The Tale

Didier Verna

Invitation
Submission
Interlude
Proof-Reading
Conclusion

The incredible tale of the author
who didn't want to do the publisher's job

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TUG 2013, October 23 – 26

but eventually had to because
the publisher didn't have a clue about typesetting

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although to be honest
the author did some stupid things as well

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but fortunately
everything is all right now

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> however this is an experience
> the author wouldn't wish upon anyone

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but is still going to narrate it
for your greatest enjoyment

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and will do so
both crying and laughing

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■ **Objective of the Book**

. . . original academic work about current research . . . a comprehensive overview . . . comprehensive material . . . provide new results and answers to some open problems . . . indispensable for researcher and practitioners as well as for educators . . .

■ **Target Audience**

. . . researchers and professionals . . . who would like to have comprehensive understanding . . . useful resource for graduate and undergraduate level courses

▶ Proposal sent on June 14 2011

... proposal has been accepted ... a chapter template available at http://.../template.doc ... enclosed some instructions ... your adherence to those guidelines is very important ...

[1. Chapter Organization and Formatting.docx]
[2. Details to keep in mind.docx]

■ **Questions**
Copyright? Contract? Publication? (online, paper, for sale, open source license, royalties etc.)

■ **Answer**
My responsibility is out of scope of publishing. At this point I don't have the answers to your questions. I need to contact the publisher.

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Let's be clever...
October 04 2011: Initial submission

I'm attaching my chapter below. Some remarks about it:

- it's in PDF form and the source code is LaTeX. I'm aware of the requirements from the publisher, but there's no way I can work with Word. If the chapter is finally accepted, I will of course convert it to something acceptable.

- reviewing period (contents only)
- final acceptance on March 10 2012 (contents only ;-)

- Last minute easy (automatic) fixes
  (unnumbered sections, no embedded figures *etc.*)
- Last minute PDF to Word conversion
  Big mistake!
  - ▶ Font size: ok
  - ▶ Lost mostly everything else: figures, font shapes and families, verbatim formatting *etc.*
- Wrong bibliographic style (not strict APA)
  Second big mistake!

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Not so much. . .
April 02 2012: deadline for final Word document

Some examples

Calcagno, C., Taha, W., Huang, L., and Leroy, X. (2003).
Calcagno, C., Taha, W., Huang, L., & Leroy, X. (2003).

Manipulation (PEPM), pages 95-99. ACM SGPLAN.
Manipulation (PEPM) (pp. 95-99). ACM SGPLAN.

Symbolic Computation, 13(1-2):51-55.
Symbolic Computation, 13(1-2), 51-55.

Let alone incorrect or incomplete BIBTeX entries, wrong
ordering, missing italics *etc.*

From: marketeer #1
Greetings! ... personally thank you for your excellent
contribution! [lots of marketing crap] Your development
editor, [marketeer #2], very much enjoyed working with you,
and now as your marketing representative, I look forward to
assisting you with your promotional efforts.

I have also created an Exclusive Discount Offer form. This
form allows you to order one or more copies with our
exclusive author discount.

You will hear from us again regarding how to access a
complimentary PDF copy of your individual chapter in the
book.

2. Author(s) understand that no royalties or remuneration will be paid by the Publisher to the author for the above named submitted manuscript. Further, Author(s) acknowledge the manuscript is being provided on a volunteer basis for the professional recognition obtained by the publication.

5. The Publisher will have the right to edit the work for the original edition and for any revision, provided that the meaning of the text is not materially altered.

6. The Publisher will furnish 1 copy of the book to the lead Author of each chapter without charge. The coauthor (s) of the manuscript will receive a copy of the manuscript along with a copy of the title page of the book. Copies of the book for the author's/co-author's use may be purchased at a 40% discount from the list price.

From: yet@another.guy
I am very pleased to send you the proof of the book. Please copy and paste this link into your browser:
http://.../EditorProof.pdf

► Deadline: 6 days later

Please check the following items: . . .

** Please do not be concerned with house style layout application, such as font type / size; title and subtitle styles; spacing and formatting **

There are many things that have gone wrong in my chapter. Some of them may belong to your "do not be concerned with house style" category, but they are so worrying that I need to mention them anyway.

