



# Markup Mysteries Explained

A handy reference to file formats and markup schemes that many publishers wonder about.



## HTML

The language of the Web.

A vocabulary and syntax for describing the structural components of documents and applications. The fundamental language of the web and web-based technologies. The current version is HTML 5.1. Not about presentation; that's what CSS is for.



## EPUB

Packaging Web content as publications.

The standard format for the distribution and interchange of digital publications, and for making them accessible. An EPUB is a .zip file that contains metadata, content documents, fonts, images, stylesheets, scripts, etc., all of which together constitute a publication.



## XHTML

Yes, it's HTML. It's also XML.

XHTML is HTML expressed as XML. Not to be confused with the old XHTML 1.1. EPUB content documents are currently XHTML (using HTML 5 vocabulary and XML syntax). XHTML documents will open and render in a browser just like an HTML document.



## UNICODE

Universally identifying characters and symbols.

A set of codes that uniquely identifies thousands of symbols and characters used in most of the world's languages. It's fundamental to XML, EPUB, and most operating systems. Unicode fonts ensure that the right characters are displayed, independent of their visual design.



## CSS

The visual presentation of HTML.

Cascading Style Sheets. The way to specify a particular rendering of HTML. One HTML file can use any number of different CSS files (One for the Web and one for EPUBs. Or one for this book, and another one for that book) even if they use the same HTML markup.



## IDML

InDesign as XML.

InDesign Markup Language. A way of expressing an InDesign document as XML in order to use it outside of InDesign. This is not the same as associating an arbitrary XML file with InDesign styles in order to use InDesign's XML features.

Want to know more? Contact Apex. 703.709.3000

[apexcovantage.com](http://apexcovantage.com)

