

DAM 101

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DAM Terminology

What is a Digital Asset Management (DAM)?

One central software for all assets to be organized and managed for future benefits.

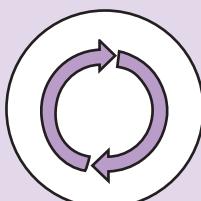
Why is a DAM system important?

A DAM system increases security, organization, and search ability of a companies assets (Intelligence Bank,n.d). DAM expands content storage while creating and upholding standards for a company (Intelligence Bank,n.d). Most importantly when used properly a DAM system saves times and helps employees to focus on the tasks at hand (Intelligence Bank,n.d).

Benefits of a DAM system



Assets are in a centralized location



Automates workflow



Sophisticated Search Capabilities



Manages permissions and security

(Canto,2020).

ASSETS vs. CONTENT

Assets include everything that a company or individuals owns that hold value (Intelligence Bank,n.d). Some forms of common assets owned are photos, videos, documents, and information which could have been created or purchased by the company/ individual.

Content represents everything the company owns with no restrictions (Intelligence Bank,n.d). Not all content are assets however, the assets are found within the companies content.

CONTENT ≠ ASSET

How a DAM System Works

The cumulative efforts of hardware, softwares, and digital application when formated efficiently work together to create a well organized and accessible DAM system.

Taxonomy

Represents the structure of your DAM system. A taxonomy is hierarchical structure organized by levels utilizing Parent, Children, and Sibling categories.

A taxonomy can be paired with metadata to create even more accessibility and efficiency for users.

NOTE:

A taxonomy over 3 levels deep can lead to a more complicated system. Strive to obtain simplicity and accessibility in the taxonomy design.

EXAMPLE

Parent:

Kitchen

Child:

A) Appliances

Sibling:

a) Oven

b) Stove

c) Fridge

Metadata

Data about data...about data...about data...

A vital part of accommodating and promoting accessibility for the users of the DAM system is the use of **Metadata**. Metadata is useful information which is assigned to each asset either manually or automatically. Metadata can be required upon entry of an asset into a DAM system.

TYPES OF METADATA

1. Descriptive

One of the most commonly used due to its acceptability and visibility in most file types. This data describes the file using elements such as the title, dates, **keywords**, etc. (Schmidt, 2021)

2. Structural

“Information concerning a specific object or resource.” This metadata refers to the format of the asset and how it is organized or fits together. This includes information on how the asset is sorted. (Schmidt, 2021)

3. Preservation

Helps to maintain the asset, including vital details in order to communicate with the file type. Maintains the key principles by keeping track of data such as the rights. (Schmidt, 2021)

4. Provenance

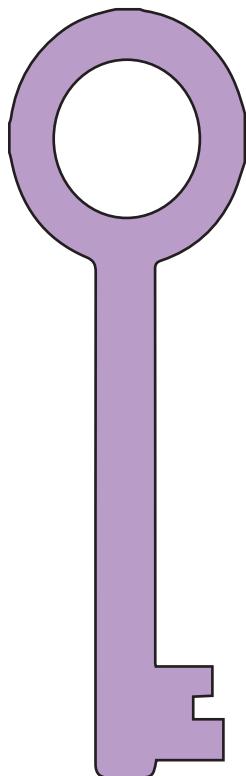
This data is more relevant once there are additions to or duplications made of an asset. This data continuously tracks and provides information about the history of the asset. (Schmidt, 2021)

5. Use

Tracks and organizes information about each time a user accesses a specific piece of data in order to make predictions of users future behaviors. (Schmidt, 2021).

6. Administrative

Information describing “instructions, rules and restrictions” of an asset. This data aids administrators to organize which assets have limited accessibility base upon to qualifications or position of the user. (Schmidt, 2021).



Keywords

Keywords provide administrator the capability of labeling assets according to your businesses needs. It is important to create a sound strategy and a set of best practices in order for keywords to provide efficient aid and organization of your assets. An example of best practice is creating a bank of keywords which can be selected in order to keep assets with similar uses together. (MediaValet, 2021)

TIPS:

- Do not make your keywords too specific
 - Be consistent
 - No synonyms or abbreviations
 - Literal descriptive keywords instead of representative
 - Designate a set of keywords
 - Avoid slang
- (MediaValet, 2021)

Tips For Building Your DAM System

A DAM system is unique for each company. The system is structured according to the uses of the assets and the needs of the users. A company should aim for a scalable and accessible system in order to make the system efficient and proactive for all users.

Finding Your Best DAM System



★ Look For Scalability

A DAM system should be able to easily scale up to hold the amount of assets necessary to your business. The organization and structure of a DAM system should be able to adapt smoothly and grow with your companies demands (MerlinOne,2020).

★ Flexibility

They key for you to understand which DAM system is correct for your business you need to understand how simple or complex your system will need to be. This all depends on the environment, processes, people, and systems associated with your business (MerlinOne,2020).

★ Capabilities

A good DAM system should be able to present catalogues which are curated according to the customer (MerlinOne,2020).

★ Search Sophistications

An asset is only useful if it can be found at an appropriate time. A strong DAM system has helpful search filters and sophisticated search techniques (MerlinOne,2020).

★ Security

Keeps all your assets safe in an environment where sharing files and assets can be done securely (MerlinOne,2020).

★ Input Methods

Compatibility with your system and assets is a necessity for every company. Review the capabilities for inputting assets. An example is certain restrictions around metadata could be detrimental (MerlinOne,2020).

DAM Terminology

Assets

Property owned or controlled by an individual or a business.

Content

All of the assets the company owns. The assets of a company are found within the content however they are not the same thing.

Metadata

Descriptive information about your asset.

Cataloging

Uploading an asset while extracting and adding keywords to the metadata attached to the assets file.

Tagging

A process of adding metadata to categorize the content.

Keywords

Keywords are a part of the metadata attached to an asset.
Keywords are information placed in the assets storage which describes the asset so they are easier to search later.

Data Storage

A DAM relies on storage softwares to store the assets. These usually included primary and backup storage

Data Migration

The process of transferring assets from one system to a more updated DAM system.

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