

Chris (00:00):

Hello everybody. Thanks for joining our webinar today, How to Publish Faster with Typefi. If that's the webinar you signed up for, you are in the right place. My name's Chris Hausler and with me today is Eric Damitz. And what we are going to be doing today is just doing some quick intros, explain to you really quickly what Typefi does. We're going to spend most of our time in the demo and then have a little bit of time left over for Q&A. So that's our basic agenda. First of all, Typefi, we are a software company. Our entire existence, we've been around for over 20 years, we have been enabling our customers to provide single source content delivery, leveraging InDesign and InDesign Server so you can create multiple print outputs, online, mobile, all those, that type of stuff.

(01:12):

One more thing is in terms of just some housekeeping stuff as we're moving along, if there are questions, if you could post them into the chat, then we can follow up during the Q&A. We're only here for half an hour, so if we can't get to all the questions or we don't get to your question and you have to go, I can reply back to you through that, but we can stick around for a little longer to continue on those questions. So as I was saying, Typefi is an automated publishing system. It's built on InDesign, InDesign Server, and you can take structured content from multiple sources, could be Office, XML, Google, it could be a database. We have customers that do all these types of things in different ways. What we're going to be focusing on specifically is really two workflows here. The first is we're going to be showing some content coming out of, actually, in this case it's going to be Microsoft Word, so structured content in Microsoft Word show, some workflows through there. And then the next workflow we're going to do is actually through XML running through Typefi.

(02:41):

So what we're going to be doing and what we're going to be showing you in this, would like to explain how the Typefi interface, so Typefi has a web interface that you could potentially use to run workflows. Then we're going to publish that Word file. You can see how quickly that takes. Then we're going to move to another sort of input method, and this is a Content Management System from one of our partners, Adobe. So it's going to be the Adobe Experience Manager Guides, CMS. We're going to show you how that works, going through AEM and how that can work in going back and forth from AEM to Typefi and then back into the CMS. This is just one example of a Content Management System. We have a number of customers that do use other Content Management Systems with very similar workflows. So they could take it from that CMS, have it go into Typefi and then come back. We have great APIs that enable our customers to integrate with CMSs. Then we're going to show you, okay, what happens if you make a content change within there? How does that impact things? And then also demonstrate the design changes. So if you make a design change, how does that work within Typefi and how you'd be doing this.

(04:22):

Finally, we are recording this so it will be available and we're going to send a link out to everybody as we, after the recording is available to everybody. So with that, I'm going to stop sharing and turn it over to Eric to do the fun part of the webinar.

Eric (04:50):

Alright, thanks Chris. Alright, so what we'll start with is this template. It's an InDesign file and it kind of contains all the usual things you would expect to find in an InDesign file. We have parent pages that have various designs on them. We have paragraph styles and character styles, and all of these things are, if you're already using InDesign, you're probably already doing all of this. What we're going to do with Typefi is add a few things and hang on, let me open that up. We have a plug-in called Typefi Designer, excuse me, Typefi Designer. And that adds some panels to InDesign. So when we're automating a publication, we need to have a way to tell the Typefi software what to do with all of this stuff that you

have in your InDesign file. So in our panel we have something called a Typefi Section, and this is a way for you to configure, well, which parent pages do I want to use on particular kinds of content?

[\(05:57\)](#):

We have a thing called Typefi Elements, and that is when I'm placing something on a page like a figure or a table or a box, what is it called and where's the artwork? What am I using? So that's what these Elements pages are for. This would typically in a manual workflow be done in an InDesign library. So these are little library items that are living in the template and they're linked to these Typefi elements so that they can be pulled in when the job is running. And then of course the paragraph styles give us a name for all the paragraphs. So the template contains all of the stuff that you need to publish your document, and it also can contain instructions for what to do with that stuff. And that's what the Typefi Designer plug-in is for. It adds the instructions basically, and you can set them up however you need to based on what your design requirements are.

[\(06:47\)](#):

So I'm going to switch over to Word. Now, this is a plain Word file and you can see here's all the styles in it. These all match the style names that we had in that InDesign template. They don't look the same, they don't need to look the same, but they have to have the same name. So when this is getting processed by Typefi, something called article underscore title has a matching style in InDesign, it'll apply that style to that text when the job is running. We also have these little stripes up here. This is one way to add what we call structure or markup to the Word file. It's again instructions on what to do with this content. So this says "begin case study," and this is just a style that we're going to interpret to say use a case study Typefi Section.

