



Digital Asset Management (DAM)

A Brief Guide

The DAM MAP

Overview

This guide provides an overview for navigating, uploading and added information to documents and images to Adobe's Digital Asset Manager (the DAM).



1. Start Here

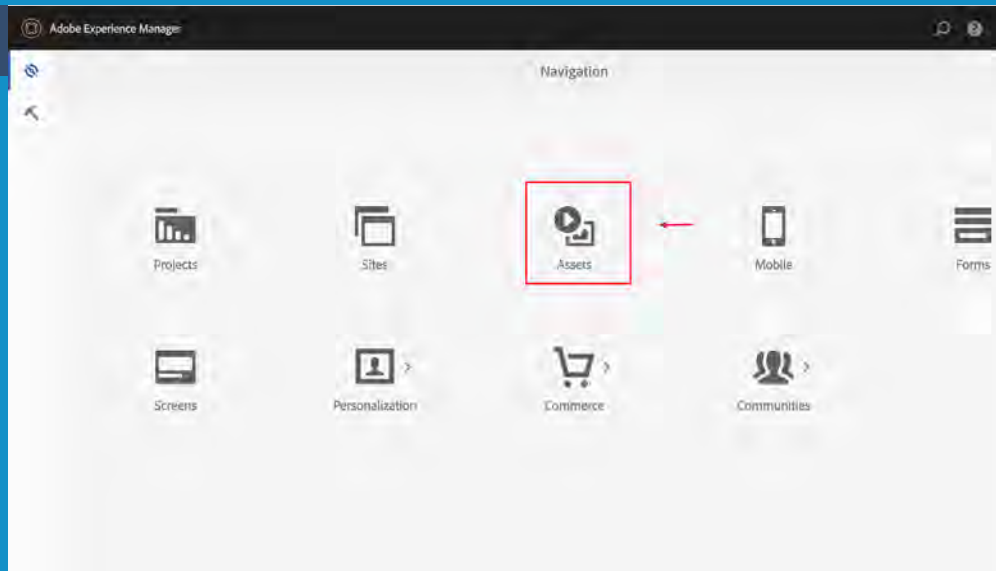
Start here by logging into AEM.

This should be your start screen. Click on "Adobe Experience Manager" in the top left corner to see the main navigation menu.

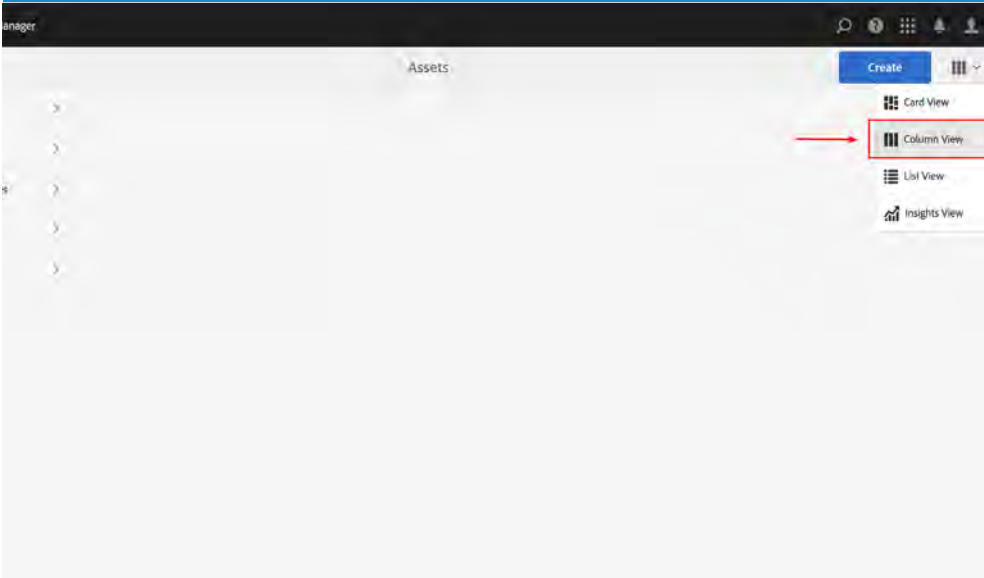
2. Open Folder

The "Assets" folder connects to Adobe's Digital Asset Manager.

Click on the image icon to go to the next screen.



3. Change View



Use the Navigation View icon on the top right to select your view.

