

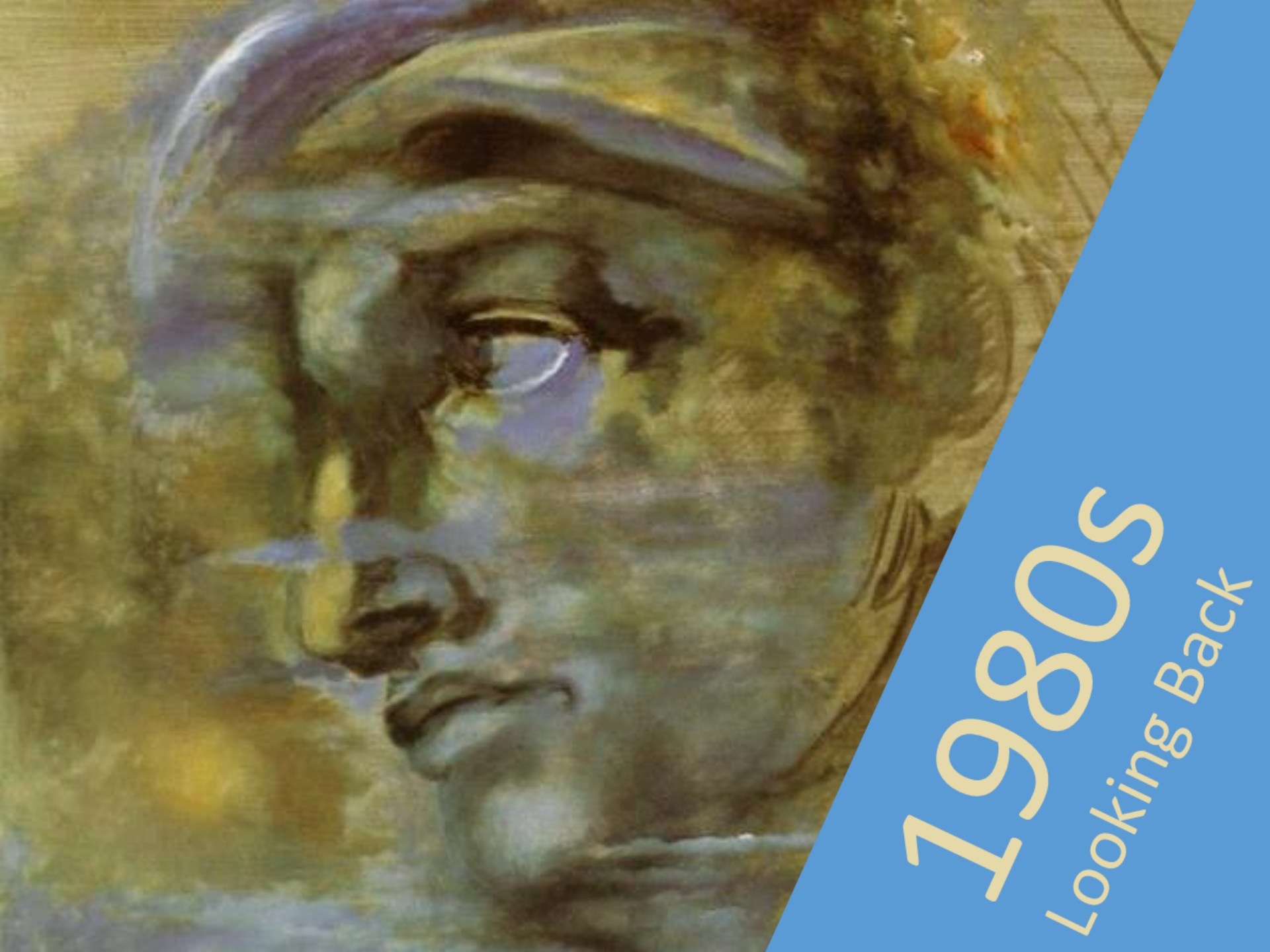
The Birth of  
Content

CIDM  
Best Practices  
2015



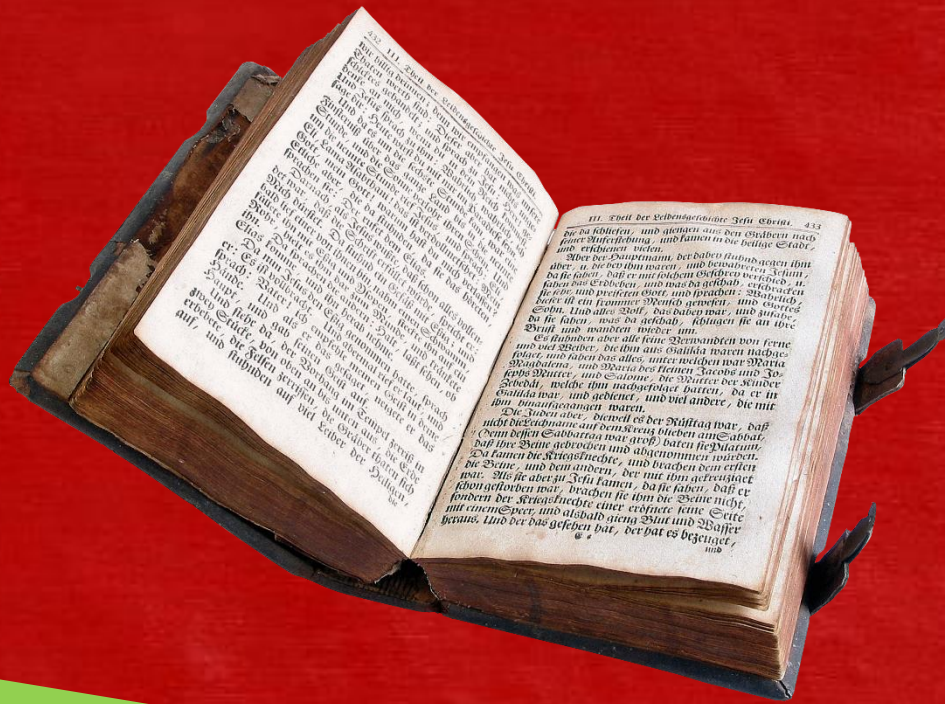
Joe Gollner  
@joegollner  
@gnostyx

A Journey  
*with*  
Salvador Dalí  
