Digital Asset Management (DAM)

Protecting, preserving, retrieving and distributing digital assets
What is DAM?

- **Digital asset management** (DAM) consists of management tasks and decisions surrounding the ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets.\[1\]

- A **digital asset** in essence is anything that is stored in a binary format and comes with the right to use. Files that do not possess the aforementioned right are not considered digital assets. Digital assets are classified as **images**, **multimedia** and **textual** content files.\[1\]
These concepts can apply to multiple forms of media

- Although the focus of this presentation is on photos, these same concepts can be applied to other types of media like video and documents
Shifting gears to photos -- Some assumptions we want to operate under:

- We want to **protect** the photos we take as they could be useful in the present and future.

- We want to **preserve** the photos we take. Hard drives fail. We need to back up the photos so we’re not rolling the dice on one drive staying healthy.

- We want to **retrieve** the photos we take at our convenience.

- We want to **distribute** the photos we take – whatever each request might look like. This requires organization and access.
Adobe Photoshop Lightroom is a photo editing and management computer program developed by Adobe Systems for Windows and OS X. Via a single user interface, it allows the viewing, management, and editing of a large number of digital images.¹

Lightroom and Photoshop share many of the same photo editing capabilities but with very different strengths, namely Lightroom's non-destructive behavior and Photoshop's ability to layer and manipulate specific elements of an image.
A sample photo workflow

Capture
- Shoot to card
- or shoot tethered

Ingest
- Rename
- Convert to DNG
- Add bulk metadata
- Backup

Working raw
- (Transfer to workstation)
- Group
- Rate
- Adjust
- Proof

Archive
- Raw files
  - Transfer
  - Backup
  - Validate
- Derivative Files
  - Transfer
  - Backup
  - Validate

Working derivative
- Create masterfile
- Optimize
- Create delivery file
- Send delivery file to the client
Example of a **bad** workflow

Shoot in camera → During import:
Do nothing

If the drive fails, you lose all your digital assets.
You can’t find your photos because you haven’t keyworded them.
Nobody can access your digital assets besides you.
If someone steals your machine, all your digital assets are gone.
Good Sample Workflow

 Shoot in camera

 During import: Rename Label/Keyword Backup

 Backup drive on site
Better Sample Workflow

Primary working drive is Internal drive C:/

Local Backup drive (a copy Of everything on C:/)

For photos: Flickr
For Files
Shared drives

Cloud or offsite storage
The Holy Grail of DAM workflow

- Ideally you want your digital assets **Backed up in TWO places**.
- Backed up locally in case your primary working drive fails
- Backed up to the cloud or offsite in case of theft, fire, power surge, etc.
**Best Modern DAM configuration**

- Flash based storage as main computer with external drives with main content

- Primary working drive houses files
  - Automatically Backup with Time Machine for Mac or backup software for Windows

- Flash based internal drives
  - Run operating system and software

- Local Backup drive

- Cloud or offsite storage
Ingestion

- Ingestion refers to the process of downloading images to your computer. This includes a number of important steps that can be done automatically by your software, or that can be done in a batch to an entire shoot. When done correctly, good Ingestion can save time and add security to your photos.
Ingestion: Things to do

- Label and Keyword everything
- Rename your files to avoid file collisions
- Automatically backup the files if possible
Power of Keywords

- Keywords make finding things in your catalog easy

**Example of keywords:**

- Rec Night
- RecNight
- Recreational Services
- RecSports Ambassadors
- RecSports Employees
- RecSports Reunion
- RecWorld
- Reindeer Games 2013
- Reno
- ReRev Kickoff
- Resistance Band
- Resistance Band Rifle
- River
- Rock Climbing
- Rolls
- Rugby
- Ryan
- Safety
- Safety Test
- Sailing
- Sand Volleyball Courts
- Second floor
- Selling
- Side Expansion
- Silent Auction
- Silent Auction 2014
- Sit Less Move More
- SLMM
- Snow
- Snow Days
- Snow Shoeing
- Snowy day OSU
- Admin Retreat
- Admins
- After Dark
- After Hours
- ALI
- ALI admin pics
- All Staff BBQ
- Alumni BBQ
- Annual Report
- Aquatics
- Archery
- Architectual
- Atrium
- Austin Hall
- Badminton
- Benner
- Baseball
- Basketball
- Basketball Courts
- Battle Ground Bootcamp
- Be Well
- Be Well 5k
- Beaver Community Fair
- Beaver Nation
- Beavers
- Benny The Beaver
- Best session 1 rafting 2008
- Bike Shop
- Biking
- Billiards
- Block Party
- Body Action Campaign
- Katey
- Kayak
- Kayak Rolls
- Keep
- Kelley Engineering Center
- Lacrosse
- Laikyn
- Larry Roper
- LaSells
- Lifeguard
- Lifeguards
- Lillian
- Locker Room
- Lounge
- Lower Level
- Maintenance
- Majeed Badizadegan
- Marketing
- McAlester Fieldhouse
- McAlester Rock Climbing Wall
- McAlester Turf
- Member Spotlight Twins
- Member Stories
- Member Story
- Membership
- Memorial Union
- Men's
- Merchant Expo
- Morning
- Mountaineering
- Move More
- Multipurpose Rooms
Keywords help you

- Find photos quickly
- Organize information
- Embed metadata into photos so they are searchable in your photo library and in catalogs
Our graphic designers need photos for projects all the time

- We use a FlickR free account
- Everyone can access the photos
- 1 TB of free storage
- Access search from the top of FlickR
  - Click on Advanced Search in the upper right
- Advanced options allow you to narrow down your search results by keywords, date ranges, and more.
Advanced Search

Search for
Tip: Use these options to look for an exact phrase or to exclude words or tags from your search. For example, search for photos tagged with "apple" but not "pie".

1. Soccer, field, intramural

Search in
2. Your Photostream

SafeSearch
Tip: Select a "Safety level" for your search.

3. SafeSearch on

Search by content type
Tip: Check the boxes next to content you'd like to see come up in searches.

4. Photos / Videos
5. Screenshots / Screencasts
6. Illustration / Animation / CGI

Search by media type
Tip: Filter to only display either photos or videos in your search results.

Search by date
Tip: Use one or both dates to search for photos taken or posted within a certain time.

5. Photos taken after 01/12/2012
6. Photos taken before 01/12/2014

Creative Commons
Tip: Find content with a Creative Commons-licensed content.

4. Only search within Creative Commons-licensed content
   Find content with a Creative Commons license
   Find content to use commercially
   Find content to modify, adapt, or build upon

SEARCH
Flickr allows fast and central access to finding and downloading photos at various sizes.
Manage Flickr from Lightroom
Shared Drive File Management at Rec Sports
Design Work on Shared Drive
File Naming

- Termyear_filename_dimension/type
  - F14_IMLeagues_22x28
  - F14_IMLeagues_SHSPlasma