

**NOW OFFERED AT RUTGERS UNIVERSITY!**

# Digital Asset Management (DAM) Certificate

## Certificate Course Schedule

◆ Introduction to Digital Asset Management	September 3 – 29, 2019
◆ Introduction to Metadata	September 30 – October 27, 2019
◆ Creative Operations and Everyday Workflows with Digital Asset Management	October 28 – November 24, 2019
◆ Integration and the Content Landscape for Digital Asset Management	November 25 – December 23, 2019
◆ Data Governance and Digital Asset Management	January 6 – February 2, 2020
◆ Successful Implementation of Digital Asset Management	February 3 – March 1, 2020

### **Introduction to Digital Asset Management (DAM):**

Digital assets are the essential building blocks of today's digital world. Digital assets are images, videos, graphics, or any other digital file and the metadata that describes these assets. Digital Asset Management (DAM) is the blend of software and business practices to manage these many digital assets. This course provides the foundational understanding of the concepts, components, and organizational values expected of a DAM system. The basics of DAM--acquire, describe, manage, transform, use, preserve, and archive--will be covered, as will the ten core characteristics of any DAM system. This course is designed for those who are new to working in DAM, considering DAM as a career, supporting DAM technically in your organization, or just interested in this growing field.

### **Introduction to Metadata:**

Metadata: it's everywhere! The better a digital object is described, the better our search and reporting results are. This course provides the foundational insights into the various types of metadata available for inclusion in a Digital Asset Management system (DAM). Learn core ideas and processes of how industry and metadata standards work in a dynamic world. Along with the basic principles of metadata, we'll explore best practices of how DAM systems can keep up with the changing terminology and the meaning of language.

### **Creative Operations and Everyday Workflows with Digital Asset Management (DAM):**

Creative operations have become the cross-functional glue for marketing and communications, agency relationships, packaging, branding, publishing (digital and print), as well as other related aspects of digital assets within a business. With more channels and ways to reach customers than ever, digital content is now core to many organizations, and teams are continuously challenged to respond to a rapid increase in content demand.

Managing digital assets and putting them to use in production is at the heart of any Digital Asset Management (DAM) system. Regardless of industry (media, consumer, federal, or arts and culture), creative operations provide cohesion in how an organization represents itself publically through its digital content and improves the performance of the teams who are creating and disseminating it. This course defines and explores how DAM, creative operations, and workflows within an organization come together to streamline business processes.

### **Integration and the Content Landscape for Digital Asset Management (DAM):**

Digital assets are the atomic “building blocks” of the content universe, and they are key parts of a dynamic, changing, and much larger technology landscape. Numerous other systems also interoperate with Digital Asset Management (DAM). This course explains how DAM interacts with product information or collections information management, web/print publishing, social media, marketing resource management, enterprise resource planning (ERP), and other systems. Application programming interfaces (API), micro services, and partnering with IT are central to getting started and being ready to keep up. We’ll cover the techniques for keeping alert for ever-present changes in the digital landscape that are key as technology and organizational needs evolve and change. Awareness of all these factors are critical to being an effective DAM leader.

### **Data Governance and Digital Asset Management (DAM):**

Digital assets are a form of “data.” In this course, we cover how to manage Digital Asset Management (DAM) as a “data creator” from many perspectives, with the core understanding that all data needs to be governed. In DAM, data governance is an important component for managing and mitigating risk and ensures ongoing alignment with the overall business or organizational roles. We’ll cover master data management (MDM) as a cornerstone in understanding data facets and DAM’s role in archives, retention and records management, rights and intellectual property issues, and how to create and measure effective DAM governance through continuous improvement.

### **Successful Implementation of Digital Asset Management (DAM):**

Planning for successful Digital Asset Management (DAM) has one meaning the day DAM launches, and once the initial goals are met, more challenges arise. Understanding how to plan for long-term operations and growth is essential. This course covers how to plan for enduring success with DAM, including the Digital Asset Management Capability Maturity Model--the industry's best guide and tool for success. Staffing, job roles, answering the question of “where does DAM report,” and managing how these will change through time are core to understanding how DAM implementations can be successful or fail. Insights on how to create metrics and measurement for DAM systems, best practices for developing deep organizational allegiances to support an ever-expanding network of use cases and persistent innovations, and securing budgets and constructive vendor relationships are just some of the lessons that lead to DAM successes.

