FTMA M175: DIGITAL ASSET MANAGEMENT

Originator
clarson

Co-Contributor(s)

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College
Moorpark College

Discipline (CB01A)
FTMA - Film, Television, Media Arts

Course Number (CB01B)
M175

Course Title (CB02)
Digital Asset Management

Banner/Short Title
Digital Asset Management

Credit Type
Credit

Start Term
Fall 2020

Formerly
FTVM M75

Catalog Course Description
Provides a comprehensive overview of digital asset management in film, television and media production uses. Emphasizes the use of server-based management equipment for transmedia productions.

Taxonomy of Programs (TOP) Code (CB03)
0604.00 - *Radio and Television

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
B (Transferable to CSU only)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
Letter Graded

Alternate grading methods
Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
35
Maximum Contact/In-Class Lecture Hours
35

Activity
Minimum Contact/In-Class Activity Hours
0
Maximum Contact/In-Class Activity Hours
0

Laboratory
Minimum Contact/In-Class Laboratory Hours
52.5

Maximum Contact/In-Class Laboratory Hours
52.5

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
87.5
Total Maximum Contact/In-Class Hours
87.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid
Minimum Paid Internship/Cooperative Work Experience Hours
0
Maximum Paid Internship/Cooperative Work Experience Hours
0

Unpaid
Minimum Unpaid Internship/Cooperative Work Experience Hours
0
Maximum Unpaid Internship/Cooperative Work Experience Hours
0

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
70
Maximum Outside-of-Class Hours
70

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	demonstrate their knowledge of digital asset management by building successful workflows.
2	develop digital asset management standard operational procedure manual.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	identify the elements that make up a digital asset management system.
2	apply basic concepts, terminology, practices, and applications of digital asset management.

3	demonstrate the operation and management of a digital asset management system.
4	analyze the uses of digital asset management in additional mediums.
5	create a workflow for system clients.

Course Content

Lecture/Course Content
- **20% - Identifying the terminology and elements in digital asset management (DAM)**
  - Understanding the complex terminology and how they apply in a DAM environment
- **10% - DAM in the future**
  - Applying DAM to further applications beyond production
- **20% - Building successful workflow Integration with other systems**
  - Creating a workflow from camera through archive
- **15% - Data control issues**
  - Understanding the importance of data management and its application to all points of the production chain
- **15% - Describing and searching mass data sets**
  - Reading and understanding the Dublin Core Metadata Element Set
- **10% - Creating and accessing assets**
  - How to handle the camera data, to file transfer, to import and access
- **10% Assessing the need for digital asset management**
  - Identifying how DAM plays a significant role in production

Laboratory or Activity Content
- **25% - Create and assess digital media elements**
- **25% - Identify data control issues**
- **25% - Create successful workflows**
- **25% - Demonstrate data integration with other systems**

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
Essay exams
Group projects
Individual projects
Laboratory activities
Objective exams
Projects
Problem-solving exams
Participation
Quizzes
Reports/Papers/Journals
Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Class activities
Class discussions
Distance Education
Demonstrations
Field trips
Group discussions
Guest speakers
Instructor-guided use of technology
Internet research
Laboratory activities
Lecture

Describe specific examples of the methods the instructor will use:
- Lead group discussions and use PowerPoint presentations to demonstrate standard operating procedures for specific applications.

Representative Course Assignments

Writing Assignments
- Write a report on digital asset technology as they apply to video production.
- Define digital asset management terminology.

Critical Thinking Assignments
- Determine a workflow of a digital asset management system and analyze the standard operating procedures.
- Critique the benefits of a digital asset management system.

Reading Assignments
- Read Industry trade magazines and research the job duties, salaries, and skills required of an entry level Digital Imaging Technician.
- Research and read Standard Operating Procedures from other asset management facilities.

Skills Demonstrations
- Develop the Standard Operating Producers for a server.
- Digitize and log source material into a shared environment.

Outside Assignments

Representative Outside Assignments
- Research different digital asset management solutions in musical production.
- Research different digital asset management solutions in television production.

Articulation

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Santa Monica Community College	PHOTO 5	Digital Asset Management, Modification & Output	3
Sacramento City College	PHOTO 402	Adobe Lightroom	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
Fall 2005

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type
Textbook

Description
Keathley, E. (2016). *Digital asset management: Content architectures, project management, and creating order out of media chaos, (2nd ed.). CreateSpace.*

Resource Type
Textbook

Description
Diamond, D. (2012). *DAM survival guide: Digital asset management initiative planning.* CreateSpace.

Resource Type
Textbook

Classic Textbook
No

Description
Hedges, M. (2019). Digital asset management in theory and practice. Facet.

Library Resources

Assignments requiring library resources
Research, using the Library's print and online resources, for a report on such topics as digital asset technology as applied to video production.

Sufficient Library Resources exist
Yes

Example of Assignments Requiring Library Resources

Research and write a paper comparing and contrasting different digital asset management technology that is used in film production.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51–99% online)
Hybrid (1–50% online)
100% Online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
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Examinations

Hybrid (1%–50% online) Modality
Online
On campus

Hybrid (51%–99% online) Modality
Online
On campus

Primary Minimum Qualification
MEDIA PROD/BROADCASTING TECH

Review and Approval Dates

Department Chair
09/12/2109

Dean
09/12/2019

Technical Review
10/03/2019

Curriculum Committee
10/15/2019

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
10/18/2019

Control Number
CCC000564769

DOE/accreditation approval date
MM/DD/YYYY