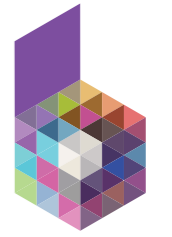




brandworkz®

Contents

Introduction	5
Pages	11
Naming Pages	11
Page Properties	13
Choosing/changing page properties	13
Export tags and metadata	27
Import tags and metadata (also explained in the 'General System Admin' section of this manual).....	29

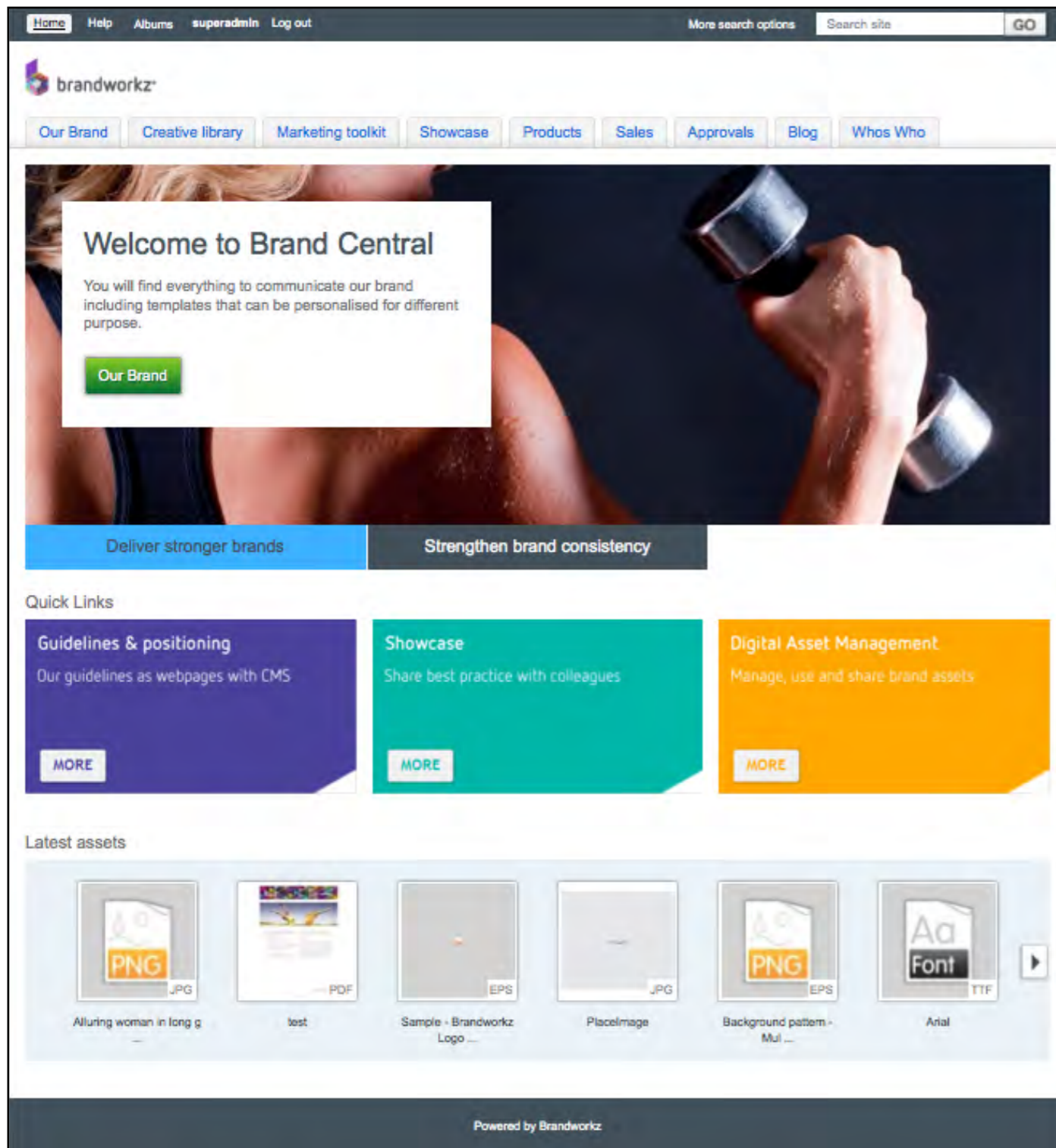


brandworkz®

System Admin Training Materials

Chapter 1: Overview

General overview of the functionality of Brandworkz.
This chapter would be used by all users who are responsible
for creation and maintenance of the site.



Introduction

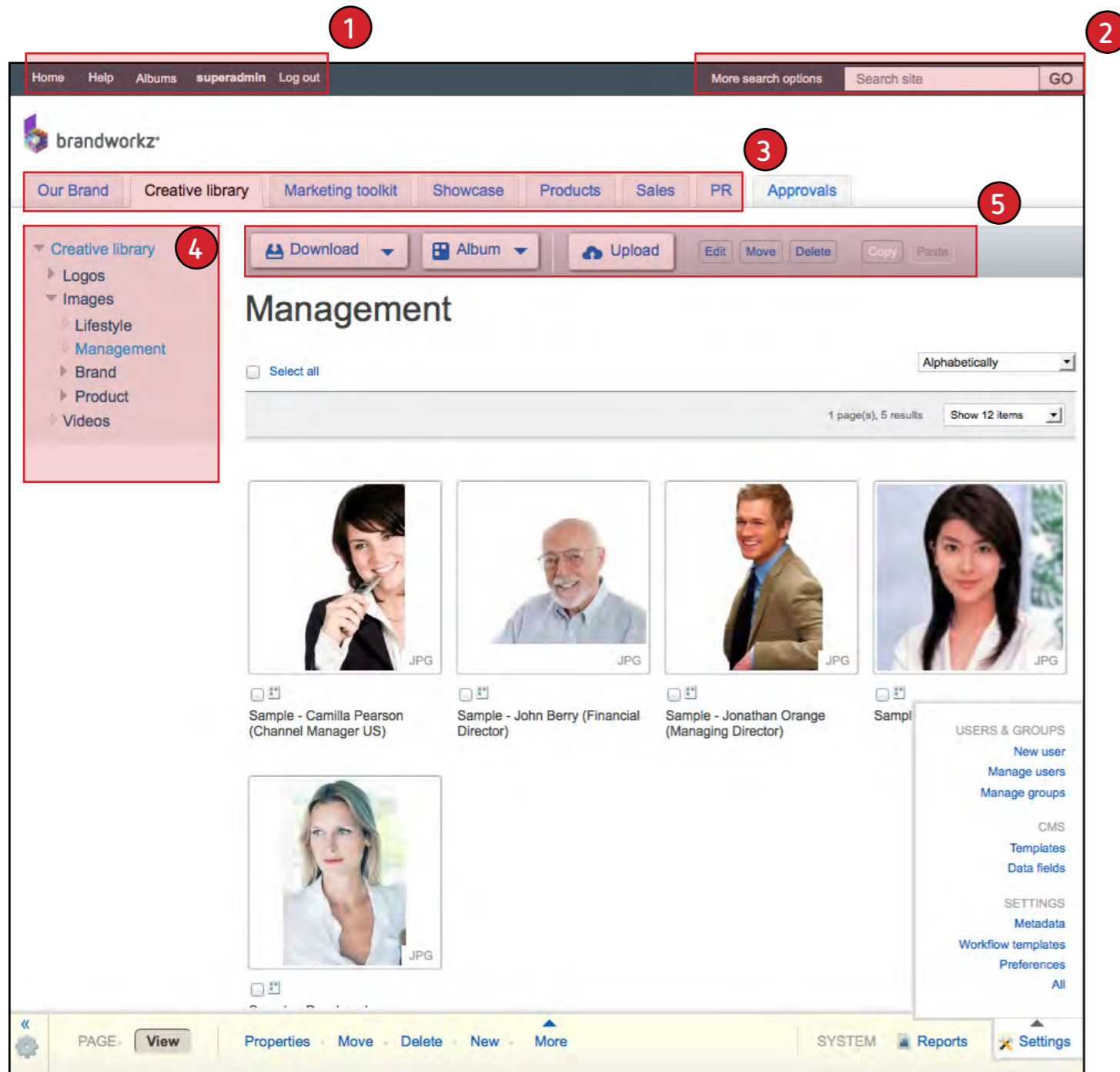
Welcome to the Brandworkz training manual. Firstly we would like to say thank you for choosing Brandworkz and we are looking forward to working with you to help you grow your brand.

Brandworkz mission is to help brands grow to their full potential by ensuring the brand is represented as it was designed to be. We aim to achieve this by giving you the tools needed to ensure brand consistency is maintained and to provide a central point for all your brand activities.

The purpose of this training manual is to educate system administrators about how to manage the system on a day-to-day basis.

The training manual features explanations of the different modules in Brandworkz with illustrated step-by-step instructions on how to carry out tasks within the platform. It is intended that this training manual supports the training you have received from Brandworkz or from within your organisation.

If you have any questions about this training manual or about some of the functionality please get in touch at support@brandworkz.com.



Brandworkz is more than just a web site, it is an application. Every page is actually a folder with a template assigned to it. Systems Administrators will be working with both the front end of the site, the look and feel, and also behind the scenes, functionality, users etc.

Front-end: Asset admin bar, and Page admin bar.

Behind the scenes: Settings section, found by clicking the 'settings' button at the bottom right of any page.

Here is a quick introduction to the different elements in the interface:

1 Masthead Functions

This area has the following functions:

Home: Clicking on this link allows you to navigate back to the homepage

Help: Opens the help site

Albums: Clicking on 'Albums' takes you to the album management page.

