

# Elements of Digital Contents

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# Digital Contents have a Cycle

- We imagine that we can talk about birth, development and even death (but you can say that search engine cache make them eternal).
- In my case, the cycle is referred to what we need to make contents and put them on a digital platform.
- This model is for us, as people to need to convince customer about put real efforts in using what we build for them.

# Margarita and the Environment

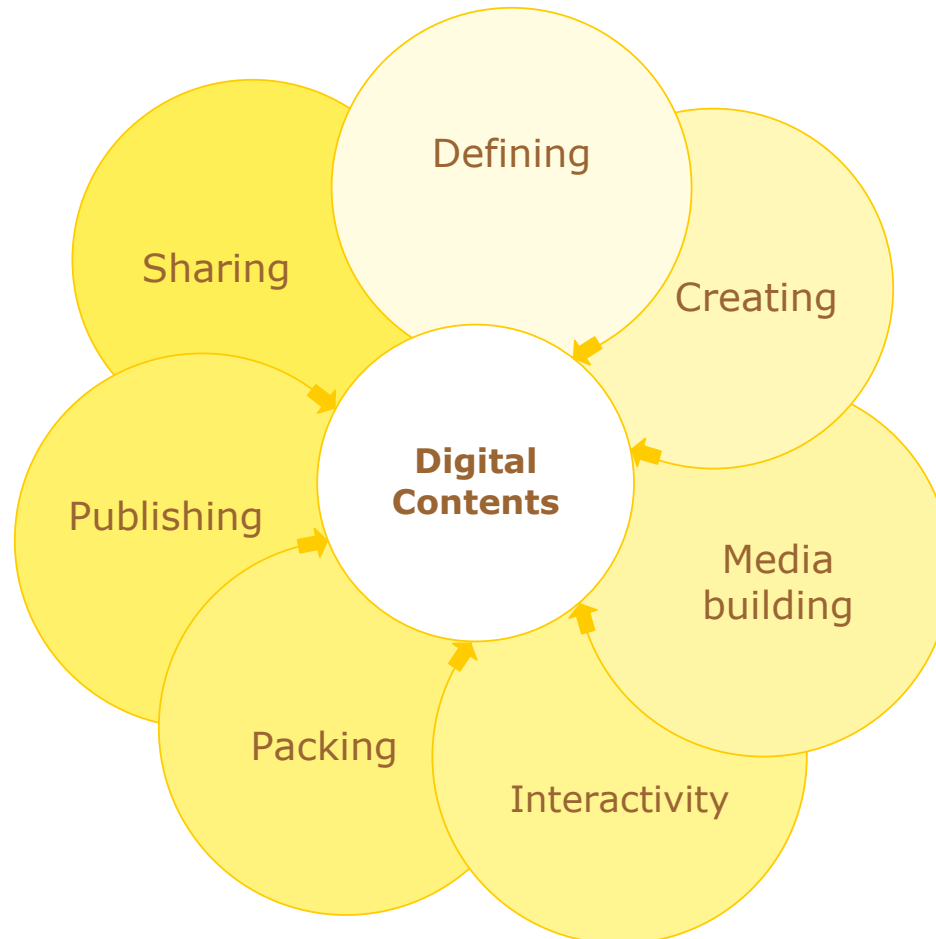
- Digital contents shape an ecosystem looking for a balance, which requires many elements.
- To define those elements it has been created this model which has a flower shape.
- At the center is the digital contents; surrounding are the petals which are processes that offer improvements and give richness to what is being created.
- It's like a “Daisy” or in Spanish, a “margarita”.
- The shape aims a better representation to understand the interaction between the elements.
- This environment has seven elements or working areas, each one with their own tasks and a legacy for the next one.

# The Elements of the Model

The elements or working areas are:

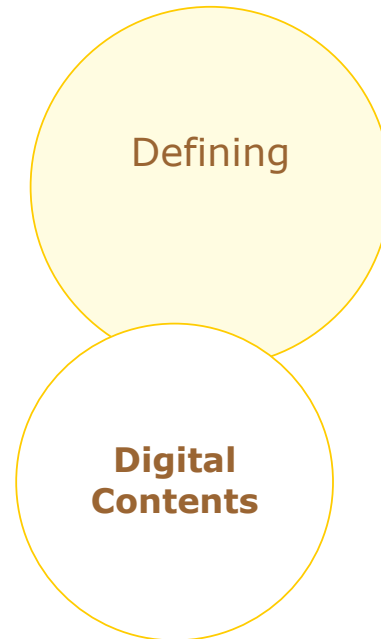
- Defining
- Creating
- Media building
- Interactivity
- Packing
- Publishing
- Sharing

