









Targets of Opportunity

An Analysis of Flare Targets
by Patrick Calnan

Agenda

-  Target Configuring Basics
-  Customizing Targets for Specific Doc Types
-  The Interaction of Targets and Destinations
-  Advanced Features of Targets
-  Batch Targets: Simplifying Complex Publishing
-  Using Specialized Targets for Reviews



Target Configuring Basics

Targets in Flare Projects are the XML files that control the specific features of an output document including:

- Output Format
- Project Elements to be Applied
- Conditioning
- Variables

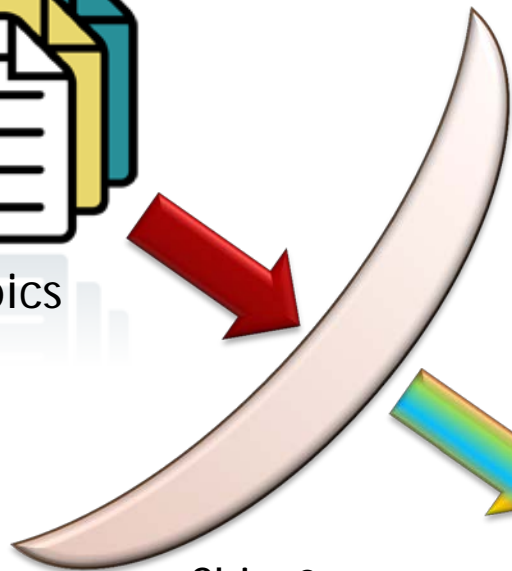
Note that a Target is not the same as “output” as a Target represents a single “document” (or help system)



