

**LIS 694: Digital Content Management**  
**Fall 2013**  
**Aug 26 – Dec 16**

**Contact Information**

Instructor: Julie Motooka, MLISc  
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Office Hours: Please email to arrange an appointment.

**Course Description**

This course takes an interdisciplinary approach to the organization of digital content, and explores the aspects of content management that arise from the field of library and information science, such as reference services, information-seeking behavior, and knowledge representation. In addition to examining the theoretical foundation one may use in the design of a content management initiative, we will also cover some of the technical skills necessary to implement such an initiative via Drupal, an open-source content management system. This course assumes no prior experience with Drupal or other content management systems.

**Prerequisites**

LIS 670, or equivalent knowledge.

**Student Learning Outcomes**

- Apply LIS theory and principles to diverse information contexts (1a)
- Develop, manage, and assess information services for specific users and communities (2c)
- Demonstrate understanding of the processes by which information is created, evaluated, and disseminated (3a)
- Organize, create, archive and manage collections of information resources following professional standards (3b)
- Integrate emerging technologies into professional practice (4b)
- Apply current research findings to professional practice (4c)

**Readings**

Articles from scholarly and trade publications will be assigned as required reading. We will also be using the books below:

Required

Tomlinson, Todd. 2010. *Beginning Drupal 7*. New York: Apress.

**OR** any title that covers Drupal 7.

Recommended

Spencer, Donna, and Jesse J. Garrett. 2009. *Card Sorting: Designing Usable Categories*. Brooklyn, N.Y.: Rosenfeld Media.

## Technology Requirements

Administrative access to a computer (preferably a laptop computer) with at least 512 MB of RAM and 1 GB of hard disk space, as well as Internet access. A laptop computer may be necessary for in-class workshop sessions. *Please discuss your concerns with me in advance if you do not have access to a laptop computer, as we will try to come up with workarounds for those particular sessions.*

## Assignments

- Participation 15%
- Weekly Assignments 20%
- Article Summary & Moderation 20%
- Project Proposal 10%
- Final Project 35%

Assignments submitted after the deadline will receive a 20% reduction in score for each day late.

## Tentative Schedule

Topic	Workshop	Date	Agenda
Content Management	<ul style="list-style-type: none"> <li>• Drupal Overview</li> <li>• Modules</li> <li>• Content Types</li> </ul>	Aug 26	Defining Content Management (L, D)
		Sep 2	Holiday - No Class Meeting
		Sep 9	Survey of CMSs; Drupal in Libraries (L) Open Source Movement (D)
User-Centered Design	<ul style="list-style-type: none"> <li>• Customizing Themes</li> <li>• Users &amp; Roles</li> <li>• Forums</li> </ul>	Sep 16	Information-Seeking Behavior (L, D)
		Sep 23	Lessons from the Reference Interview (D)
		Sep 30	Personas & User Roles (A)
Information Architecture	<ul style="list-style-type: none"> <li>• Navigation &amp; Menus</li> </ul>	Oct 7	Overview of Information Architecture (L)
		Oct 14	Card Sorting (L, A)
		Oct 21	Wireframes & Paper Prototyping (A)
Knowledge Representation & Information Retrieval	<ul style="list-style-type: none"> <li>• Taxonomy Module</li> <li>• Optimizations</li> </ul>	Oct 28	Contemporary Issues in IR (L, D)
		Nov 4	Personal Taxonomies (A)
		Nov 11	Holiday - No Class Meeting
		Nov 18	Metadata Standards (L, D)
Special Topics	TBD	Nov 25	Interdisciplinarity of Info. Organization (L, D)
		Dec 2	Guest Speaker
		Dec 9	Project Presentations

L: Lecture | D: Class Discussion | A: Learning Activity

## KOKUA Program

Any student who feels s/he may need an accommodation based on the impact of a disability is invited to contact me privately. I would be happy to work with you, and the KOKUA Program (Office for Students with Disabilities) to ensure reasonable accommodations in my course.