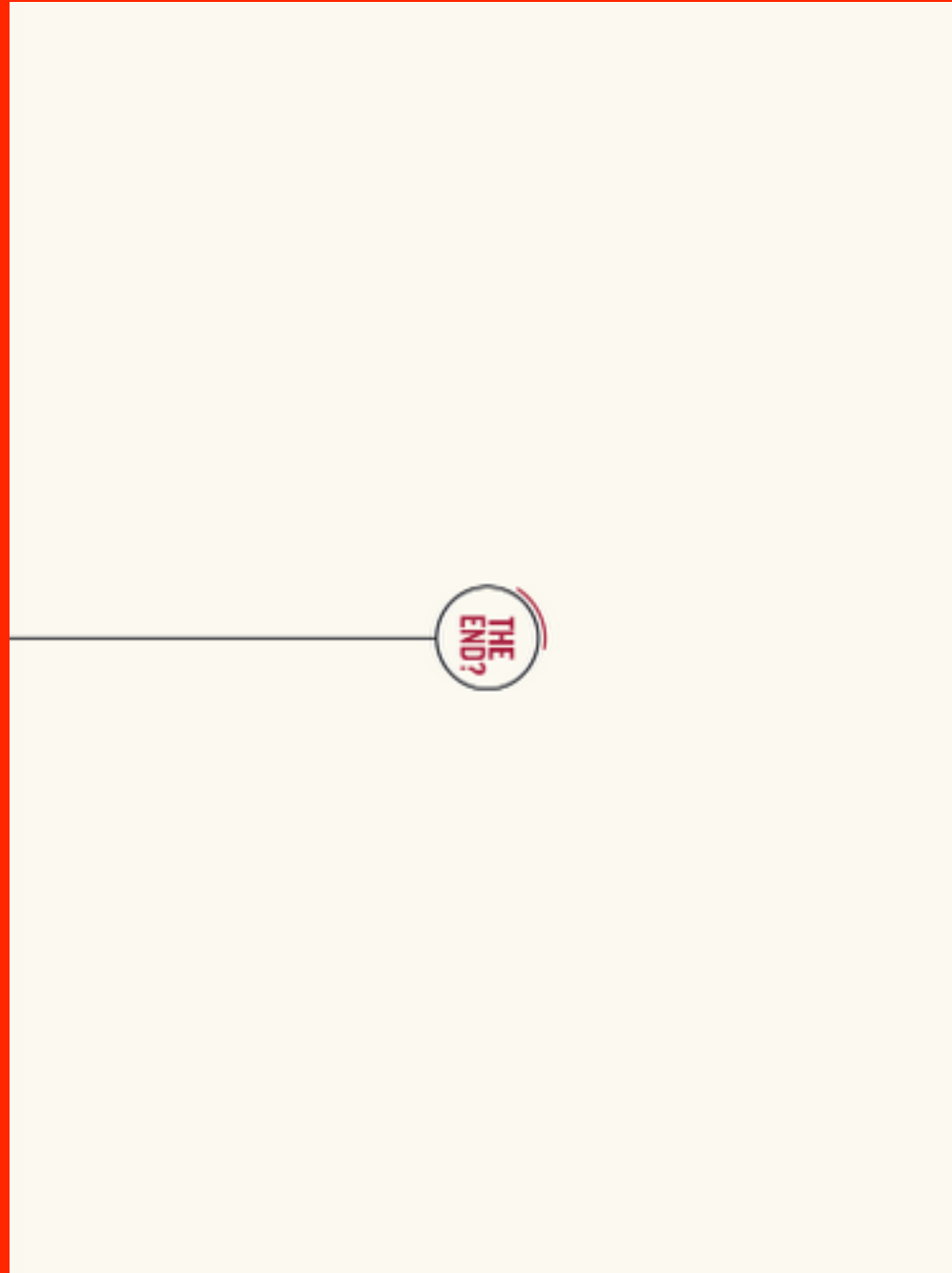
PRINCIPLE #2:

THE SURPRISE OF ERSATZ TACTILITY

What happens when you touch *everything*?

