

INF 385T Digital Asset Management | 27743

Fall 2018 Thursdays, 3:00 pm – 6 pm. UTA 1.212

Instructor: **Margie Foster** margie.foster@utexas.edu

Office Hours: By appointment (or via e-mail)

I. Course Description

INF 385T Digital Asset Management

This class provides an overview of digital asset management in relation to information professions in business, technology, archives and media libraries. Students will explore the core aspects of digital asset management: system planning, schema and taxonomy, technology project management, policy development and documentation, copyright, brand, metrics, funding, and user experience management, as well as the tools, terminology, uses, and applications in support of business, higher education, non-profits, and government. Three lecture hours a week for one semester.

Note: This is a seminar-style course, so *your attendance and participation in class are critical to your success* and to the success of the course as a whole. Make sure to complete all required readings prior to class.

II. Specific Learning Objectives

Aims: multiple disciplinary and practical approach to understanding Digital Asset Management's role in the larger ecosystem.

Specific Learning Objectives – Students will:

1. design and manage their own DAM.
2. manage a rights management system
3. create compound assets using each of the 4 assets file types
4. identify and comprehend the components and functions of DAM systems
5. write documentation and policy
6. assess a DAM system
7. create and present a business project funding proposal

III. Format and Procedures

Course Primary Source Materials

Familiarize yourself with the [Information Technology Lab \(Links to an external site.\)](#)[Links to an external site.](#) (hours and 1.210B) --this is where you will access Camtasia and Adobe Illustrator, Photoshop, and InDesign. You will also need Excel and PowerPoint or comparable software.

Students will be assigned to 1 of 5 Bynder Flagship DAMs in teams of three. Although some teamwork is required, it is predominantly discussion and decision-making in nature.

Course Readings

Keathley, Elizabeth. F. [Digital Asset Management Content Architectures, Project Management, and Creating Order Out of Chaos \(Links to an external site.\)](#)[Links to an external site.](#).. Apress 2016.

In addition to Keathley, we will read from a range of sources. All articles are available in Canvas and viewable in the Modules and Assignments pages.

Use of Canvas in Class

We will use Canvas to distribute course materials, to communicate and collaborate online, to post grades, and to submit assignments. You can find Canvas support at the ITS Help Desk at 475-9400, Monday through Friday, 8 a.m. to 6 p.m., so please plan accordingly.

All assignments are graded on an individual basis and will be submitted via Canvas except Bynder Training Centre Lessons, which are submitted via Bynder. Due dates are posted in Canvas and are viewable in the Modules, Assignments, and Calendar screens.

Class Attendance and Participation

Because the vast majority of the learning in this class will occur within the classroom, you are required to attend class regularly and on time. Attendance will be taken during each class period. Absences will only be excused in situations following university policy (illness, religious holy days, participation in University activities at the request of university authorities, and compelling absences beyond your control) **with proper documentation and timely notification** (prior to class for non-emergencies). Excessive tardiness may be considered as an unexcused absence.

Class participation is not merely attendance, but rather factors in your overall contributions to the collaborative learning environment, based on both the quantity and quality of your interactions in all aspects of the course. **Because hands-on projects are graded through assignments, this grade is based primarily on your participation in class, including discussions and questions for guest speakers.** You are expected to participate in all aspects of class discussion. You should come to class prepared to discuss the required readings, as well as your

perspectives on these readings. You should strive for balance in your contributions. Your participation will not be based on who speaks the loudest or the longest, but on consistent participation of significant quantity and, most importantly, quality.

Religious Holy Days

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Late Assignment Policy

All assignments are due as noted in Canvas Calendar, Module, and Assignment views. Late assignments will only be excused in situations following university policy (illness, religious holy days, etc.) ***with proper documentation and timely notification*** (prior to the deadline for non-emergencies). In all other cases, assignments received after the deadline will be penalized 10% per 24-hour period. If you turn in an assignment (without prior authorization or extreme emergency circumstances) even one minute late, you will have an automatic deduction of 10% prior to grading of the assignment; if you are five days late, even an otherwise perfect assignment will only receive half-credit; and if you are ten days late, your assignment will not be graded and will not receive any credit.

IV. Grading Procedures

Grades will be broken down as follows:

- Participation: 10%
- Bynder Surveys: 4%
- Ecosystems: 20%
- Collection Management: 22%
- DAM Management: 22%
- Presentation: 22%

I will use the following schedule in calculating final grades:

		B+	84-89	C+	69-73
A	95-100	B	79-83	C	60-68
A-	90-94	B-	74-78	F	<60

V. Academic Integrity

University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Each student in this course is expected to abide by the University of Texas Honor Code. [See the UT Honor Code above.] Any work submitted by a student in this course for academic credit will be the student's own work.