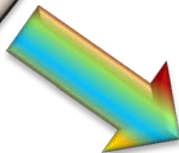
The Publishing Process



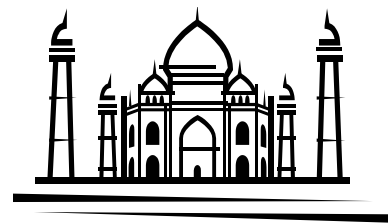
Topics



Skin & Stylesheets



Target



Destination



Target Configuring Basics

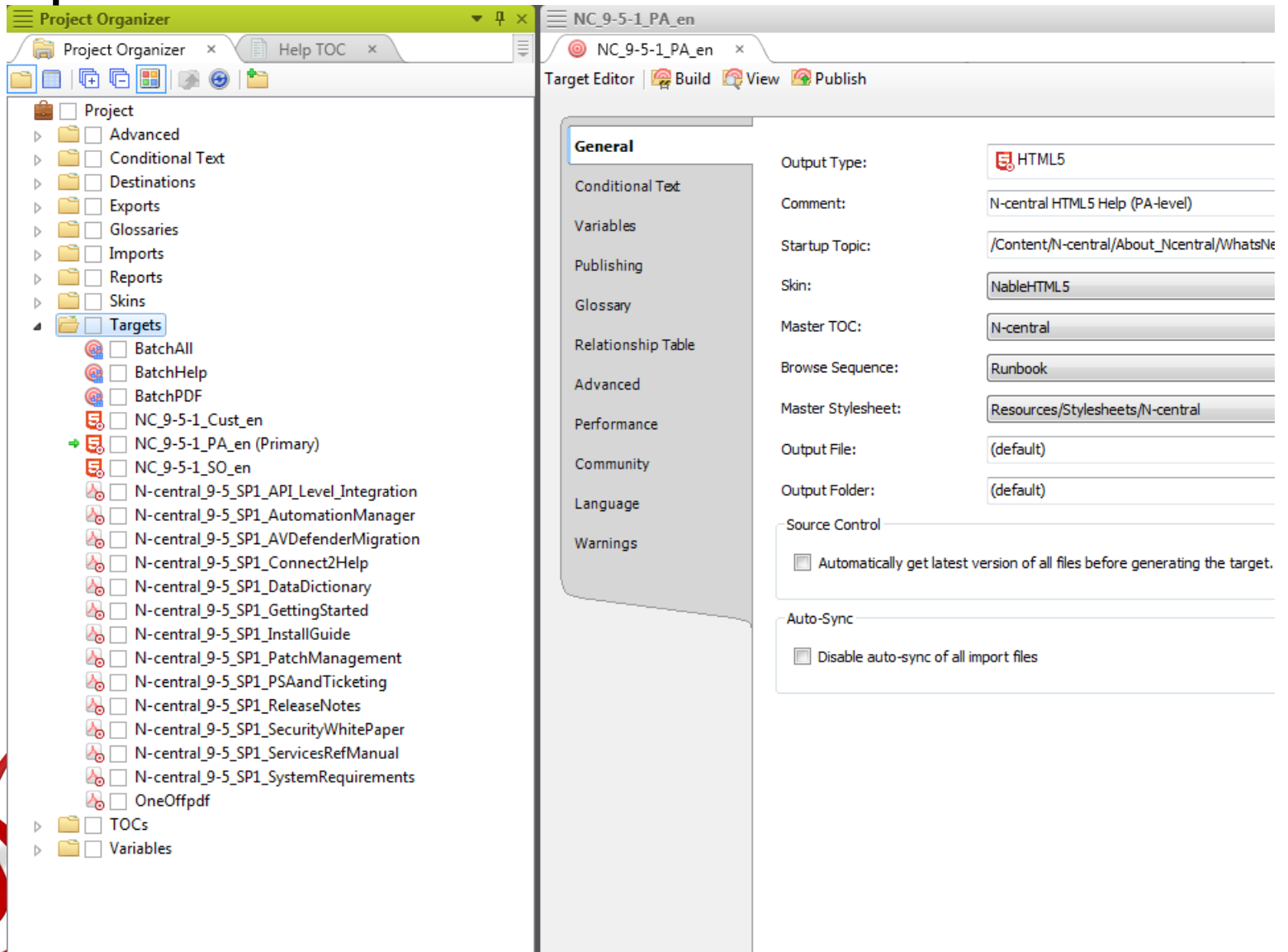
- Individual Targets for each documentation deliverable
- Output format strongly determines Target features
- Flare currently supports:
 - DITA
 - DotNet Help
 - Eclipse Help
 - EPUB
 - FrameMaker
 - HTML Help
 - HTML5
 - PDF
 - WebHelp
 - WebHelp AIR
 - WebHelp Mobile
 - WebHelp Plus
 - Word
 - XHTML
 - XPS
- Some Project Elements may be common to multiple Targets
- Targets can automatically synchronize with source control



Important Note

Target settings will override Project settings. For example, Target variables override Project variables.

Example



The image shows a screenshot of a software interface divided into two main panels. The left panel is the 'Project Organizer' window, which displays a hierarchical tree view of a project. The right panel is the 'Target Editor' window, which shows configuration options for a specific target.

Project Organizer (Left Panel):

- Project
- Advanced
- Conditional Text
- Destinations
- Exports
- Glossaries
- Imports
- Reports
- Skins
- Targets**
 - BatchAll
 - BatchHelp
 - BatchPDF
 - NC_9-5-1_Cust_en
 - NC_9-5-1_PA_en (Primary)
 - NC_9-5-1_SO_en
 - N-central_9-5_SP1_API_Level_Integration
 - N-central_9-5_SP1_AutomationManager
 - N-central_9-5_SP1_AVDefenderMigration
 - N-central_9-5_SP1_Connect2Help
 - N-central_9-5_SP1_DataDictionary
 - N-central_9-5_SP1_GettingStarted
 - N-central_9-5_SP1_InstallGuide
 - N-central_9-5_SP1_PatchManagement
 - N-central_9-5_SP1_PSAandTicketing
 - N-central_9-5_SP1_ReleaseNotes
 - N-central_9-5_SP1_SecurityWhitePaper
 - N-central_9-5_SP1_ServicesRefManual
 - N-central_9-5_SP1_SystemRequirements
 - OneOffpdf
- TOCs
- Variables

Target Editor (Right Panel):

NC_9-5-1_PA_en

Target Editor | Build | View | Publish

General

- Conditional Text
- Variables
- Publishing
- Glossary
- Relationship Table
- Advanced
- Performance
- Community
- Language
- Warnings

Output Type: HTML5

Comment: N-central HTML5 Help (PA-level)

Startup Topic: /Content/N-central/About_Ncentral/WhatsNe

Skin: NableHTML5

Master TOC: N-central

Browse Sequence: Runbook

Master Stylesheet: Resources/Stylesheets/N-central

Output File: (default)

Output Folder: (default)

Source Control

- Automatically get latest version of all files before generating the target.

