Adaptive Content Modeling

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Content modeling

- Content modeling is the process of determining the structure and granularity of your content.
- Content models define the structure of information products and their constituent content components.
Information product model

• An information product is an assembly of content components, for example, a press release, an executive profile, a brochure, an instructional course.

• An information product model (IPM) is a hierarchical ordering of components. The IPM can be used over and over again with slight variations for different content.
Component models

• Components are the building blocks of your content.
• A component model describes the structure of specific types of content.
• Component models can be used over and over again with different content.
• Components can be reused in different information product models. The structure remains the same; only the content changes.
• Components further break down into elements.
Containers and elements

• A container is simply a ‘bucket” for content
• Containers contain ‘elements”
• There can be containers within containers
• For example, Date is a container. Date contains the elements Month + Day + Year
Process

• Decide what pieces your content contains and in what order (information product model)
• Decide how each components are broken down (component model)
• Provide additional information
  • Determine where components are reused
  • Determine if the element is mandatory or optional
  • Define metadata
A completed content model identifies:

- Which component types the model supports
- Which components are used in which information products
- Semantic structure of each component
- Base structure
- Frequency of occurrence
- Whether the element is mandatory or optional
- Whether or not an element contains boilerplate text
- How structures are reused
- Metadata that applies to each element
What do models look like?

• Models are represented in spreadsheets
• One master spreadsheet showing a list of common components and where they are reused
• A separate spreadsheet for each component, showing the semantic structure, the component type and production notes
Completing your content models

- Whether the element is mandatory or optional
- Frequency of occurrence
- Whether or not an element contains boilerplate text
- Generic (standard) name of the element label
- Notes
Group Exercise: Model a task
Semantic

- Indicates the semantic structure of content that should be included.
- Semantic reuse may or may not indicate content reuse.

<table>
<thead>
<tr>
<th>Semantic</th>
<th>Base</th>
<th>Freq</th>
<th>Usage</th>
<th>Boilerplate</th>
<th>Production Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Module</td>
<td></td>
<td>Outline</td>
<td>Detailed outline</td>
<td>Wkshp</td>
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<tr>
<td>container</td>
<td></td>
<td>1</td>
<td>M</td>
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Base

- Standard/generic name of each element.

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Freq(uency)

- How many times can the element be used?
- Once = 1
- More than once = rep (repeatable)

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Usage

- Indicates if the element is mandatory (M), or optional (O).
- Record the information in the Where Used section.
- Some elements can be both Mandatory and optional (e.g., the element may be Optional, but if the element is used, a sub-element could be mandatory).

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Boilerplate

- Boilerplate text is text which is always the same
Notes

- Other information required to help explain desired functionality

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Exercise: Complete the task model

• Complete the model for the task
Modify the model

• Enhanced task
Modify the model

• Mobile task
Modify the model

- Video
Questions?

Amazon, B&N, PeachPit

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