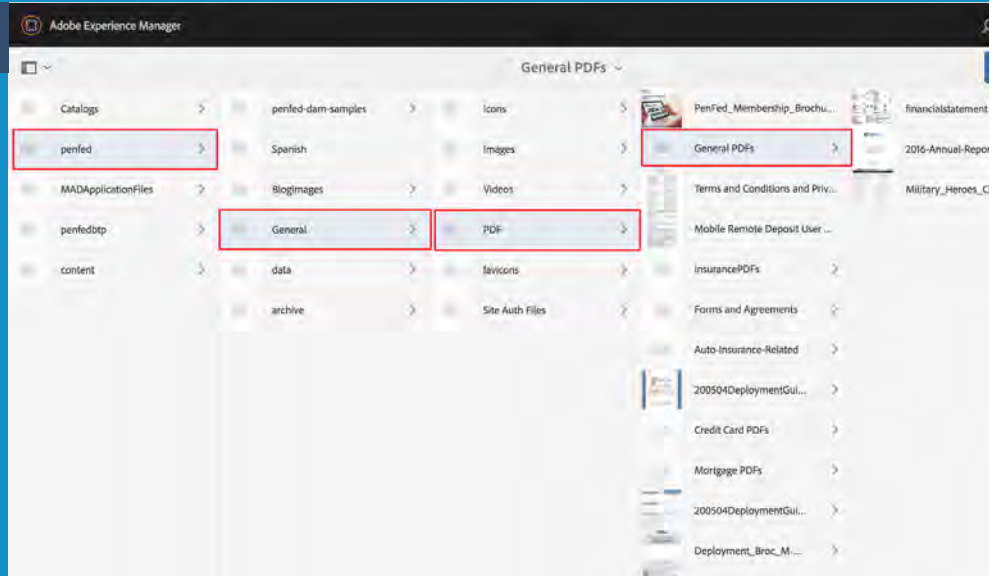
You will be using the Column View throughout this guide in order to see the folder structure.

4. General PDFs

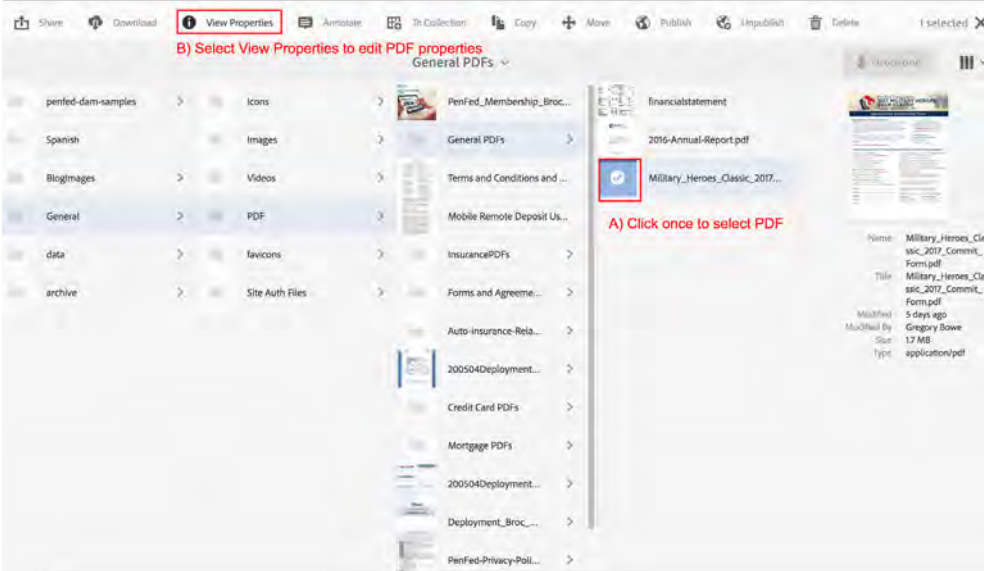
Most public assets, are found in the penfed folder.

For General PDFs, follow this path:

penfed > General > PDF > General PDFs



5. View/Edit PDFs



PDF properties help people find the asset. These include name, title, tags and more.

Add or edit these by selecting the document then clicking "View Properties" to open the assets properties.

6. Edit Properties

The assets metadata helps people identify the correct document. Correct names and titles are important.

Edit these in this window.

NOTE: Save, then publish your changes.

Military_Heroes_Classic_2017_Commit_Form.pdf

Publish Unpublish

Close Save

Publish the document after adding the correct information.

Adding this information will help others find the correct form when searching for it.

Metadata Scheduled (de)activation References

Title: 2017 Military Heroes Classic

Description: Sponsorship commitment form for th... You can set a date to unpublish if needed.

Type: Application/pdf

Language: [Dropdown]

Tags: [Input]

Created: [Input]

Creator Tool: [Input]

Don't forget to SAVE.

CREDIT CARD PDFs

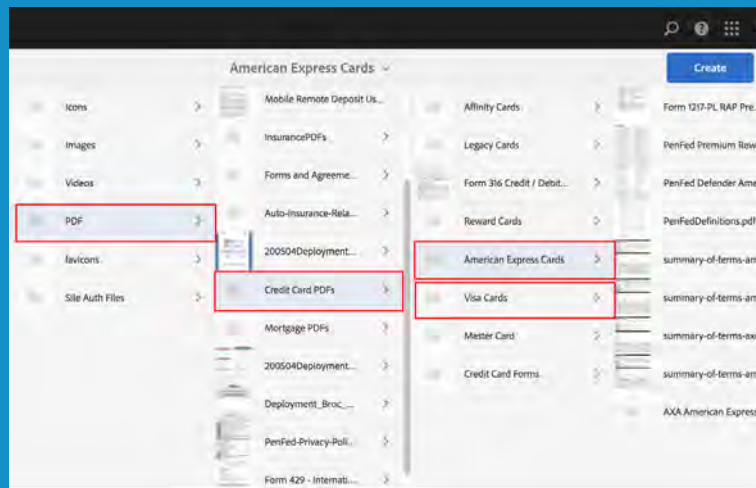
Credit Card documents include Terms and Conditions, Rate information and other documents that change frequently.