[\(07:31\)](#):

So this says what type of page it is and what parent page to use. All these little green ones, "begin article title." This is an element, so it maps to that elements panel we saw. So it'll pull some kind of frame, whatever it looks like, and then put all of this text in it and then place that on a page as the job is running. And you can have as many or as few of these as you need just depending on how your content works. And this is just an ordinary Word file. Here's how we handle a figure. You just put the figure name and again, the system will interpret that and put the correct image in that location. Here's just a regular Word table and so on. So all the content, the key thing is that everything has a style so that there's a mapping style in InDesign so that it gets the correct style.

[\(08:18\)](#):

And then all of the bigger pieces, like the pages and the boxes and tables and things, they have another way to label and identify them so that the software knows what to do with that content. Alright, so we have the InDesign template, which is where it's going to. We now have our content and it's been marked up. That's what we're publishing. So how does it all come together? I'm going to switch now to our Typefi Server. This is the Typefi web interface to the Typefi Server. And you could use this to store your files if you wanted to. And the key thing here though are we call workflows and a Typefi workflow, and this is the one we'll be using, is a series of steps or actions that takes the file that you're sending to it and does something to it. So in this case, the workflow has all of these steps and these can all be strung together as needed by you, depending on what you want to publish and what you're starting with and what you're going to and that sort of stuff.

[\(09:17\)](#):

So in this particular one, we're importing a Word file, that's what DOCX is, and we're converting it to a Typefi version of XML, and that's to get the wild west of a Word file kind of structured and down to something that's very simplified and something that the Typefi software can use. So that's the first step. And then we're doing some copying of fonts. And then here's our Create InDesign Document action, and this is where we tell it which template we want to use and the template will run, that's the template we

were just looking at. The job will run on InDesign Server using that template. So all the content that's coming from that Word file will be placed in that template. Then we're exporting to PDF, then we're doing a couple other things and we're also exporting an HTML file. So that Word file will be used to create an InDesign file and a PDF and also to create an HTML file when we run the job. So now I will come back and actually I'm going to run this one. I just realised I opened the wrong one before. It's the same workflow, and when I click the run workflow button, it's going to open up the sort of input screen. What do you want me to run? So we're going to choose our DOCX file, and I'm not sure what's going on now. I just ran this five minutes ago.

Chris ([11:02](#)):

Proving that it's a live demo.

Eric ([11:03](#)):

Exactly. This isn't smoke and mirrors. Okay, alright. I think they updated some of our InDesign Servers this morning, like within the last 10 minutes. Let's try that again. There we go. Okay, so now this job is running, it's taking the Word file and converting it to the Typefi version of XML and then it's being sent to that InDesign Server. So InDesign Server is the same thing as the regular InDesign you have on your computer, but there's no user interface. It's just running on the server. But the same thing is happening. It's adding a page, it's putting the text on the page, it's putting a table on the page and sticking it in various locations and determining where the best fit is. So it's essentially doing what a person would do, but it's doing it based on the rules you set up in your template and all the styling and things that you have in your template.

([12:03](#)):

So each page is laid out and then it's converted to PDF, and then it's also converted from the Word file to HTML. And when the job is completed, you get a job folder and all the things you made are in there. And I'm going to download a few of them. Here's our InDesign file, here's our PDF, and then there's a folder, there we go, that has a zip file and that has all of our HTML stuff. So we'll go ahead and open the PDF. So this is the document we produced through that InDesign template. So I'll remind you what the Word file looks like. Here's the abstract. So in the InDesign template, there's a frame with a green background and a two column layout, and that's where all that text goes in. You can see we're pulling in tables and they have a table style. We're pulling in images.

([12:57](#)):

This is just a big Illustrator file I think, and the captions and things like that. Here's some boxes, and then the rest of it is just two column running text and we have some figures that span the two columns and some of that fit within the columns. And then we have our references here at the end. We also had our HTML file, open this guy up, and if I open that, same content, it came from the same Word file, but of course HTML is a different format and it has different styling and things, so it looks a little different, but it's the same thing. I created these two things at the same time in the same workflow and we have all the images and then in the back here we have links. Here's links to the DOIs and the PubMed database. So you can have all those kinds of live links and things. Those are also in the PDF. So that's how you can from one source file publish out to multiple things.

