

# Online Publishing

## What We've Learned & Where We're Going



Greg Albers

Digital Publications Manager, J. Paul Getty Trust

@geealbers | <http://digpublishing.github.io>



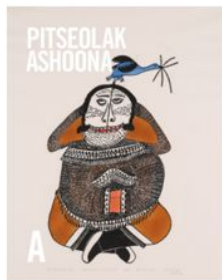
[Creative Commons Attribution 4.0 International License \(CC-BY\)](https://creativecommons.org/licenses/by/4.0/)

open access

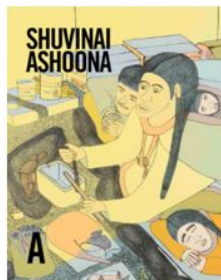
# Online publishing in museums ...

# CANADIAN ONLINE ART BOOK PROJECT

Founded in 2013, the Canadian Online Art Book Project is a growing digital library of books—all original works commissioned by the Art Canada Institute—by the country's leading art experts on artists who have made a critical contribution to the evolution of the nation's art history. Each year the ACI releases six new titles in this program.



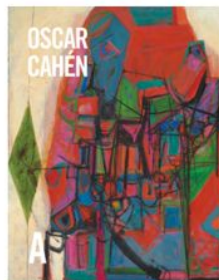
**PITSEOLAK ASHOONA**  
By Christine Lalonde



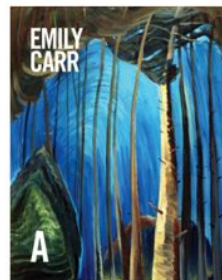
**SHUVINAI ASHOONA**  
By Nancy G. Campbell



**PAUL-ÉMILE BORDUAS**  
By François-Marc Gagnon



**OSCAR CAHÉN**  
By Jaleen Grove



**EMILY CARR**  
By Lisa Baldissera



**JACK CHAMBERS**



**PARASKEVA  
CLARK**



**GREG CURNOW**

YVES  
GAUCHERPRUDENCE  
HEWARD

Research > Online research catalogues >

[A catalogue of Russian Icons](#) [Ancient Cyprus: British Museum](#) [Drawings by Rembrandt](#) [Roman Republican Coins](#)  
[Paper money of England & Wales](#) [Asante Gold Regalia](#) [The Ramesseum Papyri](#) [Naukratis: Greeks in Egypt](#)

## Online research catalogues



### African Gold-weights in the British Museum

A selection of 2,000 cast brass weights collected between the 16th to the 20th centuries.

[African Gold-weights in the British Museum catalogue >](#)



### Coinage of the Ostrogoths in the British Museum

A collection of over 300 coins minted by Odovacar and the Ostrogoths.

[Ostrogothic coinage catalogue >](#)



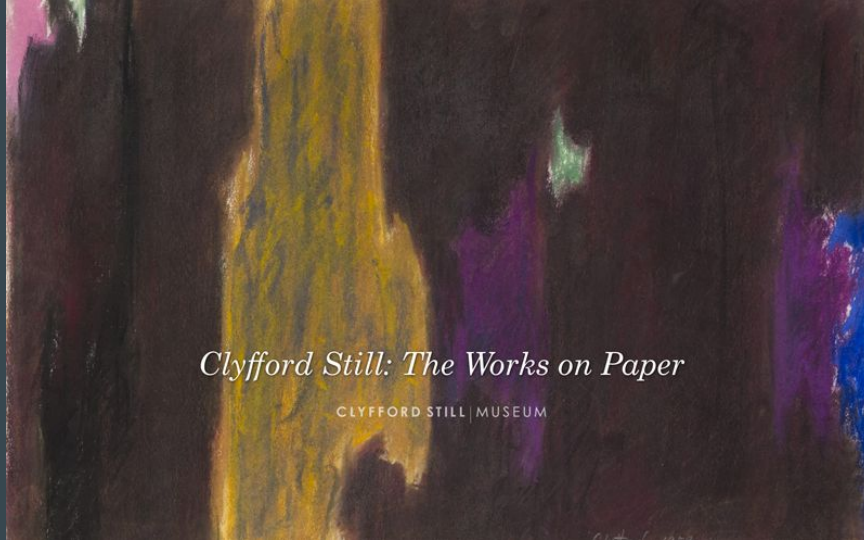
### Naukratis: Greeks in Egypt

Archaeological finds made in late 19th and early 20th century excavations at the site of Naukratis that today are dispersed in museums worldwide.

[Naukratis: Greeks in Egypt catalogue >](#)







## Clyfford Still: The Works on Paper

CLYFFORD STILL | MUSEUM



BOWDOIN COLLEGE MUSEUM OF ART

## Art Treasures, Gracefully Drawn: James Bowdoin III and America's Earliest Drawing Collection

BOWDOIN COLLEGE MUSEUM OF ART

The one hundred forty-one old master drawings bequeathed to Bowdoin College in 1811 by James Bowdoin III comprise the earliest collection of public drawings in the United States. These important works, primarily from Italian and Dutch artists active in the sixteenth and seventeenth centuries, illustrate a range of themes, compositions, and stylistic conventions.

Launched in December 2015, this online scholarly catalogue, a pioneering project for an academic art museum, enables web users around the globe to study these drawings in new depth. Here, readers can carefully study high-resolution reproductions and find detailed documentation of the objects' history, together with interpretative essays about their larger significance. Building on more than two centuries of art collecting at Bowdoin College, we invite you to enjoy this publication, which sheds new light on James Bowdoin III's revolutionary gift and his visionary commitment to making art a critical part of our shared educational and cultural heritage.