Username: (typically shown in bold text compared to the other links) opens your account detail page

Logout: Logs you out of the system. Please note: Closing your browser will not log you out of the system automatically.

2 Search Function

Type a search term into the search box to do a search of the whole site. The search will return results featuring assets and CMS pages which file name, page name and description contain this term.

Clicking on "more search options" takes you to the advanced search screen.

3 Featured navigation

This is your top level navigation, these folders are normally the most commonly used. The system administrator can choose which pages to feature here.

4 Page Navigation

Your system will consist of a hierarchical list of pages where assets are stored. If you click on a page name, you will be taken to that page. To view any subfolders click the > next to the folder name to expand the navigation.

The name of the folder you are currently in will be displayed at the top of the page. It will also appear highlighted in another colour in the navigation menu.

5 Asset Admin Bar

The buttons on this bar allow you to manage, edit, modify assets selected using the checkbox.



6 Album Actions

Albums are used to store assets for later use, like an e-commerce shopping cart. When you add an asset to an album it creates a link in the album to the asset, it does not physically move the asset into the album. If you remove an asset from the album it will only remove the link, it does not remove the asset from the server. Albums are personal to a user so only you can view your album on the site. If you want to give someone access to an album you have created you can either send it to them or create a public link to it, which you can share.

Once you have decided which asset(s) you wish to put in an album you can add them to the currently active album by clicking the add to album icon under the asset. If you want to add the asset(s) to a different album you can hover over the asset or click on the album button in the asset admin bar. Both of which will give you the option to change album

You can view, modify, send, and download your albums through the 'albums' link in masthead at the top of the page. Note: If an asset is in your active album, the album icon next to the asset's thumbnail will be highlighted.

7 Select/Clear all tick boxes

If you are in an asset folder page you will see this option. Ticking the box will select all the visible assets on the page allowing you to apply bulk actions such as add to album, or any other function on the asset admin bar

Note: This only applies to assets that are displayed on the page. In order to increase the number of assets displayed please use the asset listing drop down, see below.

8 Asset listing drop down

Here you can change the number of assets viewed on a page and how they are listed, ie. alphabetically or recently added.

9 Asset checkbox & Add to album icon

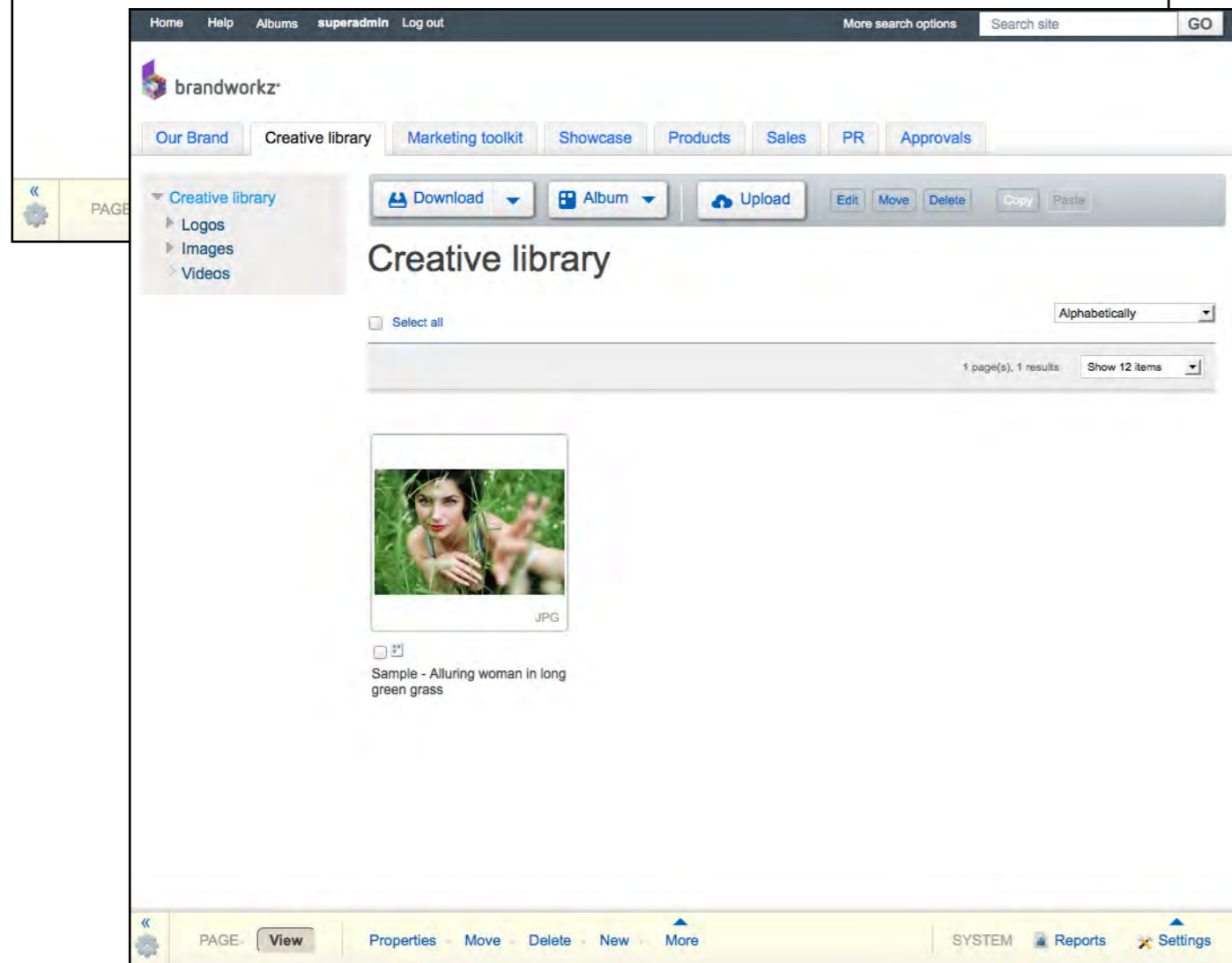
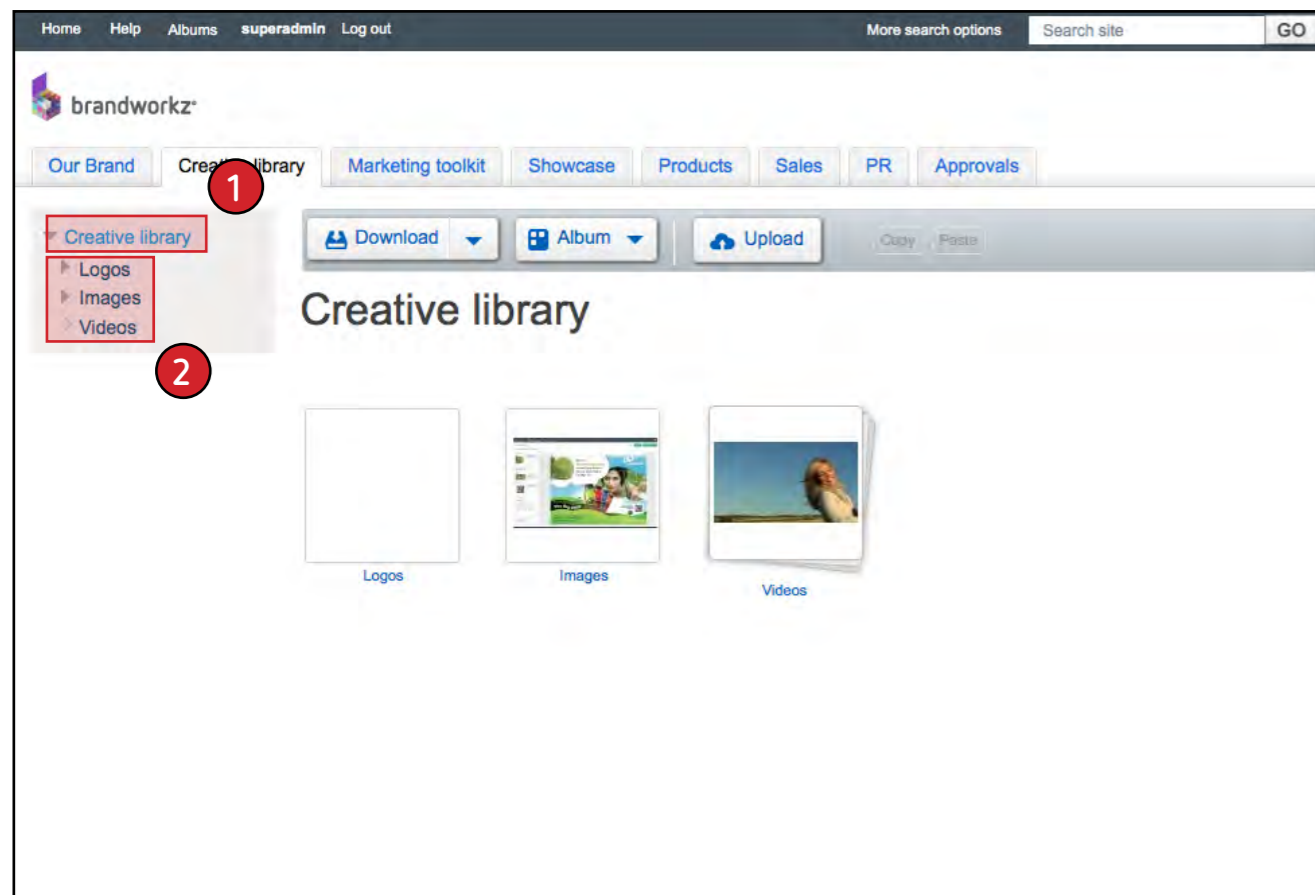
Tick the asset check box to apply functions using the asset admin bar. Click the add to album icon to add the asset to the currently active album.