VI. Other University Notices and Policies

Use of E-mail for Official Correspondence

All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at <http://www.utexas.edu/its/help/utmail/1564> (Links to an external site.)Links to an external site. (Links to an external site.)Links to an external site. .

Documented Disability Statement

Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty are not required to provide accommodations without an official accommodation letter from SSD.

Please notify me as quickly as possible if the material being presented in class is not accessible (e.g., instructional videos need captioning, course packets are not readable for proper alternative text conversion, etc.).

Please notify me as early in the semester as possible if disability-related accommodations for field trips are required. Advanced notice will permit the arrangement of accommodations on the given day (e.g., transportation, site accessibility, etc.).

Contact Services for Students with Disabilities at 471-6259 (voice) or 1-866-329-3986 (video phone) or reference SSD's website for more disability-related information: http://www.utexas.edu/diversity/ddce/ssd/for_cstudents.php (Links to an external site.)Links to an external site. (Links to an external site.)Links to an external site.

Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal> ([Links to an external site.](#))[Links to an external site.](#) ([Links to an external site.](#))[Links to an external site.](#)

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation:

Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.

If you require assistance to evacuate, inform me in writing during the first week of class.

In the event of an evacuation, follow my instructions or those of class instructors. Do not re-enter a building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office.

VII. Course Schedule

Class Meeting	Topic	Readings
8/30	Introduction to DAM	<p>Keathley, E., Ch. 1, 2, & 3.</p> <p>Guseva, I. “At the Intersection of DAM and WCM”  EContent (May2012) 24</p>
9/6	DAM Systems	<p>Regli, T. "Fundamentals of Digital Asset Management"https://www.brighttalk.com/webcast/9273/234581?utm_campaign=my-channels-feed&utm_content=&utm_source=brighttalk-portal&utm_medium=web (Links to an external site.)Links to an external site.</p> <p>Templeton, D. “A comparison in functionality: DAM vs. Other Marketing Technologies”  Digital Asset Management .com (Dec2016)</p>
9/13	Born Digital Assets	<p>Kealthy, E. Ch 6.</p> <p>Adobe. “A Manager’s Introduction to Adobe eXtensible Metadata Platform” </p> <p>Lamont, J. “Digital Asset Management Video Advances”  KMWorld (Oct2015)</p> <p>McElhearn, K. “Everything You Need To Know About Digital Audio Files”  Macworld (Jan2016)</p> <p>Institute for the Future. “The Next Era of Human Machine Partnerships” (2017-07-05) www.iftf.org (Links to an external site.)Links to an external site.</p>
9/20	Marketing	<p>Guseva, I. “WCM: Go Big or Go Home” Econtent. (Sep2015) 29.</p> <p>Widen. “Digital Asset Management for Marketing” Digital Asset Management .com (Sep2017) https://digitalassetmanagement.com/your-role/marketing/ (Links to an external site.)Links to an external site.</p>
9/27	Brand	<p>Arena, J. “How DAM Protects Brand Integrity Throughout the Enterprise”  CMSwire (2017-08-25)</p> <p>Kottcamp, J. "DAM the Guardian of Your Brand"  CMSWire (Aug2017).</p> <p>UT Brand Guidelines (Links to an external site.)Links to an external site.</p>

- Holt, D.** [“Branding in the Age of Social Media”](#)  Harvard Business Review (Mar2016)
- De Gyor, H.** [“Another DAM Podcast interview with Keith Bloomfield-DeWeese on Digital Asset Management and Ontology”](#)  (May2016)
- Healy, K.** ["Using Metadata to Find Paul Revere"](#)  <https://kiernanhealy.org> (Links to an external site.)Links to an external site. (Jun2013).
- Optional Han, S.K.** ["The Other Ride of Paul Revere: The Brokerage Role in the Making of the American Revolution"](#) .
- Jones, B.** ["A Few Bad Scientists Are Threatening to Topple Taxonomy"](#)  Smithsonian.com (Sep2017).
- Keathley, E.** Ch 8 & 9.
- Barnes, M et al.** [“The Sorting of Competing Metadata Models in Digital Asset Management”](#)  (Jul2011)
- Kehoe, M.** [“Enterprise Search: Getting Better, But Still Needs the Human Touch”](#)   CMSwire (2017-08-28)
- National Information Standards Organization** [“ISO/TC 46/SC11N800R1 Building a Metadata Schema – Where to Start”](#)  NISO (Dec2017)
- National Institute Standards Organization** [“Understanding Metadata”](#)  NISO Press (2004)
- Widen.** ["Metadata Quick Start"](#)  Digital Asset Management.com (2014)
- Keathley, E.** Ch. 11
- Henty, S.** "How and When to Perform a Workflow Audit" gravityflow.io (Jul2017).
- ___, Joanne** "Three Types of Flowcharts You Can Use for Workflow Management" gravityflow.io (Jul2017).
- Leppanen, S.** "Leveraging Digital Asset Management (DAM) in a Finnish Retail Corporation" Arcada University of Applied Sciences (2017).
- 10/25 Policy** **Keathley, E.** Ch. 13