# Margarita Model



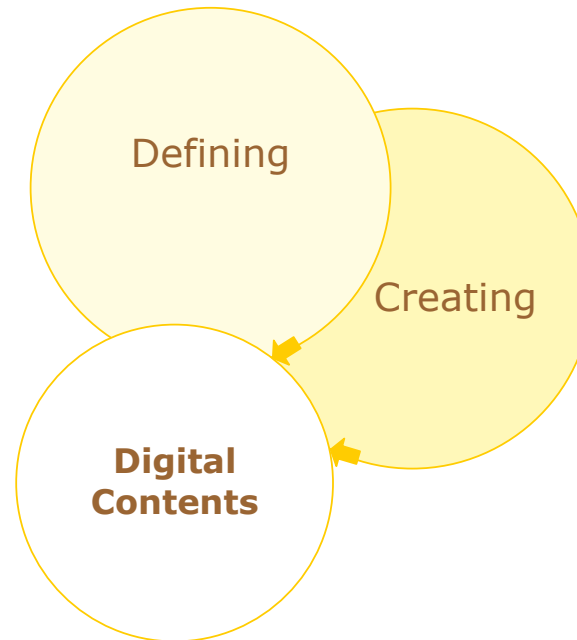
# Margarita Model - Defining

- Editorial rules or policies
- Commercial rules or policies
- Feedback from previous Content
- Content strategies
- Search engine optimization strategies
- Marketing positioning



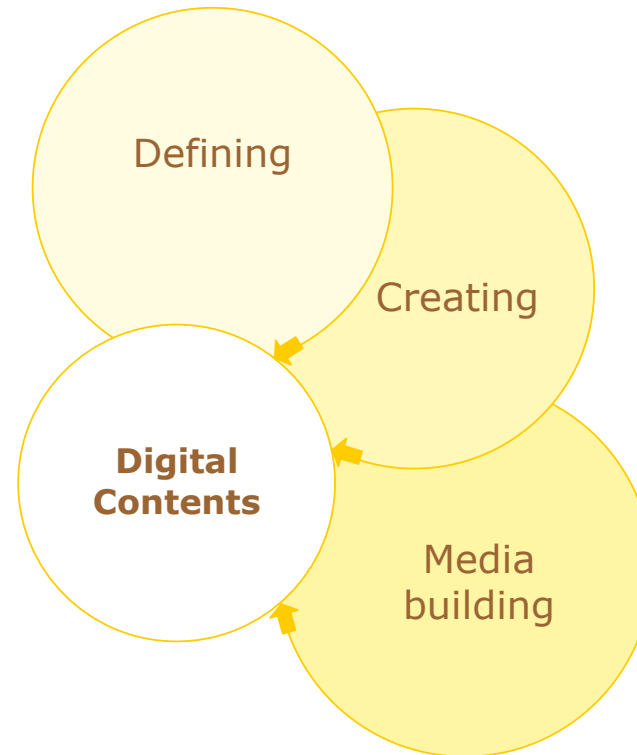
# Margarita model - Creating

- Acquiring new knowledge to publish.
- Findability based writing.
- Getting media related content
- Taxonomy definition
- Definition about external sources to be linked



