**Aalto University
School of Science
and Technology**

T-75.4210 Media Production & Use Processes

Examination

9 January 2012, 12.00 – 12 January 2012, 12.00

1 Introduction

This is an examination of the course T-75.4210. There are two tasks in this examination covering all topics taught in the course. To answer them, all material, i.e. the lecture slides and the provided articles, can be used freely to answer the questions. It is also allowed and encouraged to use additional material as well. Note that, except direct citations, any found instance of direct copying or collaboration will result in 0 points for the particular task!

2 Tasks

1) Processes (20p)
    a) Describe media production processes by distinguishing canonical stages! Focus on their tasks and explain their responsibilities!
    b) Compare user-generated content with professional-created content in media production! Elaborate on problematic issues and compare pros and cons.
    c) Explain different levels and types of production and make connections to value networks!

2) Content (20p)
    a) Describe the concept of metadata, its properties, types, and quality aspects! Name concrete examples of different metadata from three existing metadata specifications. Analyse their types using referenced metadata type categories.
    b) Describe the structure of IPTC News Architecture! Explain its core principles, and how it is related to other metadata standards. In addition, contemplate its standardization-related challenges and possible means to solve them.
    c) Describe the structure of EPUB 3.0 (Electronic Publication) standard! Compare it to other standards or specifications that are or can be used for e-reading purposes.

3 Deliverable

Write a document by hand or via computer that provides the answers in essay style for the tasks. Write about 3, max. 4 pages, per task (including the subtasks). Use *ordinary* formatting (i.e. Times New Roman, 12pt and 1.0 line spacing) for writing and numbers for pointing to your references in the text. Provide an *ordered* list of references at the end of your document.

Return the examination document with a cover page containing your name, student number, course code, course name, date, and **signature (!)** to the course mailbox (TUAS-building, 2. floor, behind the central elevator, the course-code is on the box) before Thursday, 12. January, 12.00!

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