		<p>Dixon, B. “Vampires and the Paradox of Copyright” https://buzzdixon.com/home/writing-2/vampires-and-the-paradox-of-copyright (Links to an external site.)Links to an external site. (2013)</p> <p>Hirtle, P. “Copyright Term and the Public Domain in the United States” Cornell Copyright Information Center http://www.copyright.cornell.edu/publicdomain (Link to an external site.)Links to an external site. (2016-01-03)</p> <p>Perks, M. “Goodbye Governance, We Don’t Need You Any More” CMSwire (2017-08-03)</p> <p>Podnar, K “Losing Sleep Over Your Lack of a Digital Policy? You Should Be” CMSwire (2017-08-02)</p> <p>Van Breda, L. et al. “The impact of Pinterest on Copyright Laws” www.moneyweb.com (Links to an external site.)Links to an external site. (Feb2017)</p> <p>Perry, A. "Four Types of Video for Learning" www.contentwrangler.com (Link to an external site.)Links to an external site.(Jun2017)</p>
11/1	Training & User Success	<p>TEAL Center Staff, "Adult Learning Theories"  Fact Sheet 11 (2011)</p> <p>TechSmith, "Camtasia Tutorials" https://www.techsmith.com/tutorial-camtasia.html (Links to an external site.)Links to an external site. (Dec2017)</p> <p>Keathley, E. Ch. 14</p> <p>Frey, C. "Overcoming 3 Big Challenges IT Projects Whitepaper"  Mindjet (2015)</p> <p>Kompella, K. "A Guide to A/B Testing Tools"  Econtent (Sep2015)</p>
11/8	IT Project Management	<p>Tutorialspoint. Project Management Fundamentals  (Dec 2018)</p> <p>Usability.gov, “Project Management Basics” https://www.usability.gov/what-and-why/project-management.html (Links to an external site.)Links to an external site. (Dec2017)</p> <p>Usability.gov, "User Experience Basics" https://www.usability.gov/what-and-why/user-experience.html (Links to an external site.)Links to an external site. (Dec2017)</p> <p>Windsor, R. "Blockchain and Content DAM: Myth Reality and Practical Applications"  Daydream (Dec2017).</p>
11/15	Reporting & Assessment	<p>Keathley, E. Ch. 3, 10.</p>

Horodyski, J. "[The Metadata Maturity Model](#)"  Henry Stewart Publications 2047 1319 (2015) Vol. 3, 4 349–354 Journal of Digital Media Management.

Horodyski, J. "[Metadata Maturity Helps You Maintain Business Relevance](#)"  CSMwire (2015-04-01).

Windsor, R. "[DAM Vital Signs – Performance Review Techniques To Enhance ROI](#)"   Digital Asset Management News (2016)

Horodyski, J. "[Digital Asset Management \(DAM\):What to Know Before You Go!](#)"  Digital Asset Management .com (2014)

Tiwana, P. "[How Microsoft Met Its Own Internal DAM Objectives](#)"  Journal of Digital Media Management. V4. 7-9.

Templeton, D. "[Justifying Your Digital Asset Management Investment](#)"  Digital Asset Management .com (Dec2016)

11/29 Funding

Widen. "[Estimating DAM Human Resource and Time Management](#)"  Digital Asset Management .com (2014)

Windsor, R. "[Buying Corporate DAM Systems: A Manager’s Guide to Procurement Best Practices](#)"  Daydream (2014)

Windsor, R. "[The Digital Asset Management Value Chain](#)"  CMSwire (Jan2013)

Windsor, R. "[Real World Digital Asset Management ROI](#)"  CMSwire (Jan2013)

12/6 Presentations