([14:01](#)):

So that's kind of a basic workflow going from Word to InDesign. Now I'm going to switch over to a different workflow. This is the one that we have running through AEM, and AEM is a Content Management System. And right now we're kind of viewing the files view. And here I have a brochure and, didn't mean to do that. The brochure, all the content is in an XML format called DITA. And DITA is, there's a whole bunch of tiny files that have little bits of information that are all combined into whatever you're publishing. And in this case, they're all combined in this brochure called a DITA map. It's sort of a

table of contents or a manifest that says pull all of this content in to publish this document. So I'm going to select that and we a little Typefi connector that we built for AEM. And when I push that, I can run the job, exactly what I did before except now it's happening through the API and it's sending files to this system and running the job that was set up on this system, and it'll take a few seconds to run.

(15:13):

Again, it's doing the same thing. There's a template for this. It's completely different from the journal template we just looked at, because it's a brochure, but it's the same idea that, and I'll show it to you in a second. It has styles, it has Typefi Elements, it has Sections. So all of the same process is happening, just we'll get a different output. Okay, viewing the PDF, I'm going to download that. So you can see it's a very different looking document we have. There's still tables and images and things like that, but the layout's very different. It has a very different look and feel.

(15:57):

I also notice on our cover here we have a typo and then it's kind of hard to read this because the picture and the text are kind of clashing. So I'm going to go back to AEM and close this. This is a Content Management System. So now I'm in, it's called Guides. It's a way to edit the XML. So I'm going to open our cover, and this is, behind the scenes here there's an XML file that's kind of, you can see the tags a little bit here, but here's our text. I'm going to fix that typo, so it says modern correctly, and then I'll save it and then I'll go back to that other view where we have our file that connects all those things and I'll go ahead and run it again with the new document.

(16:51):

So again, the same thing will happen. And this time I will, move this down because Zoom is in my way. This is the Server where this is running. It's a different server, but it's the same. I mean it's still the Typefi Server software running on the same server. So our job is running here now and it's running in this workflow. So again, a workflow is a series of steps. This one you can see is much shorter, not as much going on. This one is pulling in a zip file that contains all the XML and the images. There's a bunch of parameters down here that says what to do with it. Same thing, we're gathering the fonts and then we're creating the InDesign document through this template and exporting the PDF. So you have a different workflow in Typefi, but the same pieces are being used to put it together.

(17:39):

Go back to AEM. This one is done now. So I'll open this PDF, see now it's spelled correctly, but we still have this issue here. So this was a content change. So we would go back to the XML to make that change. You could have changed it in InDesign if you wanted to. That would've been okay too, but it's better to change it in the source file. So now it's correct forever wherever you're publishing this text. To make this change, so this image doesn't clash with the text, you could also fix this in the InDesign file if you needed to do that once. But since this is a template and presumably there will be different pictures in the background with different text sitting on top of it, we probably want to make a change in the template so that the background of this kind of knocks out the picture so we can see the text more easily.

(18:29):

So what I would do there, this is the template for that particular document. It has all the same things. It has paragraph styles, just a lot fewer of them, but here's the cover page and here is the frame. This is placeholder text that gets replaced when a job is run. Here's the frame that contains that. So I'm going to just kind of select that. And we have an object style called feather background, and what that'll do is knock out the background. And object styles again, that's just a kind of typical thing you would have in InDesign. So I'll go ahead and save this template and I'm going to put it in my updated folder so I don't mix it up with the one that I had before. And now I will go to my Typefi Server and figure out where this template was signed or saved. There we go, template. So I'll grab my updated template and save it up to

Typefi. So now I'm replacing the template that was there before. So the next time I run the job, that change I just made will be available. So I'll run that job again.

(19:47):

And this is how you can kind of make changes to your template. I didn't have to change the XML, nothing in there changes at all. It's just a template change. So if you're making design changes, you decide you want to make your A heads two points bigger, you make that change once in the template, you run the job again, and that change is made globally throughout all of your documents. If you have a branding change, you change your whole look and feel, you can update the template and you don't have to touch any of your content because as long as you don't change any of the style names or any of that kind of stuff, it'll still work because it doesn't really care. Typefi doesn't care what anything looks like, it just cares what it's called. And InDesign takes care of what it actually looks like.