Auto-Sync

- Disable auto-sync of all import files



Target Configuring Basics

- The **General** tab allows you to select the Project elements that will be applied like the Skin, TOC, Stylesheet, etc.
- Note that the **Output File** and **Output Folder** properties allow you to override the default settings for filename and path
- The **Conditional Text** tab allows you to filter the topics included in the Target based on condition tags.

NOTE: Be aware of web-based output including files that are not in the TOC (See Exclude content not linked directly or indirectly from the target).

- If you want to use the Project default values for variables, simply leave the fields in the **Variables** tab unchanged.



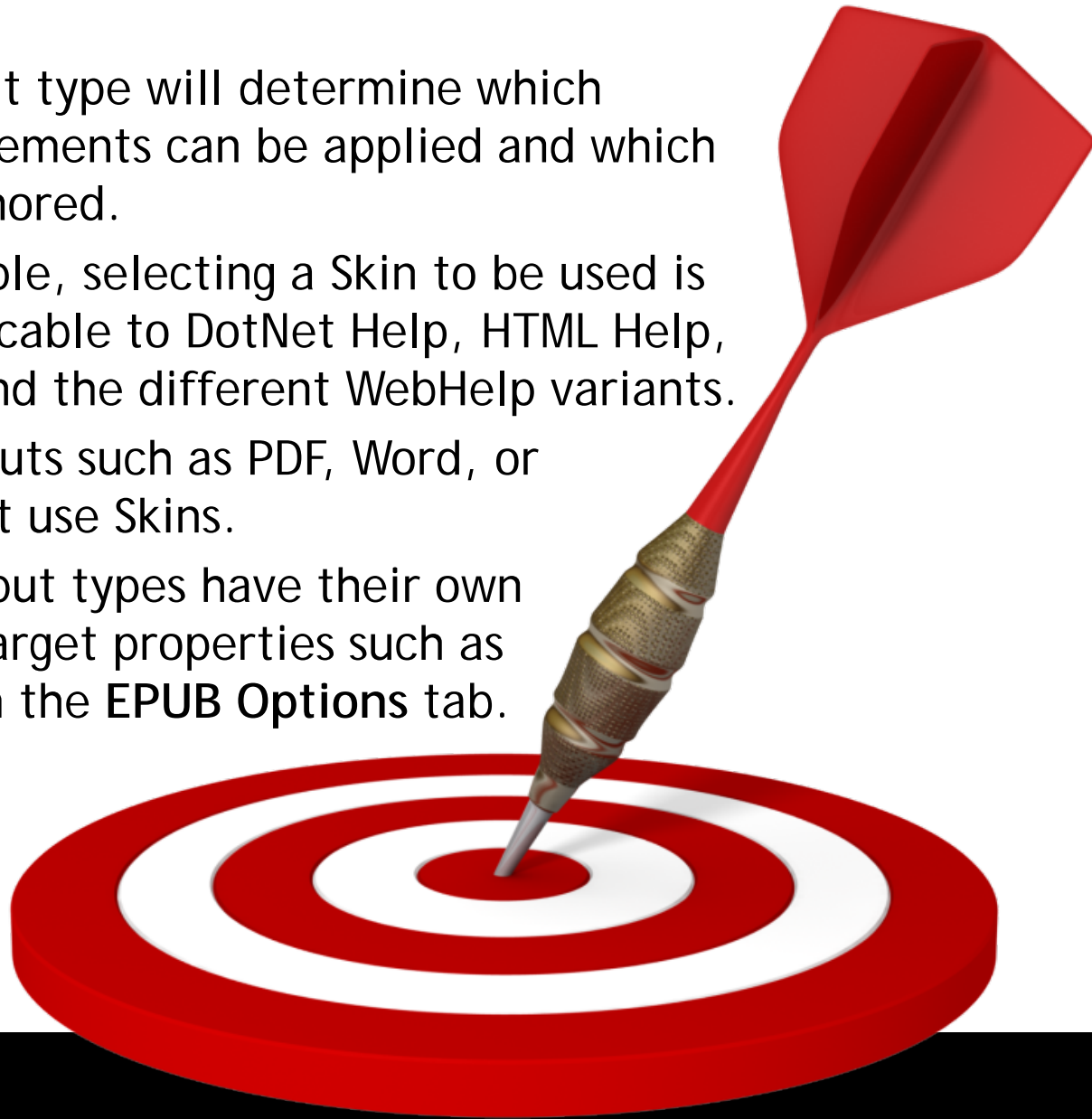
Customizing Targets for Specific Document Types

