

What is EDUPUB?

The Emerging Standard for Education Publishing

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When We Last Left Our Heroes...

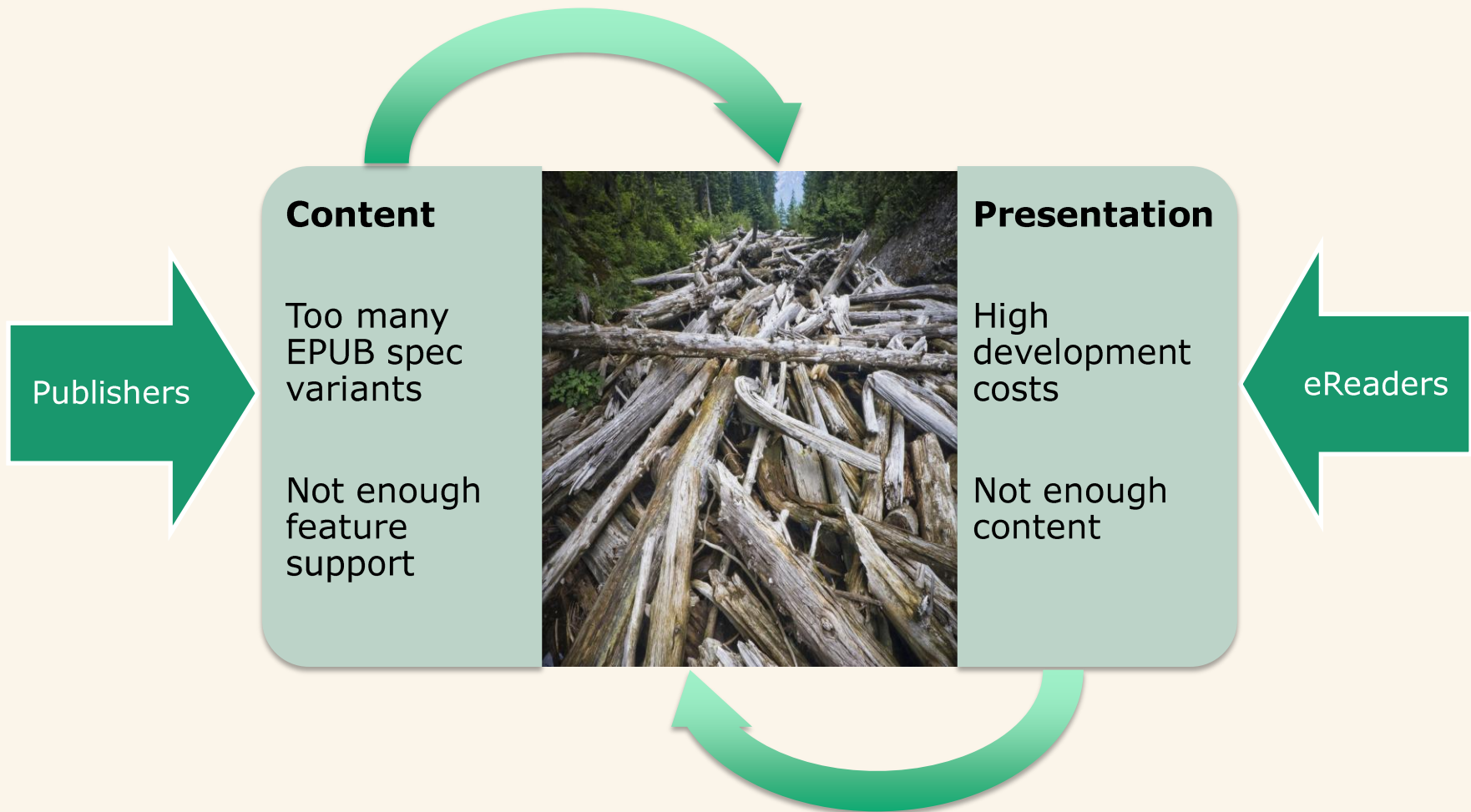
IDPF Digital Book, May 30, 2013

Educational Publishing Industry Standards

- Pearson is working with IDPF to co-organize and host a workshop on educational publishing via EPUB 3.
- Pearson is preparing a proposal to submit an EPUB3 output format (EduPUB) for educational content as an open standard to IDPF.



The Problem



What is EDUPUB?

