

Case Study – Content Encoding (Tagging)

Client: One based in India, one based in Canada (both do not wish to be identified)

Process: Content encoding for an online 'Learning Management System' (LMS)

1. Content exchanged between clients and Valutone via secure server
 - a. Subjects included math, geography, physics, chemistry, biology, medicine, English
 - b. Instructions to tag, and output format (XML, HTML, ASCII text) sent
2. Text, image and table elements separated
 - a. Copied from editable .pdf files
 - b. Optical character recognition from scanned image files
3. Element encoding
 - a. Text elements (headings, paragraphs, footnotes, bold, italics, underlines, text alignment)
 - b. Table formatting – aligning elements in columns
 - c. Images, captions of images, color of captions
 - d. Math symbols, variables, equations
 - e. Special characters (α , Ω , $^\circ$...)
4. Element rendering in online LMS
 - a. Upload text, image files
 - b. Check for artifacts online (quality control)
 - c. Suggest rendering and alignment errors (LMS software code change)