10 Settings

Hovering over the settings link in the bottom admin bar will open a pop up window with commonly used links for the System Administration area. Clicking on the link will take you to the System Administrator page.

11 Page admin area

From here you can create and style your pages and folders. Hovering over the links gives a tool tip of what each one does.



Pages

Each page within your site is actually a folder. Each folder can contain assets, subfolders or content depending on the properties you assign to the page.

Naming Pages

When naming your pages make sure you only use alphanumeric characters. Using special characters such as & or £ will result in an error.

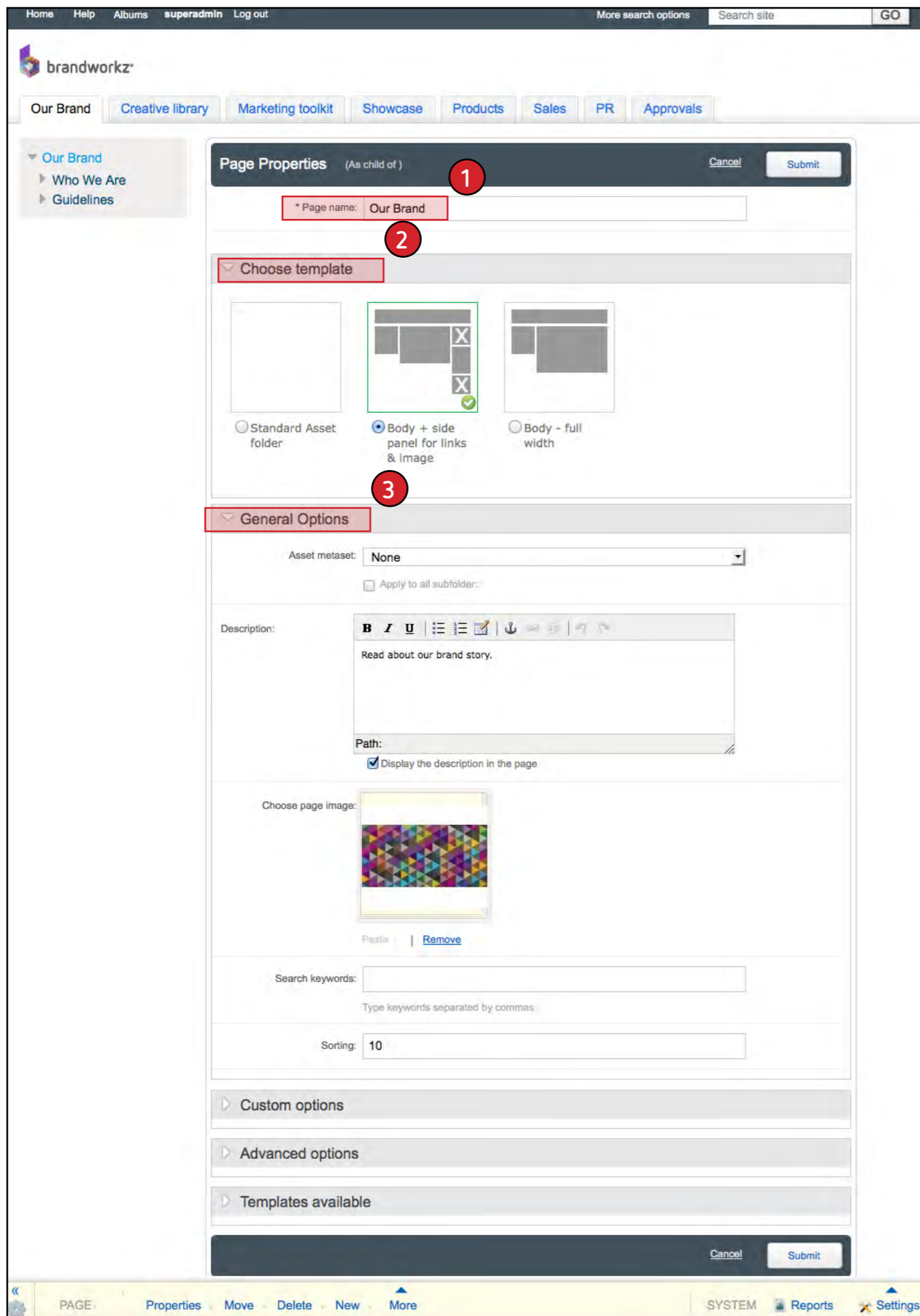
Page Navigation (parent 1 /child 2 folders)

Your site is made up of folders within folders. Top level folders are called parent folders and sub folders are children of those folders or child folders.

You can use the page listing on the left hand side to navigate your site. If a listing has a grey triangle next to it it means there are sub folders in that folder. Clicking the triangle will display the listing for the sub folders. Clicking on any of the listings will take you to that folder.

Tip: When considering how you will be structuring your website, we recommend that you use separate folders for images and videos. Primarily to avoid confusion of a video being uploaded/downloaded instead of an image and vice versa.

Please note: If you upload an asset to the top level of a folder that has sub folders the sub folders will no longer be visible as the asset will overlay the folder structure underneath. If this happens simply put the asset into a folder and the sub folders will reappear



Page Properties

Here is where you choose how your page will be displayed and what properties it will have.

There are two types of pages, styled templates and standard asset templates. Styled templates are used for pages such as homepage, showcase, landing pages etc, standard asset pages are used for areas such as image libraries.

You can change a folder from standard asset to templated at any time without losing any information. These settings are overlays on the folder and do not affect the assets inside.

Choosing/changing page properties

To choose how you want a page to be displayed navigate to that page and click the properties button in the bottom admin bar to go to the Page Properties admin page. From here you can apply the style and properties.

1 Page Name:

Here is where you name your folder. This will be what is displayed in the side navigation and the top of the page. If the folder is a child folder it's parent will be listed next to Page Properties at the top of the page.

2 Choose template:

Dependent on how your pages have been set up you may have a selection of templates to choose from. If there are no templates available you can add one further down the page. Please see item 7.

3 General Options:

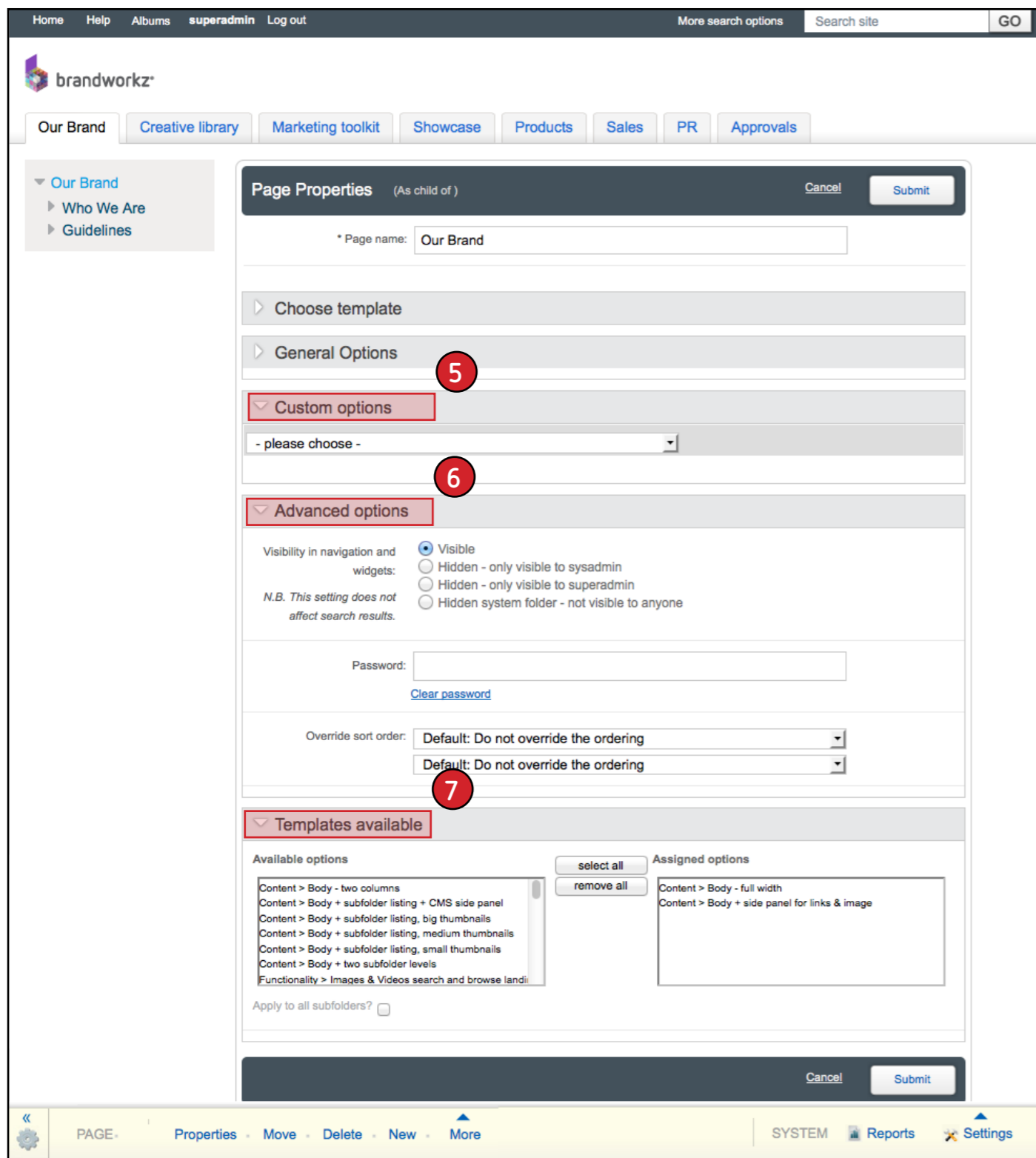
Asset Metaset: Choose a metaset from the drop down list to apply it to the folder. You can choose to apply the metaset to all subfolders of that folder. Metasets will be covered in more detail in the settings section.

