

## **Media Sustainability Through DAM-based Models for Production**

The reinvention of traditional books as eBooks affords a variety of models for production that were hard to envision even a few years ago. The most successful models will provide opportunity to maximize the sustainability and value of both the individual components (assets) of a publication as well as the publication as a whole.

To accomplish goal:

1. A digital asset management (DAM) based production model, focused on the long-term search, retrieval and tracking of specific assets is necessary.
2. This DAM-based model needs to inform the creation of necessary standards for the creation of eBooks and the individual content components (assets) within them.

Successful implementation of this kind of modular DAM-based models for production will require that necessary metadata and versioning requirements be imposed immediately after asset creation, either through automation or template-based input and creation tools.

The creation and perpetuation of media independent assets will further require clearly defined standards and a retooling of production workflows. For a goal of long-term media sustainability and maximizing long-tail value, media independent assets must:

- Adhere to industry-defined standards
- Provide mechanisms for search, retrieval and “social networking” of assets (e.g. Semantic Web)
- Enable easy version control / management of assets
- Provide unique identification of individual assets within eBooks
- Provide unique identification of each eBook as a unit
- Provide tracking of individual asset usage for rights management
- Provide usage tracking of individual and groups of assets for analytics
- Enable color management for color accuracy and predictability between devices / device conditions

The creation of eBooks with these properties represent a fundamental departure from the production workflows most designers practice and the development and refinement of standards, standard practices and new design tools / interfaces is necessary to enable an effective transition for these designers. The creation of these tools will not come easy and the long-term implications on industry training and design education is profound.

The position stated above transcends the topics articulated in the three Workshop topic categories of Production, Presentation and Distribution and represents some of the research and education interests of the faculty, staff and students at Rochester Institute of Technology (RIT). RIT provides world-recognized education and research in related areas including Media Arts and Technology, Design, Computer Science, Software Engineering, Sustainability among other disciplines.

Research labs like RIT's a cross-disciplinary Open Publishing Lab have produced and deployed prototypes for rapid cross-media publishing, conversion of web content to ePUB and for leveraging social bookmarking and social networking to replace traditional textbooks and classroom interaction. The recently establish Cross-Media Innovation Center

(CMIC) with RIT's School of Media Sciences looks to extend this work to more closely align with current industry needs and interests.

The submission of this position paper is with the hope to gain a seat at the table to insure RIT's research is aligned closely with the interests and concerns of this industry segment and to offer the resources that RIT's unique cross-disciplinary environment can to help in the establishment and successful implementation of relevant standards.

Respectfully submitted,  
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