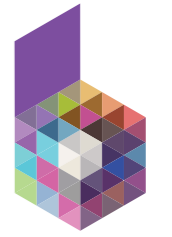




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brandworkz®

# System Admin Training Materials

## Chapter 3: DAM

Assets can be downloaded, uploaded, edited, moved, deleted, and archived using the asset actionbar. Albums can be used to gather together assets from around the system which the user personally needs for a particular purpose. It also details the Search functionality.

This chapter would be used by all users who are responsible for creation and maintenance of the site and end users



1

# Assets

## 1 Asset Actionbar

Here is where you manage your assets. Depending on the users permissions different options will be available in the bar.

## 2 Asset Detail Page

Double clicking on an asset will take you to that asset's detail page. Here you will see any metadata attached to the image as well as it's file information.

### Download

There are various ways to download your assets. If you have set up download wizards they will appear under the download button as a drop down. Most images are stored as large size high resolution files on the server. If you know a certain group of people will only ever need low resolution web versions you can create a download wizard that will convert the images to the required specification saving the user time in having to convert them once they are downloaded.

**Please note:** The download will not affect the original file on the server.

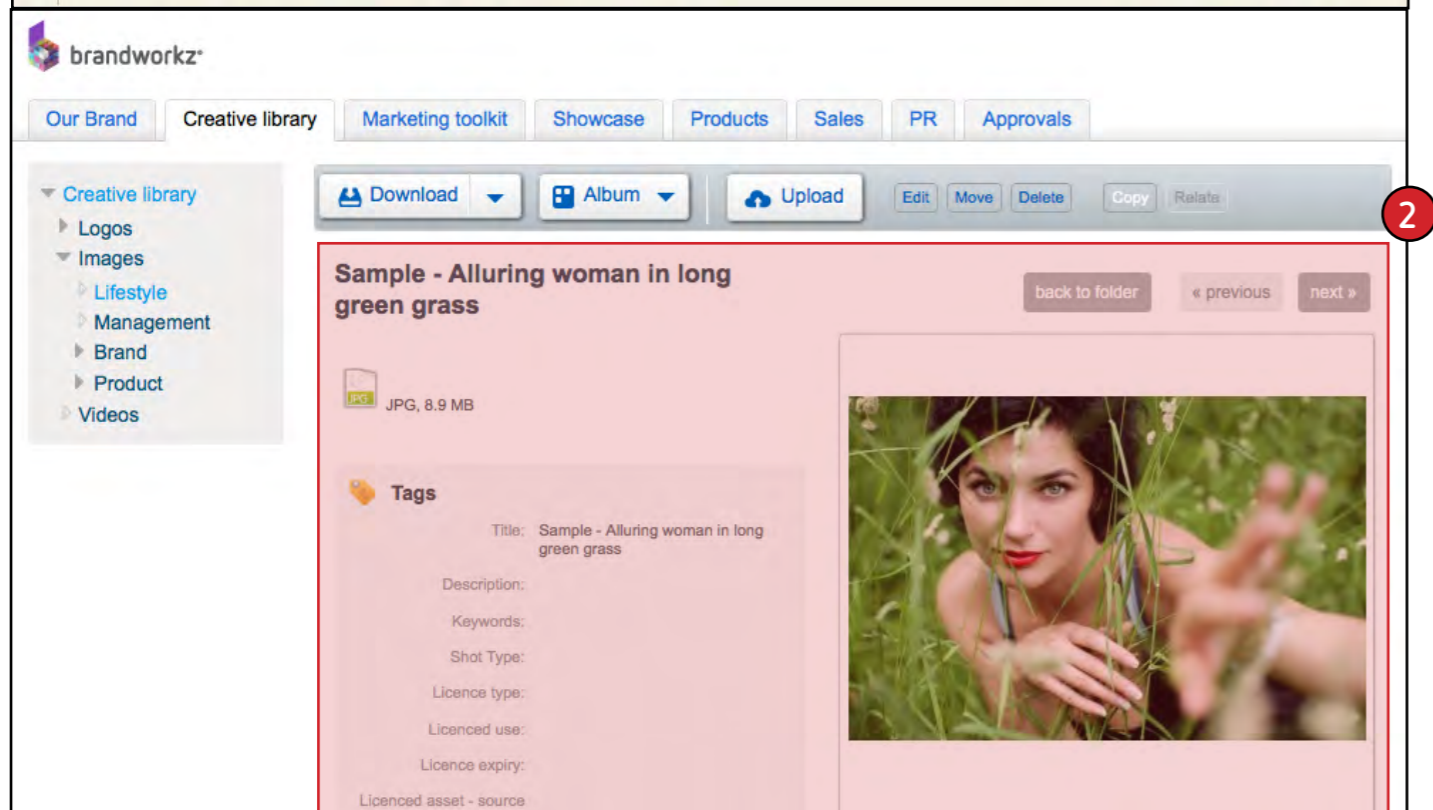
Once you have created your download wizards you can apply them to individual folders and or user groups. More on how to create download wizards later in this manual.

If you want to download assets from more then one area on the site you can add them to an album and then download all in one go. Please see the albums section of this manual.

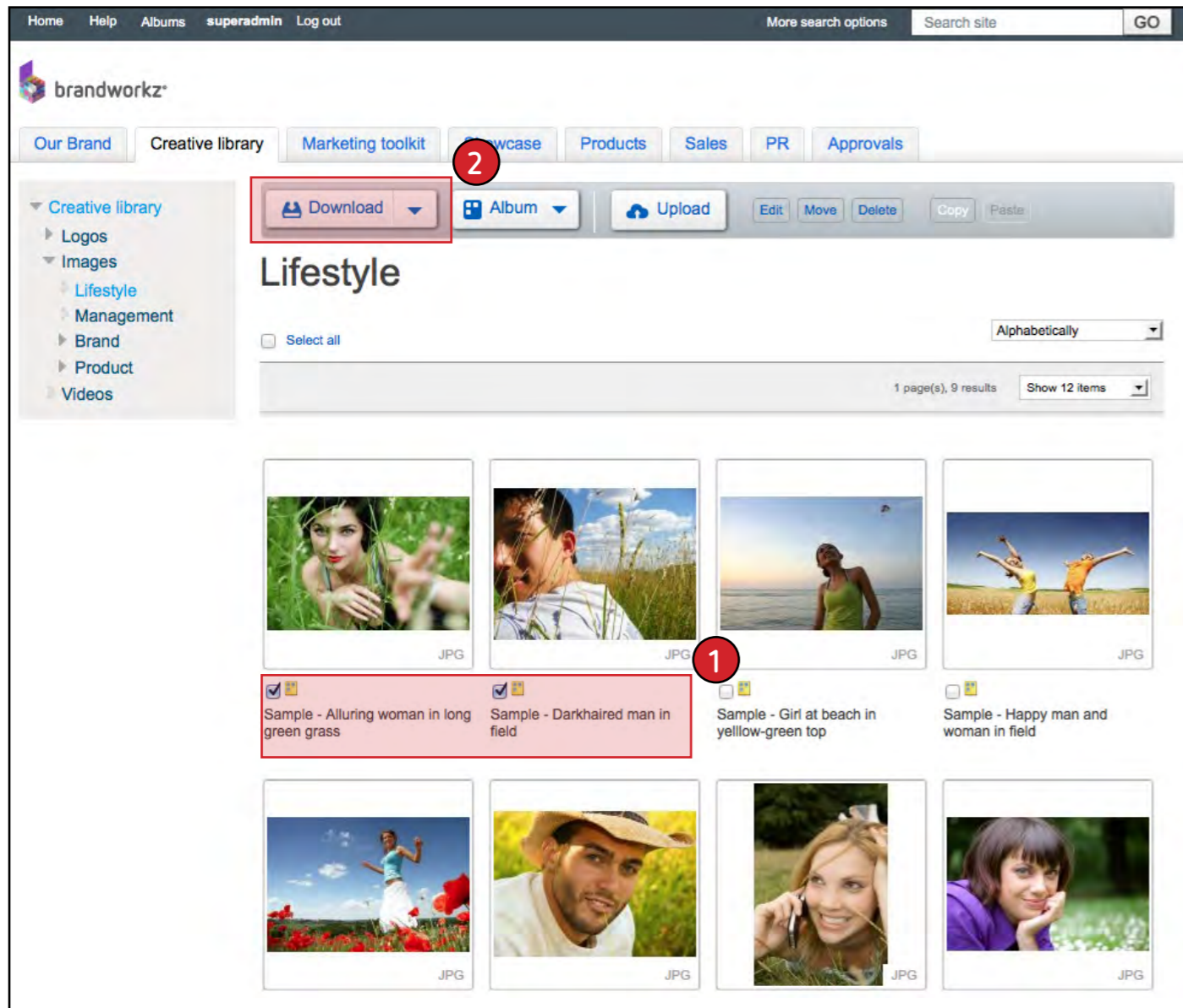
### How to download an asset

To download an individual asset or several assets from one page tick the checkbox under the asset(s) and then click download. If a download wizard is available for that user they will see the download options by clicking on the arrow on the download button otherwise the asset will download as it's original state.

If you double click on the asset you want to download you are taken to the asset detail page. On the left are the tags, meta-data and file information. The download button in this detail view behaves in the same way as on the overview page but only for the currently viewed file.

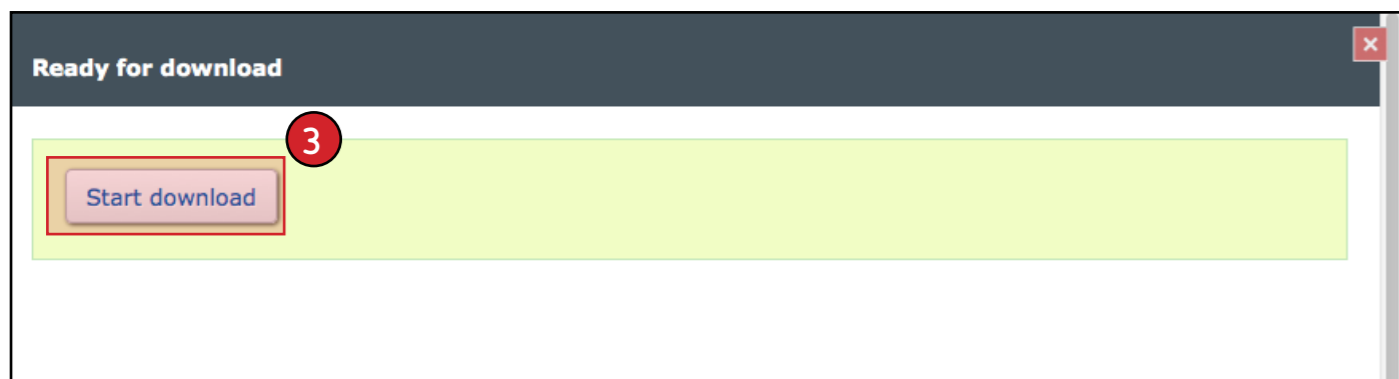


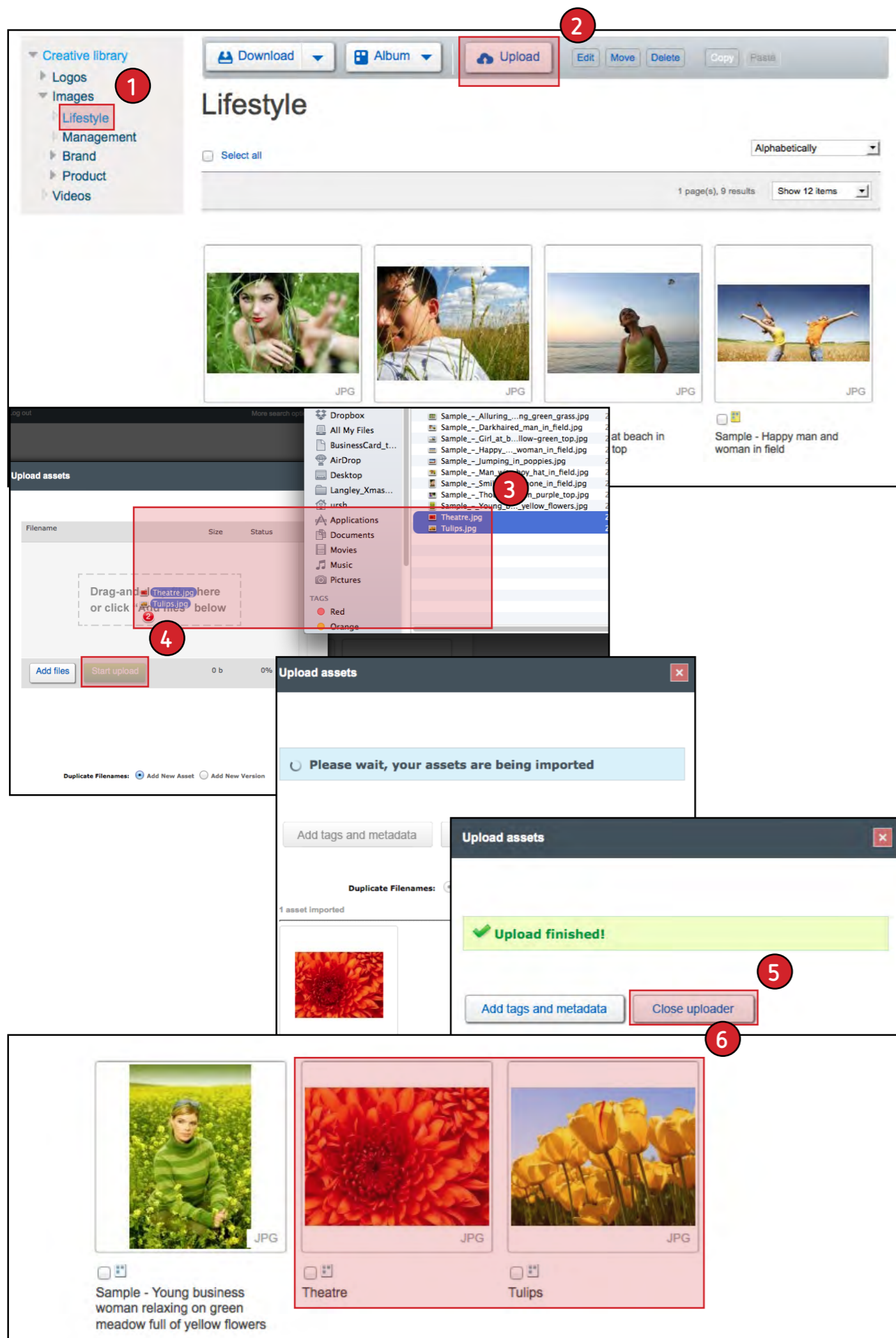
2



### Exercise – Download original high-res asset

- 1 Select the checkbox(es) of the asset(s) you wish to download (or double click on one asset to reach the asset detail page of that asset).
- 2 Click the 'download' button.
- 3 A window will appear with a message saying 'preparing download'. When it's finished a start download button will appear. Click 'Start Download' and your files will download.