Description: This will be displayed when no template has been added to the page. It can also be used in a search.

Choose an image: Instead of having folder icons on the page you can choose an image thumbnail to show instead. To use an image it must first be on the system. Navigate to the image you wish to use and tick the check box under it, then click copy in the asset admin bar. Navigate back to your folder and click properties. Click paste under the "choose image" option to apply the image .

Search keywords: Add keywords to the folder to make it more searchable.

Sorting: You can change the order the sub folders appear in the left hand navigation by putting numbers in here. If left blank folders will appear in alphabetical order.



5 Custom options

Choose a metaset from the drop down to apply to a CMS page. Metasets are explained in more detail later in the manual

6 Advanced options

Enable blog: Choose this option if you wan the page to be part of a blog. Please note: The blog will only work if the blog template has been assigned to the folder

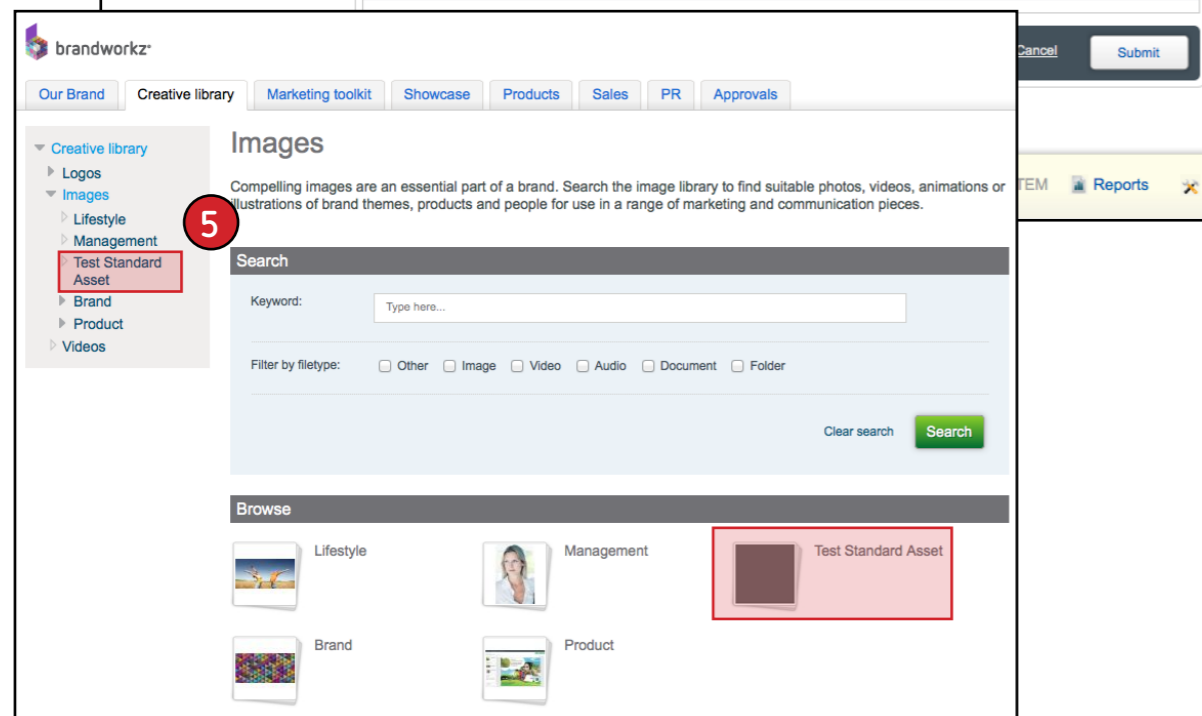
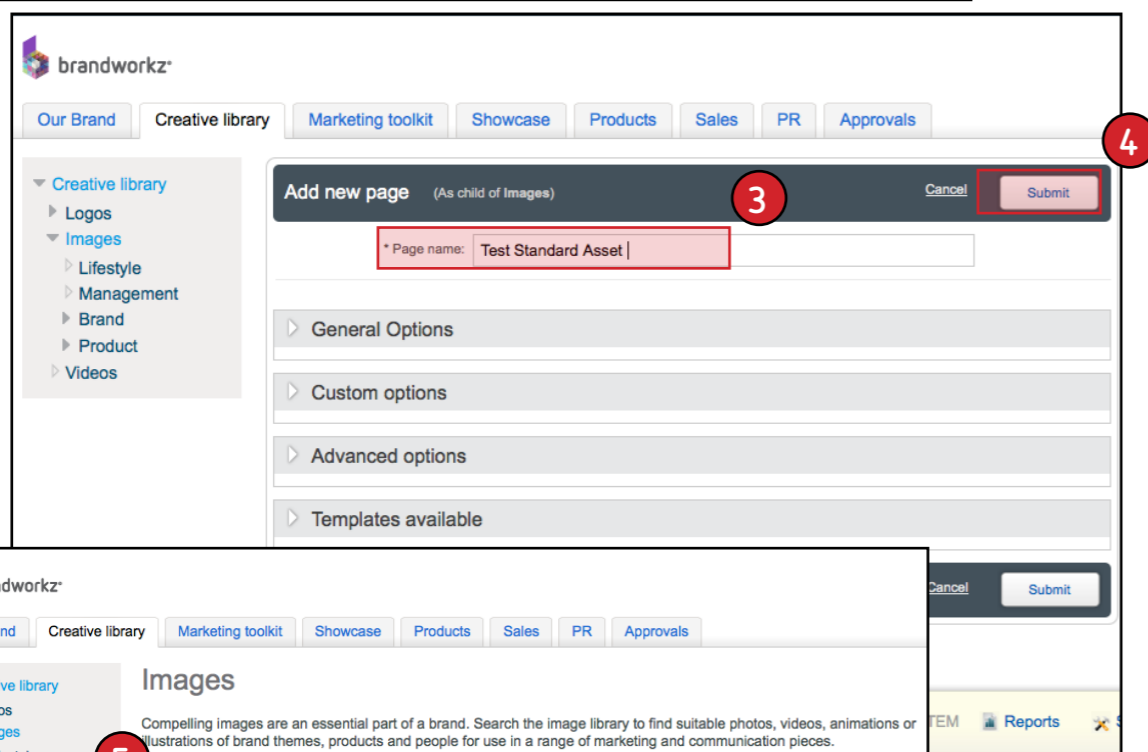
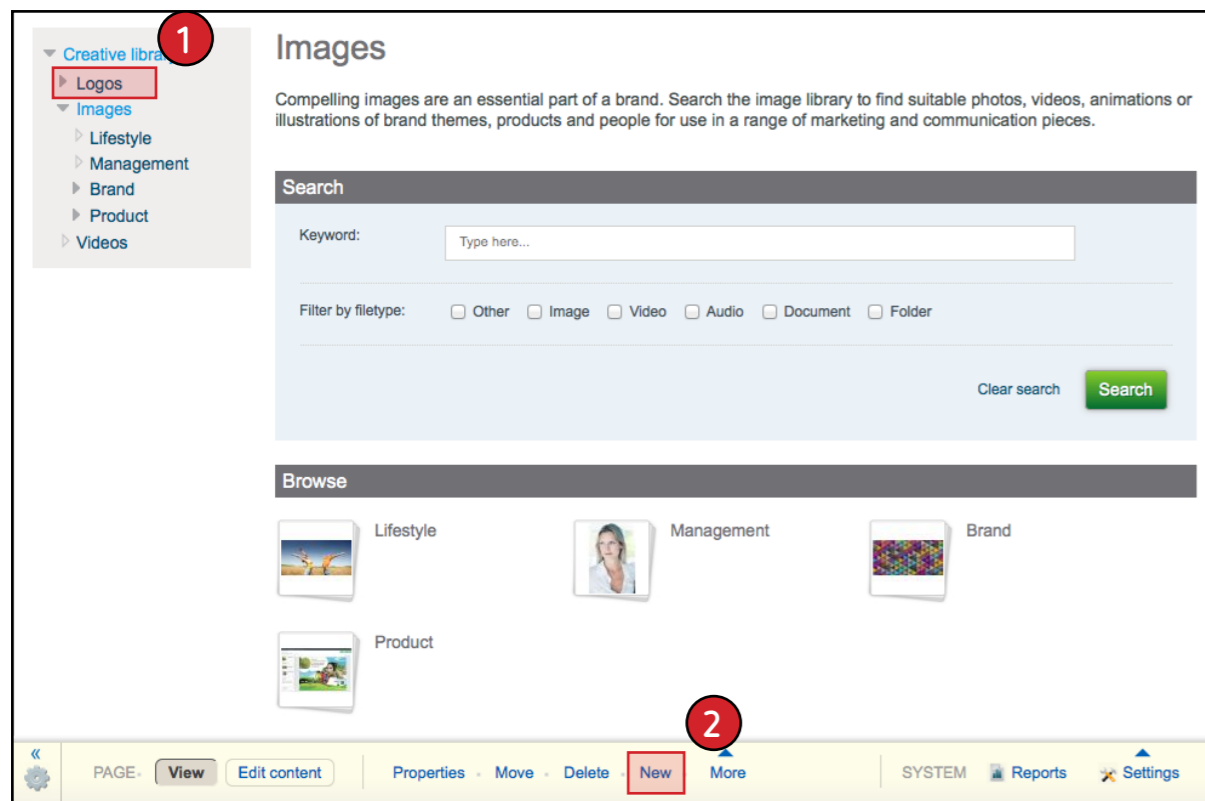
Visibility: You can choose for the folder to be visible to everyone or only for certain users This is useful when a folder is being worked on and it is not yet ready for users to see the content.

