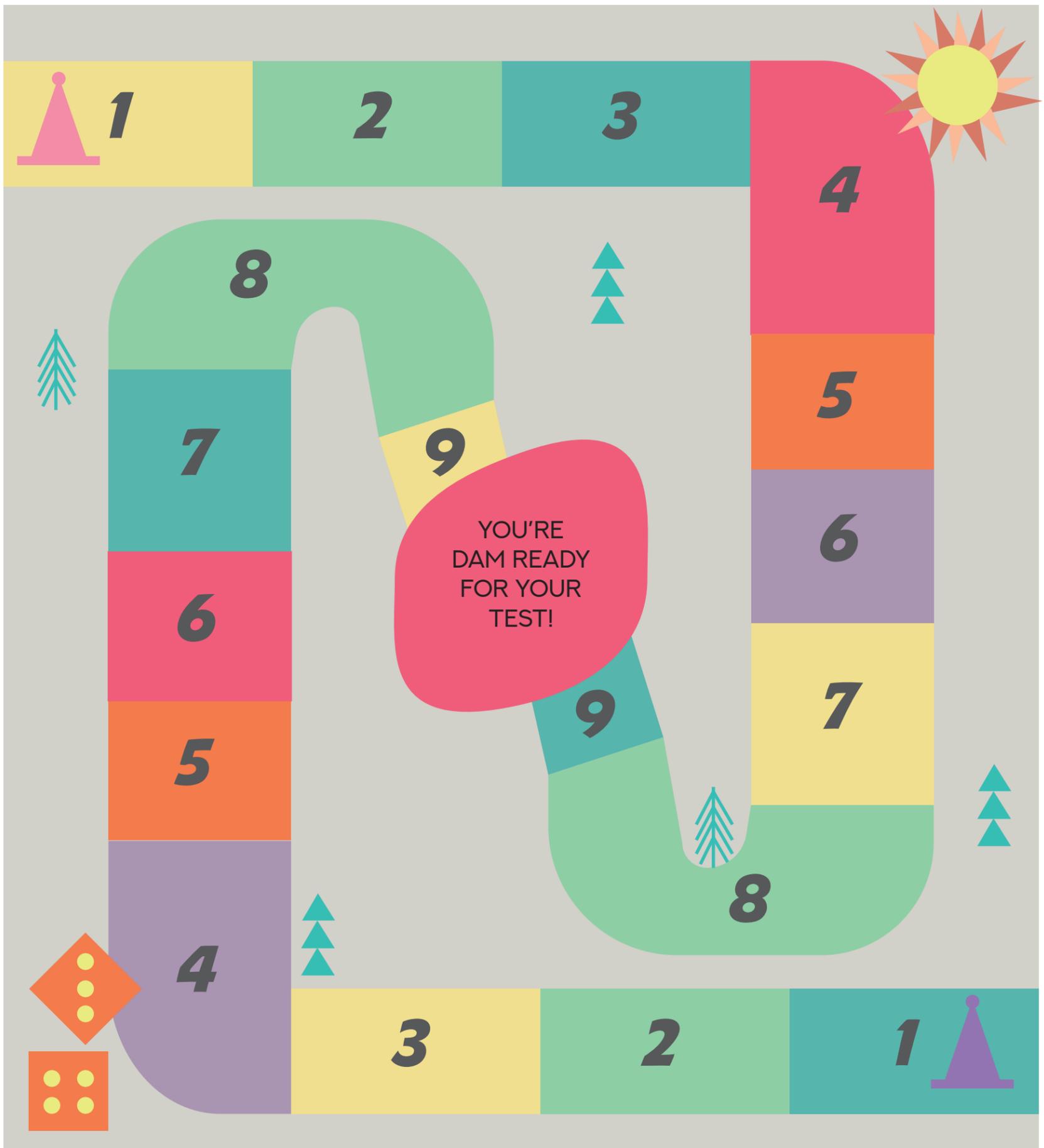


GCM 460: Asset Management for Graphic Communications Management

DAM Creative

Elizabeth Mondino 500810455
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DAM 101 STUDY GUIDE



INSTRUCTIONS

This two player game tests your knowledge about basic Digital Asset Management information. Each player begins at the starting line, rolls the dice and answers a DAM trivia question found on the DAM 101 flash cards. If the player answers correctly, they advance x amount of spaces based on the number rolled, if answered incorrectly they retreat. The first person who reaches the middle circle wins, and is crowned the DAM expert! Let the games begin.

DAM 101 FLASH CARDS

QUESTIONS

ANSWERS

WHAT IS DIGITAL ASSET MANAGEMENT? HOW DOES IT WORK?

-THE TRACKING, ACCESSING, DESCRIBING, STORING, AND OVERALL ORGANIZING OF DIGITAL MEDIA/ASSETS
-OFFERS A SEARCH ENGINE TO LOCATE/IDENTIFY ASSETS

WHAT IS AN ASSET?
WHAT IS CONTENT?

