

ONIX Basics

 Duration: 1 Days

 Available Languages: English

Audience

Staff with responsibility to manage metadata in software development, marketing or production within publishing, or in similar roles in distribution and retailing; software developers and publishers who work in the domain of book publishing.

Goals

Understanding ONIX messages.

Contents

- Introduction
 - What is ONIX? Typical Use Cases
 - What is XML? Typical Use Cases
 - Brief overview of ONIX standards and history
- XML Basics for ONIX
 - Character Encodings
 - XML Document Structure
 - Concepts: well-formed, valid, validation
 - Elements, Attributes, Character Entities
- Validation
 - DTD
 - RNG
 - XSD
 - Business Rules beyond Schemata
- Syntax Flavors
 - Reference Names (aka Long Tags)
 - Short Tags
 - Conversion using XSLT
- Rich Content in ONIX
 - XHTML
 - HTML
 - XML
- Structure
 - High-level Structure
 - Product Description Block
 - Marketing Collateral Detail
 - Content Detail
 - Publishing Detail
 - Related Material
 - Product Supply

- Sample Messages
- Differences between ONIX 2.1 and ONIX 3.0
- Future Ideas
 - Schematron Validation

Booking

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