Password: You can choose to password protect a folder. Please note: If you choose to password protect a folder and forget the password Brandworkz are not able to unlock it or retrieve the password

Override sort order: You can override the order in which the files appear on the page. The default setting is alphabetical or numerical in ascending order. But you might prefer the user to land on this page and see the files in order of file size, for example.

7 Templates Available

Here is where you choose which templates can be used on this page. To add a template option, click the template name in the left hand box to make it appear in the right hand box. If you wish this template to be available for sub folders of this folder tick the box "apply to all sub folders". To remove a template option, click on it in the right hand box to remove it. Once you have added your templates click submit and then return to the properties page. Your template should now appear in the top section allowing you to select it and apply it to the folder/page.



Exercise - Create a new 'standard asset' subfolder

- 1 Navigate to the page in which you wish to create the subfolder.
- 2 Click on 'New' in the admin bar at the bottom of the page.
- 3 Name the page with your own name plus the words 'standard asset'.
- 4 Click 'Submit'.
- 5 Review folder structure in the left hand navigation to confirm the subfolder was created.

1 Our Brand

Who We Are

Guidelines

SAMPLE: Brandworkz is a specialist provider of cloud-based brand management technology.

Our suite of tools allows marketers to manage branding processes, marketing production and brand assets more effectively to build stronger brands.

Well managed, consistent brands are the foundation of high value businesses and Brandworkz enables you to get more out of your brand by working it harder, smarter and more efficiently.

RELATED LINKS

Who We Are

Guidelines

Our Values

View Edit content Properties Move Delete New More SYSTEM Reports Settings

Page name: Test Template

Choose template

General Options

Custom options

Advanced options

Templates available

Available options

Content > Body - two columns

Content > Body + subfolder listing + CMS side panel

Content > Body + subfolder listing, big thumbnails

Content > Body + subfolder listing, medium thumbnails

Content > Body + subfolder listing, small thumbnails

Content > Body + two subfolder levels

Functionality > Images & Videos search and browse landi

Assigned options

Content > Body - full width

Content > Body + side panel for links & image

Apply to all subfolders?

Cancel Submit

SYSTEM Reports Setting

4

5

6

7

8

9

Our Brand

Who We Are

Guidelines

Add new page (As child of Our Brand)

Page name: Test Template

Choose template

Standard Asset folder

Body + side panel for links & image

Body - full width

General Options

Custom options

Advanced options

Templates available

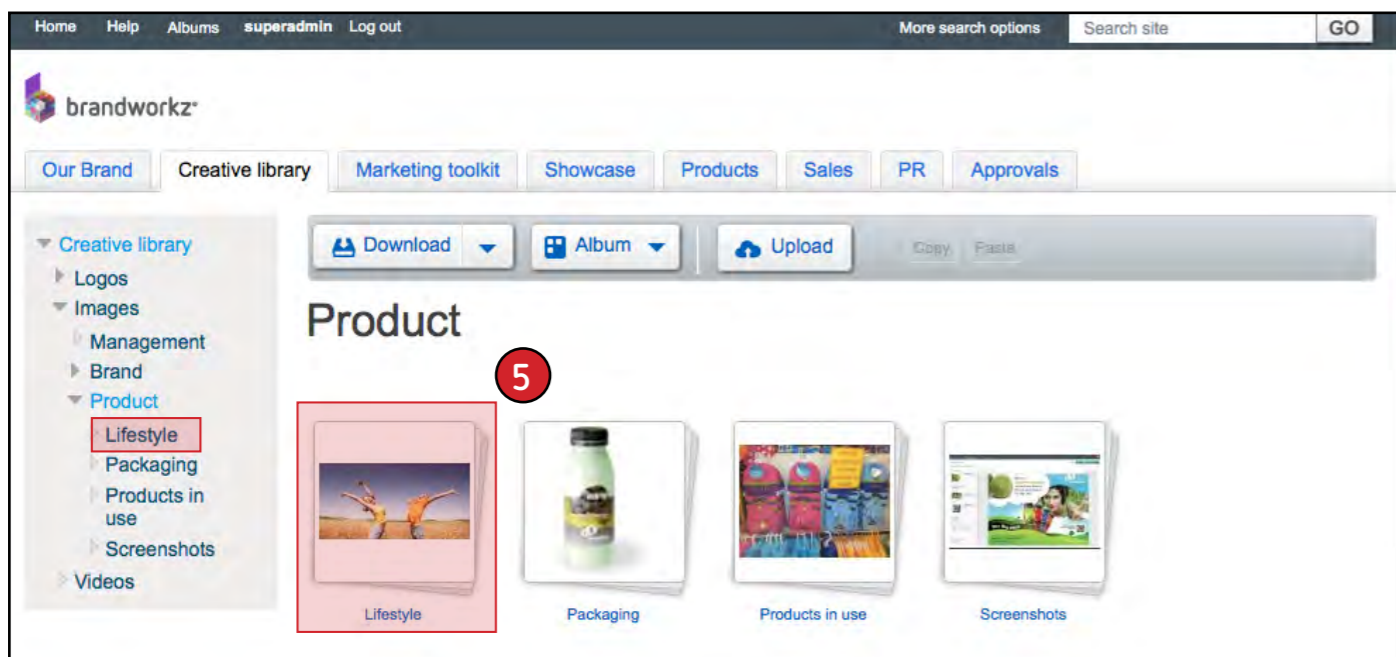
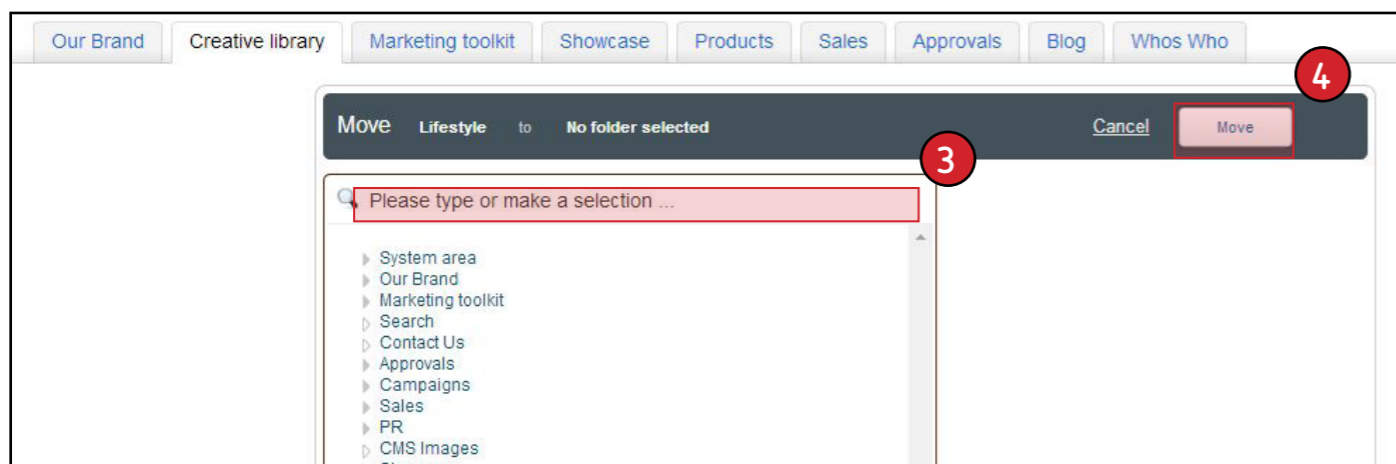
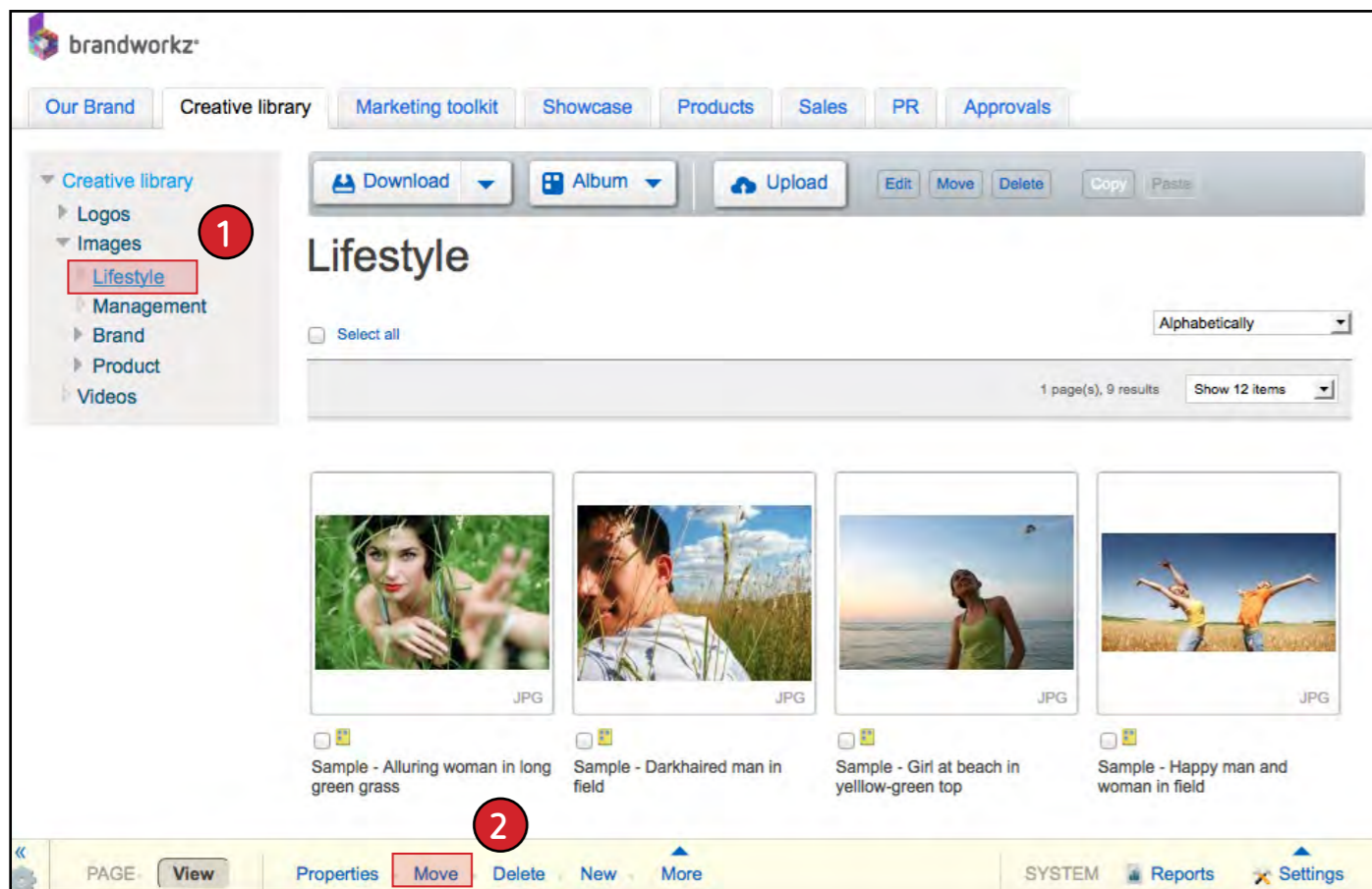
Cancel Submit

