



DAM CREATIVE

GCM460 • SECTION 3

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SUBMITTED TO

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DAM INFORMATION SHEET

WHAT IS A DAM?

A DAM is a **Digital Asset Management system**, which is designed to organize digital content and workflows in order to build a library of assets that can be easily found, retrieved, and used (Schueller, 2021). In essence, it's a massive catalogue, except for branding and marketing assets. Having a DAM helps an organization store and use their content in the most effective way.

WHAT DOES A DAM DO?

A DAM has many purposes. It centralizes a company's assets in a catalogue, creates ways to automate storage and retrieval, allows users to collaborate on projects and share assets, and protects the brand from improper use of digital content (Schueller, 2021). However, a key point is that **a DAM increases searchability**. After all, an asset that cannot be found, cannot be used (Rouse, 2013) – and that's a waste of money for an organization.

HOW DOES A DAM INCREASE SEARCHABILITY?

By creating a good hierarchy of files (called a **taxonomy**), a DAM can be organized into specific categories that are usually based on type or function. (Roe, 2020). However, while a hierarchy can divide assets and group them by similarity or relationships, specific assets will still be difficult to find. That's where **metadata** comes in. Metadata is data about data, and allows users to search by specific tags, like file type, content source, rights management details, and, most importantly, keywords (Roe, 2020).

Keywords describe the content featured in an asset (Kruger, 2019). While other information is structural or administrative, keywords allow users to search for a specific subject or situation. In essence, it helps with search engine optimization, as DAM users can search within categories to find the best asset that suits their needs (Kruger, 2019).

In general, keywords answer the basic questions of **who, what, where, when, why, how**, and the significance of an asset (Rouse, 2013). Beyond that is up to the person assigning the metadata. Users should take care that keywords thoroughly describe the asset but aren't too specific or too broad, or that there aren't too many descriptors (MediaValet, n.d.). It helps to create a controlled vocabulary that standardizes what keywords are applied to assets, as well as the spelling and abbreviations that will be used (Rouse, 2013).



WHAT SHOULD YOU KEEP IN MIND WHEN COMING UP WITH KEYWORDS?

Choosing keywords is a bit of a science. Too little keywords, and the asset will not be found; too many keywords, or irrelevant keywords, and users will be bombarded with content that does not suit their needs. Clemency Wright of Clemency Wright Consultancy, mentions that it is vital to create a methodology for keywording that ensures only the most appropriate descriptions are used. This includes creating a set of rules for choosing words and considering the end user's experience - using words that customers will use, not just words that describe the image (Rotenberg, n.d.).

Other things to keep in mind:

- Your keywords should not be too specific, as this would require the exact descriptor to be used to find the asset (MediaValet, n.d.).
- At the same time, your keywords should not be too broad; when working in a niche industry, broad keywords would likely apply to all the assets and will not narrow down any search results (MediaValet, n.d.).
- Use consistent phrasing for verbs, plurals, and abbreviations - and the correct spelling! Inconsistencies will make some assets impossible to find (MediaValet, n.d.).

HOW DO YOU DETERMINE KEYWORDS?

One activity to try determining the proper keywords to use for assets is card sorting. By getting users to view examples of assets that will be in a DAM, one can get an idea of what stands out to people when they view an asset – and what they would be searching for (“Card Sorting,” n.d.). This will help a DAM manager understand the categories in a DAM, and the users of the catalogue.

There are two ways to conduct a card sorting activity. An open sort allows participants to organize content and assets into categories of their choosing, while a closed sort allows participants to sort assets into pre-determined categories (“Card Sorting,” n.d.). CARD CREATIVE utilizes a closed sort to allow players to get an understanding of the activity and the kinds of assets that they might come across in a DAM.



RULE SHEET

Welcome to CARD CREATIVE, a game that takes the framework of card sorting and makes it into a fun way to spend an hour! This game, designed to be used as a team-building exercise or just some family fun, will help players understand the importance of creating a defined vocabulary and clear hierarchy system for digital assets.

HOW IT WORKS:

Each round, one of the Asset Cards will be chosen and displayed face-up to the entire table. Players will have 5 minutes to come up with descriptors that could fit as keywords for the asset. After the time is up, players will compare their answers and tally up points. The player with the most points wins the round, and the player with the most round wins is the winner of the game.



POINTS SCORING

If a player is the only one to get the correct descriptor in the correct category	3 points
If multiple players get the correct descriptor in the correct category	2 points to all players
If a player or multiple players get[s] the correct descriptor in the wrong category	1 point to all applicable players
If a player writes a descriptor that isn't in the solution: The player presents the descriptor to the group of players, and the group votes on whether the word should be included.	If most votes are yes: 1.5 points If most votes are no: 0 points