1904 - 1989



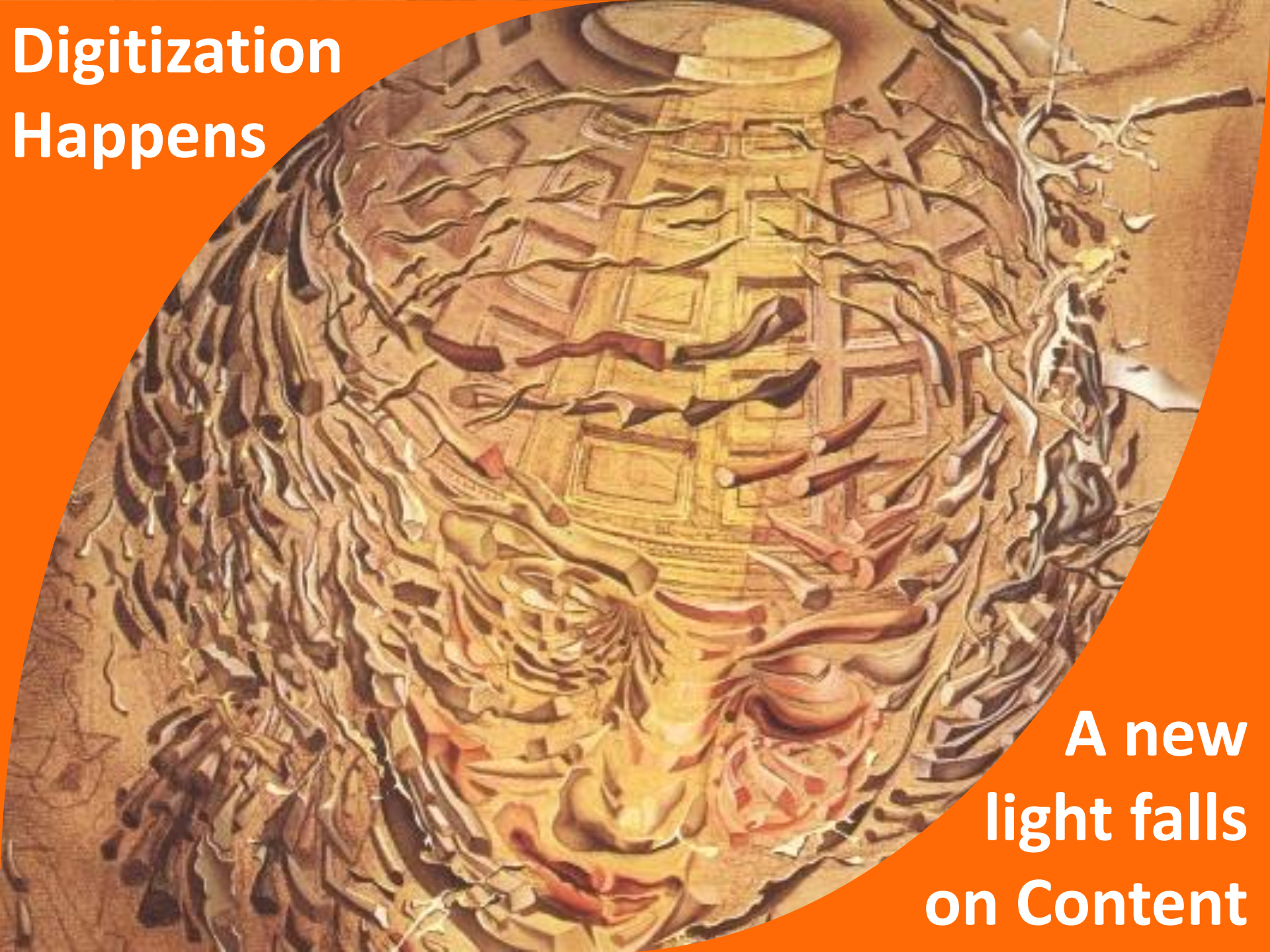
# 1980s

Looking Back



Content was what we looked for in,  
and took away from, **books**

**Digitization  
Happens**



**A new  
light falls  
