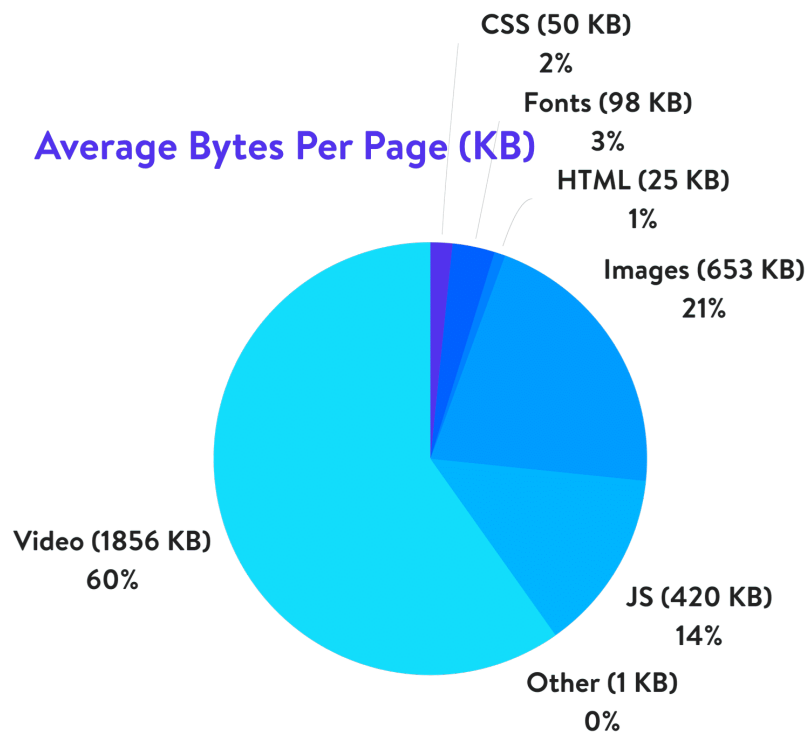University of
CINCINNATI
PRESS

WORKFLOW FOR SUBMISSIONS-

This is a workflow with a set of recommended guidelines to be followed, before work is submitted to us, in order to be published.

The set of guidelines should help in optimizing your work-in progress, for Web Publication, as optimizing a document at a later stage after submission, will lead to compromises in quality.

In order to not come across challenges and quality compromise during publication, we request you to follow the set of guidelines while submitting you work.

A Good Image optimization Workflow-

Average Bytes Per Page (KB)

CSS (50 KB)
2%
Fonts (98 KB)
3%
HTML (25 KB)
1%
Images (653 KB)
21%
JS (420 KB)
14%
Other (1 KB)
0%
Video (1856 KB)
60%

- The primary goal of formatting your images is to find the balance between the lowest file size and an acceptable quality- Use tools like Adobe Photoshop to compress them, before uploading them into your document.

- Images with a large file size take longer to download to a visitors browser and slow down your website. For most 'full page' web images, you want the image to be 80Kb-100Kb at most. If the image is only part of a page (e.g. half the width of a blog post), then 20Kb-30Kb is usually fine.
- Images that are not flattened out/compressed in Indesign cannot be converted successfully into a reflowable EPUB.

Choose the Right File Format

Before you start modifying your images, make sure you've chosen the best file type. There are several types of files you can use:

- PNG – produces higher quality images, but also has a larger file size. Created as a lossless image format, although it can also be lossy.
- JPEG – uses lossy and lossless optimization. You can adjust the quality level for a good balance between quality and file size.
- GIF – only uses 256 colors. It's the best choice for animated images. It only uses lossless compression.

NOTE- There are several others, such as JPEG XR and WebP, but they're not universally supported by all browsers. **Ideally, you should use JPEG or JPG for images with lots of color and PNG for simple images.**
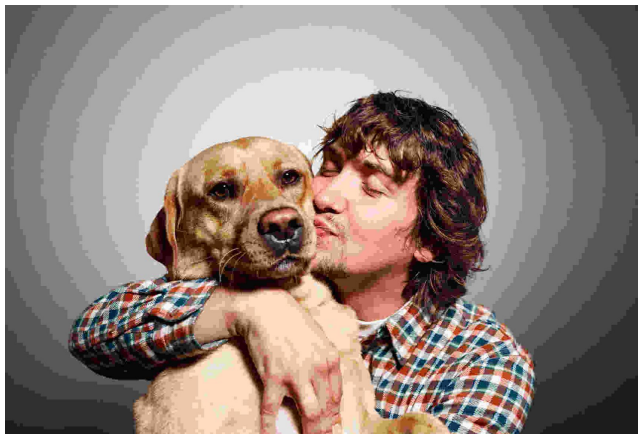
Compression Quality vs Size

Here is an example of what can happen you compress an image too much. The first is using a very low compression rate, which results in the highest quality (but larger file size). The second is

using a very high compression rate, which results in a very low-quality image (but smaller file size). Note: The original image untouched is 2.06 MB.

