DIGITAL ASSET MANAGEMENT (DAM)
METADATA MANAGEMENT & TAXONOMY DESIGN

01 METADATA

- Metadata literally means "data about data"
- In terms of DAM, it's the information that describes assets, making content easier to find, identify, and correctly use
- It is the primary trait that separates DAM from other cloud storage systems

Example asset:

Example metadata:

.PNG
1848×1248 px
RGB

girl, fashion, summer
studio shoot, model

Stock Image
Editorial use allowed
5yr license duration

So... is it important?

YES. HERE ARE JUST A FEW REASONS WHY:

- Helps users discover and use assets efficiently with reduced frustration
- Tells you exactly how to properly use the asset to avoid confusion and potential legal trouble
- Lets you describe and organize assets with extraordinary detail
- Allows teams to work with the most up-to-date assets
- Simplifies user workflows by enhancing the DAM search engine's capabilities
- Optimizes the use of brand content so that duplicates are not created

TAXIS
(arrangement, division)

+

NOMOS
(law)

=

02 TAXONOMY

Taxonomy comes from the combination of two Greek words:

- The scientific way of classifying objects in a consistent and easy-to-navigate framework
- Taxonomy design works together with metadata to create a highly searchable and effective DAM

TIPS FOR CREATING:

- Gather user feedback
  - How do users currently navigate folders or find assets?
  - What's their ideal taxonomy?
- Define the assets you have
- Identify your top categories
- Decide which categories will be top-level (parent) vs. sub-level (child) categories
- Ensure users can reach their desired category within 3 clicks
- Ensure it's stable and scaleable over time

TIPS FOR MAINTAINING:

- Continually encourage user feedback
- Ensure taxonomy, file naming, and metadata are being applied correctly to ensure they continue to support each other
- As the DAM scales up, benchmark and audit the DAM if new subcategories need to be added

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