[View the Online Catalogue](#)

## The Techniques of Renaissance Venetian Glassworking

by William Gudenrath

The Venetian glass industry, which was established during the Middle Ages, enjoyed a golden age during the Renaissance. Its rise to prominence in the manufacture of luxury glass was breathtaking in scope: by the early 1600s, the wonders of Venetian glass were well known throughout western Europe.

Not well known, however, was how these objects were made. That information was carefully kept secret by the Venetian government. This publication presents complete reconstructions of Venetian glassmaking techniques through detailed photography and high-definition video.

**CORNING  
MUSEUM  
OF GLASS**



Table of Contents



Objects and Techniques

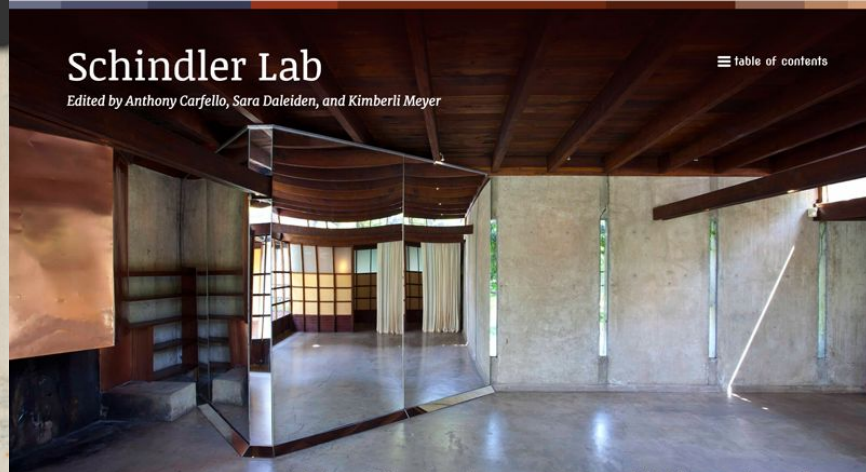
Objects and  
Techniques



## Schindler Lab

Edited by Anthony Carfello, Sara Daleiden, and Kimberli Meyer

Table of contents



This publication documents an exhibition-oriented initiative that prompts artists and architects to develop installations highlighting Rudolph M.



Issue 5 – Spring 2017

HAMMER

MUSEUM ADMISSION IS FREE  
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Cite

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EXPANDED DIGITAL ARCHIVE

**Now Dig This!** Art and Black Los Angeles 1960–1980

OCT 2, 2011 THROUGH JAN 8, 2012



a SITE Museum of Art publication

ESSAYS WORKS OF ART CHRONOLOGY

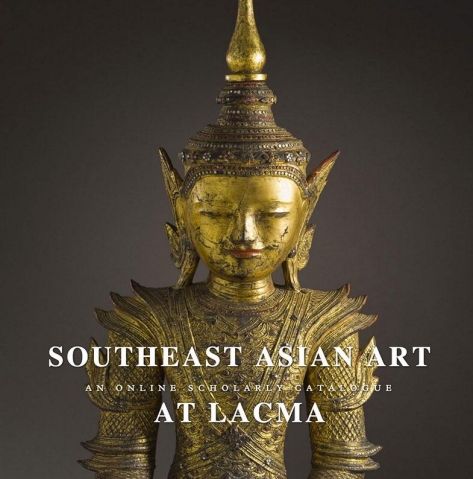
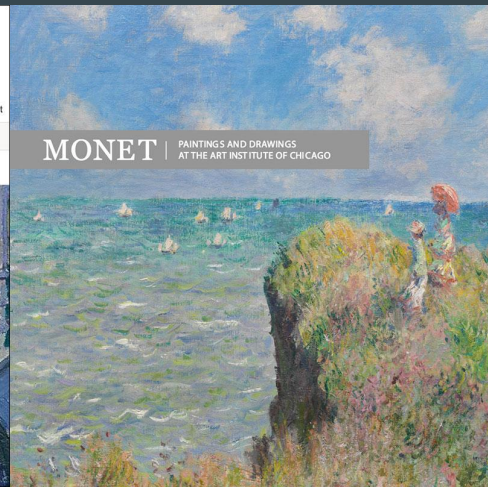
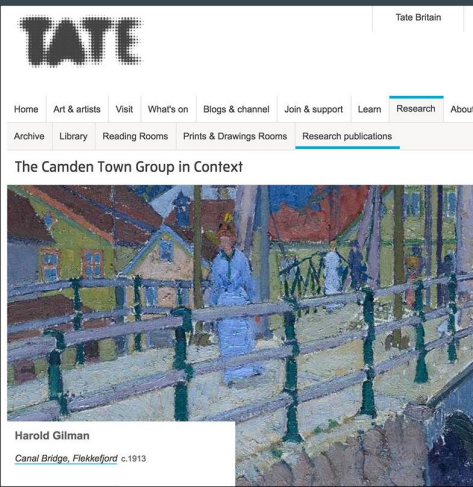
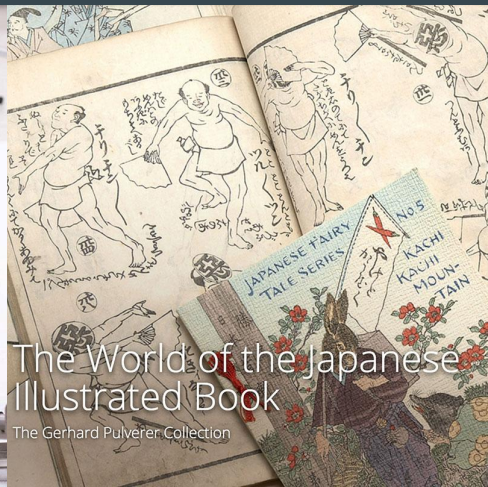
The New Edition