The output type will determine which Project elements can be applied and which will be ignored.

For example, selecting a Skin to be used is only applicable to DotNet Help, HTML Help, HTML5, and the different WebHelp variants.

Print outputs such as PDF, Word, or XPS do not use Skins.

Some output types have their own specific Target properties such as EPUB with the EPUB Options tab.



The Interaction of Targets and Destinations



The Publishing Tab

- If you do not already have Destinations configured, you can create new ones in the Target Editor itself
- You can also modify existing Destinations from within the Target Editor
- The most important part of the **Publishing** tab is to select the appropriate Destinations to be used by the Target

Target Editor | Build View Publish

General
Conditional Text
Variables
Publishing
Glossary
Relationship Table
Advanced
Performance
Community
Language
Warnings

Destinations

Edit Destination New Destination... View Published Help System

Destination	Publish	Target	View URL	Comment
MockupNC_Cust_en	<input type="checkbox"/>	file:///M:\wwwroot\ncentral9-5-0\WC_9-5-0_Cust_en	http://whatsupdoc.office.n-able.com/	This is my publish destination
MockupNC_PA_en	<input checked="" type="checkbox"/>	file:///M:\wwwroot\ncentral9-5-0\WC_9-5-0_PA_en	http://whatsupdoc.office.n-able.com/	This is my publish destination
MockupNC_SO_en	<input type="checkbox"/>	file:///M:\wwwroot\ncentral9-5-0\WC_9-5-0_SO_en	http://whatsupdoc.office.n-able.com/	This is my publish destination
MockupPDFs	<input type="checkbox"/>	file:///M:\wwwroot\ncentral9-5-0\PDFs	http://whatsupdoc.office.n-able.com/	Mockup server PDFs

Server-based Output

Include server-side Help engine for optimized performance (requires web server with ASP.NET).
See the Help for more information.

Indexing Service Catalog Name:
Web

Advanced Features of Targets

- Features available in the **Advanced** tab of the Target Editor will vary depending on the output type

The screenshot displays the 'Advanced' tab of the Target Editor, which is divided into several sections for configuring different aspects of the output.

Left Navigation Panel: A vertical sidebar on the left contains tabs for 'General', 'Conditional Text', 'Variables', 'Publishing', 'Glossary', 'Relationship Table', 'Advanced' (highlighted), 'Performance', 'Community', 'Language', and 'Warnings'.

Advanced Tab Content:

- Output Options:** A section with several checkboxes:
 - Insert Mark of the Web (with a text input field containing 'saved from url=')
 - Do not use "Content" folder in output
 - Generate resized copies of scaled images
 - Generate "web-safe" images (with a text input field)
 - Replace reserved characters with underscore
 - Use custom file extension for topics (with a text input field)
 - Use lowercase filenames
 - Exclude content not linked directly or indirectly
 - Use empty ALT text for images that do not have ALT text
 - Auto-size Capture objects to fit text
 - Add meta tags to content: (with a text input field containing '<meta http-equiv="X-UA-Compat
- Master Page:** A section with a 'Master Page:' label and a text input field containing 'Resources/MasterPages/Nci'.
- Stylesheet Medium:** A section with a 'Medium:' label and a dropdown menu set to 'print'.
- Search Filters:** A section with a 'Filter File:' label and a text input field containing 'N-centralSearchFilterSet'.
- Alias File:** A section with an 'Alias File:' label and a text input field set to '(default)'.
- Search Engine Optimization:** A section with a checkbox for 'Generate Sitemap' and a 'Web URL:' label with an empty text input field.