SYSTEM Reports Setting

7

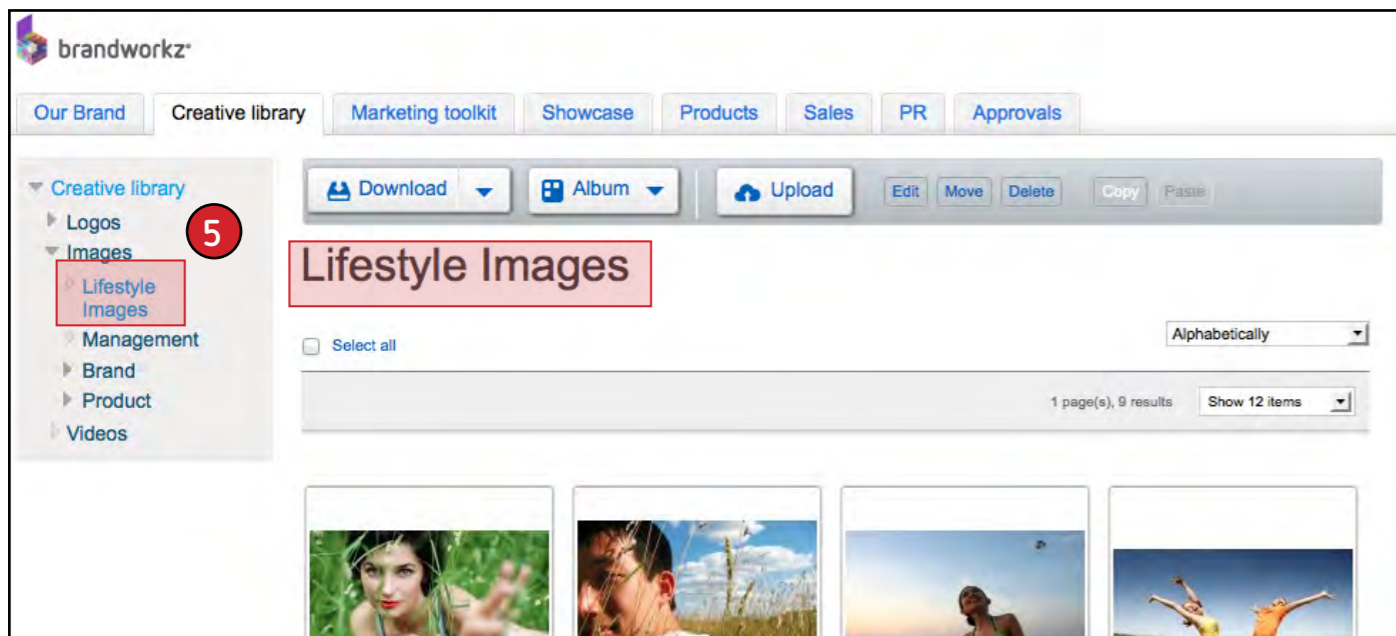
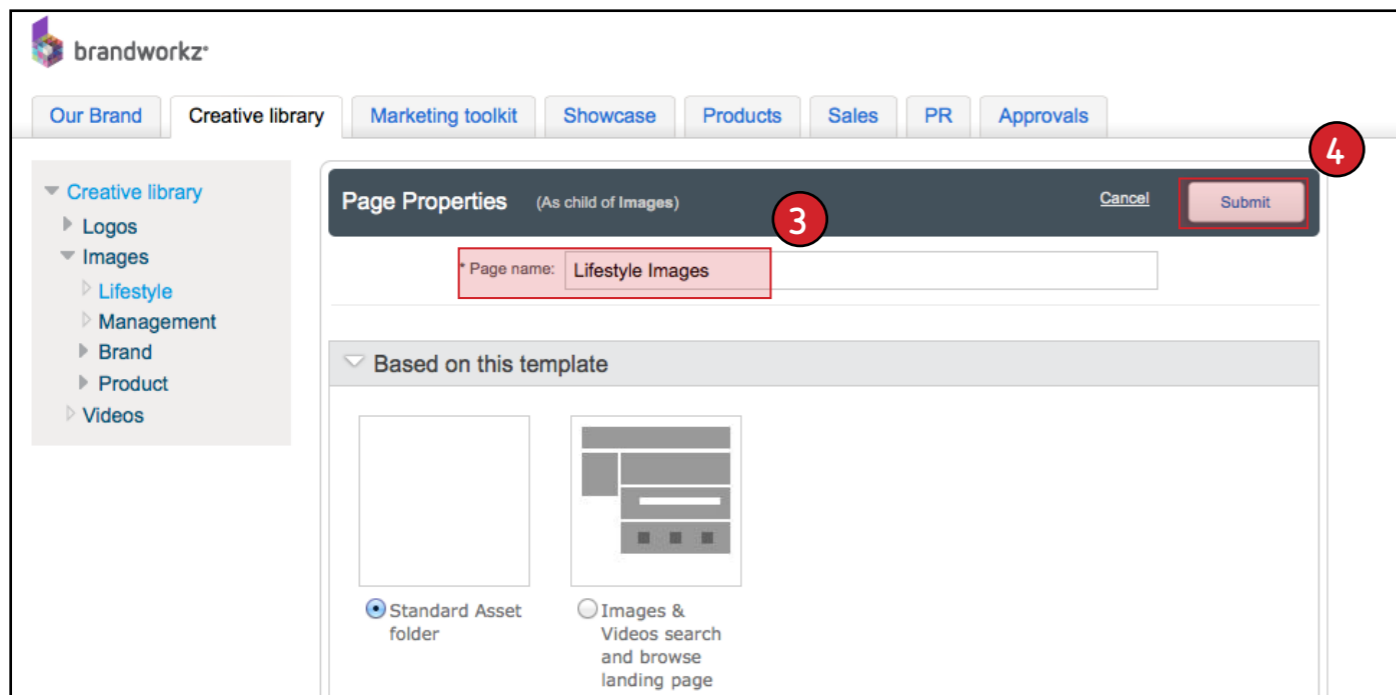
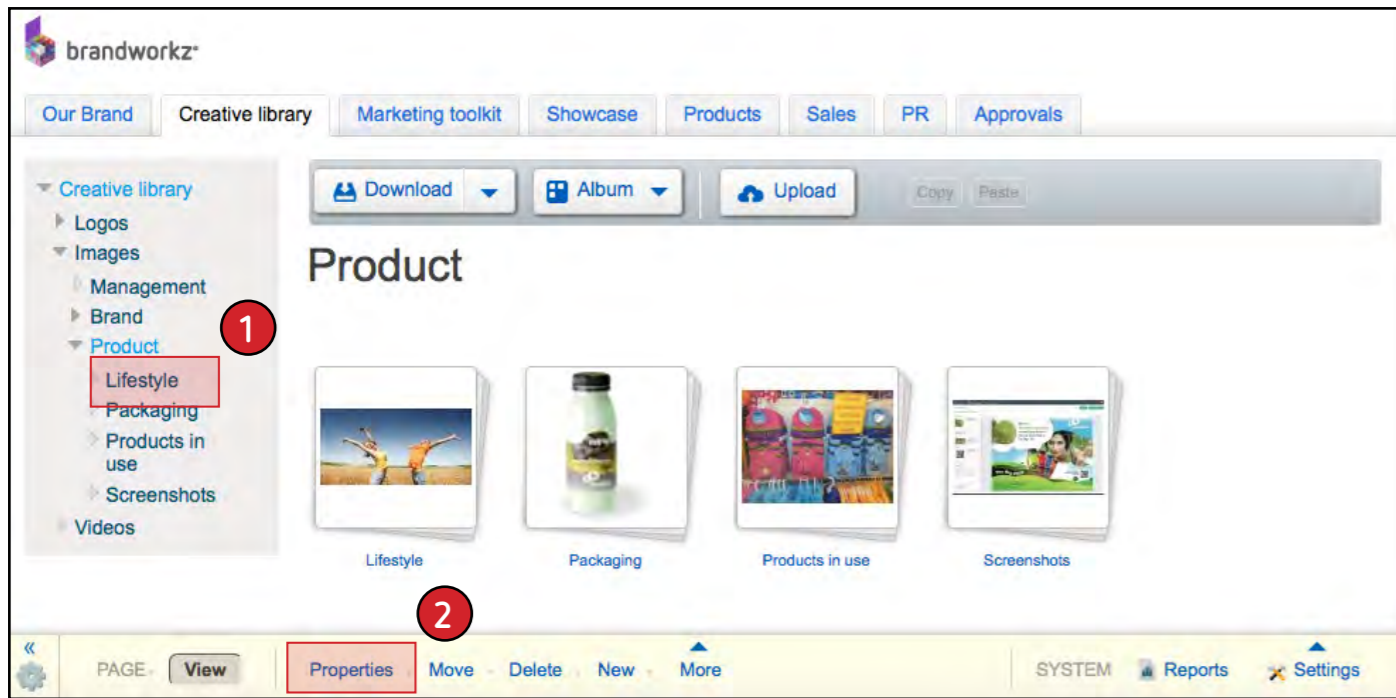
Exercise – Selecting & assigning a template