Yellow Submarine

Yellow Submarine

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

PRINCIPLE #3:

NARRATIVE PLIABILITY

Choose your own
ebook adventure

80 Days

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

80 Days

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

80 Days

(https://itunes.apple.com/us/app/80-days/id892812659?mt=8)
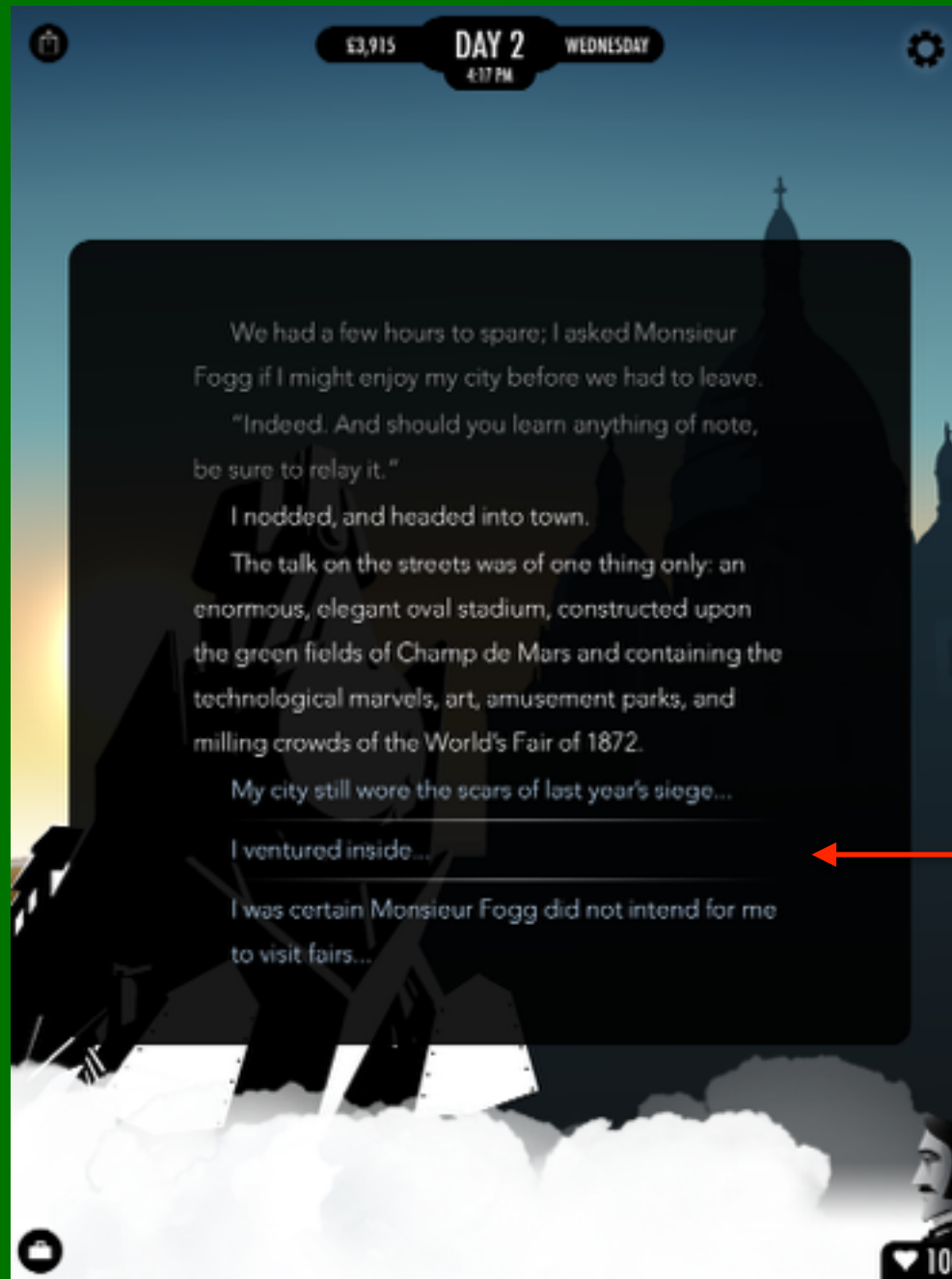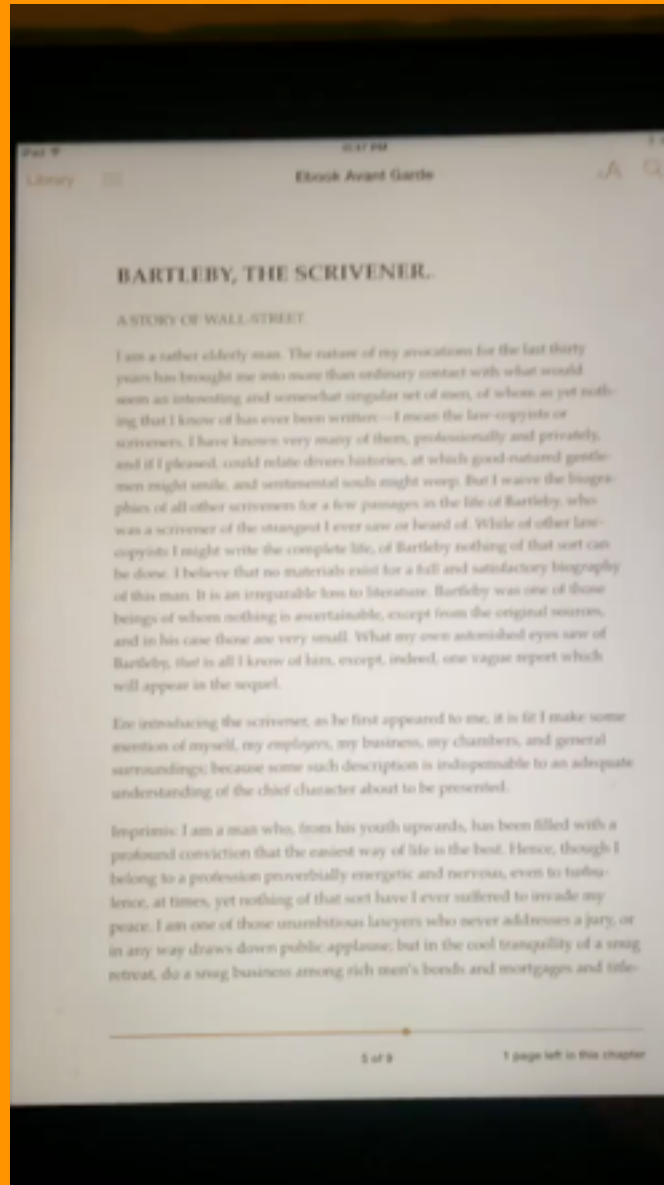
Avant-Garde Widgets For EPUB 3

