



OceanTeacher Academy Training Course: Digital Asset Management (DAM) 13 - 17 May 2013, Oostende, Belgium

Overview

Over the past decade, we have become increasingly defined as a global culture of content creators. Libraries have and continue to adapt their services to meet the needs of a changing information ecosystem. Digital information in the form of data, video, audio, text, graphics, as well as complex objects such as web sites, are being created, published, repurposed, and stored. These activities are occurring at a rapid pace and on a massive scale, largely due to the increasing availability of technology that is allowing for greater participation by larger communities of users. Within the oceanographic community, libraries are providing support for scientist in a variety of ways (e.g.: Cruise Summary Reports and dataset linking; cruise video editing, access and archiving and image management).

Digital Asset Management (DAM) provides a methodical approach to ingest, cataloguing, storage, retrieval, distribution, and disposal of content in digital form. This course is designed to assist participants in identifying digital assets, evaluate institutional resources available to support the management of digital assets, the identification of resource deficiencies, and finally preparation of an implementation plan that will begin to address DAM support for the institution. One day will be devoted to Digital Asset Management Basics. Sharing and feedback from peers will provide an opportunity to fine tune the DAM plans elaborated by the participants, which would allow multiple institutions to leverage resources and expertise for the benefit of the group. This exercise will seek to identify collaborative service model opportunities among participating institutions. One of the primary objectives of this course is to provide students with an implementation plan based on current capabilities. The post assessment survey will seek to identify areas of success as well as any obstacles encountered.

Target Audience

- Information Managers
- Marine Librarians

Topics to be included:

- Introduction and DAM Overview
- Dataset linking
- Cruise video
- Institutional Assessment of DAM
- Resource Inventory
- Identifying Resource Deficiencies
- Writing the Implementation Plan
- Multi-institutional Resource Map
- Post-Assessment

Course Prerequisites:

- Good command of the English language

A Certificate of Participation will be issued to all successful students.



Course dates:
13 – 17 May, 2013

Duration: 1 week (30 hours
classroom sessions)

Course Venue:
UNESCO/IOC Project Office for IODE
Wandelaarkaai 7/61
B-8400 Oostende
BELGIUM

Lecturers:
Anthony Smith, Linda Pikula and
other (remote) experts

Application info:
[http://classroom.oceanteacher.org/
mod/page/view.php?id=2034](http://classroom.oceanteacher.org/mod/page/view.php?id=2034)
(includes Application Form for
download)

Period for Applications:
7 January – 15 February 2013

Course Fee: 650,-EUR
A limited number of both full and co
sponsorship fellowships are
available. Fee includes training
materials, coffee breaks and lunch.

Training Coordinator:
Claudia Delgado
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Useful sites:
www.iode.org
www.oceanteacher.org
www.oceanexpert.net