on Content**

We came to see  
content

**differently**

– as something

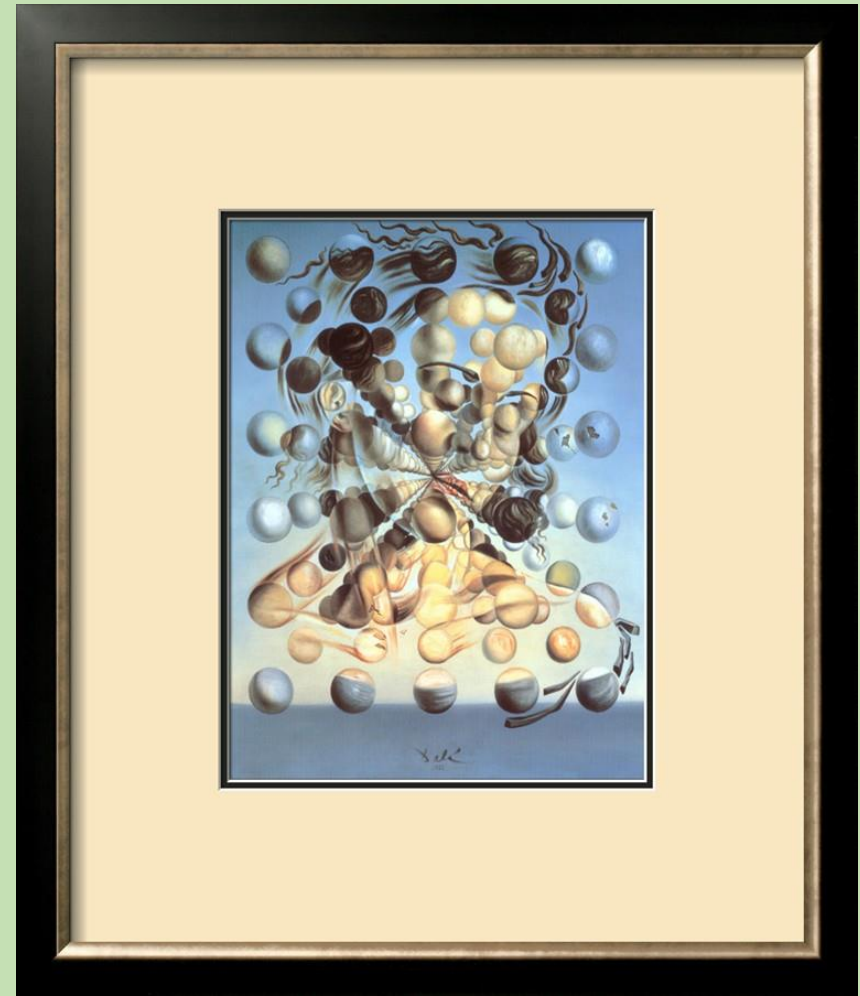
we could **study,**

**manage &**

**manipulate**

separately from

books





**Content  
is  
Potential  