# Margarita model - Media building

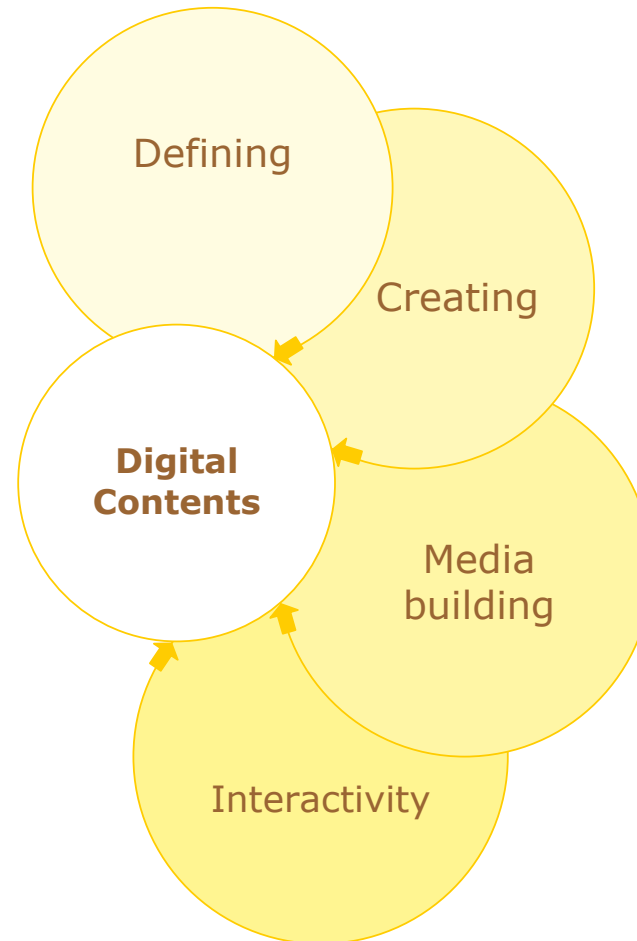
- Audio
- Video
- Flash
- Accessibility





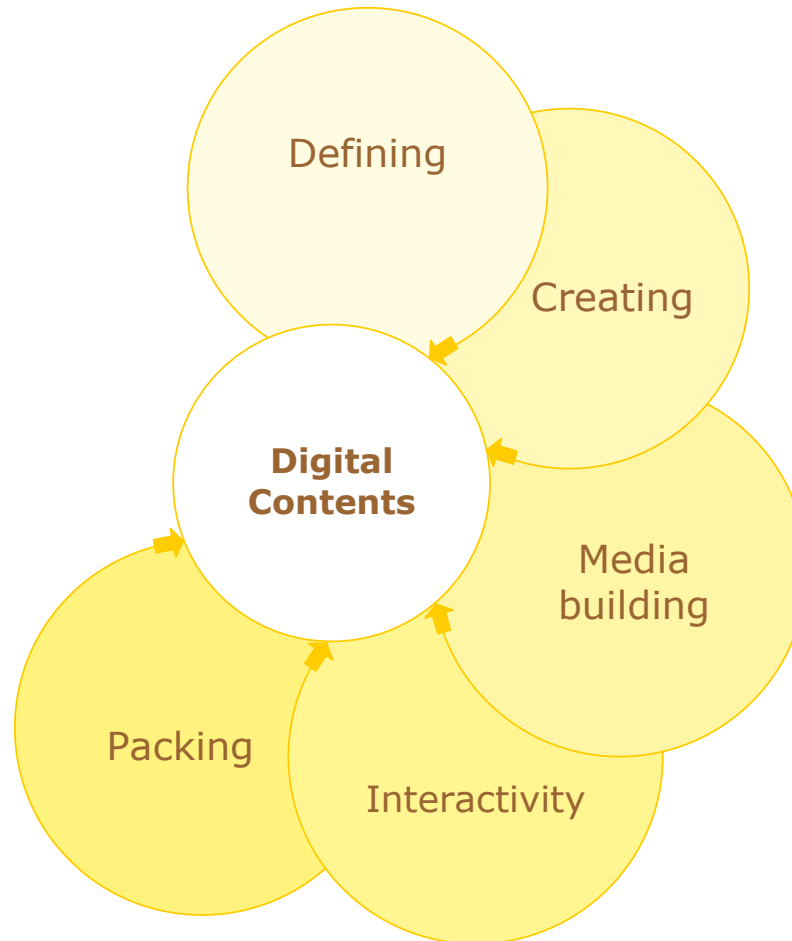
# Margarita model - Interactivity

- Commercial activity triggered by contents
- Calculated Contents
- Related Contents from my own
- Related databases
- Related links
- Mail to the Editor
- Comments about topics in Forums