## Upload

To upload assets to Brandworkz navigate to the folder you wish to upload into and click the upload button in the asset admin bar. The upload files pop up will open.

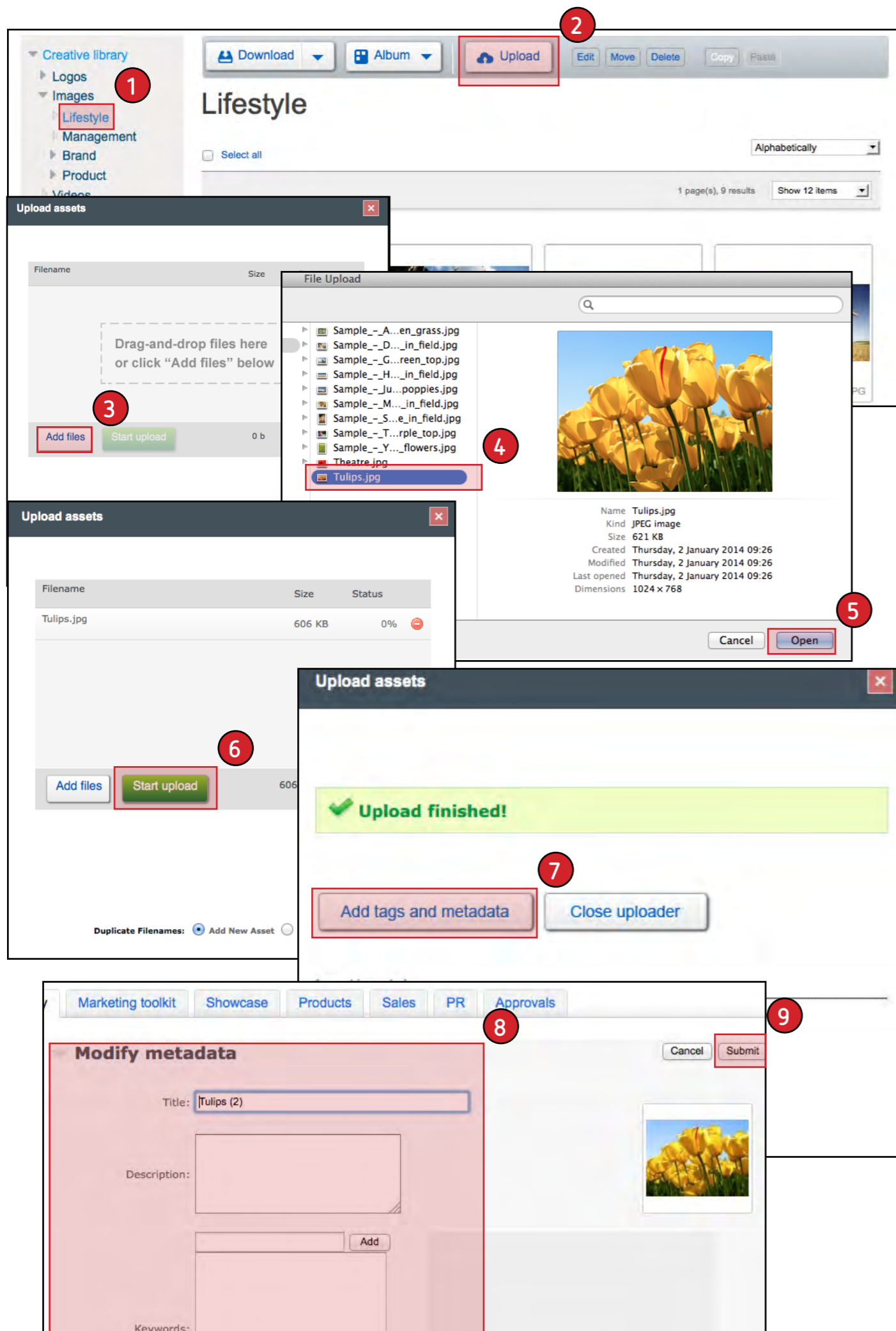
If you are on Brandworkz version 6 and using a HTML 5 compatible browser (Google Chrome, Firefox, Internet Explorer 9,10, 12 etc) you can use the drag and drop functionality to upload assets. You can drag multiple files into the uploader to upload in bulk. Alternatively you can click the add files button. This will open an explorer window allowing you to locate the assets on your computer and then add them. As with drag and drop multiple assets can be added at the same time.

For users not on version 6 and or not using HTML 5 compatible browsers you can only use the add files function.

Once you have added your files to the uploader click the start upload button. You will see the upload in progress. Once the upload has finished you can choose to add metadata or just close the pop up. Once you close the pop up you should see the assets in the folder.

### Exercise – Upload an asset using 'Drag-and-drop'

- 1 Navigate to the folder you wish to upload to.
- 2 Click the 'Upload' button in the asset admin bar.
- 3 Find the assets on your computer and drag & drop them into the uploader window.
- 4 Click 'start upload'. You will see a green progress bar indicating your upload is in progress.
- 5 Once complete click 'close uploader'.
- 6 The assets will now show in the folder.



**Exercise –**  
Upload an asset using 'Add files' & 'add tags & metadata'

- 1 Navigate to the folder you wish to upload to.
- 2 Click the 'Upload' button in the asset admin bar.
- 3 Choose 'Add files'.
- 4 Navigate to & select the assets you wish to upload.
- 5 Click 'open'.
- 6 Click 'start upload'.
- 7 Once the upload has completed choose 'Add tags and metadata'.
- 8 Type information into the metadata.
- 9 Click 'submit'.
- 10 You will taken to the asset detail page, the upload is now complete.

If De-duplication has been switched on for your site and you upload an asset with the same name you will have the option to either replace the asset or upload as a new version. If you choose to upload as a new version the system will automatically add a number to the end of the file name

The screenshot shows the Brandworkz interface. At the top, there are navigation tabs: 'Our Brand', 'Creative library', 'Marketing toolkit', 'Showcase', 'Products', 'Sales', 'PR', and 'Approvals'. The 'Creative library' is selected, and the 'Lifestyle' folder is active. Below the navigation, there are action buttons: 'Download', 'Album', 'Upload', 'Edit', 'Move', 'Delete', 'Copy', and 'Paste'. The 'Edit' button is highlighted with a red circle and the number 2. Below the action bar, there is a search bar with 'Select all' and a dropdown menu set to 'Alphabetically'. Below the search bar, there is a pagination bar showing '1 page(s), 9 results' and a 'Show 12 items' dropdown. Below the pagination bar, there are four asset thumbnails. The first thumbnail is selected with a red circle and the number 1. Below the thumbnails, there is a 'Modify metadata' dialog box. The dialog box has a 'Title' field containing 'Sample - Alluring woman in long green grass' (circled with 3), a 'Description' field (circled with 4), and a 'Keywords' field containing 'Lipstick' and 'Brunette' (circled with 4). There are 'Add' and 'Remove' buttons for the keywords. The dialog box also has 'Cancel' and 'Submit' buttons. The 'Submit' button is highlighted with a red circle and the number 5.

## Edit (Modify)

If you tick the checkbox of any asset and then select 'Edit' in the asset admin bar, you will be taken to the Modify Asset page. Here you can make amendments to the asset such as adding metadata, changing the file type, disabling the asset, or creating a custom thumbnail.

### Exercise –

**Modify Metadata for individual assets –** You can modify the metadata of individual assets, such as adding key words to an asset

- 1 Select the checkbox of the asset you wish to modify.
- 2 Click 'Edit' in the actionbar.
- 3 In the "Modify Metadata" section add a description in the 'Description' field.
- 4 Add some keywords by typing a keyword in the top box and click add. You should see the keywords appear in the box below'.
- 5 Click "Submit" to apply the description and keywords.
- 6 You should now see the asset detail page for that asset with the changes applied.

The screenshot shows the asset detail page for 'Sample - Alluring woman in long green grass'. At the top, there are navigation tabs: 'Download', 'Album', 'Upload', 'Edit', 'Move', 'Delete', 'Copy', and 'Relate'. Below the navigation, there is a title bar with 'Sample - Alluring woman in long green grass' and navigation buttons: 'back to folder', '« previous', and 'next »'. Below the title bar, there is a file icon and 'JPG, 8.9 MB'. Below the file icon, there is a 'Tags' section. The 'Tags' section has a 'Title' field containing 'Sample - Alluring woman in long green grass' (circled with 6), a 'Description' field, a 'Keywords' field containing 'Brunette', a 'Shot Type' field, and a 'Licence type' field. Below the 'Tags' section, there is a 'Licenced use' section with a 'Licence expiry' field containing '01 Jan 1900'. To the right of the 'Tags' section, there is a large image of the asset.

**Management**

Download Album Upload Edit Move Delete Copy Paste

Select all Alphabetically

1 page(s), 5 results Show 12 items

Sample - Camilla Pearson (Channel Manager US) Sample - John Berry (Financial Director) Sample - Jonathan Orange (Managing Director) Sample - Lychee Mori

**Bulk Modify asset details**

Display Name(s)\*: multiple assets selected

Modify Existing Asset ->

**Bulk Modify Metadata**

Any values set for meta data will be applied to all selected assets.

Note: If a field name has a background colour like the square to the left, then the assets have mixed values for that particular field. You can view these values by rolling over 'view values' underneath the field. If you don't tick 'Update?' for that field, the mixed values will be unchanged. If you tick 'Update?', then all the assets will be assigned the field value.

Update?	Item	Value(s)
<input checked="" type="checkbox"/>	Description	Senior Management

view values

Sample - John Berry (Financial Director)

JPG, 1.1 MB

Senior Management

**Tags**

Title: Sample - John Berry (Financial Director)

Description: Senior Management

Keywords: people person man men senior citizen old older elderly seventy social security medicare white ...[full]

Shot Type:

Sample - Jonathan Orange (Managing Director)

Title: Sample - Jonathan Orange (Managing Director)

Description: Senior Management

Keywords: alone ambitions ambitious blue boss business businessman businesspeople considerate ...[full]

Shot Type:

Licence type:

## Bulk Edit

If you have multiple assets that need to be modified with the same metadata you can do this by selecting the check boxes under each asset and then clicking edit.

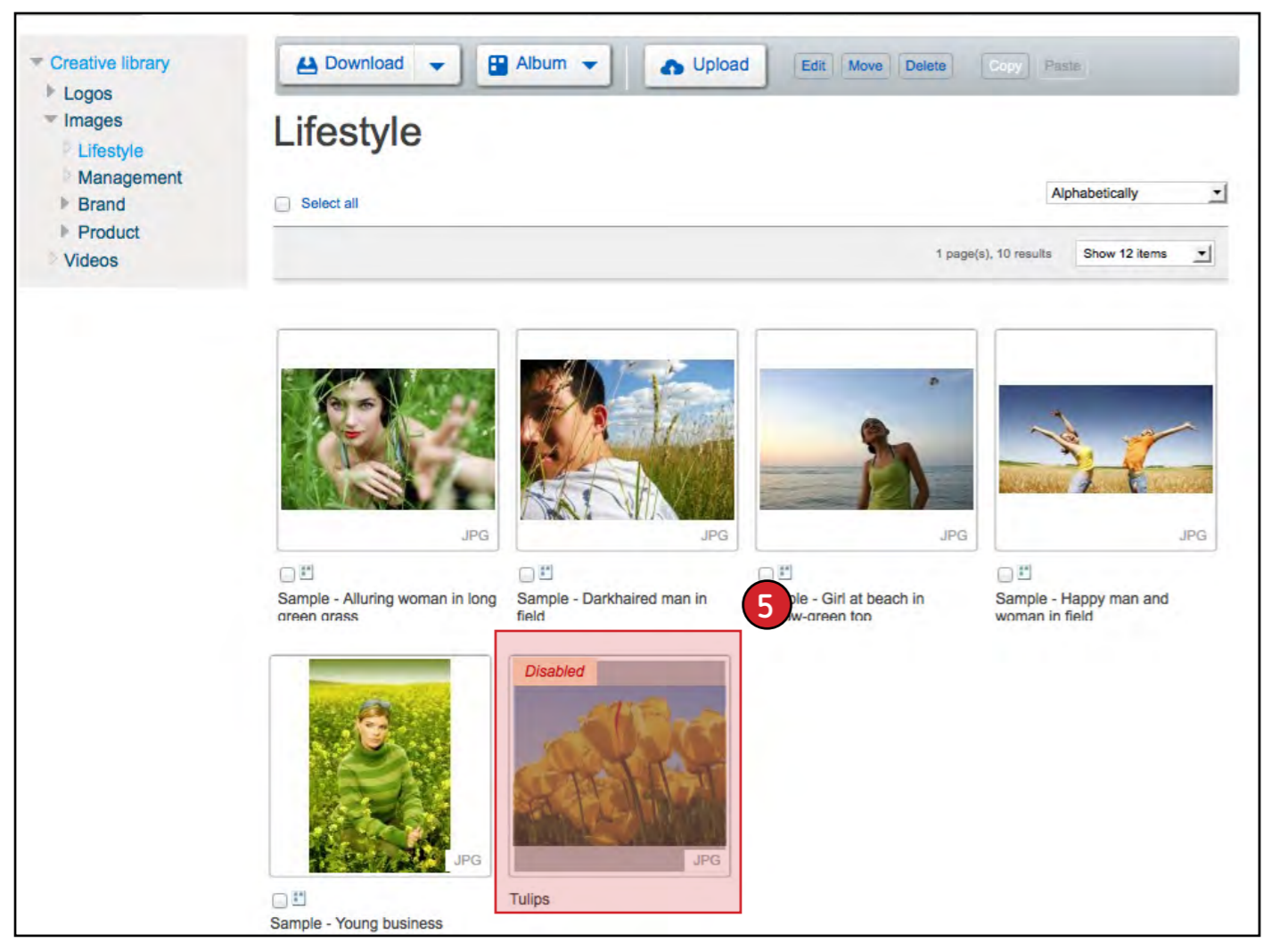
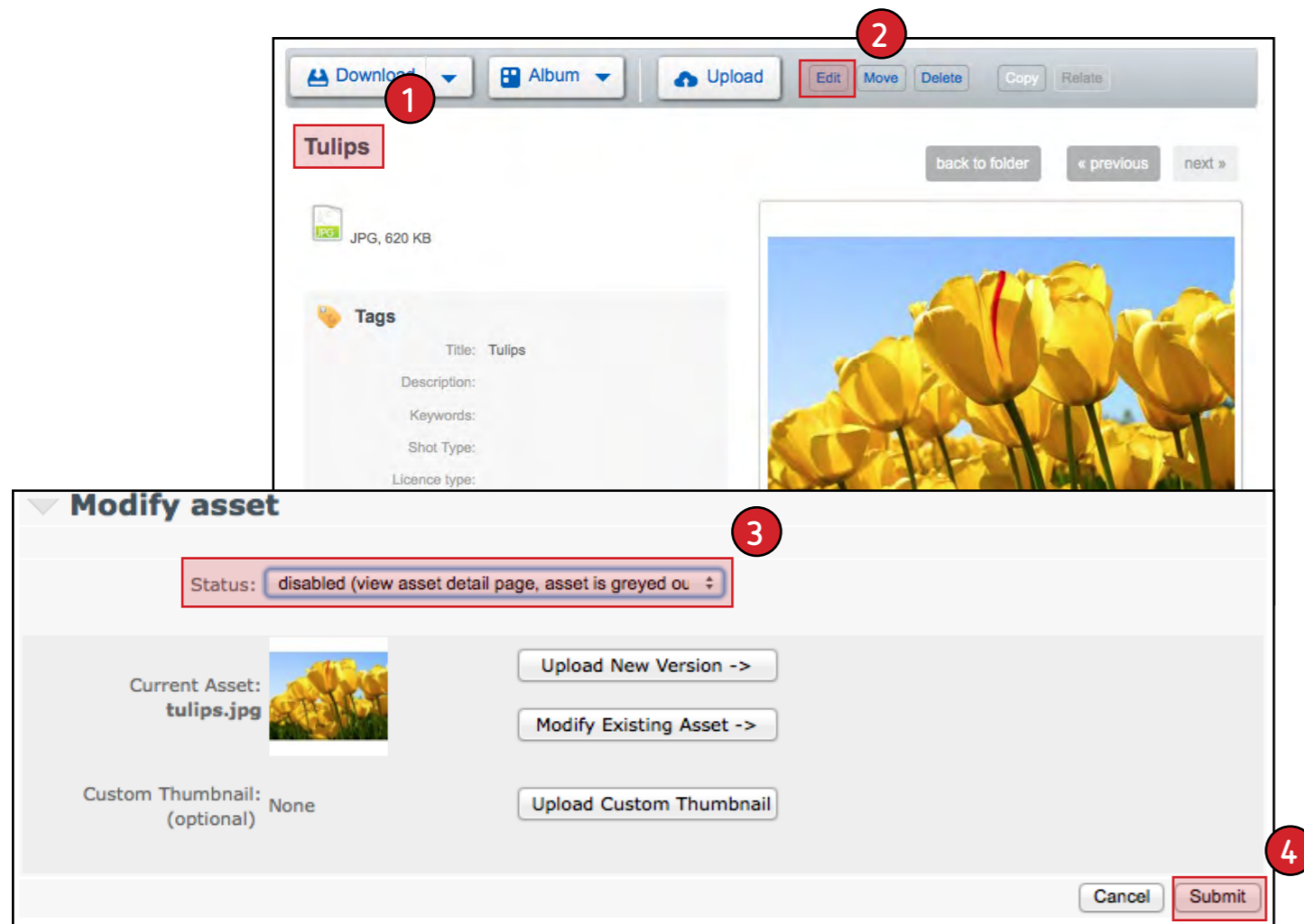
**Please note:** It is recommended that you do not do more than 50 assets at a time.