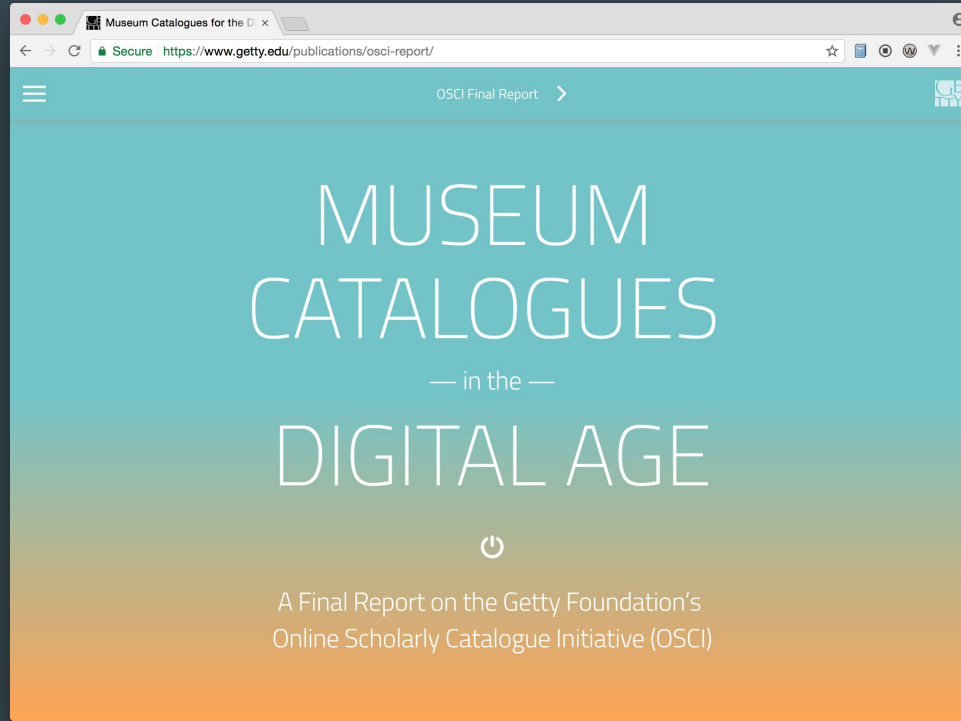
The Met's **Heilbrunn** Timeline of Art History pairs **essays** and **works of art** with **chronologies**, telling the story of art and global culture through the Museum's collection.

*Funded by the Heilbrunn Foundation, New Tamarind Foundation, and Zodiac Fund*

THE MET







[www.getty.edu/foundation/osci-report](https://www.getty.edu/foundation/osci-report)



# OSCI Remaining Challenges

Finding the catalogue

Reader confusion about catalogue boundaries

Preserving online catalogues for the public  
Sustaining digital publishing

# OSCI Remaining Challenges

## DISCOVERY

Finding the catalogue

## OBJECTNESS

Reader confusion about catalogue boundaries

## LONGEVITY

Preserving online catalogues for the public  
Sustaining digital publishing

# The Future of the Monograph in the Digital Era

A Report to the Andrew W. Mellon Foundation

“Among the many issues about the digital publication of monographs, two emerged of particular concern:

The long-term preservation of digital monographs, and the ability of university presses to ensure that digital publications reach their desired readerships”



# The Future of the Monograph in the Digital Era

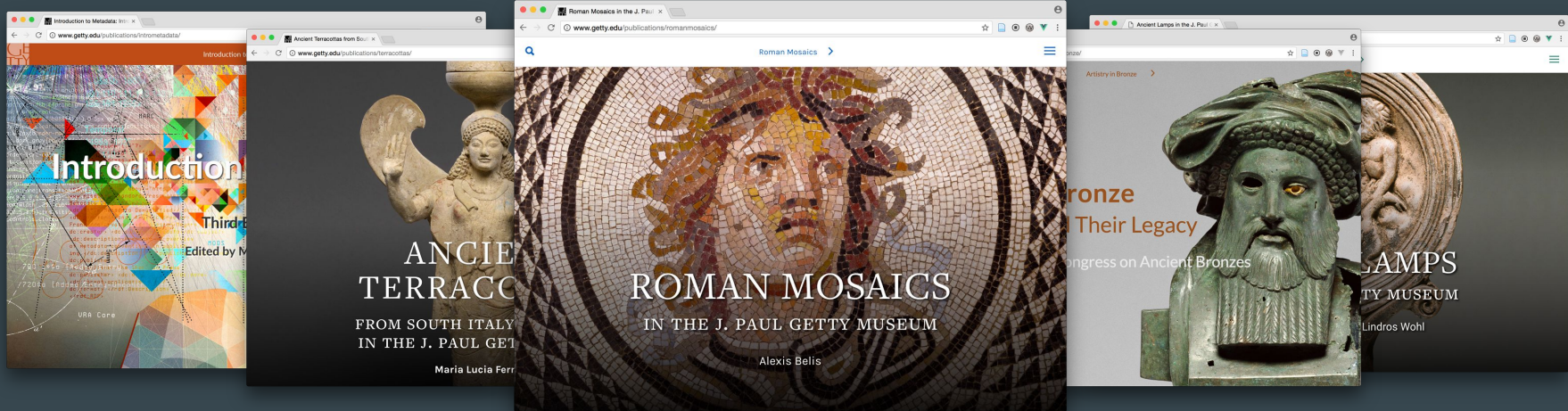
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LONGEVITY

DISCOVERY





[www.getty.edu/publications/digital](http://www.getty.edu/publications/digital)



DISCOVERY

# Make the book readable for people & machines

...