- 1 Navigate to a page where you would like to add a new page.
- 2 Click on 'New' in the admin bar at the bottom of the page.
- 3 Name the page.
- 4 Scroll down to the 'Templates Available' section and click on the triangle to view the options.
- 5 Select a template by clicking on it from the list on the left, watch it move into the list on the right hand side.
- 6 Select as many as you would like then click 'Submit'. After you click submit you will be taken out of the Page Properties admin page and into the folder itself.
- 7 You now need to go back into the 'Page Properties' admin page to assign one of templates to the folder to do this click on 'Properties' in the bottom admin bar.
- 8 Open the choose template section by clicking on the arrow next to 'Choose template'. Click the radio button under the template you wish to assign to the folder. A tick should appear on your chosen template.
- 9 Click submit to apply the template.



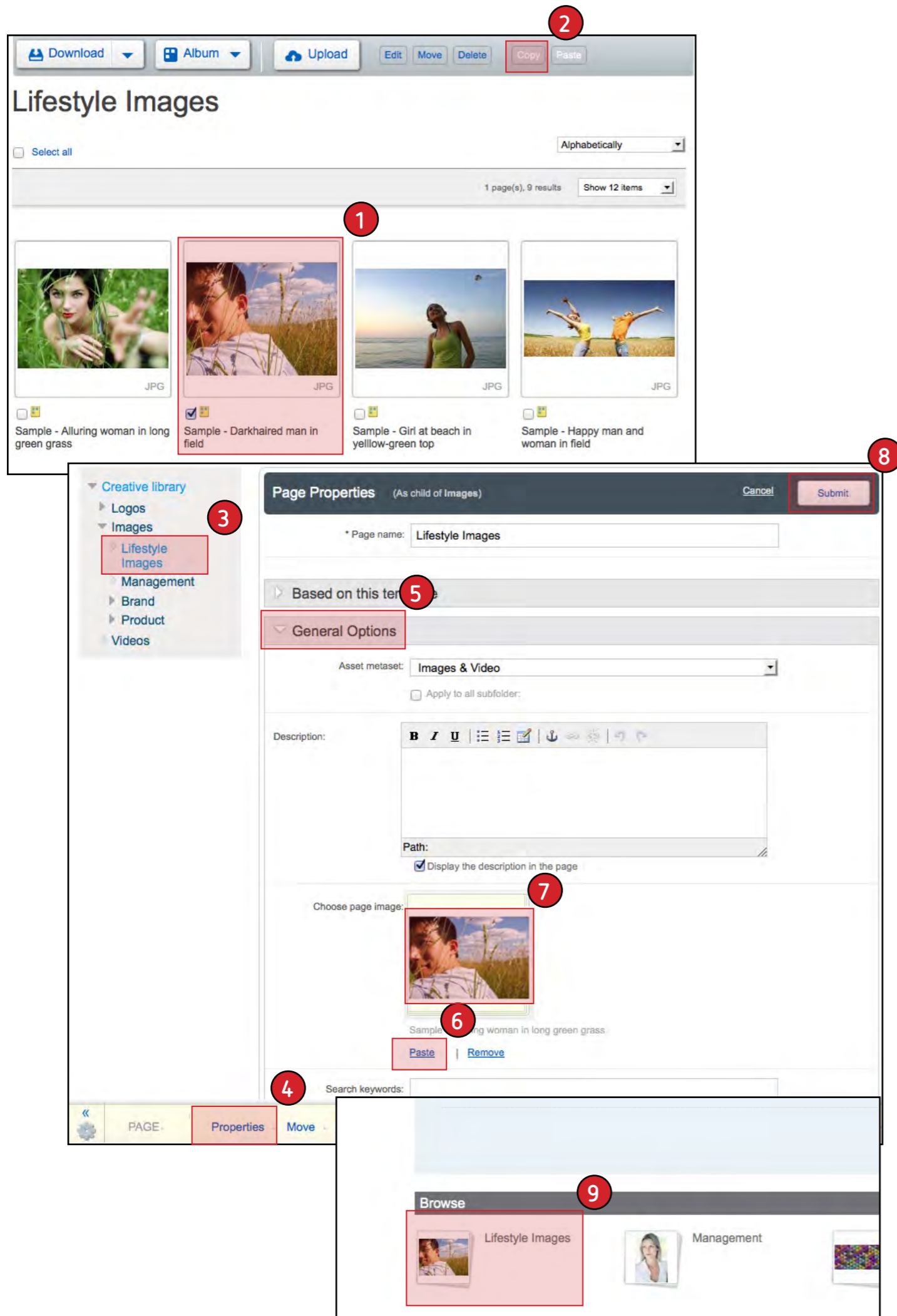
Exercise – Move a page

- 1 Navigate to the page you wish to move.
- 2 Click on 'Move' in the admin bar at the bottom of the page.
- 3 Either navigate to the folder you wish to move the folder to or type the name in the selection field.
- 4 Click 'move'.
- 5 Review the folder structure in the left hand navigation menu to confirm the folder was moved successfully.