When you select to edit more than one asset you will see green boxes on the edit screen. If the assets contain the same metadata this will be displayed in the values box. If the metadata is different you can view it by hovering over 'show values'. What ever is in the values box when you click submit will be what all the assets will be updated with.

### Exercise – Modify Metadata in Bulk

- 1 Select the checkbox of two assets you wish to modify.
- 2 Click 'Edit' in the actionbar.
- 3 Note the green boxes. These indicate you are editing more than one asset. Edit the information as required.
- 4 Click 'Submit'.
- 5 Double click on the asset to enter the asset detail page. Check your metadata has been updated.





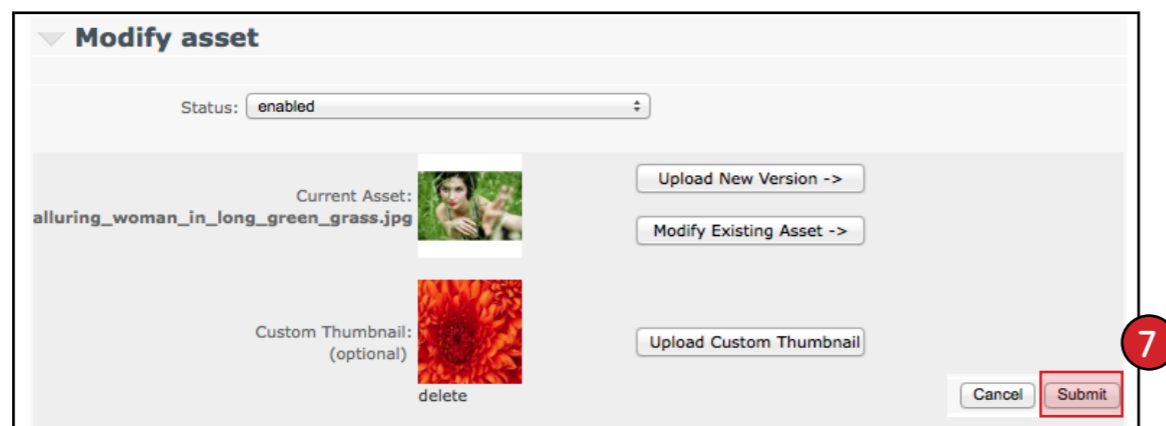
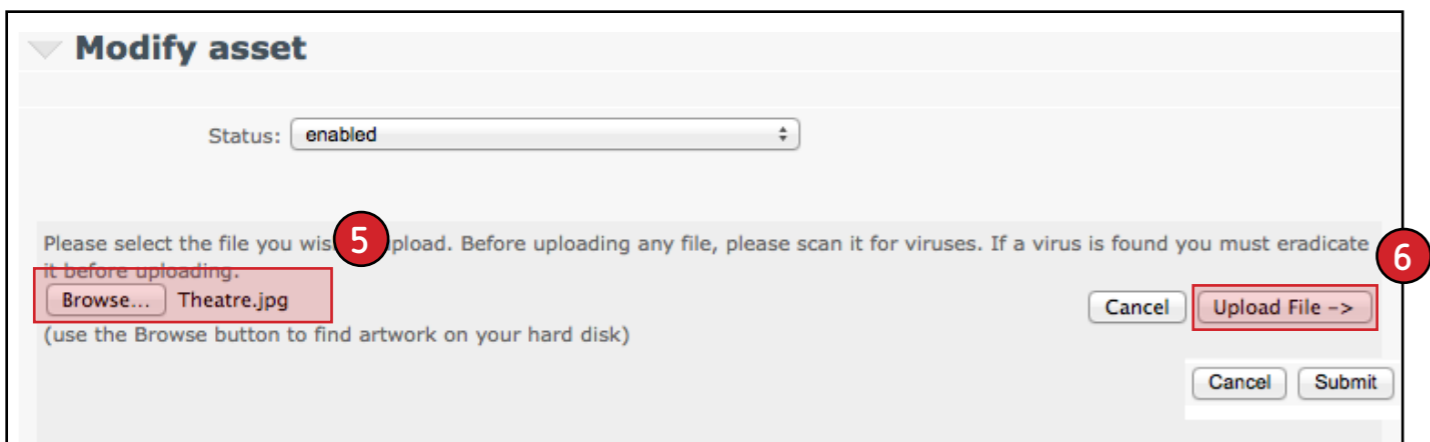
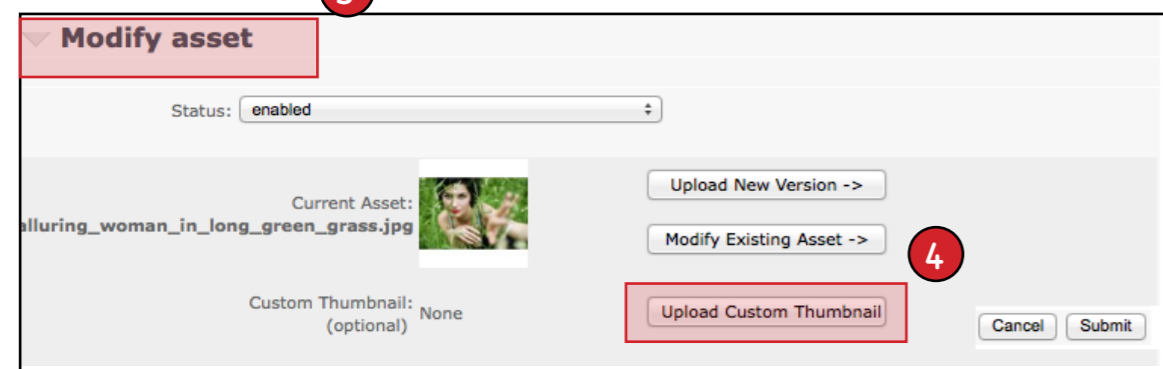
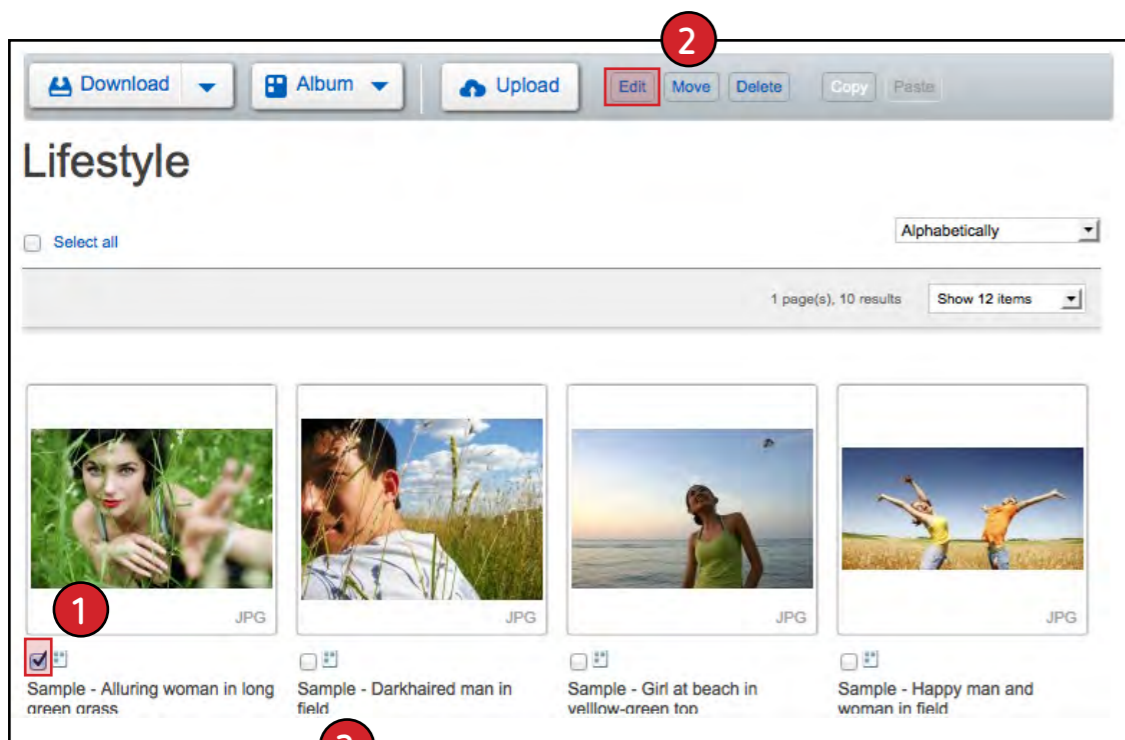
## Disable Assets

The system gives you the ability to disable assets. This can be useful if for example an image has restricted use.

There are two options when disabling an asset. You can hide it from everyone except admin users, which means it will not be visible to any other user whether they are browsing or searching. Alternately you can disable the download function so that the asset will be visible but the user will not be able to download it.

**Exercise – Disable asset**

- 1 Select the checkbox of the asset you wish to disable or double click on the asset to enter asset detail page
- 2 Click 'Edit' in the asset admin bar
- 3 In the modify asset section, select 'disabled (asset greyed out, no download/zoom)' option from the Status drop down menu
- 4 Click 'Submit'
- 5 Return to folder and review the disabled asset - It should be disabled, appearing greyed out and you should not be able to download the asset