Accessibility and search engine optimization (SEO)

	Ancient Terracottas	Roman Mosaics	Introduction to Metadata
<b>Critical</b>			
Screen Reader Usability			
Keyboard Access			
Color Contrast			
Keyboard Traps			
Images			
Multimedia			
<b>Major</b>			
Skip Links			
Keyboard Focus			
Logical Tabs			
Headings			
Typography			
Search			
Forms			
Maps			
Tables			
Buttons			
Navigation			
Timeouts			
<b>Minor</b>			
Page Titles			
Language			
CSS Dependency			
Links			

# People—Basic Accessibility Checklist

- ❑ Skip link
- ❑ Alt text on all images
- ❑ Keyboard navigation
- ❑ Headings
- ❑ Aria roles
- ❑ Color contrast
- ❑ Progressive enhancement
- ❑ Readability



# Download the PDF!



```
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```

```
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type="application/pdf">Download the PDF!</a>
```

# Machines—Basic SEO Checklist

- ❑ Link relations
- ❑ Dublin core
- ❑ Open Graph
- ❑ Twitter Cards
- ❑ sitemap.xml
- ❑ JSON-LD

DISCOVERY

Put books where people are  
looking for them

...

Multi-format publishing and distribution

**Google**  
Books

**The New York  
Review of Books**

 iBooks

**amazon**



OCLC

WorldCat®

goodreads

Harvard  
Book Store  
SINCE 1932

**BOOKFORUM**

**mfa**  
BOSTON

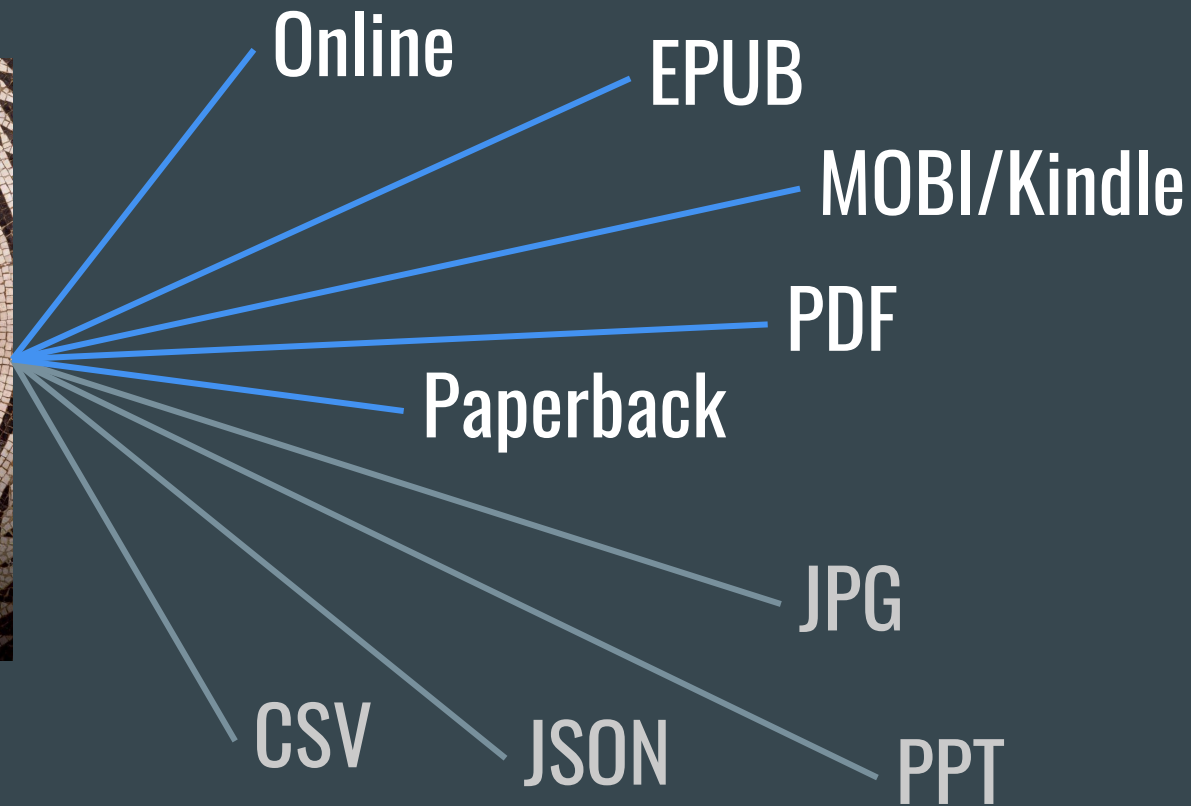
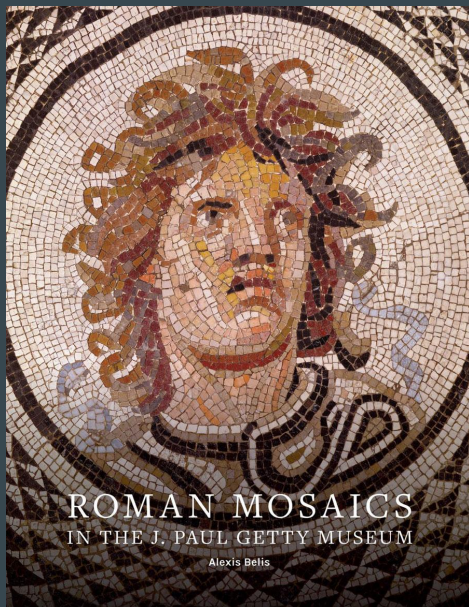


**HENNESSEY  
+ INGALLS**  
ART & ARCHITECTURE  
BOOK STORE

Tattered Cover  
Book Store  
EST. 1971, DENVER CO



**BARNES & NOBLE**





# Proof is in the ~~Pudding~~ Stats

## *Ancient Terracottas*

(published January 31, 2016)

- ★ unique pageviews: 15,004
- ★ e-book: 849 by vendors and 51 direct download
- ★ pdf downloads: 160
- ★ print copy sales: 153

## *Roman Mosaics*

(published March 30, 2016)

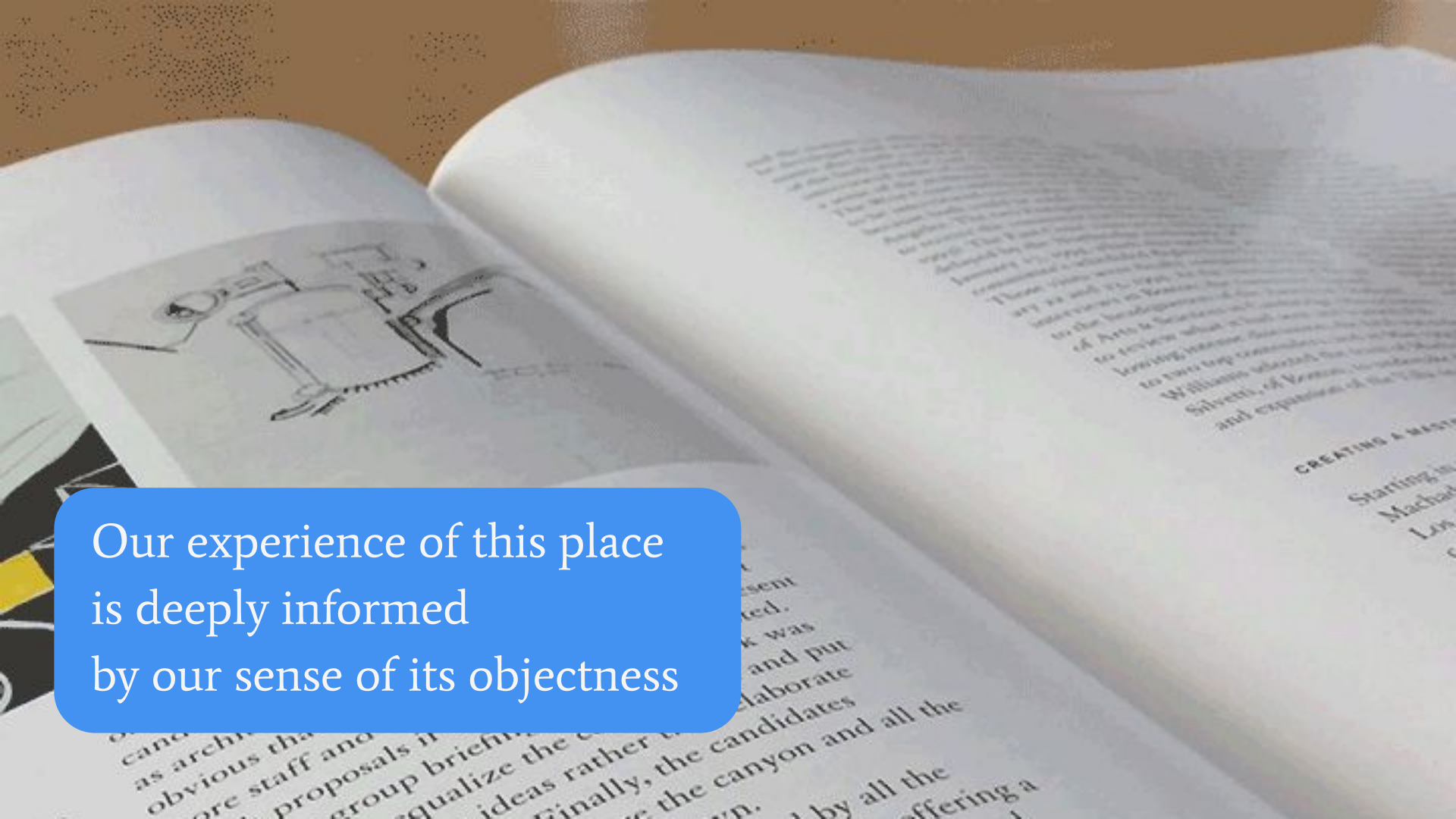
- ★ unique pageviews: 12,850
- ★ e-book: 1,030 by vendors and 80 direct download
- ★ pdf downloads: 223
- ★ print copy sales: 276

## OBJECTNESS

**A book is a place  
that a reader inhabits**

...

User interface and user experience (UI/UX)



Our experience of this place  