Information**

**Content  
is an *asset***

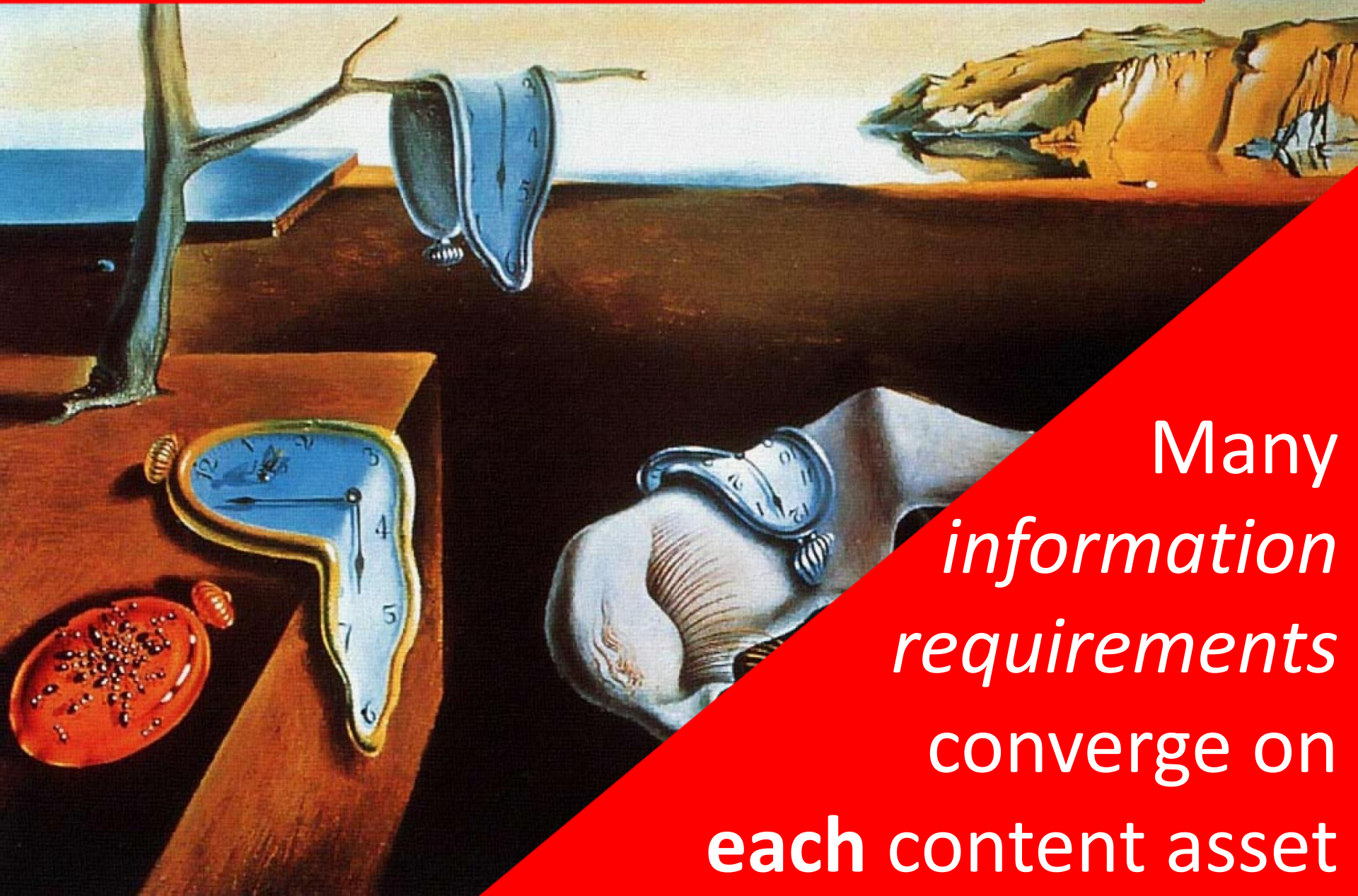
**Information  
is an *action***



Information is like a good meal, and  
Content is **everything** that goes into it.