## Custom Thumbnail

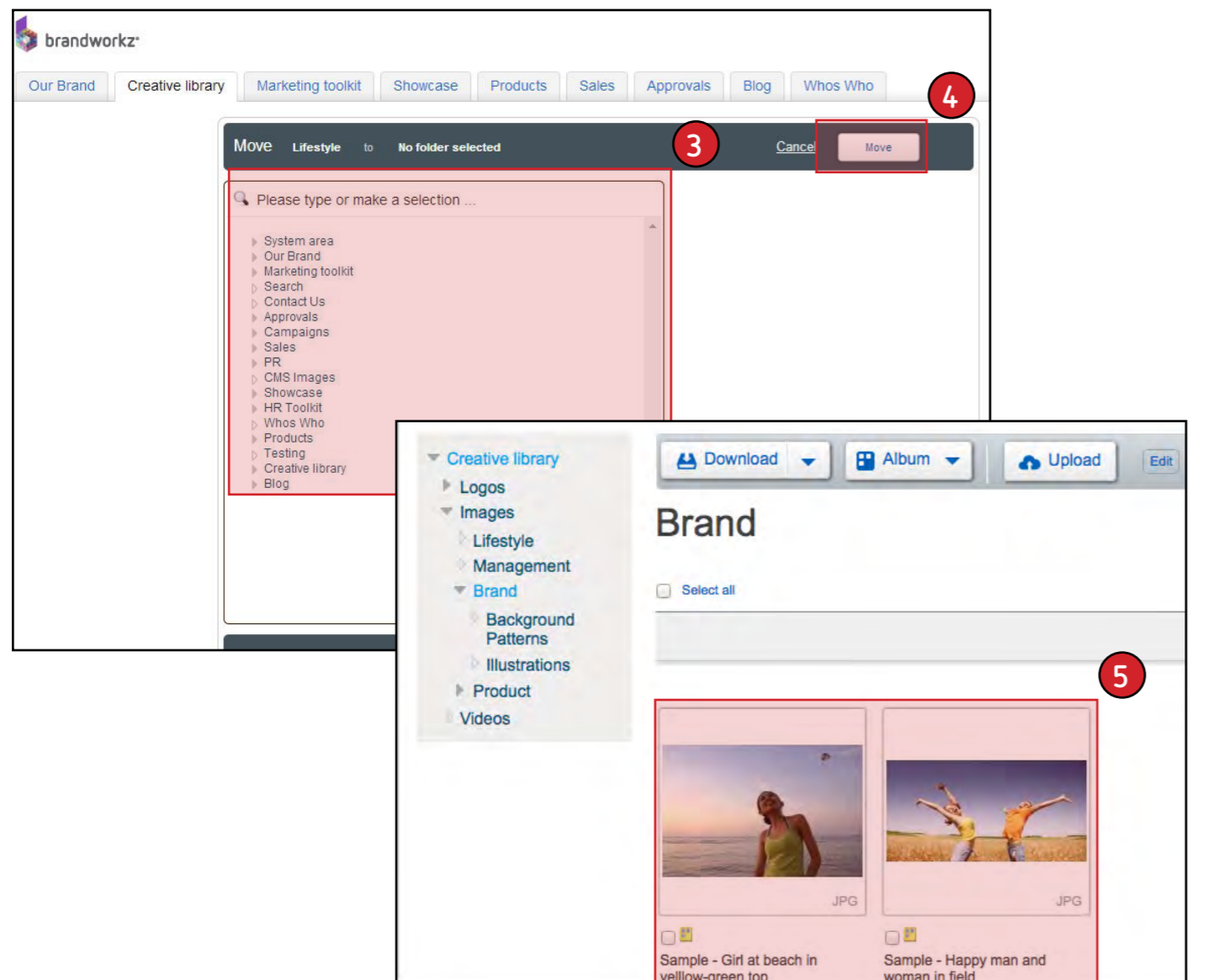
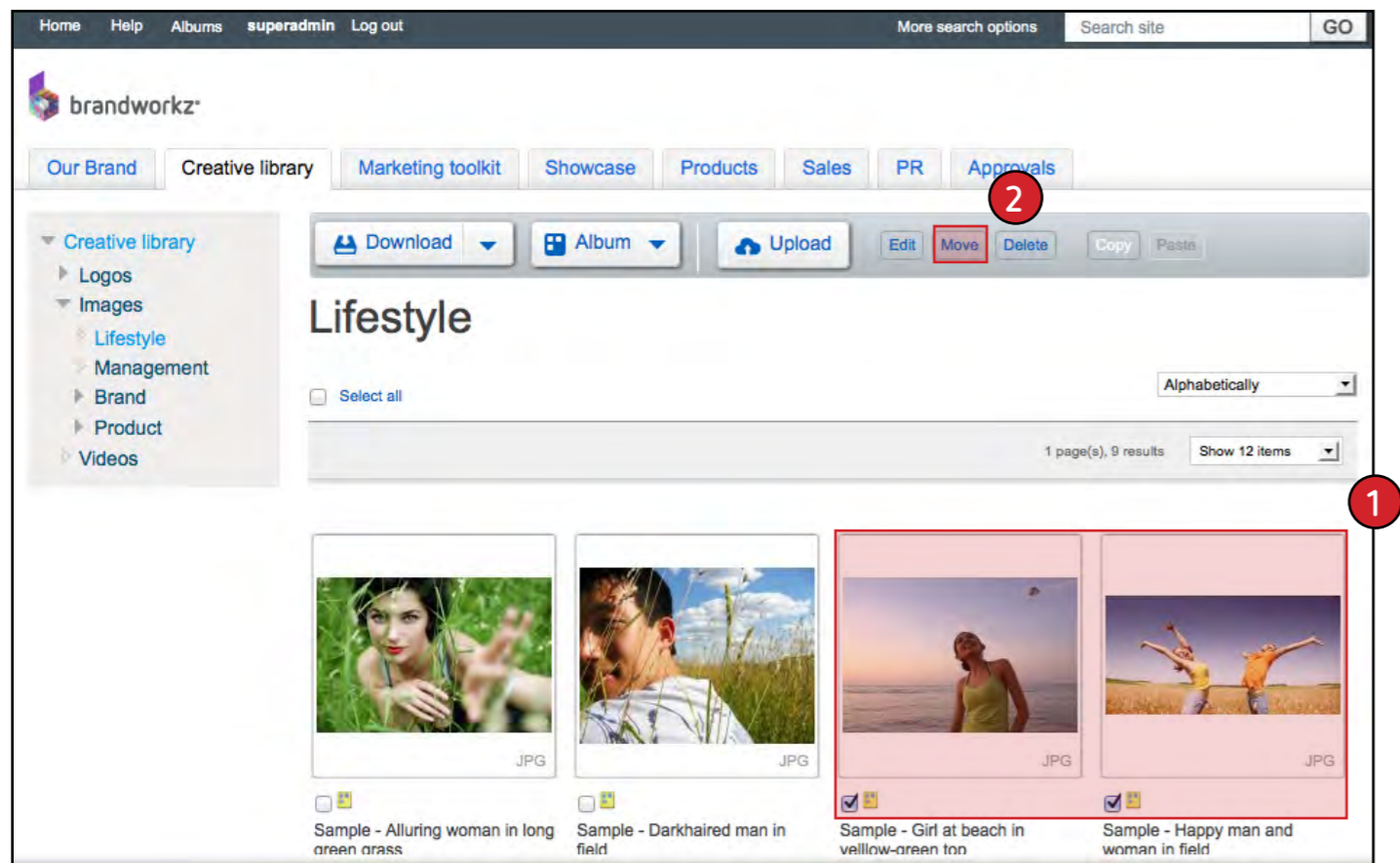
Certain file types will not display a thumbnail when uploaded to the system. If you would like one of these assets to have a thumbnail you can add one manually.

### Exercise – Create a custom thumbnail

- 1 Tick the checkbox of the asset you wish to add the thumbnail to.
- 2 Click 'Edit' in the asset admin bar.
- 3 Scroll down to the section 'modify asset'.
- 4 Select 'upload custom thumbnail'.
- 5 Click 'browse' and select an image.
- 6 Click 'upload file'.
- 7 Click 'submit'.

### Regenerate Thumbnail

Sometimes, the thumbnail may not display properly. This can be remedied by clicking the 'Regenerate Thumbnail' option. This is also handy if you've changed any of your thumbnail dimensions after previously uploading images or have changed to a theme with different featured post image dimensions.

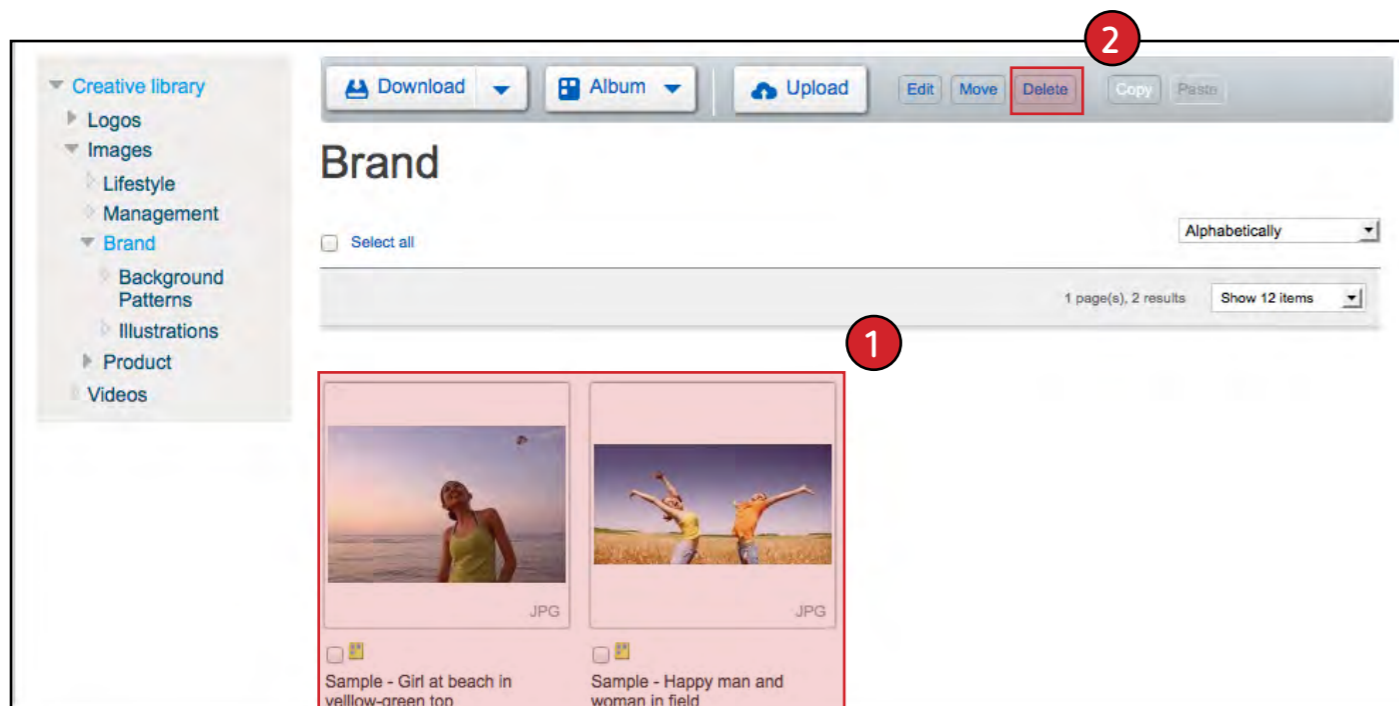


## Move Asset(s)

From time to time you may need to move assets to another folder. The system allows you to easily do this.

### Exercise – Move multiple assets

- 1 Select the checkboxes of the assets you wish to move.
- 2 Click move in the asset admin bar.
- 3 Select the folder you wish to move the asset to by navigating to it in the left hand navigation.
- 4 Click 'Move'.
- 5 The folder you moved the asset to should appear showing your moved asset.

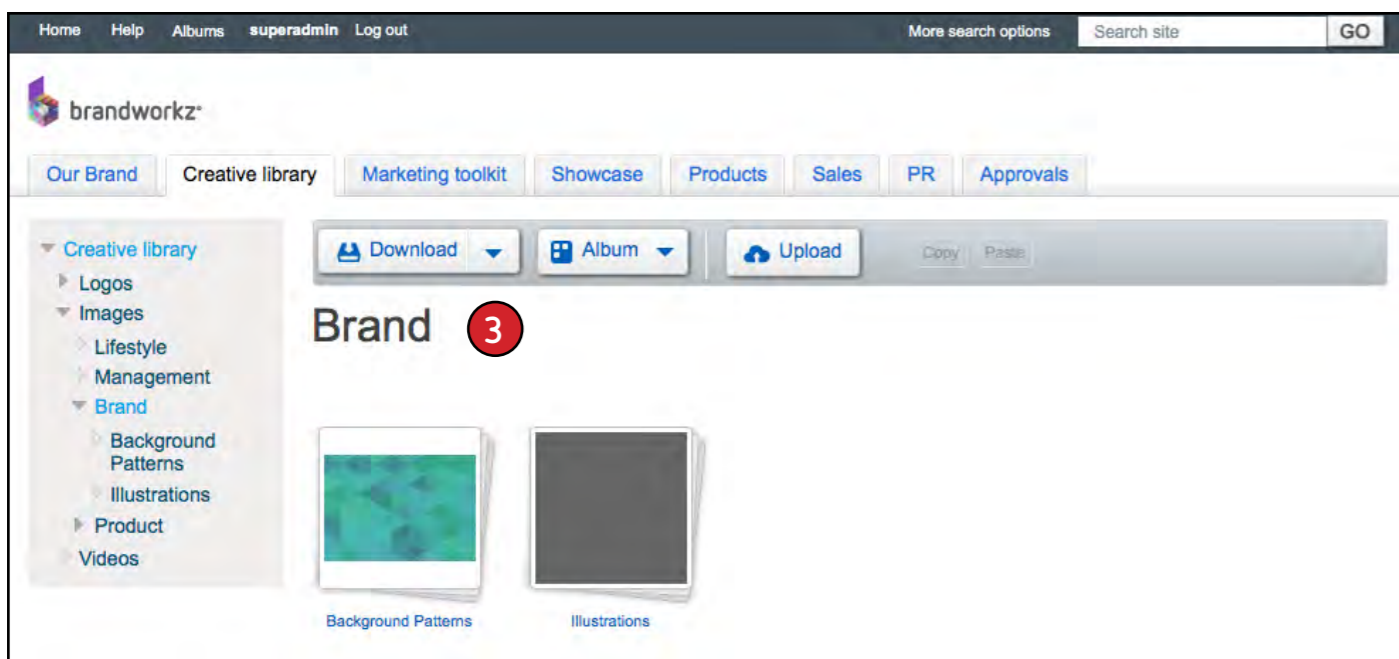
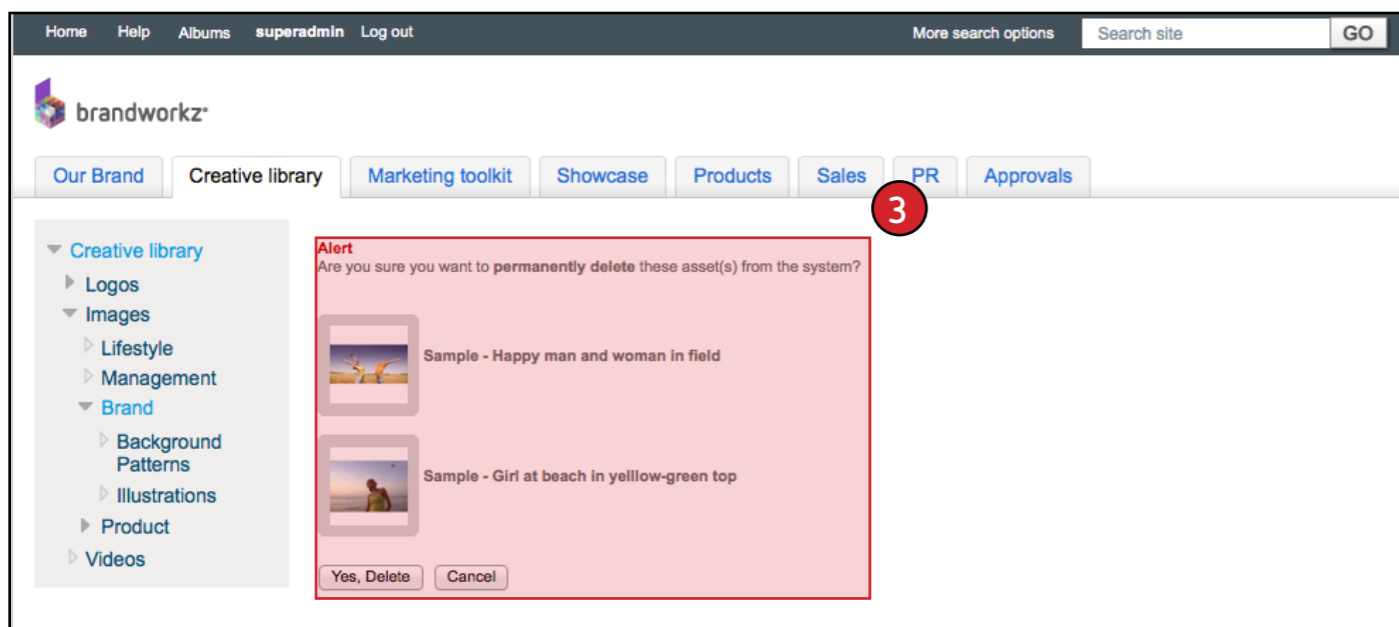