is deeply informed  
by our sense of its objectness

# The UI/UX of Objects

1. The scope/boundaries of the object
2. Our position in that scope
3. Its position among other objects

## OBJECTNESS

# Make the book's status clear

...

Publication and revision history, version control



About | Ancient Terracottas

www.getty.edu/publications/terraccottas/about/

Ancient Terracottas

## Revision History

Any revisions or corrections made to this publication after the first edition are available in the project repository at <https://www.github.com/gettypubs/terraccottas>. The revisions branch of the project repository, when changes currently under consideration but not yet published here.

### January 31, 2016

First edition

### February 24, 2016

Minor text corrections  
Note on ongoing research

## Downloads

### Complete Catalogue

PDF (12 MB)  
EPUB (27 MB)  
MOBI/KINDLE (63 MB)  
Paperback

Commits · gettypubs/terraccottas

GitHub, Inc. [US] <https://github.com/gettypubs/terraccottas/commits/master>

### Commits on Feb 29, 2016

- Add new e-book files for Feb 24, 2016 revision**  
geealbers committed on Feb 29, 2016 [a5de609](#)
- Merge pull request #68 from gettypubs/revisions-to-first-edition**  
egardner committed on Feb 29, 2016 [18744f5](#)
- Add revision history to print and pdf editions**  
geealbers committed on Feb 29, 2016 [eb24e97](#)
- Add revision history into page with template partial**  
geealbers committed on Feb 29, 2016 [ab834de](#)
- Add revision history to central book data**  
geealbers committed on Feb 29, 2016 [d8fba34](#)

### Commits on Feb 25, 2016


- Add missing backslash to URLs in page-level citations**  
geealbers committed on Feb 25, 2016 [414b842](#)

### Commits on Feb 23, 2016

- Edit bibliographic record for space and**  
geealbers committed on Feb 23, 2016 [4577858](#)

### Commits on Feb 18, 2016

- Adds bibliographic record to cat. 59 and**  
ruthlane committed on Feb 18, 2016 [18744f5](#)
- Changes "hem" to "rim"**  
ruthlane committed on Feb 18, 2016 [0f82f27](#)