Right Panel Content:

- Output Options:** A section with checkboxes:
 - Use empty ALT text for images that do not have ALT text
 - Auto-size Capture objects to fit text
 - Generate TOC Proxy (with an information icon)
 - Generate Index Proxy (with an information icon)
 - Generate Glossary Proxy (with an information icon)
- Stylesheet Medium:** A section with a 'Medium:' label and a dropdown menu set to 'print'.
- Empty Page Handling:** A section with a checkbox for 'Inject empty pages as needed to ensure TOC nodes start on their selected pages'.
- Expanding Text Effects:** A section with the heading 'Select how Expanding Text Effects should be converted to text:' and three radio buttons:
 - Convert to footnotes
 - Expand text inline
 - Remove the "body"
- Text Popup Effects:** A section with the heading 'Select how Text Popup Effects should be converted to text:' and three radio buttons:
 - Convert to footnotes
 - Expand text inline
 - Remove the "body"
- Generated TOC:** A section with checkboxes:
 - Use TOC depth for heading levels
 - Inject headings for unlinked books in TOC
 - Remove images from paragraphs with heading levels
- Multi-Document Native XPS/PDF Output:** A section with a checkbox for 'Generate multiple documents for native XPS/PDF output'.
- Margins:** A section with a checkbox for 'Collapse top margin at top of page/column'.
- Redacted text:** A section with the heading 'Select how Redacted Text should be handled:' and three radio buttons:
 - Blackout
 - Highlight
 - Display as normal text

Advanced Features of Online Output Targets

- Mark of the Web is an Internet Explorer-specific feature that allows IE to display HTML5, WebHelp or WebHelp Plus output without triggering security restrictions
- Only enable this feature if your output will be viewed locally (i.e. not from a web server) and in IE
- **WARNING!** Enabling this feature will disable external links.
- For images, Flare can generate different copies of images based on Target settings:
 - Generate resized copies of images will create new copies of image files that have had different size properties configured
 - Generate “web-safe” images will create new copies of image files that are not in “web-safe” format (.GIF, .JPG or .PNG)



Advanced Features of Online Output Targets

- For file naming, Target settings can perform the following during the generation process:
 - **Replace reserved characters with underscores**
Note: Reserved characters include ()&;,! and some international characters such as ç, ß, and ñ.
 - **Use custom file extension for topics**
 - **Use lowercase filenames**
- The file name features will not affect original source files
- **Exclude content not linked directly or indirectly from the target** prevents content from being included in the output
 - If this feature is enabled, topics that are not in the TOC and do not have links to topics that will be in the output will be left out during the generation process
 - This operates independently of condition tags (content excluded by conditions will still be excluded)



Advanced Features of Online Output Targets

- Add meta tags to content allows you to insert customized meta tags into the header sections of your content files
- This can be used to control browser support (for example, IE7 does not support HTML5 movies) or to enhance search engine optimization
- The **Advanced** tab in the Target Editor also controls the use of web-specific Project elements such as Master Pages, Stylesheet Mediums, Search Filters, and Alias Files.
- The **Search Engine Optimization** feature allows you to automatically generate site maps every time you generate
 - Site maps make it easier for search indexing services to locate specific content in your output
 - This will require configuring the path to the web server where your output is published



Advanced Features of Print Output Targets

- If manual proxies have not been configured as topics, the Target can automatically:
 - Generate TOC Proxy (at beginning of output)
 - Generate Index Proxy (at end of output)
 - Generate Glossary Proxy (at end of output)
- If you want greater control over the appearance of TOCs and Indices, manual proxies allow you to format those pages
- The **Empty Page Handling** feature allows the Target to automatically insert empty pages to ensure that specific pages (for example, Chapter Headings) start on the correct page

NOTE: This feature will only work if your Page Layout includes empty pages.