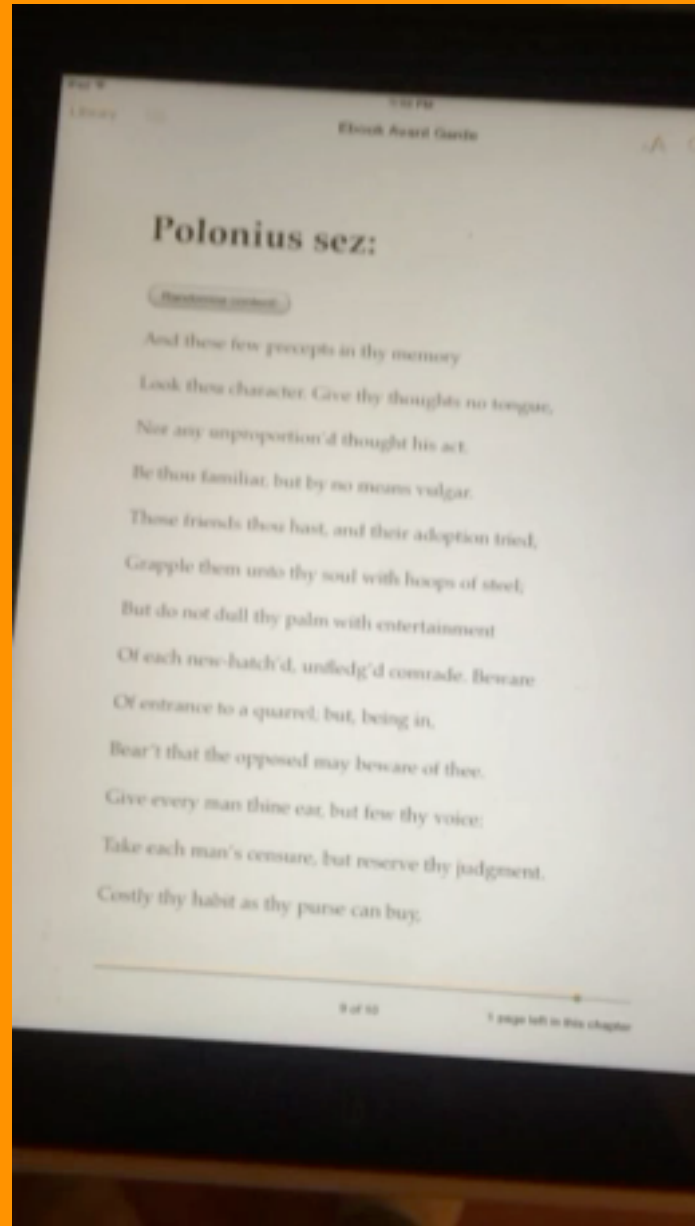http://github.com/sandersk/ebook_avant_garde