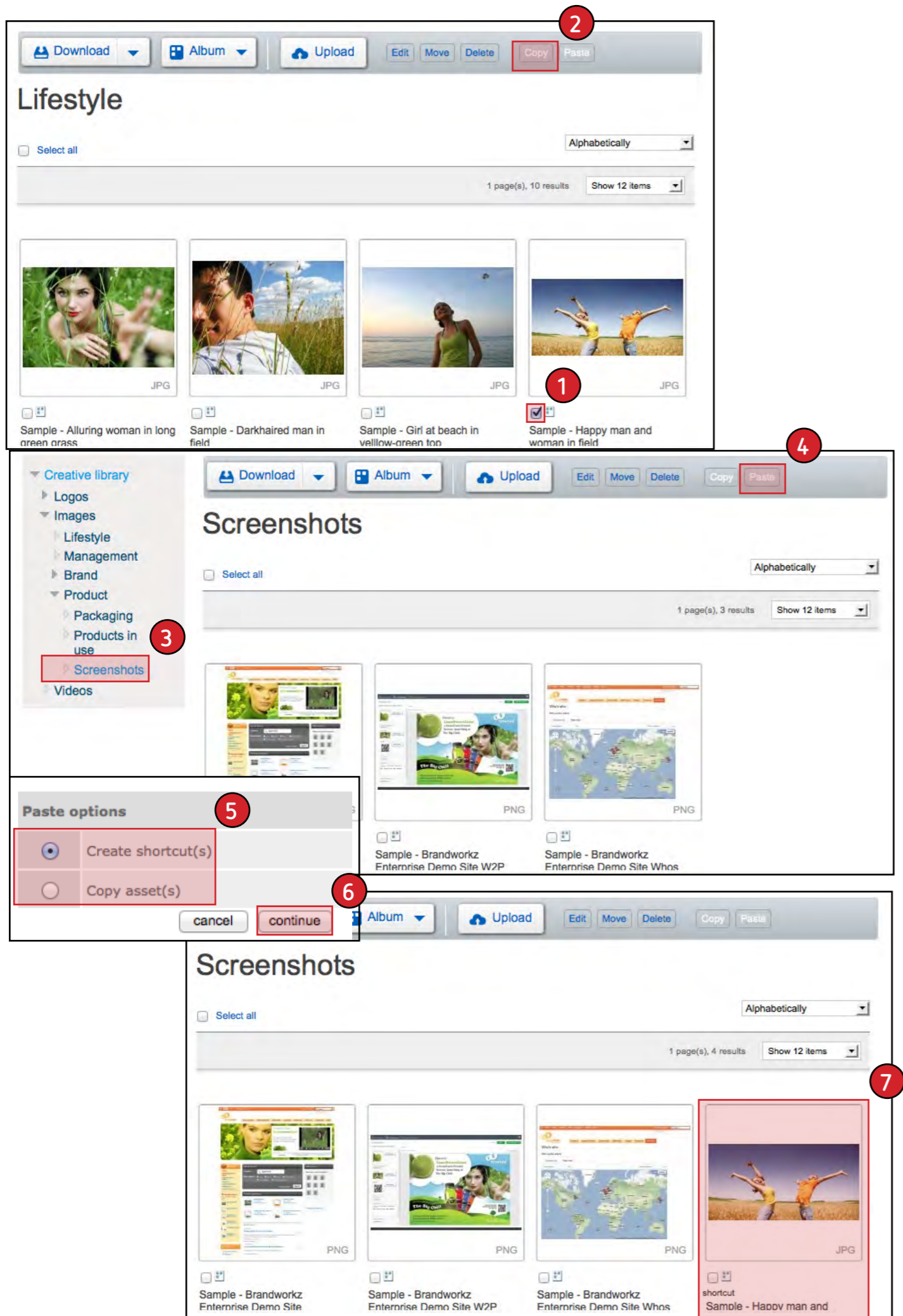
## Delete Asset(s)

If you wish to permanently delete an asset you can do this using the delete option in the asset admin bar.

### Exercise - Delete Asset

- 1 Click the checkbox of the asset you wish to delete.
- 2 Click delete in the asset admin bar.
- 3 You will see an alert message saying 'Are you sure you want to permanently delete these asset(s) from the system?'. Click delete.
- 4 Once clicked you will return to the folder and the asset will be deleted.





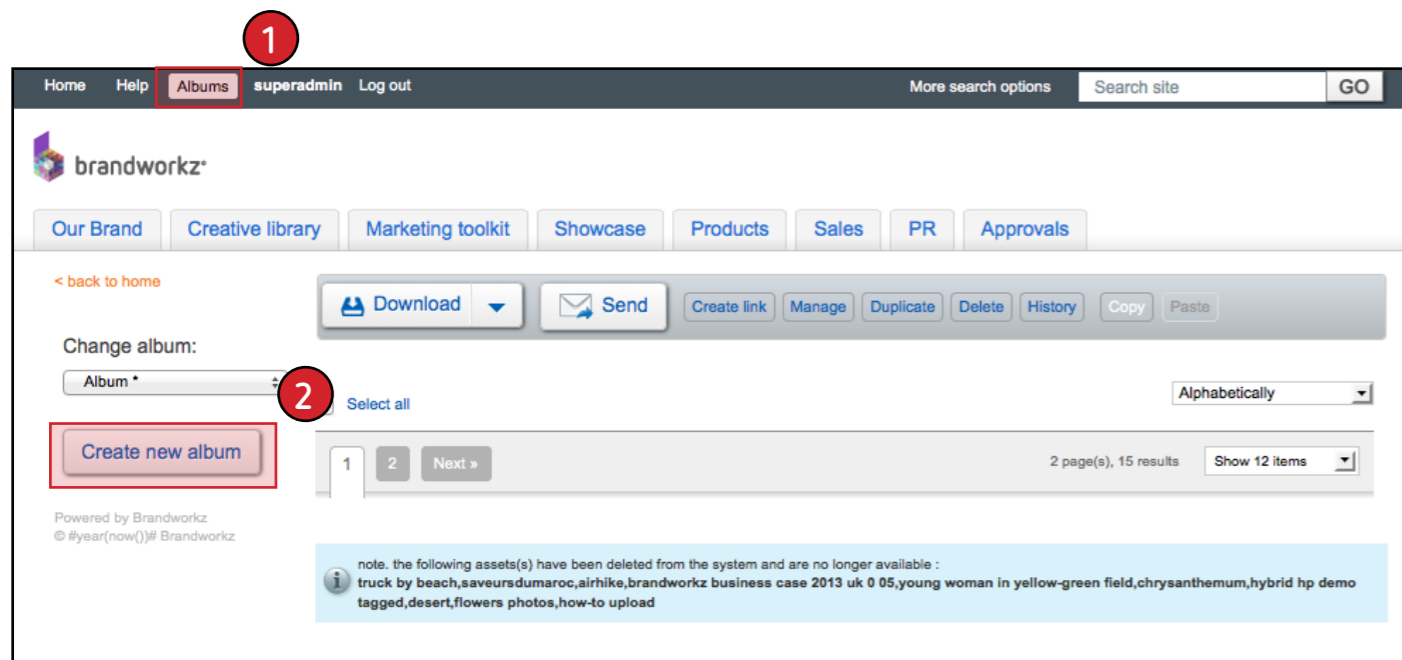
## Copying assets

From time to time you may require an asset to be available in more than one location on the system. There are two ways you can do this. Place a copy of the asset in the location or create a short cut for it.

If you choose to copy the asset a duplicate of the asset will be placed in the new location along with its metadata. Any changes you make to the asset will only occur on the one instance.

### Exercise – Copy & Paste an Asset

- 1 Select the asset you wish to copy by clicking its check box.
- 2 Click the copy button in the asset admin bar.
- 3 Navigate to the folder you wish to copy the asset to.
- 4 Click 'Paste' in the asset admin bar.
- 5 In the paste options window you can choose to create a shortcut or copy asset.
- 6 After you have made your selection click 'continue'.
- 7 The folder you have chosen to copy the asset to or create the short cut in appears and the asset copy or shortcut is visible.



# Albums

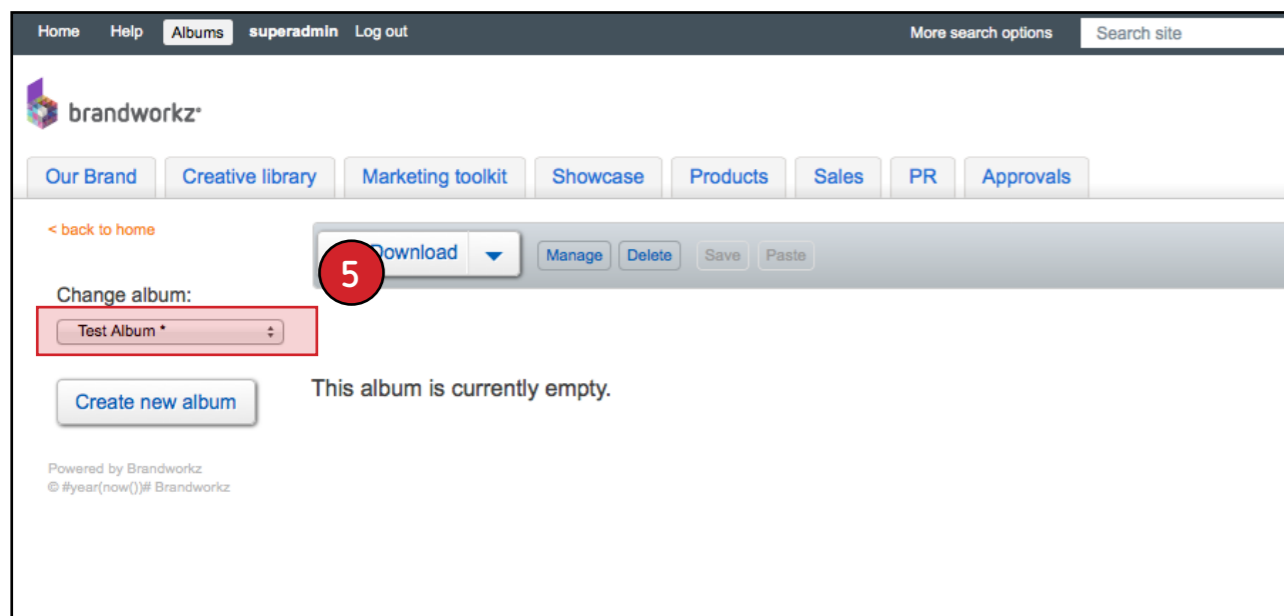
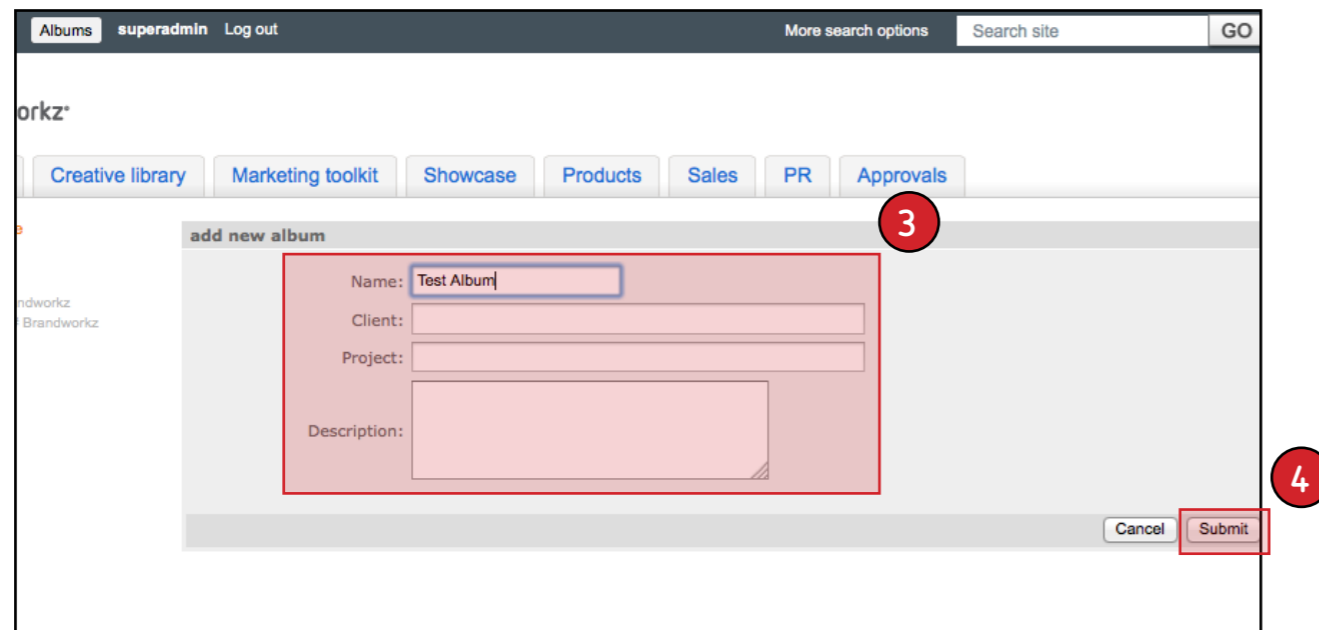
Albums are used to store assets for later use or to share with outside parties. When you add an asset to an album it creates a link in the album to the asset, it does not physically move the asset into the album. If you remove an asset from the album it will only remove the link, it does not remove the asset from the server.