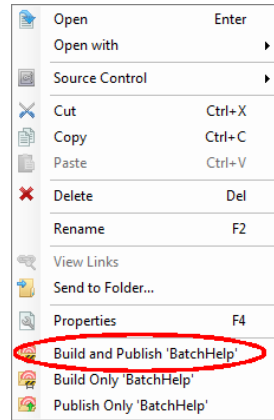
Advanced Features of Print Output Targets

- Expanding text (such as dropdowns) and text popup styles are designed for online output formats
- Print output Targets allow you to configure these features so that generating the Target will automatically:
 - Convert the text to a footnote
 - Expand the text “inline” (or where it is in the content)
 - Remove the “body” (the text that is not in the heading)
- For the Generated TOC, enabling the **Use TOC depth for heading levels** feature will follow the structure you define in your TOC and will not use heading styles for TOC structure
- The **Inject headings for unlinked books in TOC** feature will add TOC items for those entries that are not linked to topics



Batch Targets: Simplifying Complex Publishing

- Batch Targets are simply a way of generating and/or publishing multiple targets simultaneously
- A simple time-saver is that right-clicking on a Batch Target allows you to generate and publish with one click
- Another powerful feature of Batch Targets is that you can configure a **Schedule** to have Targets generated and published automatically at specific times



Targets

Schedule

Status

Task Scheduler: Running

Task Name: MadCap Flare Batch Build V1 (3645a6eb-7738-4176-b174-6cc57e11c613).job

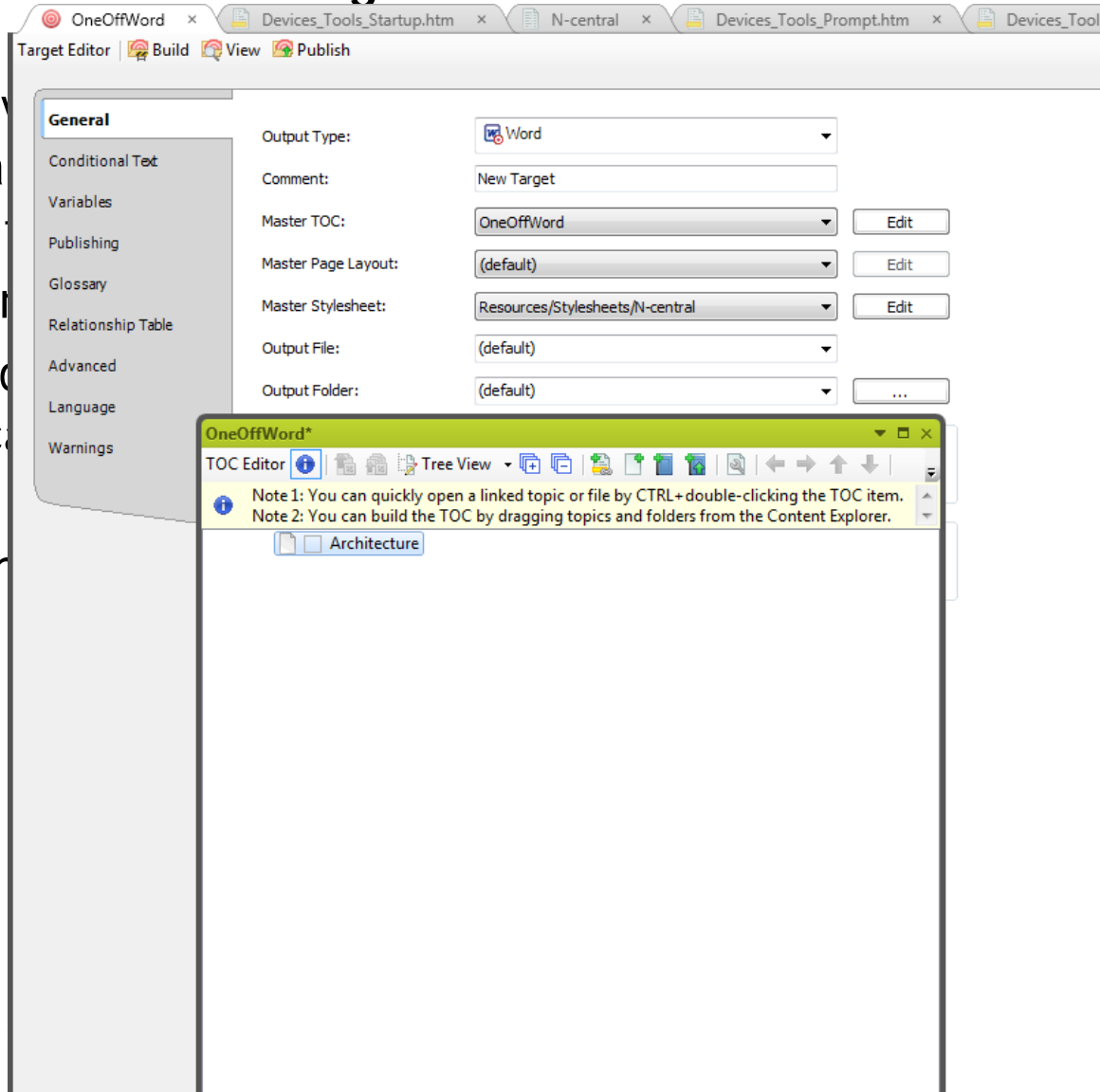
Task Action: C:\Program Files (x86)\MadCap Software\MadCap Flare V10\Flare.app\madbuild.exe -project "C:\Sandbox\NCDocs-9_5_1"