(20:28):

So now you can see it kind of knocked that background out. It's much easier to read this. And the spelling change we fixed earlier is still there because the XML has been updated. So that's kind of how you can publish through a Content Management System and kind of showing how you make changes and things like that. The key thing with that is when you're publishing through Typefi,, whether you're doing it from Word or you're doing it from XML, or if it's a database that's cranking out data or you have an Excel file or something, whatever you're starting with, it gets converted to the Typefi version of XML first so that it has a standard way to start and then that's what gets sent to InDesign or to be converted to HTML or to an EPUB or whatever else you're publishing. So it's that sort of from whatever you're starting with to Typefi XML to the output files that you want to create. So that is the extent of the demo.

Chris (21:29):

How long did that job take to run?

Eric (21:35):

This one? The brochure took 29 seconds on that run, 29 seconds, and our journal article took a little longer, but well, 37 seconds.

Chris (21:49):

So you can see how you can produce a lot of content very quickly and maintain those high design requirements. If we switch back to what you saw, so what you saw was that was really the key right there is being able to publish at velocity. So to be able to publish a lot of content, to be able to do that without compromising your design. So you can continue to use InDesign, use that feathering or drop shadows or all the great typography that comes with InDesign, and then leverage all these in industry standards. So whether it is Microsoft Word, which is a sort of a defacto corporate standard even now, Content Management System, XML, of course InDesign because InDesign really is the desktop standard for publishing. So all of these standards you can leverage, you can leverage all of the expertise that you have in InDesign, so you can focus more if you're a graphic designer, you can focus more on creating really great designs and you don't have to give up on creating great designs, you can focus on that versus things like copying and pasting and all that tedious stuff that you didn't go to school for.

(23:26):

So that's what we really wanted to show you. If there are any questions and now is a great time to post them in the Q&A and we can answer those for the next few minutes if they come along the way. Maybe we'll give it a few seconds to see if there are any questions.

(23:58):

So while we're waiting to see if anybody does anything, Eric, you had shown a change in sort of that template in InDesign with the brochure, but if it was a one-off thing where okay, for just this one, can you change it in InDesign?

Eric ([24:22](#)):

Sure. So here's the InDesign file for that brochure. I'll download that and find it. There's the InDesign file and I'm going to copy it into this folder cause it has the fonts, and then if I open that in InDesign. Now when we download this, because this was created on InDesign Server, that's where the images are linked, so that's why I see a grey box here instead of our nice cover. But I can link these locally or if they're on a server that Typefi Server is talking to or that InDesign server is also talking to, you can link them and kind of see what the pictures look like. But you could go into this document. This is just a regular InDesign file. It just has the Typefi markup in it, so you can see all the frame edges and things, Typefi Elements, the little labels and things.

([25:19](#)):

But if I view this with all that shut off, it just looks like a regular InDesign file and if somebody doesn't have Typefi Designer installed, they can still open the file and work in it. So if you have a freelancer or something that you have cleaning up your files, they don't need to have Designer unless they're working on Typefi templates. So yeah, you can go in here, make any changes you like if you want to change, I want my table columns to be different for this one for some reason I can do that, but I want this looks funny sticking out like that so I can make a change like that. You can edit this just like you would edit any InDesign file.

Chris ([25:57](#)):

Eric, can you explain the difference between what we call a Typefi template and a InDesign template?

Eric ([26:06](#)):

Sure. The InDesign template itself, let me go back to this one because there's more stuff in it. For this project, all of these styles were already in here. So most people who are using InDesign, the whole point of it is to kind of get your typography all consistent across all of your publications. So most people already have styles and they have a naming convention for those styles, and everybody knows what abstract underscore IND means. So people working in InDesign are familiar with this and these are what are defining the fonts and the size and the spacing and things like that. The parent pages are also something you would ordinarily have in an InDesign template. So this is defining the page margins and how many columns there are and things like that. And then a lot of people use libraries to have this sort of thing.

([26:57](#)):

I have an abstract, it goes in every article, but it might go on the first page or the second page, so it's not part of the parent page. I just copy and paste it where I need it and fill it with text. That is a manual template where you have all the pieces you need available to put together and somebody's deciding which parent page to use, and they're deciding which paragraph styles to apply as they're laying out the pages manually. The difference between that and a Typefi template is the Typefi template adds more things to that because we need to tell the software what to do. Instead of a person looking here and saying, I need this, the software is being told an abstract goes here, okay, what does that mean? It means I need to grab this frame and fill it with text.