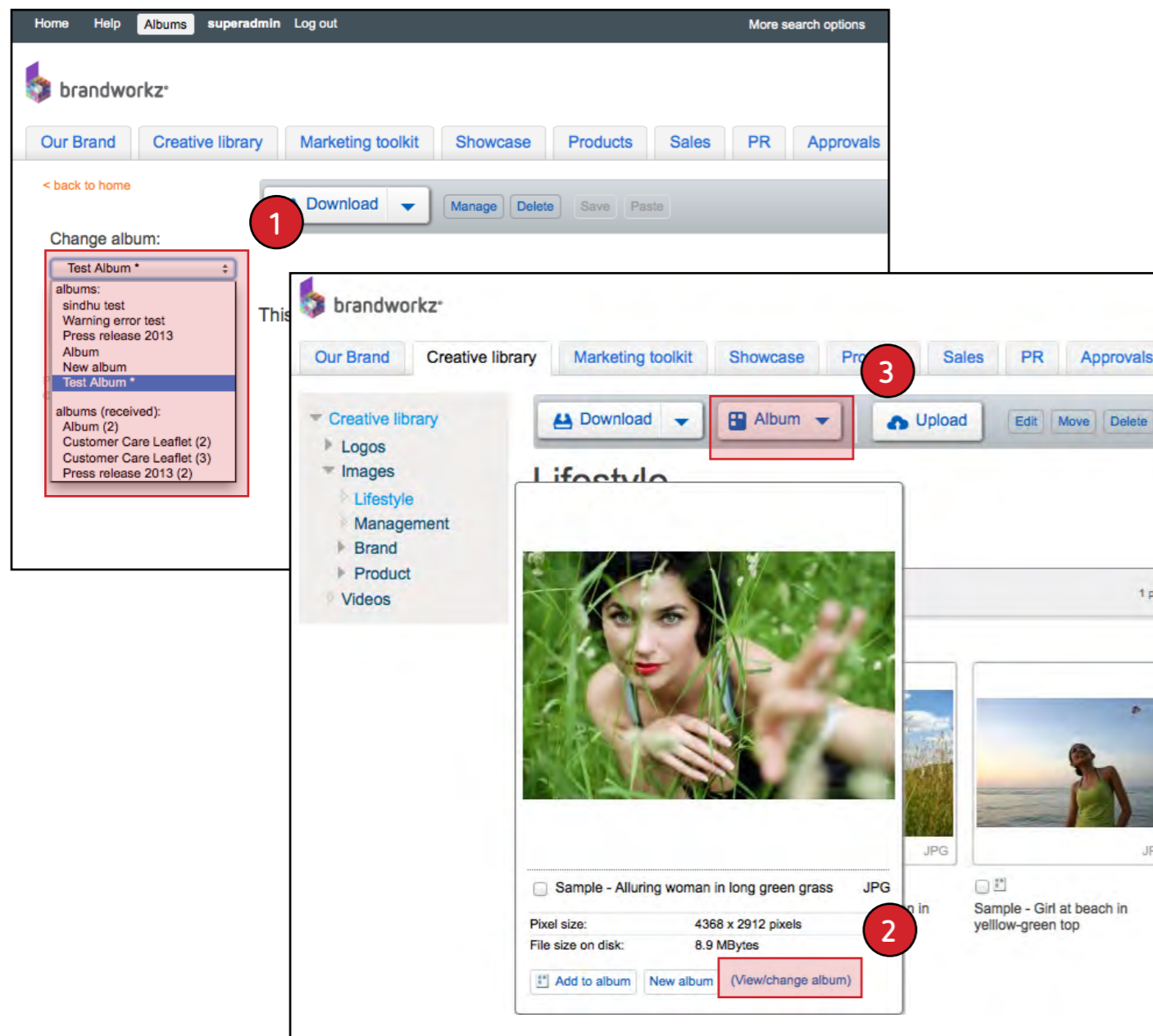
You can choose to either create a new album or add to one previously saved.

Once you have added assets to an album you can download, email or create a link to it, or simply save it for future use.

## Exercise – Create new Album

- 1 Click on the 'Albums' in the masthead.
- 2 Click on 'Create new album'.
- 3 Name the Album and add other relevant information in the available fields.
- 4 Click 'Submit'.
- 5 Your new album name should appear in the left hand drop down.





## Selecting an Album

The last album you created or used will always be your active album. If you wish to add assets to a different album you need to first select that album which can be done in various ways. See below

- 1 Click on the 'Albums' link in the masthead to be taken to the album admin page. Select the album you wish to use from the drop down.
- 2 Hover over any asset and choose view/change album from the pop up to be taken to the album admin page.
- 3 Click on albums in the asset admin bar and choose view all from the pop out to go to the album admin page

## Adding one or more assets to an album

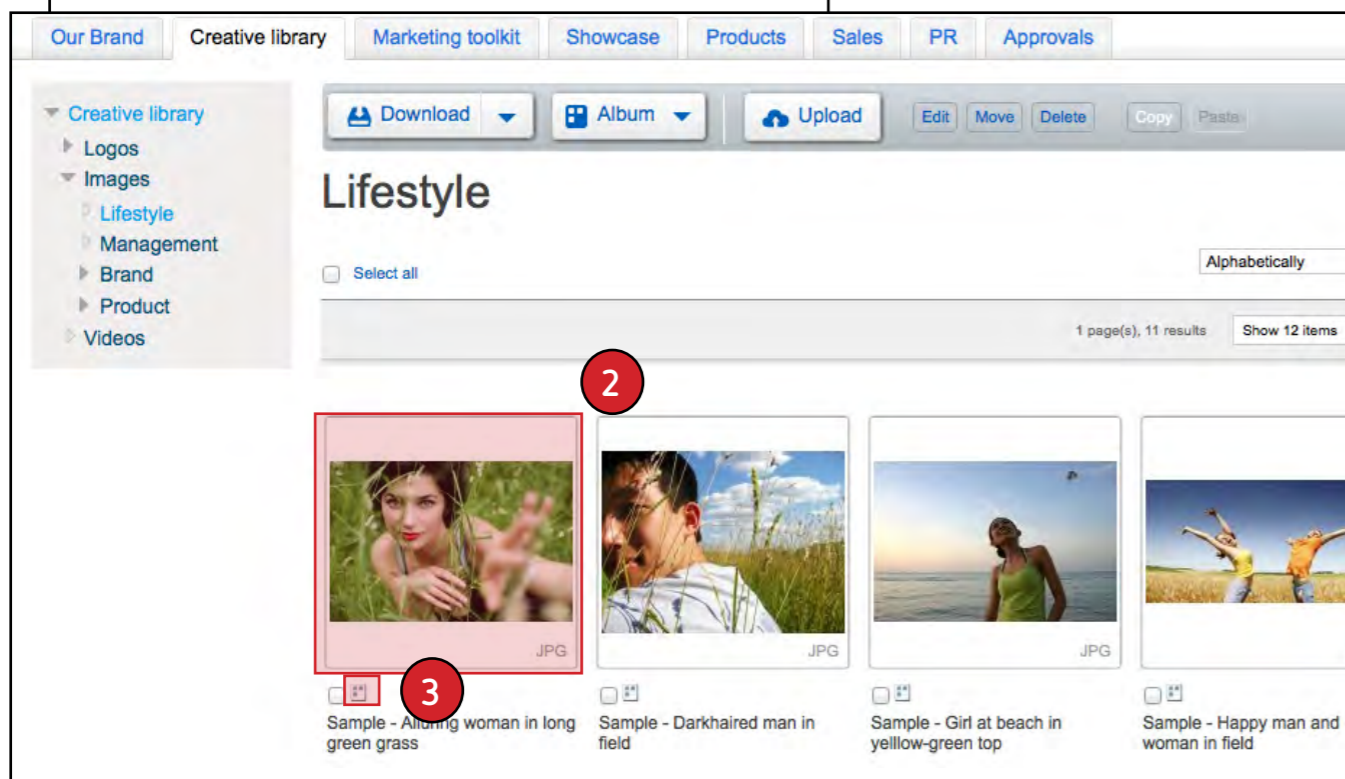
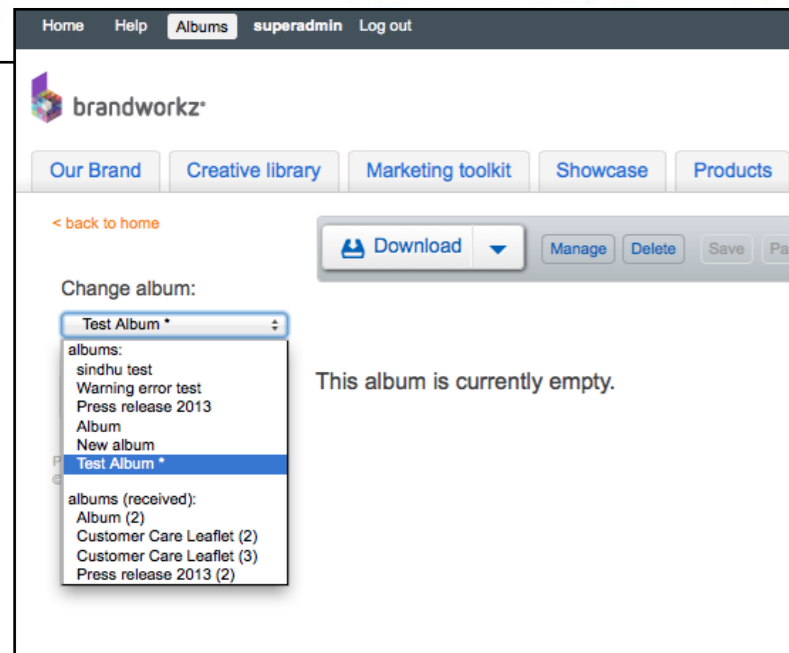
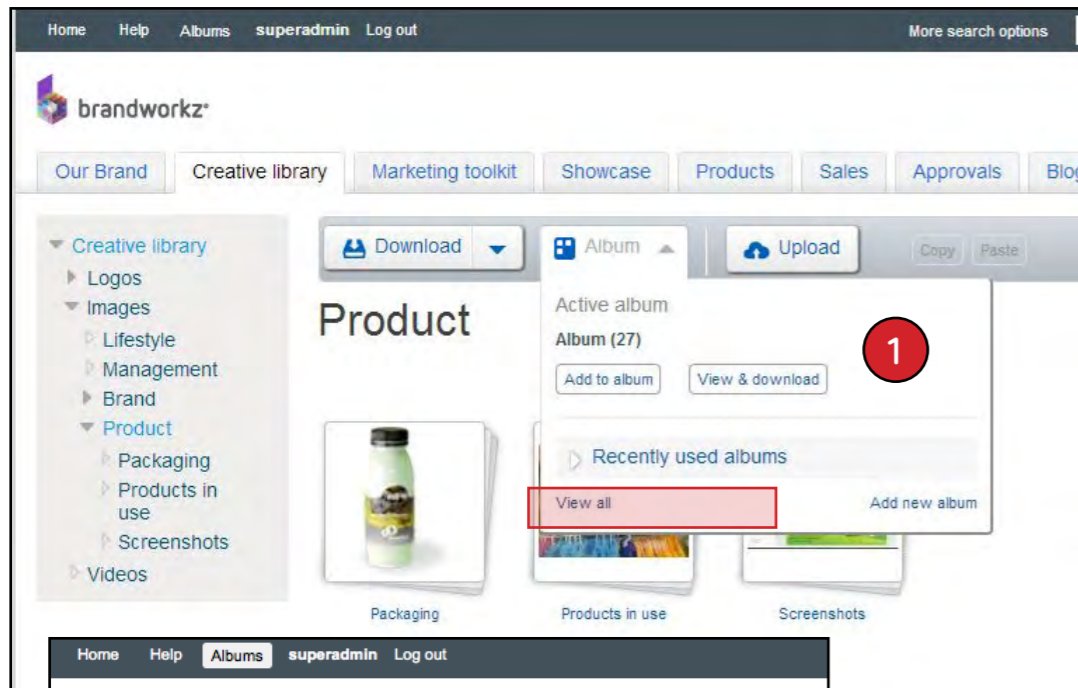
There are several ways to add assets to albums. Remember to make sure you have the correct album selected first.

- 1 Hover over the asset thumbnail and click add to album from the pop up.
- 2 Click the add to album icon under the asset.
- 3 Tick the check box of the asset(s) you wish to add and click Album in the asset admin bar. From the pop out click add to album.
- 4 From the asset detail page click add to album under the asset preview.
- 5 From the asset detail page click Add to album in the asset admin bar.

The image illustrates three methods for adding assets to an album in a DAM system:

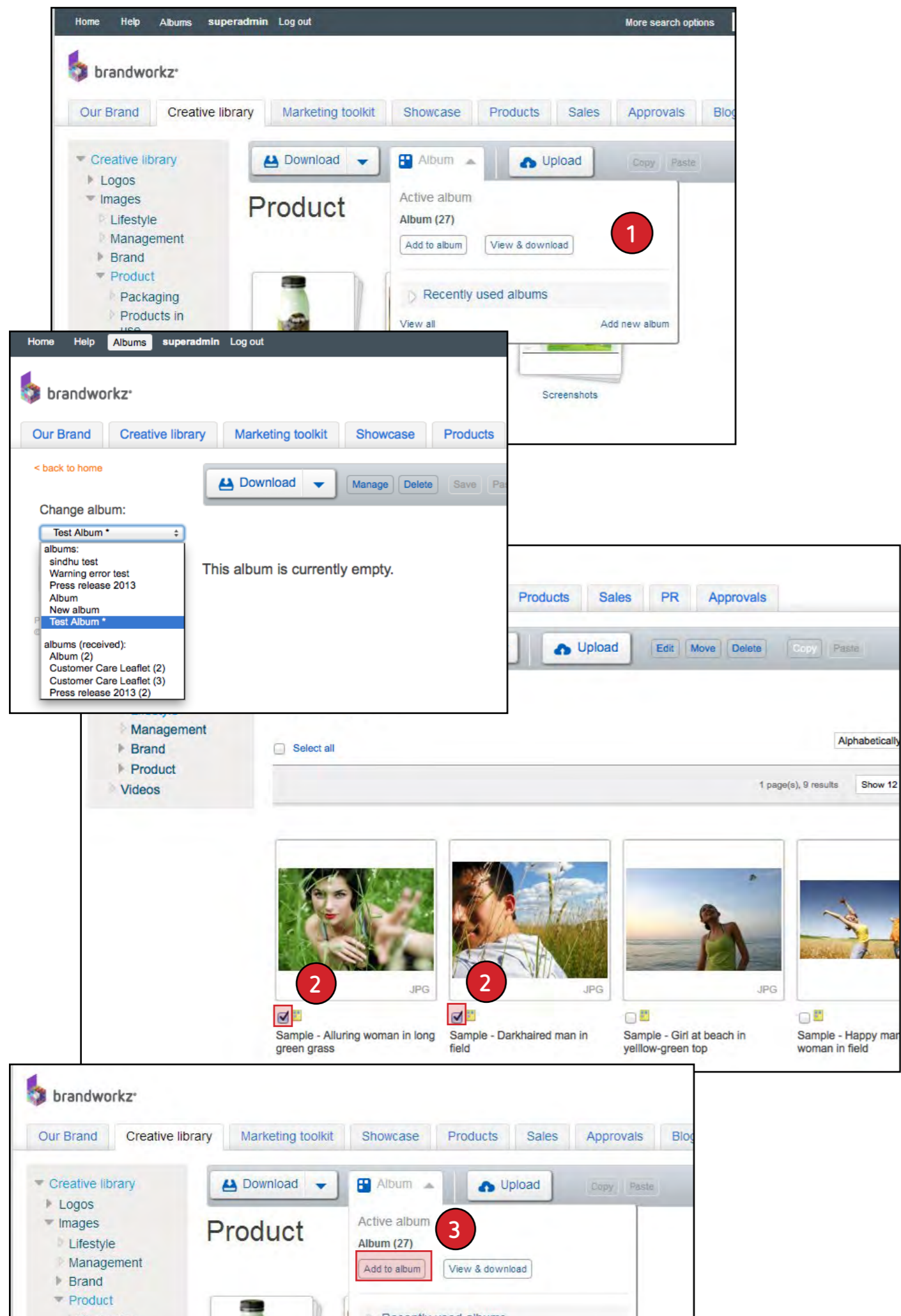
- Method 1:** From the asset detail page, hover over the asset thumbnail and click the 'Add to album' button in the pop-up.
- Method 2:** From the asset grid view, click the 'Add to album' icon located directly under the asset thumbnail.
- Method 3:** From the asset grid view, select the asset(s) using checkboxes, click the 'Album' dropdown in the top toolbar, and then click 'Add to album' in the resulting pop-up.
- Method 4:** From the asset detail page, click the 'Add to album' icon in the top toolbar.
- Method 5:** From the asset detail page, click the 'Add to album' button in the bottom toolbar.