Content becomes highly complex

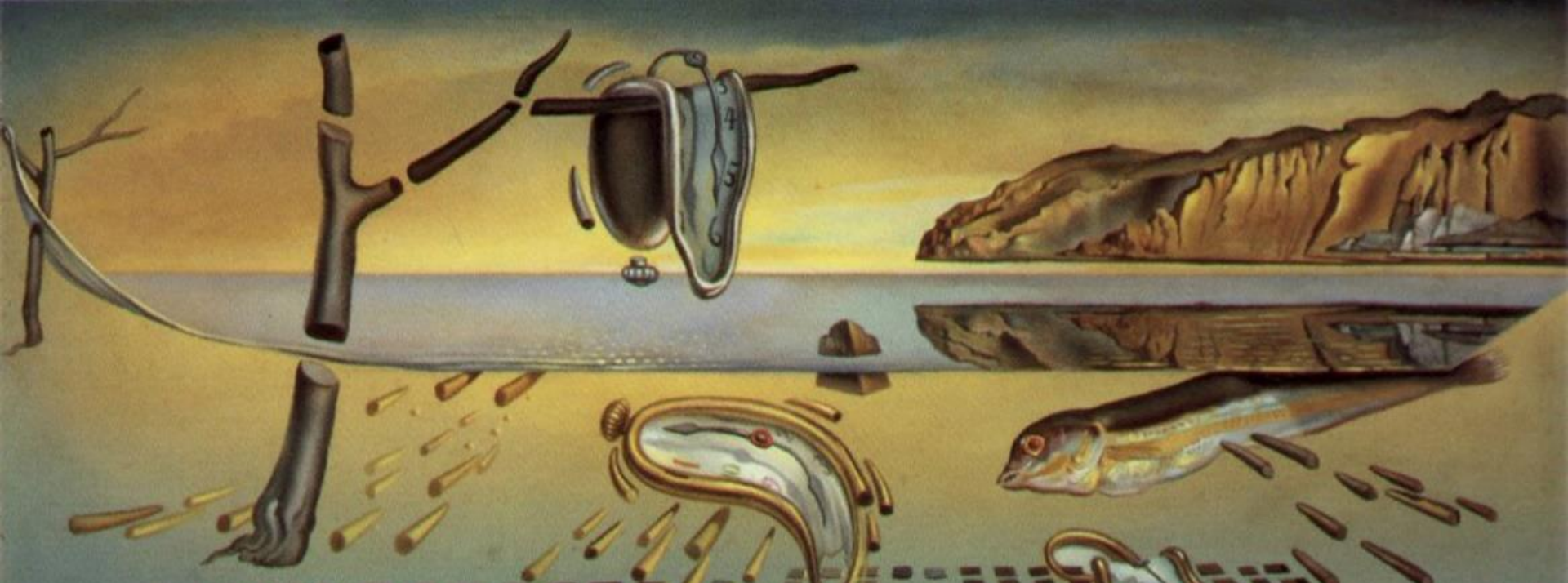


Many  
*information requirements*  
converge on  
each content asset

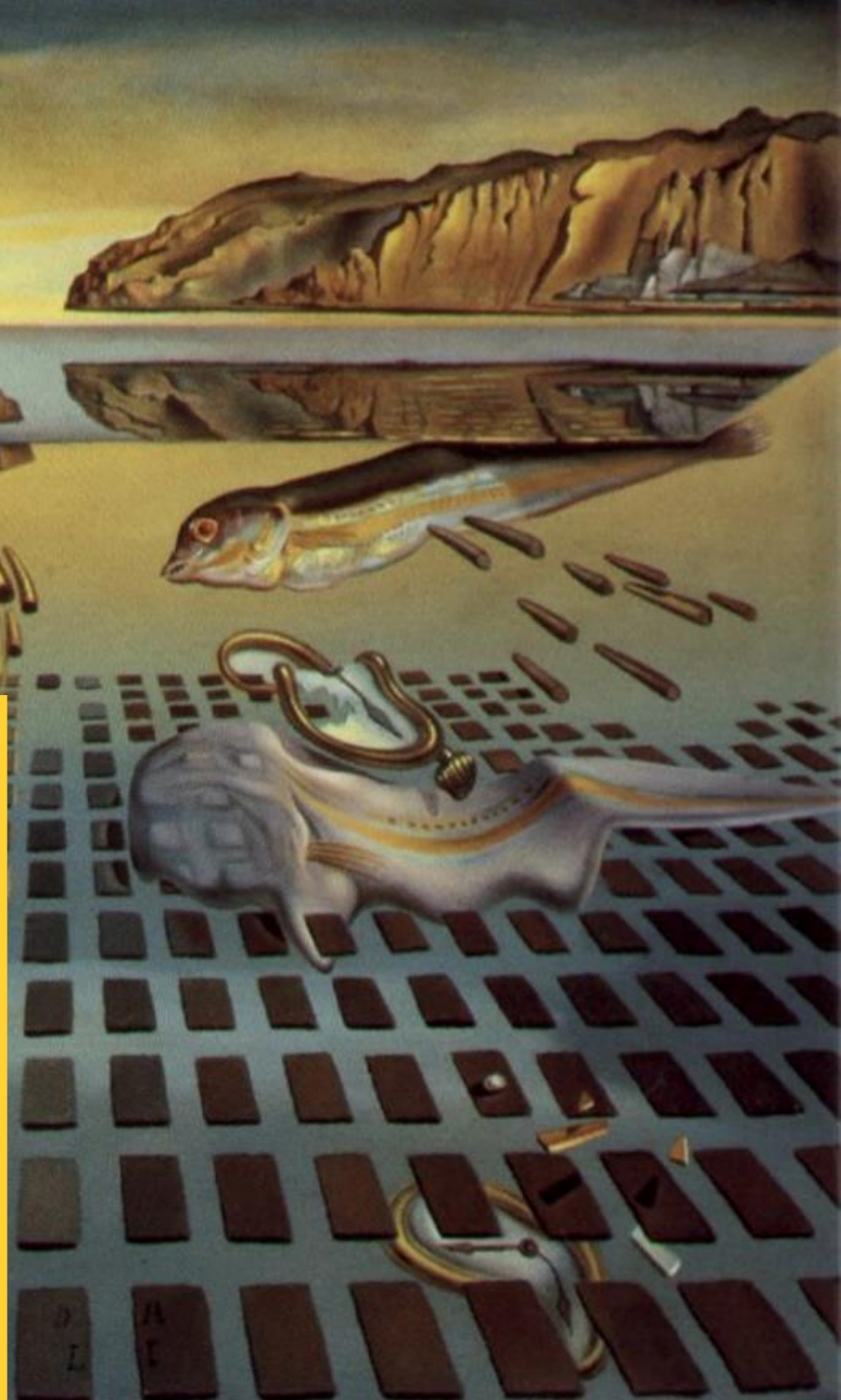
# An Example

1. Digitize a book
2. Reproduce the original book
3. Produce a new electronic book
4. Manage a library of *information requirements* driven by both legacy & emergent business rules
5. Question the wisdom of Step 1.





Escalating complexity  
demands that  
everything about  
content becomes  
**modularized**





**Content technologies**  
are used to create & manage  
*content assets* & to publish  
them as information products



Our concept  
of Content  
has evolved

It's not just  
what we take  
from the book

Content is what we can use to  
make many “books”



Seeing **Content**  
**as Potential**  
**Information**  
is surprisingly  
useful

Joe Gollner

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G N O S T Y X . C O M