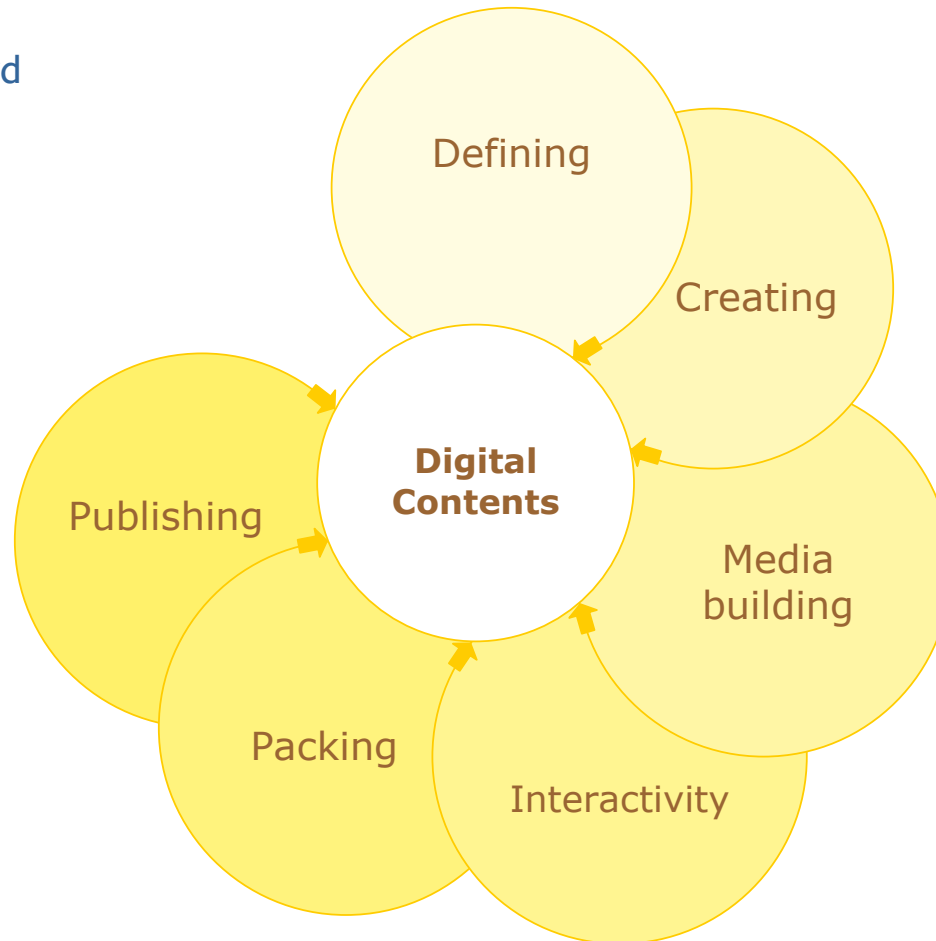
# Margarita model - Packing

- Joining the outputs of previous tasks
- Functionality test
- Web Standards compliance test
- Accessibility test
- Orthography checking
- General Quality Control



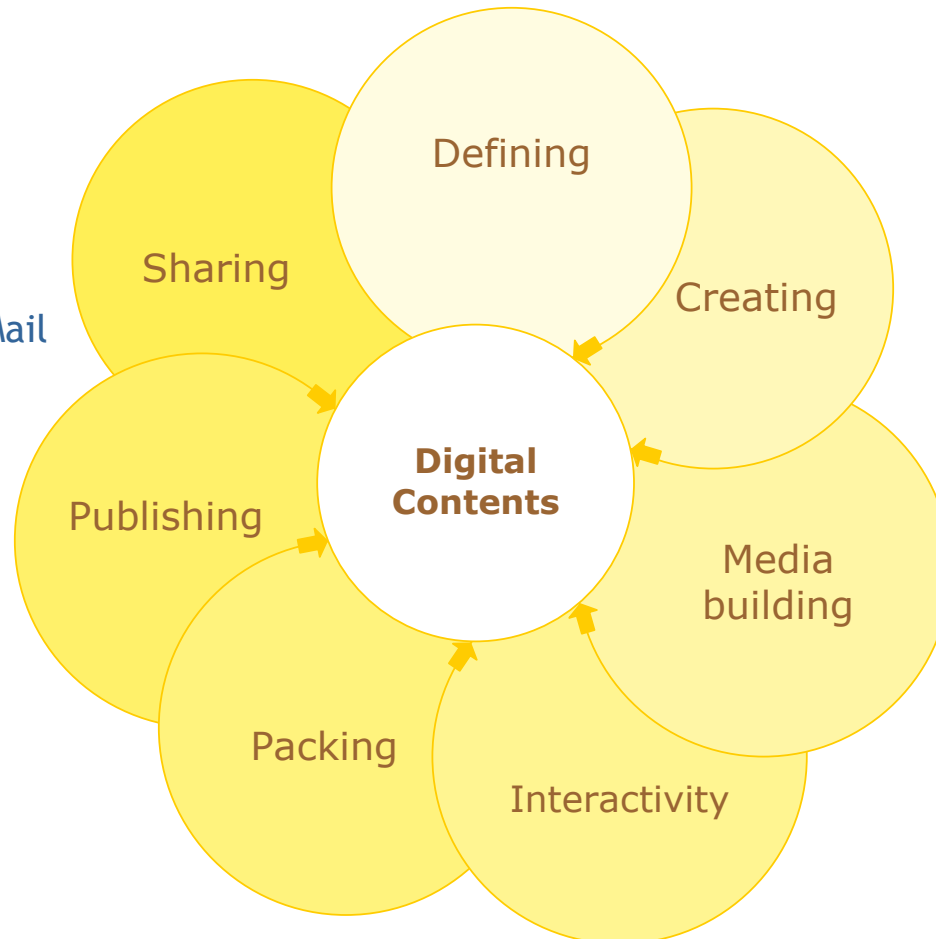
# Margarita model - Publishing

- HTML standard coding
- Any browser ready
- Mobile ready
- Media ready: PDF, Podcast, Print, RSS



# Margarita model - Sharing

- Ready for:
- Social bookmarking
- Blogger community
- Folksonomy Mail sending



# Margarita model goals

- We have to begin any project searching for a real goal: from the business, from the environment, from the people (owner or audience).
  - If they aren't present, We need to help people to define them.
- This means that digital content has to help to comply those goals.
- So, any content is born from real reasons and it can be empowered with elements from any of the areas, to make sure the goal will be reached.
- ¿Are there more areas? ¿More petals in the flower?
  - We'll have to find it!

# That's all folks...

- Thanks for your patience and support
- Questions?