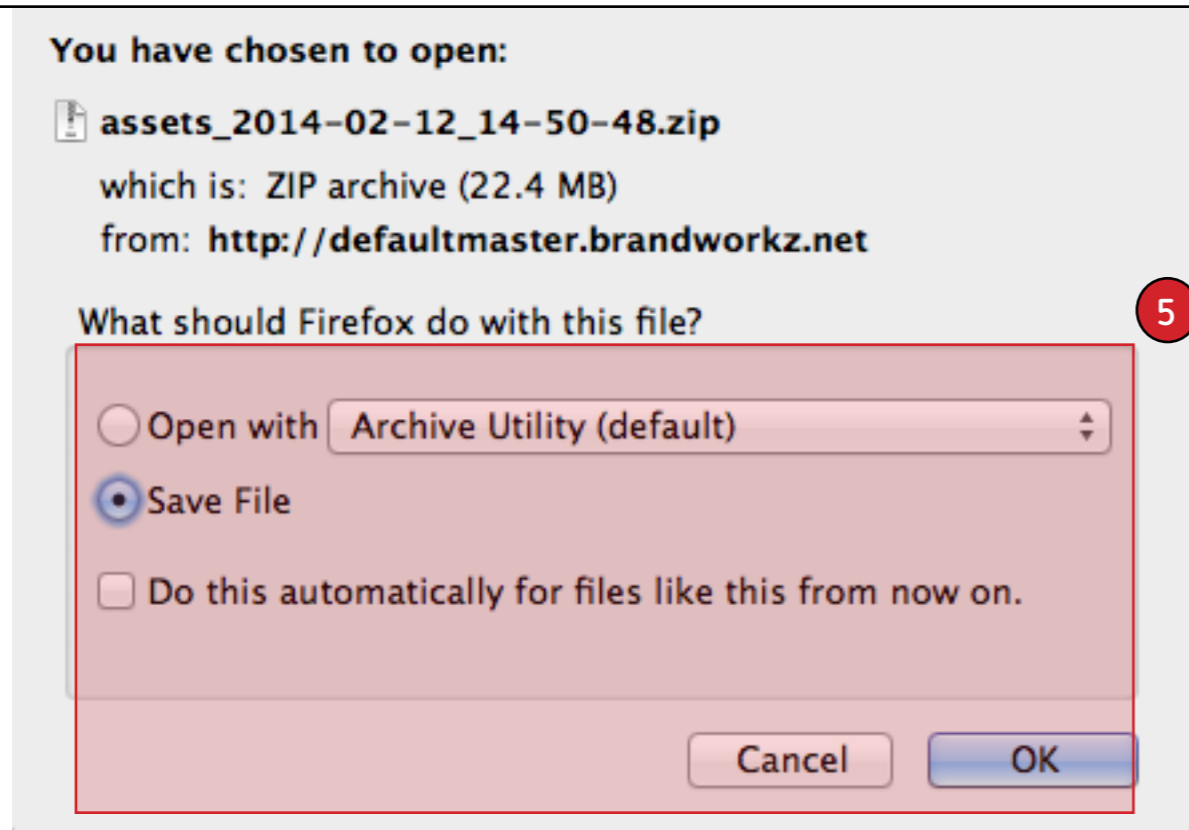
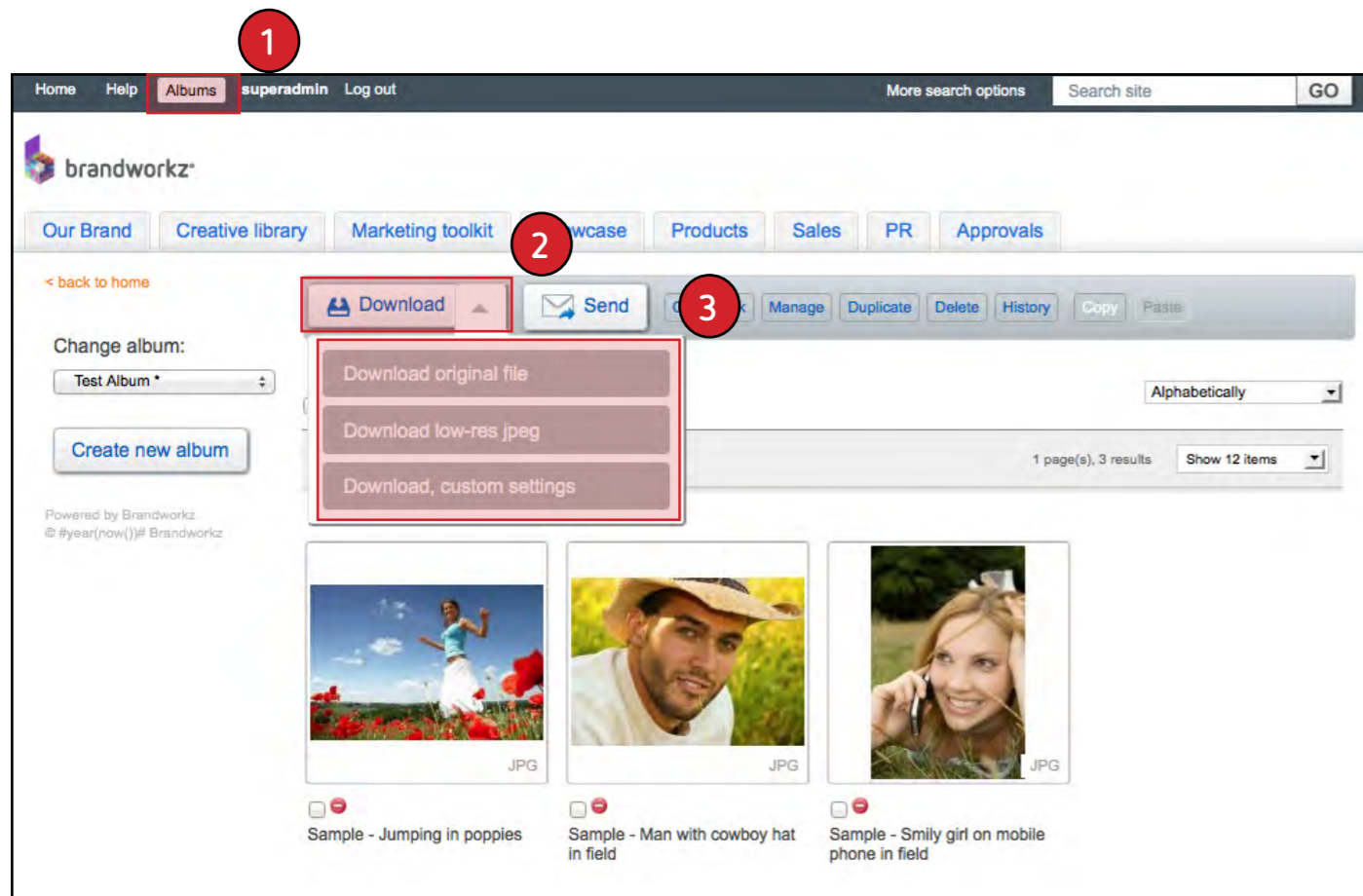
### Exercise – Add an asset to an album using the add to album icon

- 1 Check which album is currently active by clicking on album in the asset admin bar. If you wish to choose a different album click view all from the album pop out to go to the album admin page. From the drop down select the album you wish to use.
- 2 Navigate to the asset you would like to add to your album.
- 3 Click 'add to album' icon.



**Exercise –**  
**Add multiple assets from the same page to an album using the check box**

- 1** Check which album is currently active by clicking on album in the asset admin bar. If you wish to choose a different album click view all from the album pop out to go to the album admin page. From the drop down select the album you wish to use.
- 2** Tick the check boxes of the assets you wish to add to the album.
- 3** Click 'Albums' in the admin settings bar. On the pop out click on 'Add to album'.



## Downloading Album

If there is more than one asset in the album you wish to download the system will zip up the folder before starting the download. This will not affect the assets on the server.

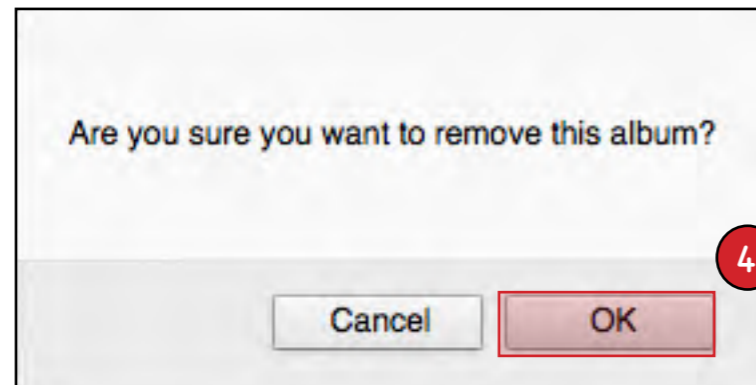
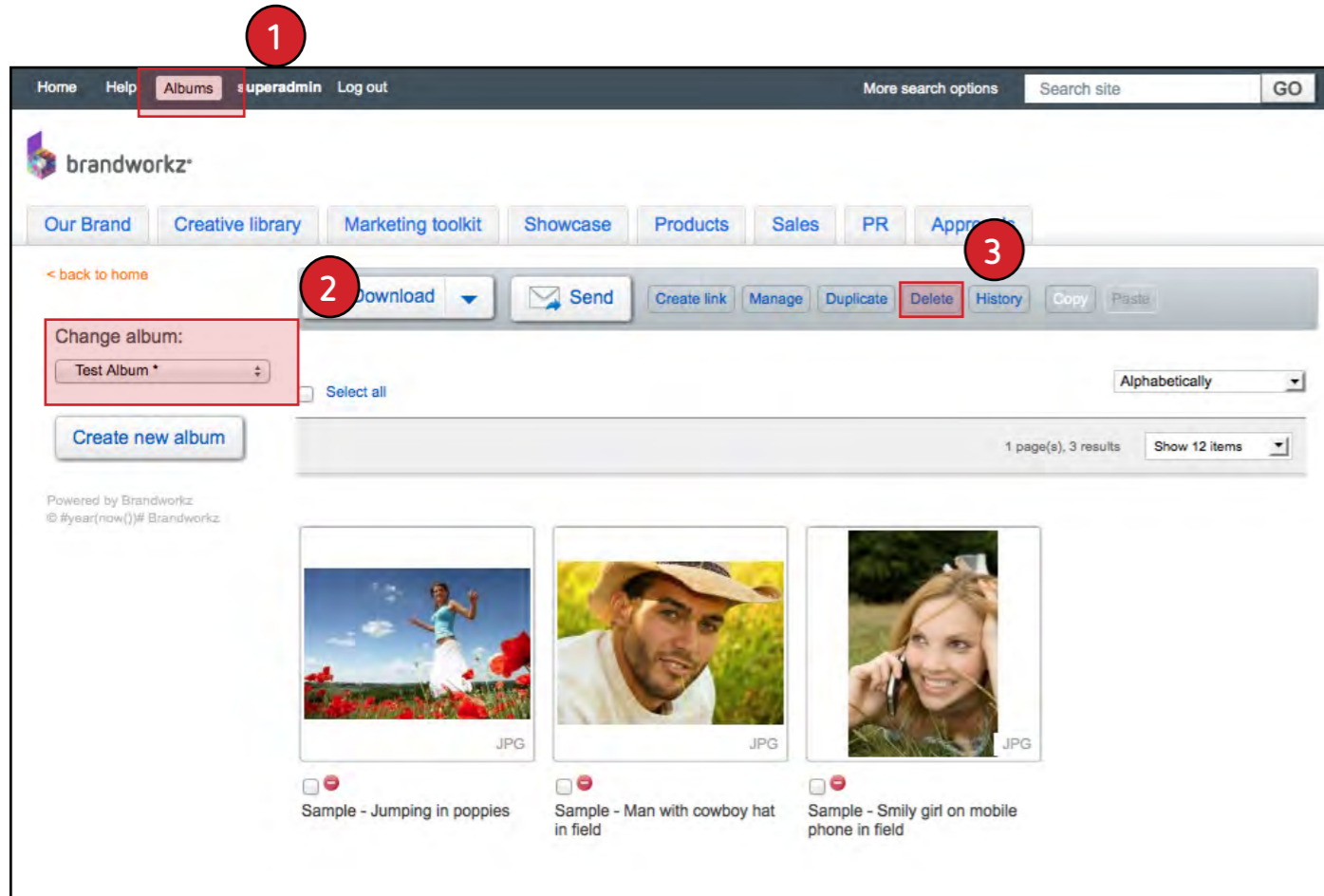
### Exercise – Download Album