# GitHub

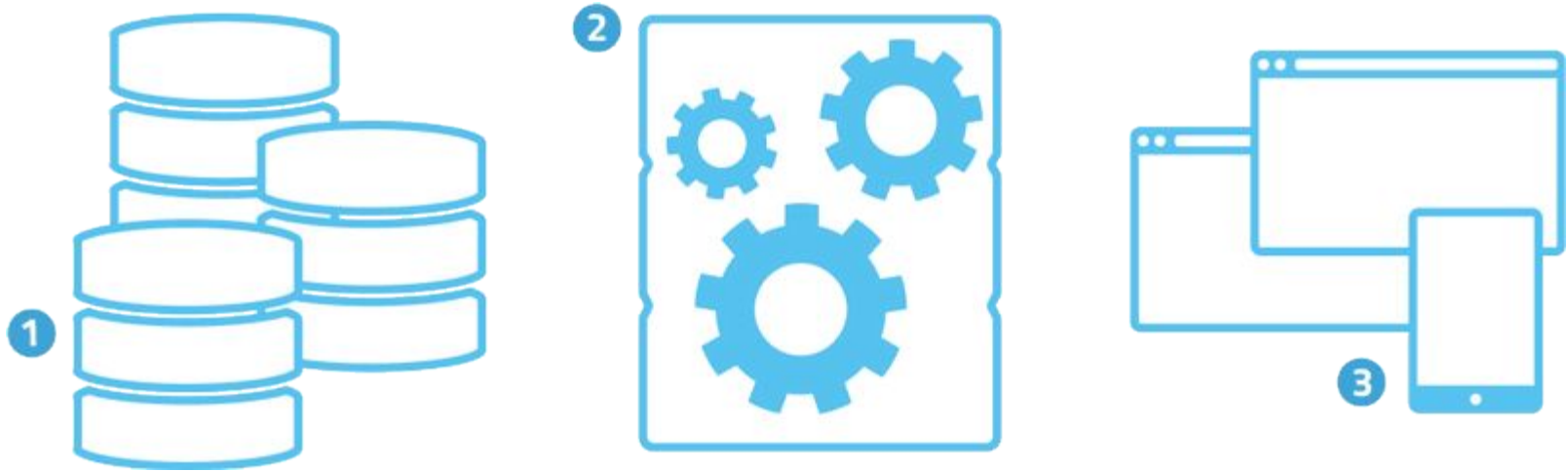
LONGEVITY

# Minimize dependencies on machinery and money

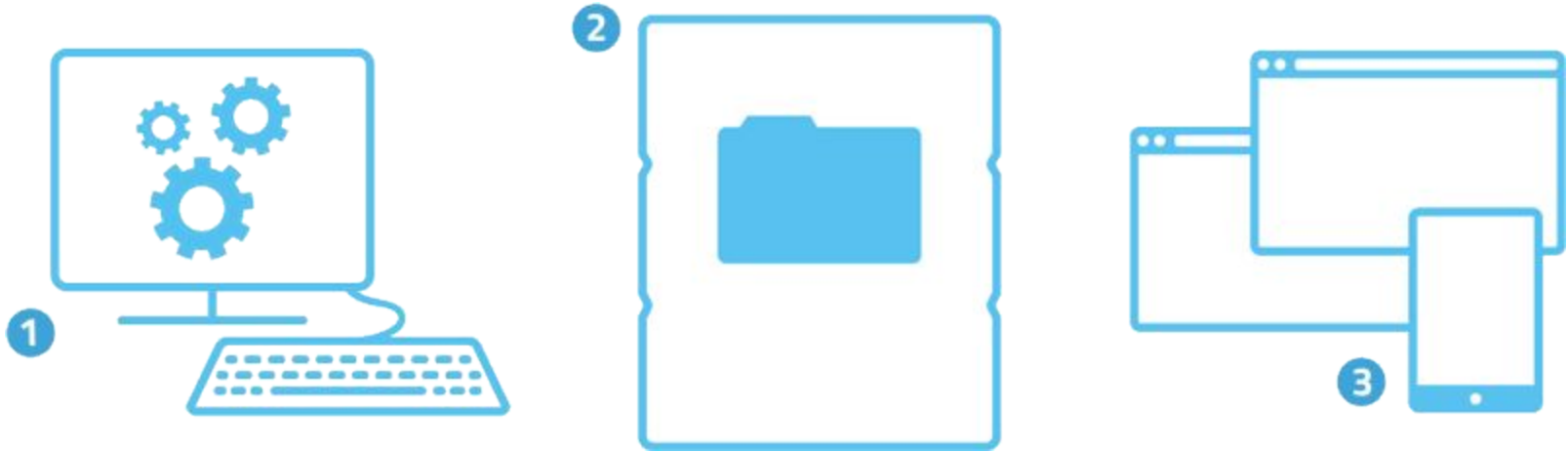
...

Open source, static sites

# Serving websites: Database and CMS



# Serving websites: Static



# Open-source static site generators

In your control, with no initial or ongoing fees



Jekyll

29K GitHub ★s

Ruby | MIT License



Middleman

5K GitHub ★s

Ruby | MIT License



Hugo

16K GitHub ★s

JS | Apache License



LONGEVITY

**+1 for multiple  
formats**

...

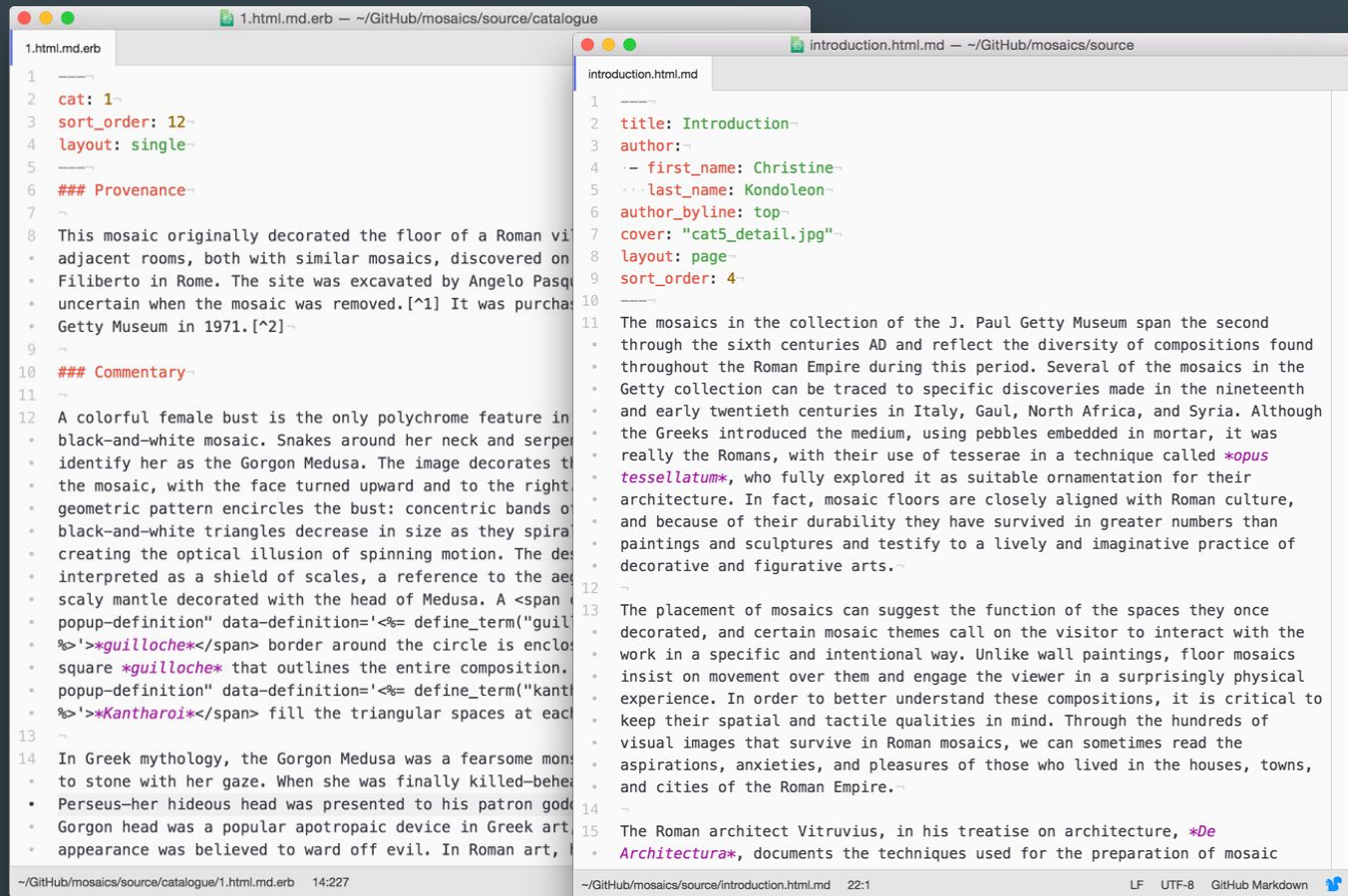
Diversification and fallbacks

LONGEVITY

Assume that despite all your  
efforts, it will all eventually break

...

Plain text ftw



Thanks! 🖐️



Greg Albers  
Digital Publications Manager, J. Paul Getty Trust  
@geealbers | <http://digpublishing.github.io>

# Resources

May 8, 2017. Current version [available on Google Docs](#)

## Online Museum Publications

- Art Canada Institute, <https://www.aci-iac.ca/art-books>
- British Museum, [http://www.britishmuseum.org/research/publications/online\\_research\\_catalogues.aspx](http://www.britishmuseum.org/research/publications/online_research_catalogues.aspx)
- Clyfford Still Museum, <http://pubs.clyffordstillmuseum.org/worksonpaper/>
- Corning Museum of Glass, <http://renvenetian.cmog.org/>
- Bowdoin College Museum of Art, <http://www.bowdoin.edu/art-museum/catalogues/old-masters/>
- MAK Center for Art and Architecture, <http://schindlerlab.org/>
- British Art Studies, <http://www.britishartstudies.ac.uk/>
- Snite Museum of Art, <http://yieldmagazine.org/>
- Hammer Museum, <https://hammer.ucla.edu/now-dig-this/>
- The Met, <http://www.metmuseum.org/toah/>
- Walker Art Center, <http://www.walkerart.org/collections/publications>
- Freer|Sackler, <http://pulverer.si.edu/>
- Tate, <http://www.tate.org.uk/research/publications>
- Art Institute of Chicago, <http://www.artic.edu/collections/books/online-scholarly-catalogues>
- National Gallery of Art, <https://www.nga.gov/content/ngaweb/research/online-editions.html>
