Digital content management

Spring 2015

Course Description and Objectives:

Digital content management is an emerging area of study. Thanks to the web 2.0/3.0 technologies, as well as digital convergence, the development of user-generated content has tremendously increased the amount of digital content, pushing the attention economy into a new era.

The course is a hands-on class. Under the umbrella of "digital content management," students learn how to apply concepts of digital curation by exploring new content curation tools (eg Pinterest Storify), content sharing tools (eg Tumblr, Posterous) with the goal of giving digital media communication professionals experiences needed for tool evaluation.

Course Objective:

At the conclusion of this class, the student will be able to:
- To gain basic understanding of the area study of digital content management, digital asset management, and digital right management
- To provide hands-on experience as a curator, and learn curation strategies throught knowing in practice
- To improve familiarity with existing curation tools and increase competence of the students for digital curation profession
- To understand the future business model and digital content management concepts in media organization
- To incubate next generation digital curators for global media industry

udn
Miiitv
National Palace Museum