

DIGITAL ASSET MANAGEMENT

Unit I

Creating Digital Content - Digital Primer, Any Content – Anywhere, Anytime, Digital Content Consumer, Tools And The Trade, Digital Recording, CGI And Digital Content Creation, Digital Audio, Rich Media, Streaming Media, Digital Interactive Television, Digital Cinema.

Unit II

Compressing And Indexing - Document Databases, Compression, Indexes, Text Compression, Indexing Techniques, Image Compression, Mixed Text And Images.

Unit III

Content Management - Systems For Managing Content, The Enterprise Content Management System (CMS), Major Parts Of A CMS, Need For A CMS, Roots Of Content Management, Branches Of Content Management.

Unit IV

Design Of CMS - The Wheel Of CMS, Working With Metadata, Cataloging Audiences, Designing Publications, Designing Content Components, Accounting For Authors, Accounting For Acquisition Sources.

Unit V

Building CMS - Content Markup Languages, XML And Content Management, Processing Content.

Textbook:

- John Rice And Brian Mckerman (Editors), Peter Bergman, “Creating Digital Content”, Mcgraw-Hill, USA, 2001[Unit 1]
- Ian H Witten, Alistair Moffat, Timothy C Bell, “Managing Gigabytes”, Academic Press, USA, 1999 [Unit 2]
- Bob Boiko, “Content Management Bible”, John Wiley & Sons, USA, 2001 [Units 3,4,5]
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Reference book:

- Abdreas Ulrich Mauthe And Peter Thomas, “Professional Content Management Systems – Handling Digital Media Assets”, John Wiley & Sons, USA, 2004
- Dave Addey, James Ellis, Phil Suh, David Thiemecke, “Content Management Systems (Tool Of The Trade)”, Apress, USA, 2003.