- Seattle Art Museum, <http://chinesepainting.seattleartmuseum.org/OSCI/>



## Online Museum Publications, cont.

- Los Angeles County Museum of Art,  
<http://seasian.catalog.lacma.org/>
- SFMOMA,  
<https://www.sfmoma.org/rauschenberg-research-project/>

*Museum Catalogues in the Digital Age: A Final Report on the Getty Foundation's Online Scholarly Catalogue Initiative (OSCI)*, <https://www.getty.edu/foundation/osci-report/>

*The Future of the Monograph in the Digital Era: A Report to the Andrew W. Mellon Foundation*,  
<http://dx.doi.org/10.3998/3336451.0018.407>

Digital publishing at Getty Publications,  
<https://www.getty.edu/publications/digital/>

## Web Accessibility

- 18F Accessibility Guide,  
<https://pages.18f.gov/accessibility>
- Carnegie Museums of Pittsburgh Web Accessibility Guidelines,  
<http://web-accessibility.carnegiemuseums.org>
- *Adaptive Web Design*, by @AaronGustafson,  
<https://adaptivewebdesign.info>
- *Inclusive Design Patterns*, by @heydonworks,  
<https://shop.smashingmagazine.com/products/inclusive-design-patterns>

## Search Engine Optimization (SEO)

- JSON-LD: <https://developers.google.com/structured-data>
- Schema.org, <http://schema.org/>
- Open Graph: <http://ogp.me/>
- Twitter Cards: <https://dev.twitter.com/cards/overview>
- Internet Assigned Numbers Authority (IANA), link relations and media types, <https://www.iana.org/>
- Dublin core: [http://wiki.dublincore.org/index.php/User\\_Guide](http://wiki.dublincore.org/index.php/User_Guide)
- Sitemap.xml, <https://support.google.com/webmasters/answer/156184?hl=en>

## Publishing Tools & Platforms

*(Current and forthcoming. Especially focused on online publications, open access, and multi-format)*

- Quire, <http://www.getty.edu/publications/>
- Atlas, <http://atlas.oreilly.com>
- Pressbooks, <https://pressbooks.com/>
- GitBook, <https://www.gitbook.com/>
- Readymag, <https://readymag.com/>
- Inkling, <https://www.inkling.com/>
- OSCI Toolkit, <http://www.oscitoolkit.org/>
- Manifold, <http://manifold.umn.edu/>
- Scalar, <http://scalar.usc.edu/>