By decreasing DEFCON level:

- *Figures swapped*
- *Code excerpts messed up*
- *Inline quotes layout gone*
- *Floats positions and references messed up*
- *Fancy spacing*

Before

```
(defclass face ()
  ((name :initarg :name)
   (bold :initarg :bold)))
```

After

```
(defclass face ()
  ((name:initarg:name)
   (bold:initarg:bold)))
```

Guillemots "prettified"
Code excerpts messed up

Before

```
> (show-keys :key2 "test")
=> (NIL "test")
```

After

```
> (show-keys:key2 "test")
=> (NIL "test")
```

Indentation problems
Code excerpts messed up

Before

```
(make-face 'a-face
␣␣:face (make-face 'subface-1)
␣␣:face (make-face 'subface-2))
```

After

```
(make-face 'a-face
:face (make-face 'subface-1)
:face (make-face 'subface-2))
```

▶ And many more (*e.g.* hyphenation!!)...

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Inline quotes layout gone
Before

In addition to that, the use of several languages in parallel, within the same application, may be regarded as a disadvantage (Ghosh, 2011):

Unless carefully controlled, this polyglot programming can lead to a language cacophony and result in bloated design.

Indeed, every time a standalone DSL needs to be extended, the whole language production chain may need to be modified in ways that were not anticipated.

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Inline quotes layout gone
After

In addition to that, the use of several languages in parallel, within the same application, may be regarded as a disadvantage (Ghosh, 2011):

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Indeed, every time a standalone DSL needs to be extended, the whole language production chain may need to be modified in ways that were not anticipated.

Here is how you would create an option face displaying bold text in a cyan foreground, as demonstrated in Box 1.

▶ Weird sentences

. . . is given below in Box 10.

▶ Hint: the box below is Box 9. . .

Which we can use like this as shown in Box 4:

▶ Standalone paragraph
▶ Not even a sentence
▶ box not even here!

INTRODUCTION

Domain-specific language (DSL) design and implementation is inherently a transverse activity (Ghosh, 2010; Fowler, 2010). It usually requires from the product team knowledge and expertise in both the application domain and language design and implementation, two completely orthogonal areas of expertise. From the programming language perspective, one additional complication is that being an expert developer in one specific programming language does not make you an expert in language design and implementation -

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Fancy spacing
Examples

only in using one of them. DSLs, however, are most of the time completely different from the mainstream languages in which applications are written. A general-purpose programming language (GPL), suitable to write a large application, is generally not suited to domain specific modeling, precisely because it is too general. Using a GPL for domain-specific modeling would require too much expertise from the end-users and wouldn't be expressive enough for the very specific domain the application is supposed to focus on.

As a consequence, it is often taken for granted that when a DSL is part of a larger application, it has to be completely different from the application's GPL. But what if this assumption was wrong in the first place ?

In addition to that, the use of several languages in parallel, within the same application, may be regarded as a disadvantage (Ghosh, 2011):

Unless carefully controlled, this polyglot programming can lead to a language cacophony and result in bloated design.

Indeed, every time a standalone DSL needs to be extended, the whole language production chain may need to be modified in ways that were not anticipated.

Embedded Homogeneous DSLs: An alternative view, however, is that some GPLs are flexible enough to let you implement a DSL merely as an extension to themselves. Here, "extension" means the ability to modify some aspects of the original GPL, in syntactic or even semantic terms.

Embedded Heterogeneous DSLs: The first approach consists in a two-steps process: first a DSL program is converted into a host GPL one by means of external program transformation tools such as Stratego/XT (Bravenboer et al., 2006) or Silver (Wyk et al., 2008). Then, the resulting transformed program is passed on to the original GPL's infrastructure.

From: no-reply
I would like to take this opportunity to express our many
thanks for your excellent contribution . . .

At the following link you will be able to access a printable
copy of your final typeset chapter in PDF format . . .

▶ Still lots of (old and new) problems in the *final* version. . .

From: no-reply
Again, thank you for your outstanding contribution, and we look forward to working with you on another project.

▶ Well, maybe not :-)