

#DAMCreative🔊

## 1 DAM. WHAT IS IT?

Digital Asset Management (DAM) is a software that organizes, stores, and dispenses a variety of visual sources (such as images) on its platform.

### What can a DAM do?

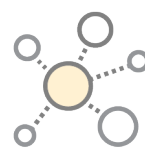
DAMs can generate metrics in which back-end users can track information like:



Modification dates



Who downloaded what



Types of assets

## 2 METADATA WHAT IS IT?

// Data about data. A single unit of metadata can be assigned to a single item, or a collection of data including multiple content items and hierarchical levels. //

### Considerations When Assigning Metadata

- Where are you getting your 'facts' from?
- Are they accurate and acceptable?
- Are they useful for people searching within your DAM?
- How do you create suitable Keywords\* for people without causing offence?

## DID YOU KNOW...🔊

One billion people, or 15% of the world's population, experience some form of disability.



## 5 KEYWORDING

\*Keywords – the art and science of making content visible to users from different backgrounds, and with various attitudes and aptitudes. It is about taking responsibility for the language used to describe everything from objects and locations, to concepts and people.

### What are the keywording considerations for a user with accessibility needs?



Consider what is most right for the greatest number of people. Those terms will need to be adapted over time to better describe the given asset.



Monitor the language that is being used and any changes that are happening in society or culture, and the impact of what that means.

## ACCESSIBILITY IN DAM

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- 4 How Can You Make a DAM More Accessible?
- 5 Keywording

## 4 HOW CAN YOU MAKE A DAM MORE ACCESSIBLE FOR... A FRONT-END USER?

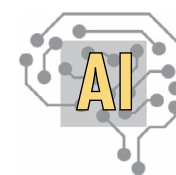
User experience needs to be self-explanatory, intuitive, and straight-forward with simple keywording\* language that would be easily understood by the users within the organization. Some helpful features include:



Enhanced search functionality (predictive text, lightboxes)



Filters or folder structure



Artificial Intelligence (AI) algorithms

## 3 ACCESSIBILITY. WHAT IS IT?

Accessibility refers to the design of products, devices, services, or environments for people who experience disabilities. (Exley 2016)

### HOW CAN DAM ACCOMODATE ACCESSIBILITY?



Correct metadata indexing



Learn about the user's needs

### A BACK-END USER?



Educate



Support



Inform

Educating, supporting, and informing the people responsible for adding the attributes and metadata in the back end could be done in a design-focused and interactive way using lightroom examples, pop-ups, and image references.

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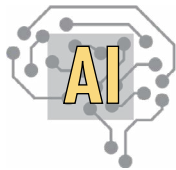
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