AN ASSET IS DIGITAL MEDIA, "THE ITEMS OR PROPERTY OWNED OR CONTROLLED BY AN INDIVIDUAL OR BUSINESS THAT HAVE COMMERCIAL OR EXCHANGE VALUE"
CONTENT ARE THE ITEMS THE INDIVIDUAL OR BUSINESS OWNS (IMAGES, DOCUMENTS, AUDIO)
-ASSETS ARE FOUND WITHIN CONTENT

WHAT ARE THE 5 COMPONENTS OF THE DAM HARDWARE?

1. SERVER
2. STORAGE REQUIREMENTS
3. BACKUP
4. NETWORK
5. PROTECTION

WHAT ARE 5 IMPORTANT COMPONENTS OF THE DAM SOFTWARE

1. DATABASE SOFTWARE
2. BACKUP AND RECOVERY
3. WEB SERVER
4. SOFTWARE FIREWALL
5. MIS FOR USAGE TRACKING

WHAT ARE THE 5 WAYS TO ENSURE YOUR DAM IS SUCCESSFUL?

1. DISCUSS THE ENTIRE DAM PROJECT WITH YOUR CLIENT FIRST
2. SELECT THE BEST DAM TOOLS
3. DETERMINE IF YOU HAVE THE INTERNAL SKILLS TO ACHIEVE SOLUTION OR IF YOU NEED TO OUTSOURCE
4. ADAPT THE DAM SYSTEM TO MEET CUSTOMER'S REQUIREMENTS
5. BE CAUTIOUS WITH YOUR DAM PLANNING

DAM 101 FLASH CARDS

QUESTIONS

ANSWERS

WHAT IS METADATA?

-METADATA IS DATA ABOUT DATA/
DATA THAT DEFINES INFORMATION
THAT DESCRIBES OTHER DATA
-METADATA USED WITHIN THE DAM
TO ORGANIZE AND ACCESS ASSETS

DESCRIBE THE 3
CATEGORIES OF
METADATA

-DESCRIPTIVE: DESCRIBES ITEM FOR
IDENTIFICATION AND DISCOVERY
PURPOSES
-STRUCTURAL: DEFINES HOW
COMPOUND OBJECTS ARE PUT
TOGETHER
-ADMINISTRATIVE: HELPS MANAGE
ASSET (RIGHTS MANAGEMENT AND
PRESERVATION METADATA)

WHAT ARE THE 3 TYPES
OF ASSET MANAGEMENT
PROVIDERS?

1. SOFTWARE PROVIDERS
2. APPLICATION SERVICE PROVIDERS
3. OPEN SOURCE DAM

WHAT ARE
SOFTWARE
PROVIDERS?

-SOFTWARE PROVIDERS DEVELOP
ASSET MANAGEMENT
APPLICATIONS, SIMPLE OR
COMPLEX, THAT LIVE ONSITE AT THE
USER LOCATION THAT ARE SOLD TO
USERS WHO THEN OWN THE
LICENSE TO THE SOLUTION

WHAT ARE APPLICATION
SERVICE PROVIDERS?

-APPLICATION SERVICE PROVIDERS
OFFER ASSET MANAGEMENT
SERVICES OVER A NETWORK OR THE
INTERNET, THAT CAN BE
CUSTOMIZED AND INTEGRATED WITH
OTHER SOLUTIONS, TO CUSTOMERS

DAM 101 FLASH CARDS

QUESTIONS

ANSWERS

WHAT ARE OPEN SOURCE DAMS?

-OPEN SOURCE DAMS ARE DAMS CREATED BY ONLINE COMMUNITIES THAT ARE FREE OF LICENSING FEES AND CAN BE HOSTED BY A THIRD-PARTY SYSTEM

WHY IS METADATA RELEVANT TO A DAM SYSTEM?

-THIS IS THE DATA THAT TRANSFORMS CONTENT INTO AN ASSET THAT CAN BE ORGANIZED AND IDENTIFIED (NORTHPLAINS, 2019)

WHY IS A DAM SYSTEM BENEFICIAL?

-DAM SYSTEMS IMPROVE EFFICIENCY, ENSURE THAT ALL ASSETS ARE SEARCHABLE AND AVOID DUPLICATES (SITECORE,N.D)

WHAT ARE THE MOST COMMON DIGITAL ASSETS?

1. IMAGES
2. VIDEOS
2. AUDIO FILES
3. PDF FILES
5. DOCUMENTS

WHAT ARE BASIC DAM SYSTEM LIBRARY SERVICES?

-A SECURE LOCATION TO STORE, ORGANIZE AND RETRIEVE FILES KNOWN AS ASSETS (REGLI, 2021)

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