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

Content
Too many EPUB spec variants
Not enough feature support

Presentation
High development costs
Not enough content

Publishers

eReaders
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 (Readium 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
- HTML
- W3C®
- International Digital Publishing Forum
- Trade and Standards Organization for the Digital Publishing Industry
- IMS Global Learning Consortium
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:
  o integrated with LMS and other services:
    ▪ assessments, outcomes
    ▪ teacher-student, peer exchanges (annotations)
    ▪ analytics
  o trackable through metadata-driven services to enable adaptive learning, efficacy reporting
  o repurposed by teachers

● Proprietary vendor solutions are avoided:
  o Content is easily retrieved from multiple sources
  o 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/](http://idpf.org/epub/profiles/edu/spec/)
  - Community feedback is encouraged
  - Spec will continue to develop through iteration
- “Satellite Specs” referenced in EDUPUB Profile:
  - EPUB Widgets Packaging and Integration
    - [http://idpf.org/epub/widgets/](http://idpf.org/epub/widgets/)
    - Widgets markup spec public draft targeted for July
Upcoming EDUPUB Events

- EDUPUB Europe 2014
  *June 19 Oslo, Norway* in association with ISO/IEC JTC1/SC36
  [http://idpf.org/edupub-europe-2014](http://idpf.org/edupub-europe-2014) - register now!

- EDUPUB 3 - Tokyo?
Thank You

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