Invisible Eink
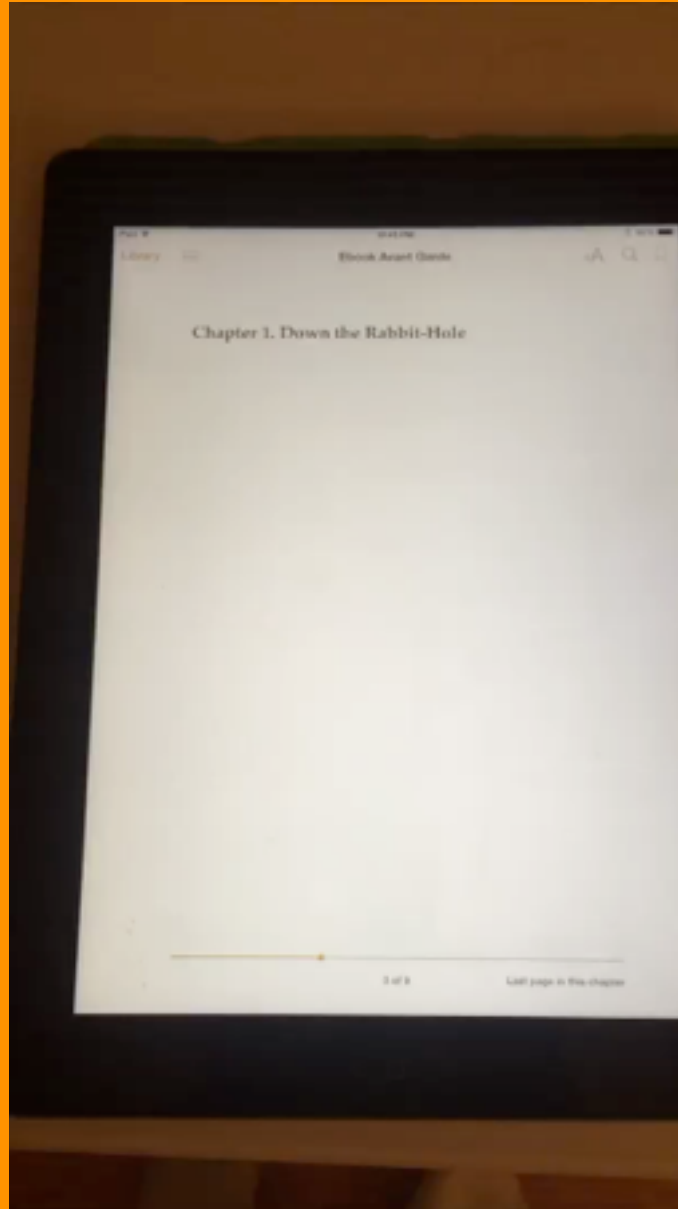
http://github.com/sandersk/ebook_avant_garde

CSI: EPUB

http://github.com/sandersk/ebook_avant_garde

Math.random(Shakespeare)

http://github.com/sandersk/ebook_avant_garde

Thank You for Watching!

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