

New style, same substance

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Substance has always been paramount at The Rockefeller University Press, but that doesn't mean we can't also have style. We are thus delighted to unveil a new design for the websites of our three journals, *The Journal of Cell Biology*, *The Journal of Experimental Medicine*, and *The Journal of General Physiology*, and for the Press itself. The sites have an updated look and contain innovative functionality to present and highlight new and exciting science.

Since launching our online presence in 1997, we have made some adjustments to our home pages, but the design of our full-text article page—the showcase of our content—has barely changed. In our new design of this page, we have adopted a three-column format that enhances the experience of reading a scientific paper using the sophisticated tools that the modern internet has to offer.

Column 1: Navigation, sharing, and alerts

The left column provides navigation links for the various sections of the article, utilities for sharing the article through social networking and bookmarking sites, and links to alerting services. Much of this functionality will stay with readers as they scroll through the text of an article. This column also contains a link for article usage statistics, which have been provided to our subscribers since May 2007.

Column 2: The narrative

The center column contains the full text of the article. We have included some new functionality, such as hover boxes over citations and figure expansion within the page, but we have maintained



“O.K. Will somebody please bring me up to date?”

the basic narrative structure of a scientific article. This reflects the linearity of the scientific method: one asks a question, conducts experiments to try to answer that question, and interprets the resulting data. This linearity is represented in the Introduction–Results–Discussion structure of a scientific article, and we have left these sections in their traditional order where readers expect them to be.

Column 3: Widgets

The fact that the scientific narrative is linear does not prevent you from carrying useful information with you as you read. The right column of the new page contains expandable widgets, viewable from anywhere within the full text, which provide access to all figures and references in the article. If the Discussion section refers back to Figure 2, for example, you don't have to scroll back or hit another tab to open it; it's right there in the third column. From within the

figures widget, individual figure images can be opened at a larger size and moved anywhere within your browser for viewing as you scroll through the text.

In addition to the content of the article itself, it is also vital to have links to other relevant information at your fingertips. To facilitate this, we have created widgets that link to citation information, preprogrammed PubMed searches, and databases containing information related to the paper.

Reading options

Anyone who does not like the three-column format can click on the expansion icon (left/right arrow) at the top right of the center column to return to the single-column format. One goal in

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Article

The interphase microtubule aster is a determinant of asymmetric division orientation in *Drosophila* neuroblasts

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The mechanisms that maintain the orientation of cortical polarity and asymmetric division unchanged in consecutive mitoses in *Drosophila melanogaster* neuroblasts (NBs) are unknown. By studying the effect of transient microtubule depolymerization and centrosome mutant conditions, we have found that such orientation memory requires both the centrosome-organized interphase aster and centrosome-independent functions. We have also found that the span of such memory is limited to the last mitosis. Furthermore, the orientation of the NB axis of polarity can be reset to any angle with respect to the surrounding tissue and is, therefore, cell autonomous.

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Asymmetric division of *Drosophila melanogaster* neuroblasts (NBs), a neural stem cell population, results in the generation of two unequally fated daughter cells. One daughter, the ganglion mother cell (GMC), enters a differentiation pathway, whereas the other daughter is a self-renewed NB. During the asymmetric division of NBs, orientation of the mitotic spindle relies on the apicobasal polarity axis (Gonzalez, 2007; Chia et al., 2008; Doe, 2008; Knoblich, 2008; Siller and Doe, 2009). NB cortical polarization involves the apical localization of the Par (partitioning defective) and Pins (partner of Insc [Inscuteable]) complexes. The Par complex, which includes Baz (Bazooka; the fly homologue of *Caenorhabditis elegans* Par-3), Par-6, and atypical PKC (Wodarz et al., 1999; Petronczki and Knoblich, 2001; Rolls et al., 2003), directs the basal localization of cell-fate determinants such as Pros (Prospero), Brat (Brain Tumor), and Numb through their adaptor proteins Mira (Miranda) and Pon (partner of Numb; Doe et al., 1991; Ikeshima-Kataoka et al., 1997; Li et al., 1997; Shen et al., 1997; Lu et al., 1998; Schober et al., 1999; Izumi et al., 2004; Betschinger et al., 2006; Lee et al., 2006b; Caussinus and Hirth, 2007). The Pins complex includes Pins, the heterotrimeric G protein subunit Gai, and Mud (Mushroom body defect; Parmentier et al., 2000; Schaefer et al., 2000; Yu

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Figure 1. Microtubule depolymerization severely compromises the fidelity of cortical crescent position in larval NBs. (A–G) Still images from time-lapse recordings of larval NBs before (t₀) and after (t₁ and t₂) treatment with colcemid. NBs are shown oriented with their apical side up.

References [-](#)

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Basto, R., J. Lau, T. Vinogradova, A. Gardiol, C. G. Woods, A. Khodjakov, J. W. Raff. 2006. Flies without centrosomes. *Cell*.

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An article in the new format with navigation, organization, and sharing utilities on the left and expandable widgets on the right.

designing the new sites was to provide the reader with a variety of choices for the format in which they read an article. PDF formats with traditional layout are still available, as are PDF files that incorporate supplemental material. And the three-column format is particularly well suited for viewing on the iPhone.

We are excited about this new functionality, and we hope our readers will find it useful for navigating through all of the information within an article and related material from other locations on the internet. We would be grateful for any feedback, which can be provided by clicking the feedback link at the bottom of each web page. We will

update the existing features according to your suggestions, and we will continue to innovate.

Look for additional functionality and information to be added to the full-text article page soon, such as embedded videos and original image data. We may also incorporate commenting for individual articles, although it is unclear whether this functionality is a priority among the scientific community. In the longer term, we hope to provide additional layout options for viewing and printing articles.

For now, we invite you to take a tour of the new design at the Rockefeller University Press website (www.rupress.org)

or at your favorite journal: www.jcb.org, www.jem.org, or www.jgp.org.

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