Low compression (high quality) JPG – 590KB

High compression (low quality) JPG – 68 KB

The first image is 590kb which is pretty large for web optimization. The second image however is only 98 kb but of a bad quality. So a medium sized image around 151kb is an accepted high resolution photo for a webpage

You want a lossless compression instead of a lossy compression of your images.

Lossless – this is a filter that compresses the data. This doesn't reduce the quality but it will require the images to be uncompressed before they can be rendered. You can perform a lossless compression on your desktop using tools such as Photoshop, FileOptimizer, or ImageOptim.

SOURCE- https://kinsta.com/blog/optimize-images-for-web/

A GOOD IN-DESIGN WORKFLOW

When converting your In-design files into a reflowable Epub in order to publish it online, we noticed that the format did not retain itself. In order to avoid the tampering of your In-Design file format, here are some simple steps to follow.

- When repurposing InDesign content as HTML, there are two built-in export paths: EPUB (either Fixed Layout or Reflowable in CC 2014) or HTML. Both destinations require consistent use of styles (Character, Paragraph, and Object) throughout your project, and that all styles be connected to an HTML equivalent (e.g., the p tag for paragraphs, h1, h2, h3, and so on for headings, and em or strong for italic or bold, respectively). These let you maintain the structure and organization of your content, but not its appearance.

- For appearance, InDesign can generate CSS for both EPUB and HTML. However, the CSS InDesign generates strives to preserve the settings you've applied to a print layout (e.g., a book or a magazine article) and there are too many differences between the print- and screen-based reading experiences for that to produce optimal results.

- In that situation, you can simply make the necessary connections between your InDesign styles and their respective HTML tags and CSS classes. Those options are found in the Export Tagging areas of the Paragraph, Character, and Object Style Options dialogs. In the case of Object Styles, think of each object to which a style is applied as a DIV within your HTML and tag it accordingly.

Using a plugin

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SOURCE- https://www.creativeblog.com/indesign/build-websites-61412106
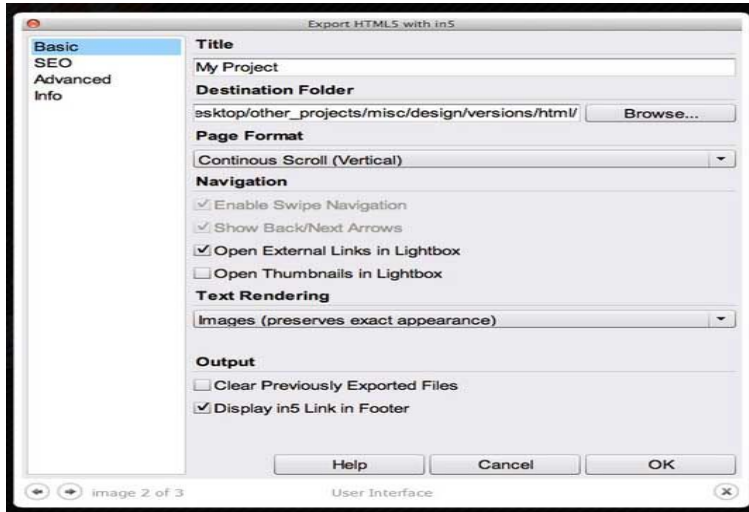
- For the non-technical there is the alternative of using a plugin called In5, In5 adds an additional export option, called "Export HTML with In5..." right below the export that is natively in ID. The options in In5's dialog box have those of the native version, plus additional sections like SEO. The results, when all goes well, are a very user friendly web pages and site. This is a great option to have, especially in a niche area that has scant few options.

- https://helpx.adobe.com/indesign/using/export-content-epub-cc.html - Please follow the neccessary steps under "**Reflowable Layout Export Options"** in the above link to optimize your indesign into a reflowable Epub format.

SOURCE- https://helpx.adobe.com/indesign/using/export-content-epub-cc.html

- **NOTE-CAPTIONS-** Please make sure that EACH AND EVERY image you is captioned in your file as UC requires us to publish it,while making it accessible to the disabled. Since we need to create alternative text for your images, in order to make it accessible, your images have to described/captioned, irrespective of what it is. This will avoid misinterpretation of the images while creating Alt Text.

HOPE THIS HELPS!!!! 😊