ANSWER KEY



SUBJECT

Bride
Groom
Wedding
Man
Woman

SETTING

Beach
Sunset
Clouds
Summer
Ocean

OBJECTS

Dress
Tuxedo
Waves
Water

EMOTIONS

Peaceful
Happy
Celebration
Tranquil



SUBJECT

Woman
Jogger

SETTING

Trees
Fog
Misty
Autumn
Path
Leaves

OBJECTS

Exercise
Jog
Sun Rays
Street Lights
Exercise
Clothing

EMOTIONS

Peaceful
Unnerved
Motivation



SUBJECT

Crowd
Men
Women
Youth

SETTING

Concert
Stadium
Party
Festival
Evening

OBJECTS

Lights
Beams
Glowsticks
Headbands

EMOTIONS

Excitement
Adrenaline
Happy
Adventure

ANSWER KEY



SUBJECT

Man
Young Adult
Professional
Caucasian

SETTING

Office
Indoors

OBJECTS

Printer
Denim
Photocopier

EMOTIONS

Worry
Concern
Stress
Analysis
Difficulty



SUBJECT

Man
Woman
Caucasian
Young

SETTING

Forest
Wilderness
Overcast

OBJECTS

Car
Jeep
Flat Tire

EMOTIONS

Adventure
Explore
Trouble
Serene
Excitement



SUBJECT

Woman
Mother
Child
Boy
POC

SETTING

Indoors
Home
Living Room
Lounge


OBJECTS

Mask
Schoolbag
Backpack

EMOTIONS

Unhappy
Tired
Impatience
Frustration
Love


CARD SHEET - CARD SHEET - CARD SHEET - CARD SHEET



PLAYER NAME: _____

SUBJECT	Pts.	SETTING	Pts.
OBJECTS	Pts.	EMOTIONS	Pts.


TOTAL POINTS: _____



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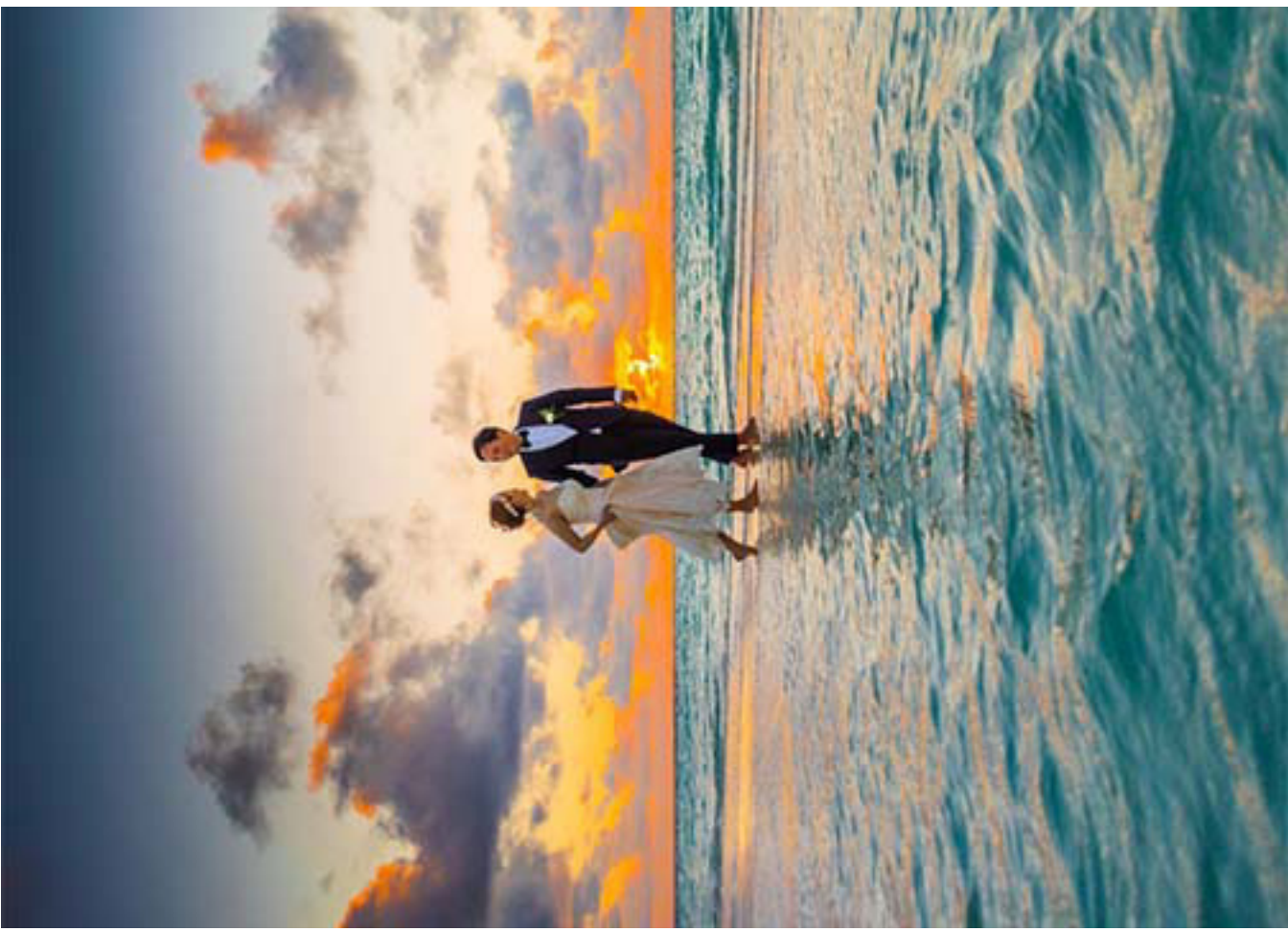


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