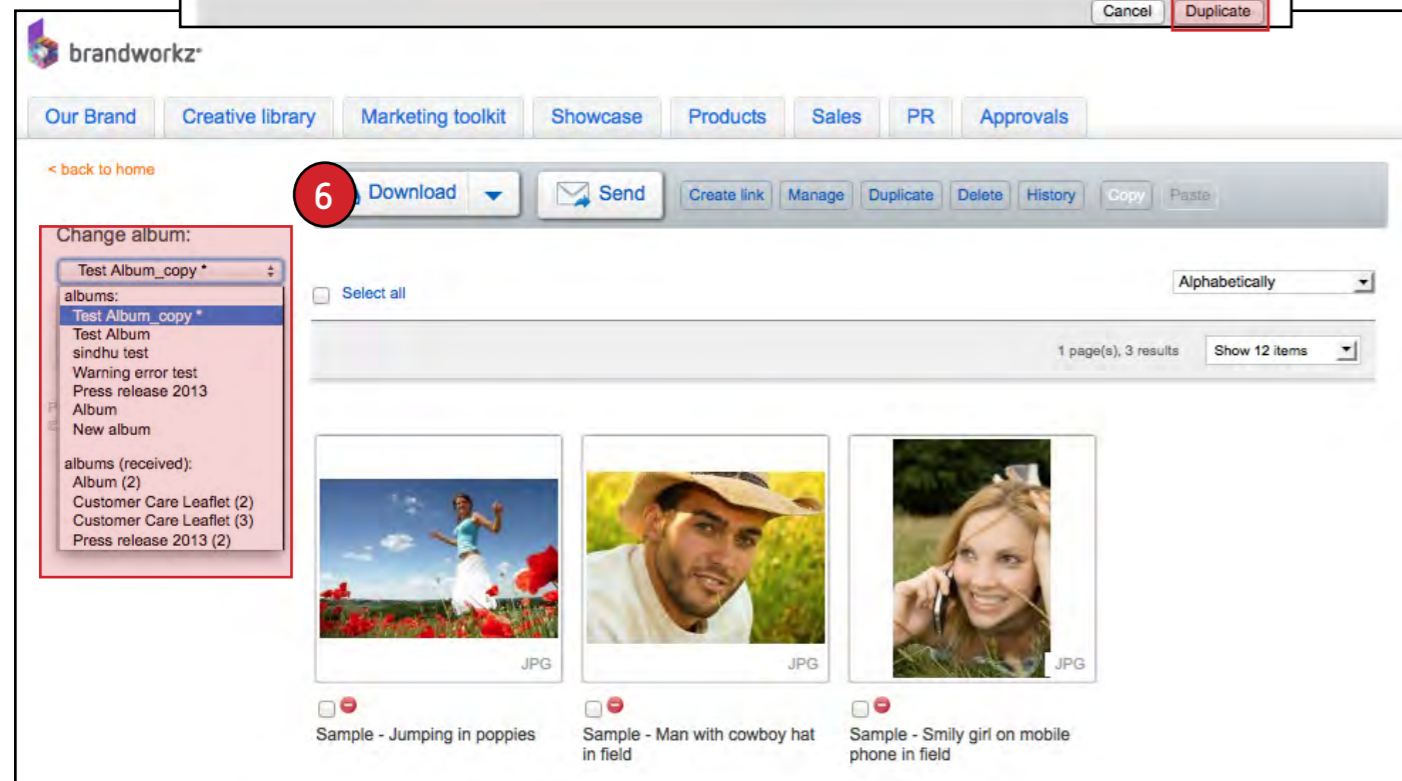
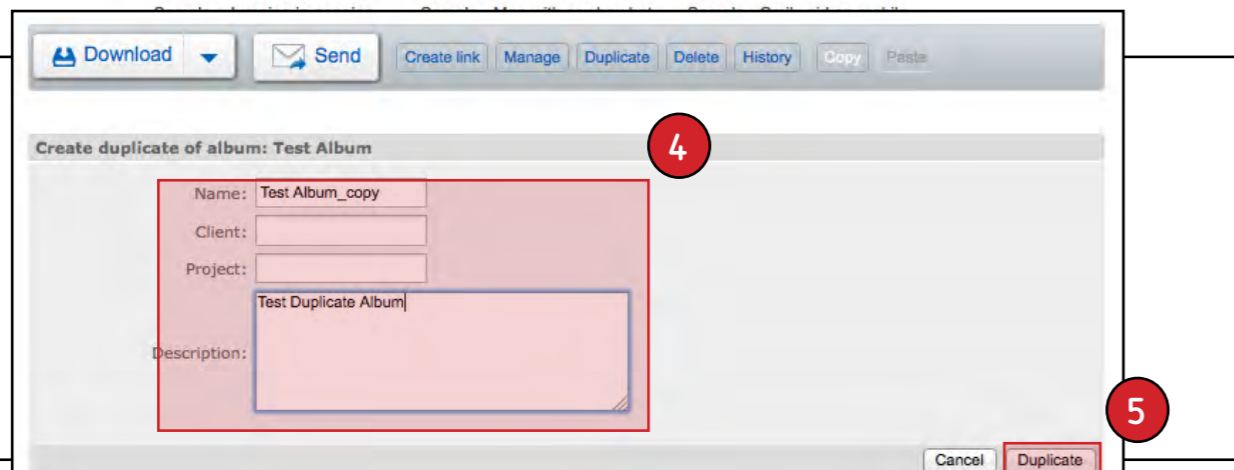
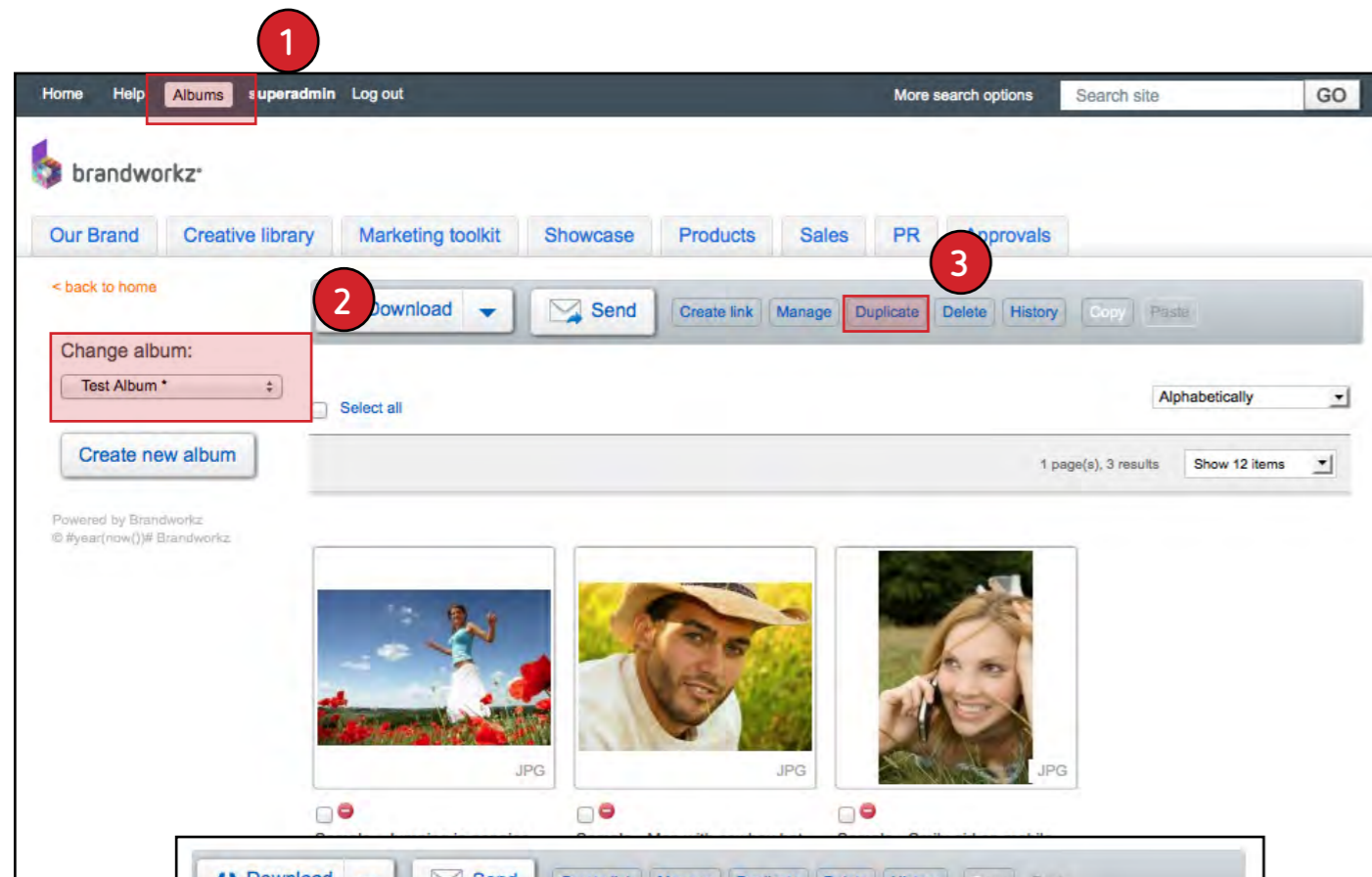
- 1 Click the 'Albums' link in the masthead.
- 2 Click on 'Download' in the actionbar.
- 3 If your assets are all images and download wizards have been set up on your portal these will be available by clicking on the triangle on the download button. If no wizards are available you will only have the option to download at the original file setting.
- 4 After your files have finished preparing click 'Start Download'.
- 5 Follow the download instructions in the pop up window to complete downloading the assets to your chosen destination.

## Deleting Albums

### Exercise – Delete an album

- 1 Click on the 'Albums' link in the masthead.
- 2 Select the album you wish to delete from the drop down.
- 3 Click 'Delete' in the Asset Admin bar.
- 4 Click 'OK'.





## Duplicating an Album.

### Exercise - Duplicate Album

- 1 Click on the 'Albums' link in the masthead.
- 2 Select the album you wish to duplicate from the 'change album' drop down menu.
- 3 Click on 'Duplicate' in the asset admin bar.
- 4 Name the album and add any other information you wish to.
- 5 Click 'Duplicate'.
- 6 Observe duplicated album in the album drop down menu.

The screenshot shows the Brandworkz interface with a 'Send album' dialog box open. The dialog box is titled 'Send album' and contains the following sections:

- Choose recipients:** Includes a text input for 'Add registered user:' and a text input for 'Add email address:' with the value 'urshla.sheehan@brandworkz.com|'. An 'Add' button is below the email input.
- Assigned recipients:** A list box containing 'urshla.sheehan@brandworkz.com' and a 'Remove selected' button.
- Email reply-to address:** A text input with the value 'sindhuri.addada@brandworkz.com'.
- Email subject line:** A text input with the value 'album for you to review'.
- Email body:** A text area containing the text 'Super has sent you this album (called Test Album). Please take a look!'.
- Valid from date:** A date picker set to '13 February 2014' with a 'Clear' button.
- Valid to date:** A date picker set to '01 January 2015' with a 'Clear' button.
- Download wizards that the recipient will be able to use:** A list of checkboxes:
  - Download original file
  - Download low-res jpeg
  - Download, custom settings
  - Crop for website listing page
  - Large MP4 (720p, 2000bps). E.g. for modern PC or tablet
  - Medium MP4 (480p, 1000bps). E.g. for older PC or 3G high
  - Small MP4 (360p, 700kbps). E.g. for 3G low

At the bottom of the dialog are 'Cancel' and 'Send album' buttons.

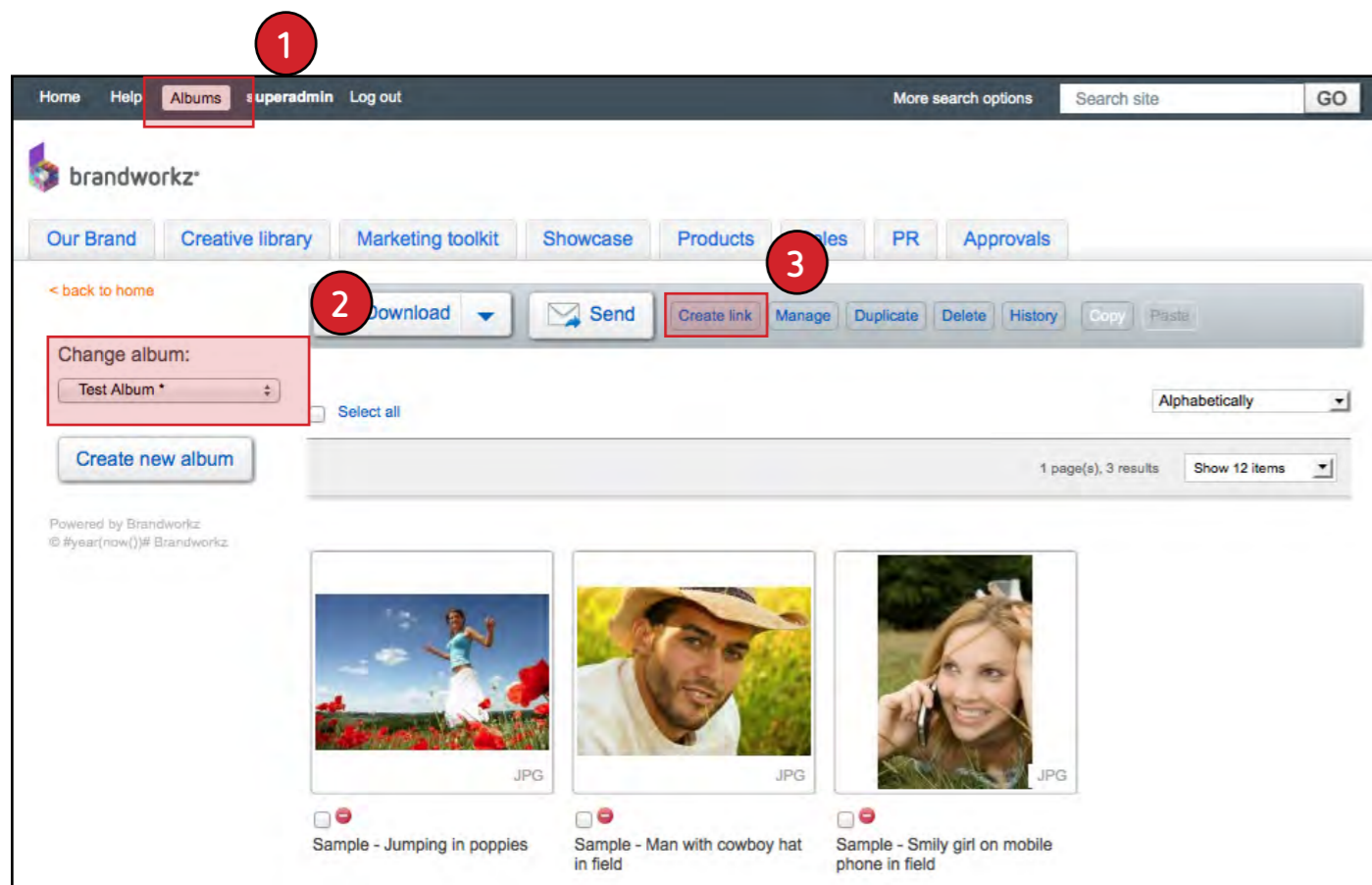
## Sending Albums

Sending an album or a public link to an album is a useful way of sending assets to people that would not normally access the site and therefore not been set up as users.

Another good use for albums is if you want to send a pre-approved selection of assets for someone to use, for example, if you are sending a number of product shot to the press.

### Exercise – Sending an album

- 1 Click on the 'albums' link in the masthead.
- 2 Select the album you wish to send from the drop down.
- 3 Click 'Send' on the asset Admin bar'.
- 4 If you are sending the album to someone that is already set up as a user type their username or email address into the add registered user box and they should appear in the drop down for you to select. If you are sending the album to a non-registered user type their email address into the add email address box and click add.
- 5 The details will appear in the 'assigned recipients' box on the right.
- 6 You can specify how long the recipient will have to view the album.
- 7 Scroll down, check that at least one download wizard is ticked.
- 8 Select 'send album'.



### Exercise – Sending a public link to an album

- 1 Click on the 'Albums' link in the masthead.
- 2 Click into an album you have created.
- 3 On the Asset Admin bar choose 'create public link'.
- 4 Type the message you would like the recipient to receive.
- 5 You can specify how long the recipient will have to view the album.
- 6 Scroll down, check that at least one download wizard is ticked.
- 7 Select 'create link'.