([27:39](#)):

So we need to say, well, this is the abstract frame, it has to be identified, and that's what this panel is for. You build the objects the same way you normally would and then you can use them, but through the

automation. So here's my abstract Element, I'm just kind of configuring how it works here and I'm applying it to this little frame and zoom in so you can see it. It's called Abstract. I could have called it whatever I wanted, but you would go through and whatever design pieces you need, whatever parts you need to create that document, you can build them and then you can put them together so that they can be pulled in by the software when it's running jobs. These are also designed so that, I'll put my cursor in there. This is always tricky. There we go.

(28:32):

So we don't know how long an abstract might be. This is designed to get larger if it needs to be. So I'm just adding paragraphs in there and you can see it's getting taller, and then you can build these so that they're based on how large the image is. Sometimes if this image is smaller, the caption will be narrower to match. So the Typefi template contains instructions via the panels here that show what all of the pieces are, and then it also has the design instructions, what to do with those pieces when the pages are being laid out. Did that answer the question okay?

Chris (29:17):

I think so, yeah. Another question is, are there ways to export multiple versions of a piece? For example, could you create multiple versions of a brochure and then throw in different copy?

Eric (29:36):

Right. Yes. I mean the multiple versions would be set up on the content side. So you might have, and that's why a lot of people use DITA. You have all this content that can be mixed and matched depending on what the output needs are. So if we go back to AEM, this is like the demo brochure, so we have one, but you could have as many of these as you need, and they would have different pointers to all of that different content. So if you run this one, you get one brochure. If you run the next one, you get a different brochure because it's pulling in different content for whichever brochure it is. So yeah, you can run multiple jobs with different content in them through the same template and you'll get the same look and feel, but the text is all different and the pictures are all different. That's kind of the way that would work.

Chris (30:33):

And you could do it in reverse as well. So you could have the same content going to multiple templates.

Eric (30:39):

Yeah, you can have a workflow that had, yeah, exactly, multiple. So you might have an InDesign template with regular size copy, and you could have an InDesign template with large print. So you can send the same XML file or the same Word file to that workflow, and it will make the regular size and then the large print version of the same content. You can have a two column version and then a one column version. You can have PDFs with different presets, so one for web, one for print, so you can really get creative with how you set up the workflows and the templates and things to publish all of the different things that you need to publish.

Chris (31:19):

Alright. All right. Equations. Can Typefi deal with equations and kind of how?

Eric (31:27):

Yes, there's kind of two main ways to do it. Kind of the older way is using MathType, and MathType will create an EPS file of the equation and we can take those EPS files and place them in the text. They're just image files. They have a little bit more to them, especially for inline equations. In a MathType EPS,

there's white space around the whole equation. So if you just stick that in as a regular image, all of your inline equations will be floating above the baseline. So we have a script that reads that baseline adjustment, so it puts everything where it belongs. The other option is using movemen MathTools, which is an InDesign plug-in, and there's also an InDesign Server plug-in. In that workflow, you could still use MathType to create the equations, but instead of, or you could use Word's equation editor or whatever other equation editor you have. In that workflow, you're sending MathML to Typefi and through the movemen MathTools plug-in, that interprets the MathML and creates the equations in InDesign and they're all as text in InDesign. And you actually would have a separate menu. I should have, yeah, you have this math menu. This is the MathTools plug-in. So this is an entire, and there's math styles. I don't have any in this document, but you have control over the styling of the equations and things like that. So again, the two methods are either as a picture as an EPS file, or as MathM so that the design of the equations will match your template. You're setting the paragraph styles and things here, so whatever fonts you're using in your document would also be used for the math if you wanted them to, or you could override that and have different fonts for your equations. So those would be the two ways to handle that.

Chris ([33:23](#)):

Great. I think that's it for now. We're only three minutes over on the webinar, so we want to thank everybody for joining us today. We will send out a, of course, a thank you email and we will have the link to the recording as soon as that's available. If you do have any questions regarding Typefi at all, you can feel free to email me at chausler@typefi.com, so C-H-A-U-S-L-E-R at Typefi dot com. So thanks and have a great rest of your day.

Eric ([34:04](#)):

Thanks everybody.

Audience ([34:07](#)):

Thanks guys.