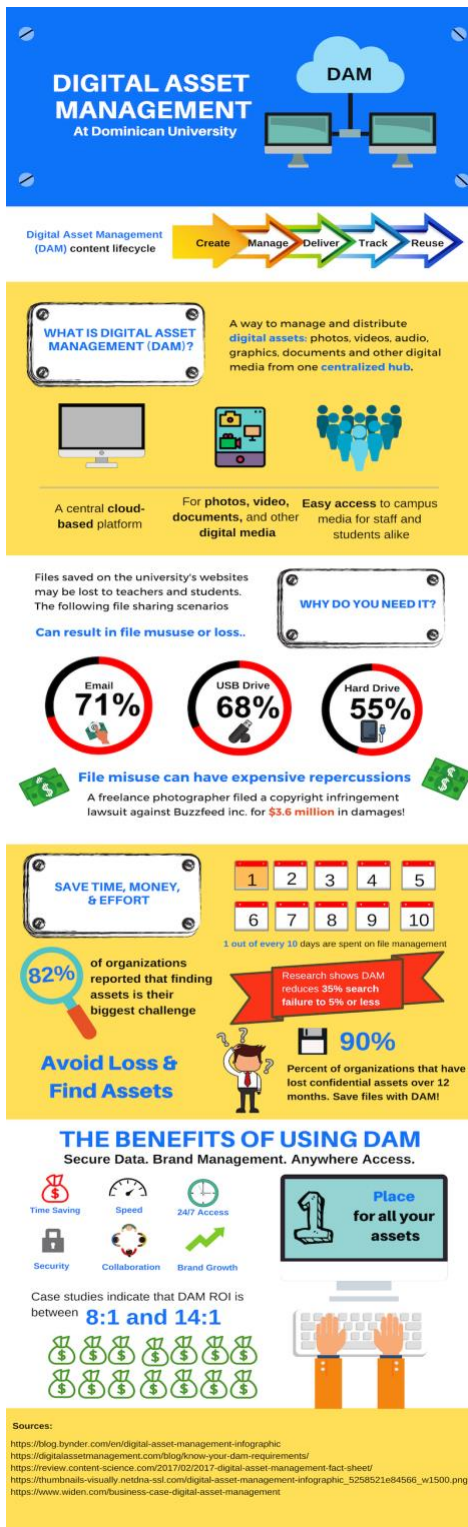Lori Moody
LIS 791
12/05/2018

Digital Asset Management at Dominican University Infographic

The topic I've chosen for my infographic is option 2. The challenge was to promote the importance of a digital or data asset management (DAM) program for Dominican University. This is still a relatively new field in the Information profession, which is why I focused mainly on explaining what DAM is and how a digital asset management could benefit Dominican University. As of right now, Dominican has the Canvas, My DU, and Microsoft Outlook websites for students to manage their data. However, all of these systems are disconnected from each other. There isn't one central place to share digital assets among different departments or among students. One of my main points is that DAM can prevent teachers and student from losing files trapped on many different mediums, including email and hard drives.

The main communication theories used to create this graph included theories of persuasion. The idea was to influence the university to adopt a DAM system. I used the "central route" method from Dainton & Zelley's chapter on Persuasion. This method "includes a wealth of information, rational arguments and evidence to support a particular conclusion" (Dainton & Zelley 119).

Lori Moody
LIS 791
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I've included big bold percentages to draw in readers to DAM. According to my research, over 71 percent of people lose files via email, 68 percent on USB drives, and 55 percent on hard drives! I also provided an alarming fact about a photographer suing Buzzfeed Inc. for $3.6 million dollars in damages — all because files were mismanaged and possibly used without attributing the photographer for the image used. It's hard to manage so many items on a desktop, and it's even worse when there isn't any metadata to tell you what each file is. I also made sure to emphasize how many days are wasted finding files without DAM. One study shows that we take one out of every 10 days simply trying to find our files! The ribbon in red shows that DAM cuts down file search from 35 percent failure to only 5 percent. I think these statistics are very persuasive in bite-size format. Centrally routed messages are much more likely to create long-term change with the recipient according to the Persuasion chapter.

The use of symbols was used to convey the message quickly and simply in a nonverbal way. I used more graphic elements to easily connect with an audience of all cultures. I made sure to use computers and images related to tech to show the graph is about technology. Bright colors are used to attract users to the graphics. I tried to keep the graph to three main colors, blue, yellow and red. These are all primary colors used to convey a happy and exciting mood for the viewer. I wanted to convince Dominican University to become more excited about DAM. I think the use of bite-sized information, attractive graphics, and fun colors would convince an audience to read the graphic and perk their interest about DAM.

Lori Moody
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