# 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 metadata:



.PNG 1848×1248px RGB

girl, fashion, summer studio shoot, model

Stock Image Editorial use allowed Syr license duration



efficiently with reduced frustration

 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

Tells you exactly how to properly use the asset to avoid confusion and

Potential legal trouble

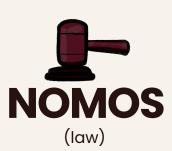
Optimizes the use of brand content so that duplicates are not created

So... is it important?

YES. HERE ARE JUST A FEW REASONS WHY:



(arrangement, division)



02 TAXONOMY

Taxonomy comes from the combination of two Greek words:

### **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

- 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 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

# REFERENCES

Acquia. https://www.acquia.com/blog/digital-asset-management-taxonomy

Arora, G. (2023, June 23). DAM Metadata: Background, Benefits & Best Practices. Brandfolder.

https://brandfolder.com/resources/metadata-digital-asset-management/

- El Asaleh, R. (2024). *Acquia DAM Setup Foundation*. Personal Collection of R. El Asaleh, Toronto Metropolitan University, Toronto, ON.
- El Asaleh, R. (2024). *Finding an Asset*. Personal Collection of R. El Asaleh, Toronto Metropolitan University, Toronto, ON.

Holmes, N. (2022, August 22). Building a Digital Asset Management Taxonomy.

Zabardast, E., Gonzalez-Huerta, J., Gorshek, T., Šmite, D., Alégroth, E., & Fagerholm, F. (2023, August). A taxonomy of assets for the development of software-intensive products and services. Journal of Systems and Software, 202. https://doi.org/10.1016/j.jss.2023.111701