- PubCoder, <https://www.pubcoder.com/>
- in5, <http://www.ajarproductions.com/pages/products/in5/>
- PubPub, <https://www.pubpub.org/>
- Vega, <http://vegapublish.com/>

## Publishing Tools & Platforms, cont.

- Fulcrum, <https://www.fulcrum.org/>
- Omeka, <https://omeka.org/>
- Booktype, <https://www.sourcefabric.org/en/booktype/>
- PubSweet, <https://coko.foundation/technology/>
- Hybrid Publishing Group, <https://hpg.io/>
- PublishingLab, <http://www.publishinglab.nl/>
- Panopticon, <http://panopticondesign.net/>
- Artifex Press, <https://artifexpress.com/>
- Fold, <https://fold.cm/>
- Editoria, <https://editoria.pub/>
- Atavist, <https://atavist.com/>
- Issuu, <https://issuu.com/>

## GitHub

- Getty Publications' digital publication updates & revisions policy, <https://github.com/gettypubs/digpublishing-guide/blob/master/updates-and-revisions.md>
- GitHub Guides, <https://guides.github.com/>
- *Git for Humans*, <https://abookapart.com/products/git-for-humans>
- Museums on GitHub, <https://github.com/Ambrosiani/museums-on-github>

## Static Site Generators

- Jekyll, <https://jekyllrb.com/>
- Middleman, <https://middlemanapp.com/>
- Hugo, <https://gohugo.io/>
- “Why Static Site Generators Are The Next Big Thing”, <https://www.smashingmagazine.com/2015/11/modern-static-website-generators-next-big-thing/>
- The Programming Historian, “Building a static website with Jekyll and GitHub Pages”, by @Literature\_Geek, <http://programminghistorian.org/lessons/building-static-sites-with-jekyll-github-pages>
- StaticGen, <https://www.staticgen.com/>
- Headless CMS, <https://headlesscms.org/>
- Markdown, <https://en.wikipedia.org/wiki/Markdown>

## Other Tools of the Trade

- Atom.io, text editor, <https://atom.io/>
- Sublime Text, text editor, <https://www.sublimetext.com/>
- Pandoc, text conversion, <http://pandoc.org/>
- ImageMagick, image processing and conversion, <https://www.imagemagick.org>
- Prince XML, html to pdf converter, <https://www.princexml.com/>

Art & Museum Digital Publishing Interest Group,  
<http://digipublishing.github.io/>