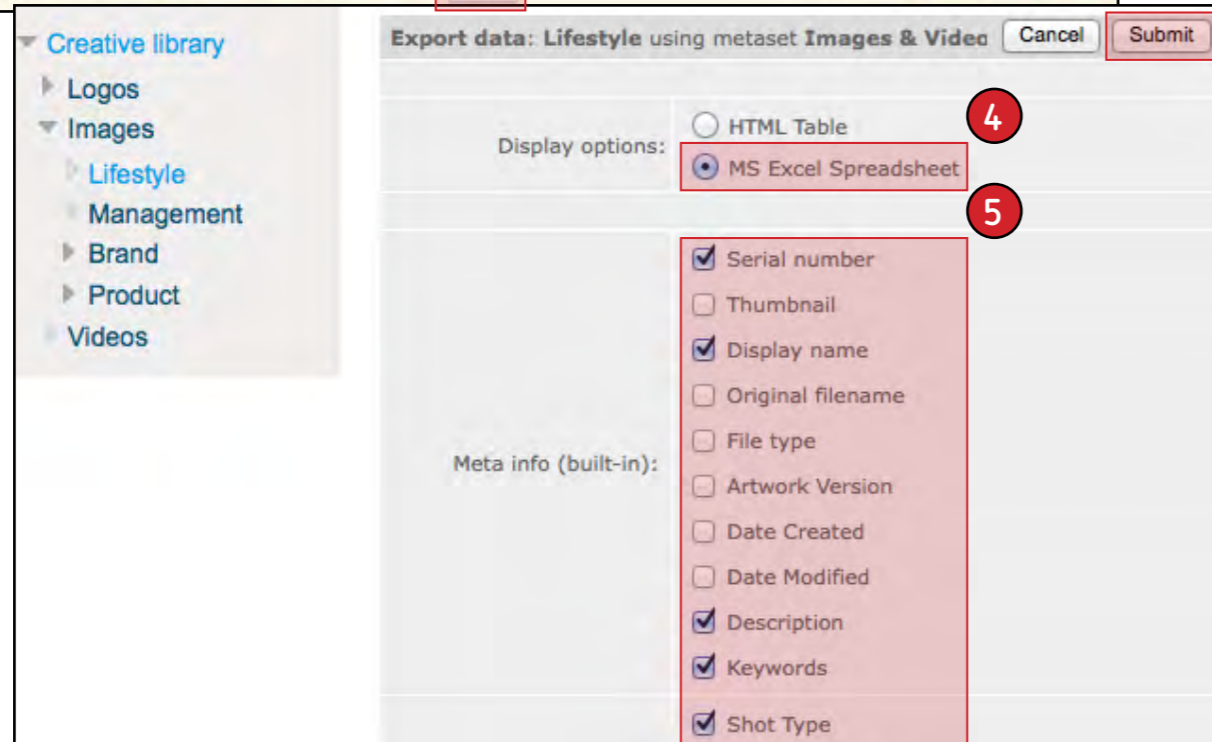
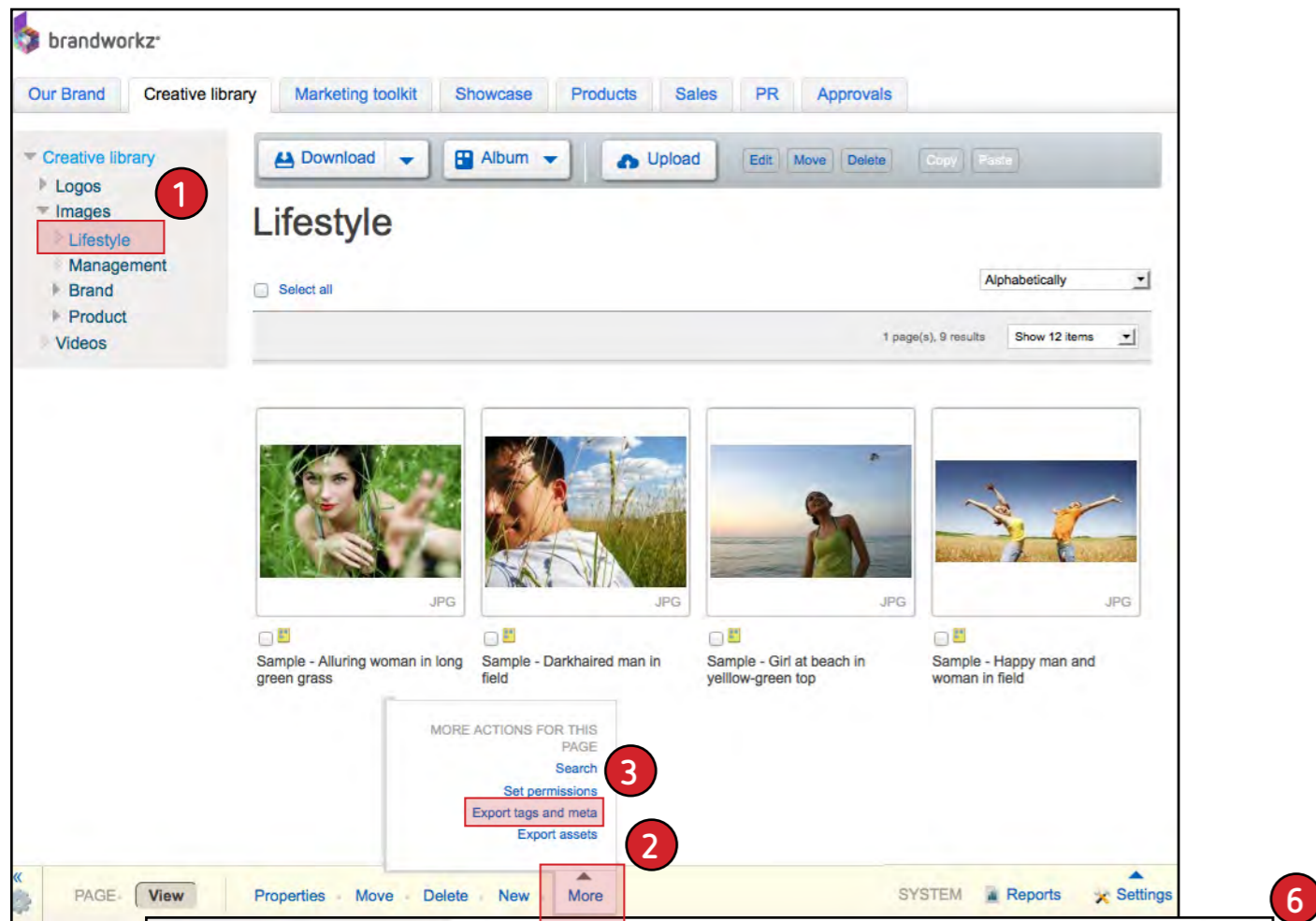
Exercise – Edit page name

- 1 Navigate to the page you wish to edit.
- 2 Click on 'Properties' in the bottom admin bar.
- 3 Edit the 'Page name' field.
- 4 Click 'Submit'.
- 5 Observe the page name has changed.



Exercise – Apply a page thumbnail

- 1 Navigate to the image you wish to use as the page thumbnail.
- 2 Click on 'copy' in the asset admin bar.
- 3 Navigate to the page you wish to apply the thumbnail to.
- 4 Click on 'Properties' in the bottom admin bar.
- 5 Expand the drop down section 'General Options'.
- 6 Click paste under 'Choose page image'.
- 7 The thumbnail will appear.
- 8 Click 'Submit'.
- 9 Navigate to the parent folder to view the thumbnail icon.



Folder Name	Serial number	Display name	Description	Keywords	Shot Type	License type	License use	License expiry	Licensed asset - source URL	Photographer	Country and state
Lifestyle	773	Sample - Alluring woman in long green grass									Denmark,Norway,Sweden
Lifestyle	846	Sample - Darkhaired man in field		tee shirt							North America,Alaska,Arizona,Brazil
Lifestyle	347	Sample - Girl at beach in yellow-green top									Denmark,Brazil
Lifestyle	321	Sample - Happy man and woman in field									
Lifestyle	322	Sample - Jumping in poppies		active agile alternative beautiful beauty body casual color colour female females flower freedom fresh front fun girl girls health joy lifestyle natural nature natural outdoor outstretched person perfume play playing power relax revolution rural spa scent strength summer sun sunshine tee vitality wellness wind woman young poppy wind sky		Royalty free		http://www.istockphoto.com/stock-photo-3567299-jumping-in-poppies.php?st=db665a6			
Lifestyle	323	Sample - Man with cowboy hat in field									
Lifestyle	324	Sample - Smiley girl on mobile phone in field									
Lifestyle	325	Sample - Thoughtful woman in purple top									
Lifestyle	772	Sample - Young business woman relaxing on green meadow full of yellow flowers		business beautiful blond cute casual concept countryside female field fresh fun grass girl human joy lady life lifestyle meadow nature outdoor outside people person relax rest spring autumn student study summer sun sunny weekend woman work happy smile sky yellow break flowers				http://www.istockphoto.com/stock-photo-3247809-laptop.php?st=3bdc5d5			

Export tags and metadata

This can be useful if you want to review the tagging or technical info for a whole page of assets, e.g. check that they all have keywords applied or that they are all of a minimum resolution.

Exercise – Export the meta info

- 1 Navigate to the page you wish to export the associated metadata from.
- 2 Hover over 'More' in the bottom admin bar.
- 3 Select export tags and meta.
- 4 From the display options Select the 'MS Excel Spreadsheet' radio button.
- 5 Select the meta and tech info you would like to export.
- 6 Click 'Submit'.
- 7 Review the data exported to the MS Excel spreadsheet & observe that the relevant information has been exported.

Please note: when you save this Excel spreadsheet you must save it as a version of Excel that is 2004 or earlier and it must be a .xls file.

Settings

General admin

- Users**: Manage user information and group memberships
- Groups**: Manage user groups, roles and permissions
- Create new root folder**: Create a new folder at the top of the navigation hierarchy
- Import tags & metadata**: Upload asset metadata from Excel
- Disabled assets**: Review deactivated files across the system
- Import Translations**: Upload or enter language translations

Upload a file for import

Filename:

Import step 1 of 4: Select Import Fields

Please select the columns you would like to import

Column names
<input checked="" type="checkbox"/> COUNTRYANDSTATE
<input checked="" type="checkbox"/> DESCRIPTION
<input checked="" type="checkbox"/> DISPLAYNAME
<input checked="" type="checkbox"/> KEYWORDS
<input checked="" type="checkbox"/> LICENCEDASSETSOURCEURL
<input checked="" type="checkbox"/> LICENCEDUSE
<input checked="" type="checkbox"/> LICENCEEXPIRY
<input checked="" type="checkbox"/> LICENCETYPE
<input checked="" type="checkbox"/> PHOTOGRAPHER
<input checked="" type="checkbox"/> SERIALNUMBER
<input checked="" type="checkbox"/> SHOTTYPE

Import step 2 of 4: Match Import fields to target fields

Please select a metaset: Images & Video

How match up your import fields up with this system's fields.

Import Fields	Target Fields
LICENCEDUSE	Licensed use
SERIALNUMBER	Serial Number
LICENCETYPE	Licence type
PHOTOGRAPHER	Photographer
KEYWORDS	Keywords
DESCRIPTION	Description
COUNTRYANDSTATE	Country and state
DISPLAYNAME	Display Name
SHOTTYPE	Shot Type
LICENCEEXPIRY	Licence expiry
LICENCEDASSETSOURCEURL	Licensed asset - source URL

Import step 3 of 4: Required fields

Allow data to be overwritten

Insert new metadata options

Importing data (validation mode)

Results
Remaining rows: 9
Processed: 0
Validated: 0
Errors: 0
Imported: 0
Updated: 0
Inserted: 0

Validation complete.

Start from Process next rows Import

Importing data

Results
Remaining rows: 0
Processed: 9
Validated: 0
Errors: 0
Imported: 9
Updated: 9
Inserted: 0

Import complete.

Import tags and metadata (also explained in the 'General System Admin' section of this manual)

Exercise –

Import the meta info

- 1 Click on 'Settings' in the bottom admin bar.
- 2 Click on 'Import tags & metadata'.
- 3 Click on 'Browse' and search for the .xls document you've just exported. Select it and then click upload.
- 4 Select the columns from the spreadsheet that you would like to import to the system.
- 5 Click 'next'.
- 6 Select the metaset you want to add the data to.
- 7 Make sure your 'Import fields' and 'Target fields' are matching.
- 8 Click 'next'.
- 9 Using the checkboxes, select whether you want to allow data to be overwritten with empty data or to insert new metadata options (you do not have to tick either of these to progress the import).
- 10 Click the 'import' radio button and click next.
- 11 Once the import is complete you will see the message 'import complete'.