- A global community for focused coordination of ongoing work among multiple standards organizations and their stakeholders (currently IDPF, IMS Global, W3C)
- Not YASO (Yet Another Standards Organization) creating EMFF (Even More File Formats)
- A lightweight superstructure to help ensure that existing widely-adopted standards mesh and meet requirements of next-generation learning content
- **EDUPUB = Open Web Standards (inc. next-gen Portable Documents) + Educational Connectivity**



The **EDUPUB 2014** deliverable

a comprehensive model for the interchange and deployment of educational content

based on the Open Web Platform

expressed as an integrated set of specifications including EPUB 3 (IDPF), LTI, QTI, Caliper (IMS) and other emerging standards

rapidly adopted by the EDU publishing ecosystem

EPUB-centric Lens on EDUPUB

Equip EPUB 3 with everything needed for EDU content:

- Integrate existing IMS standards (QTI, LTI, Caliper)
- Deliver general EPUB capabilities needed for EDU (annotations)
- Develop EDU-semantic-enhanced profile of EPUB 3
- Facilitate rapid implementation (Radium open source)

EPUB adopters in general benefit:

- **EDU content pushes the envelope of required capabilities**
 - Interactivity
 - Connectivity
 - Complex information design,
 - A11y requirements)

EDUPUB - the Why



ePUB



Benefits of next-generation learning content

The Publisher

- Achieve **economies-of-scale** in:
 - design
 - development
 - distribution
- Greater **sourcing flexibility**
- Enable **consistency of presentation** and **functionality**
- Ensure **highest quality** across **multiple platforms** and devices
- **Avoid overhead** from needless output variants
- Drive **product/service innovation**

Benefits of next-generation learning content

The Platform Provider

- Develop features and support based on a **known, consistent content format**
- **Increased volume** of educational content from publishers
- High quality products **expand markets** for eBooks and other learning content



Benefits of next-generation learning content

The Educator

- Content is easily:
 - **integrated with LMS** and other services:
 - assessments, outcomes
 - teacher-student, peer exchanges (annotations)
 - analytics
 - **trackable** through metadata-driven services to enable adaptive learning, efficacy reporting
 - **repurposed** by teachers
- Proprietary vendor solutions are avoided:
 - Content is **easily retrieved** from multiple sources
 - Content can be **seamlessly deployed** on multiple devices and platforms
- **Affordable**

Benefits of next-generation learning content

The Learner

- **Responsive** to the Learners:
 - learning style
 - personal preferences
 - ability/disability
- **Richer** learning experiences (rich media, interactivity)
- Adaptability and accessibility improving **learning outcomes**
- Faster subject mastery and increased retention
- **Flexible:** use in both classroom/off-campus and online/offline environments, on mobile devices and PCs
- **Affordable**

EDUPUB to Date

EDUPUB - October 2013, Boston

- Stakeholders and experts representing standards orgs, publishers, educators, channel partners, vendors
- Defined themes, guiding principles, priorities, goals, responsibilities

EDUPUB 2 - February 2014, Salt Lake City

- Updates & status reports from EDUPUB 1 subprojects
 - Open discussion about **issues & challenges**
- Developed the EDUPUB **business case**
- Established cross-project **communication forum**
- Confirmed **next steps & timeline(s)**

EDUPUB Public Drafts Available for Community Review – Released May 28

- EPUB 3 EDUPUB Profile (Structural Semantics & Content Model) <http://idpf.org/epub/profiles/edu/spec/>
 - Community feedback is encouraged
 - Spec will continue to develop through iteration
- “Satellite Specs” referenced in EDUPUB Profile:
 - Open Annotation in EPUB <http://idpf.org/epub/oa/>
 - EPUB Discrete Objects <http://idpf.org/epub/do/>
 - EPUB Widgets Packaging and Integration
 - <http://idpf.org/epub/widgets/>
 - Widgets markup spec public draft targeted for July
- And from IMS: Using Caliper Analytics, QTI and LTI with EPUB 3: EDUPUB Best Practices: <http://www.imsglobal.org/edupub/index.html>

Upcoming EDUPUB Events

- **EDUPUB Europe 2014**
June 19 Oslo, Norway in association with ISO/IEC JTC1/SC36
<http://idpf.org/edupub-europe-2014> - register now!
- **EDUPUB 3 - Tokyo?**

Thank You

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