Triggers

Trigger	Details	Status
Daily	At 3:00 AM every day, starting 26/09/2014	Enabled

Using Specialized Targets for Reviews

- The conventional delivery
- “Draft” documents
- Using a specialized Target can
- You will get topics that



notation

“draft”

those
get



THANK YOU FOR ATTENDING TODAY'S WEBINAR!

As a webinar attendee, receive **\$100 OFF** our next advanced training course. Just \$499 per student!

MadCap Flare Project Management and Team Authoring Training

February 9-10, 2015 (web-based)

Migrating from FrameMaker® to Flare Training

February 17-18, 2015 (web-based)

**Offer valid through January 30, 2015.*

Note: Courses subject to change. Availability based on student registration. Contact us for the latest schedule and course availability.

TO RECEIVE YOUR DISCOUNT, CONTACT:

sales@madcapsoftware.com | +1 858.320.0387 opt.1

NEW ADVANCED WORKSHOP AVAILABLE

MADWORLD

The technical communication and content strategy event you don't want to miss.

SAN DIEGO | APRIL 12-14, 2015
FULL SCHEDULE NOW AVAILABLE

"This conference rocks! Can't wait to enhance my projects with all the new tips and tricks I've learned."

—Chad Kreiger | Policy and Procedure Analyst, Umpqua Bank

FEATURED SPEAKERS



Matthew Ellison
UA, Europe



Derek Warren
Venafi, Inc.



Tony Self
HyperWrite



Angela Richer
Autotask
Corporation



Laurie Pulido
eLearning
Innovation LLC



Scott DeLoach
ClickStart



Allison Ellington
Travelport



Neil Perlin
Hyper/Word
Services

OVER 40 SESSIONS AND MORE THAN 20 EXPERT SPEAKERS FROM AROUND THE GLOBE

Learn from Illumina, Blackbaud, Venafi, Autotask, Sabre, Travelport and more.

LEARN MORE AT MADWORLDCONFERENCE.COM



Conclusion

- Very detailed configuration of Targets can make the generation and publication of output faster and easier
- Use Batch Targets not only to produce multiple Targets but also for its Schedule feature
- Targets don't always have to be used just for the end user

FINIS
Thank You!