There are **2 types of Credit Card documents** in the DAM: **Public-facing and BTP.**

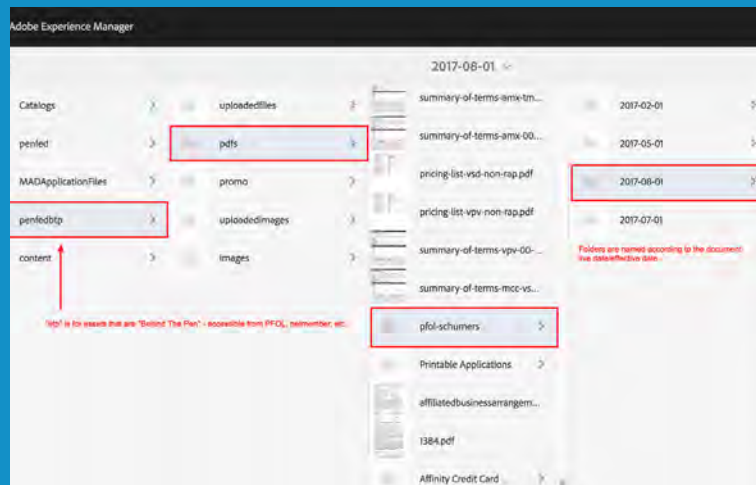
Public facing PDFs are available on www.penfed.org at this path: **penfed > PDF > Credit Card PDFs.**

BTP (behind the pen) PDFs are available in member-only areas here: **penfedbtp > pdfs**

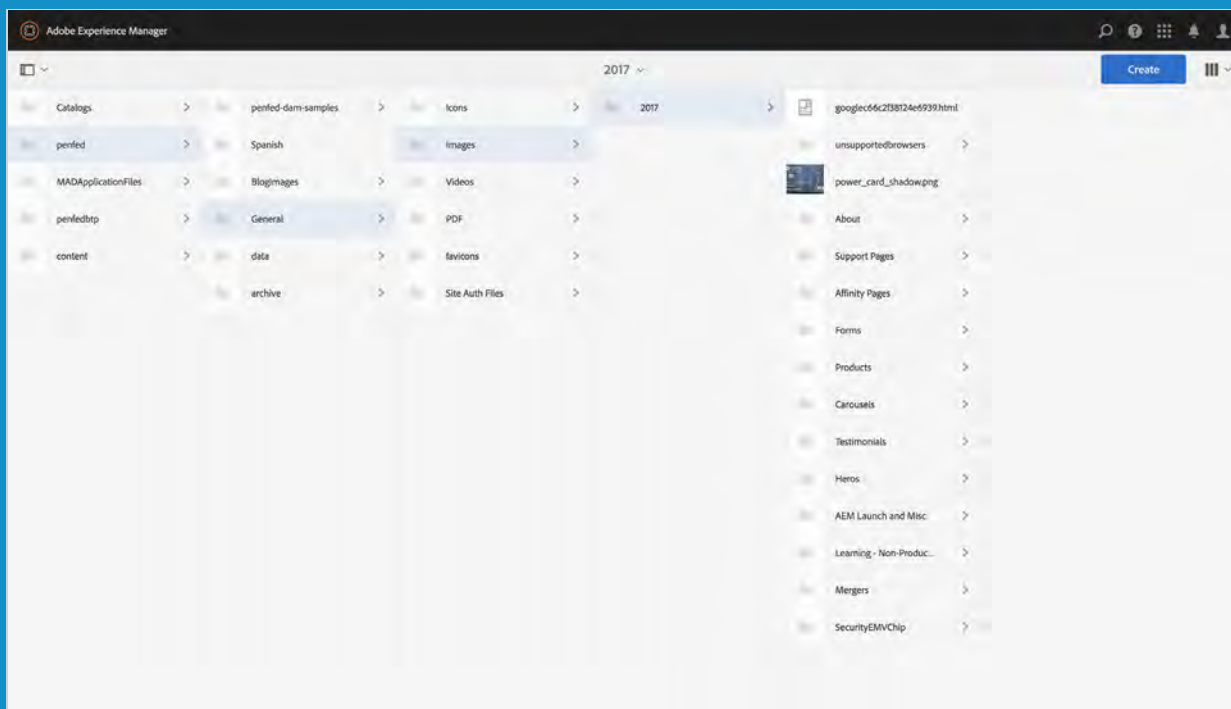
Public-Facing Credit Cards



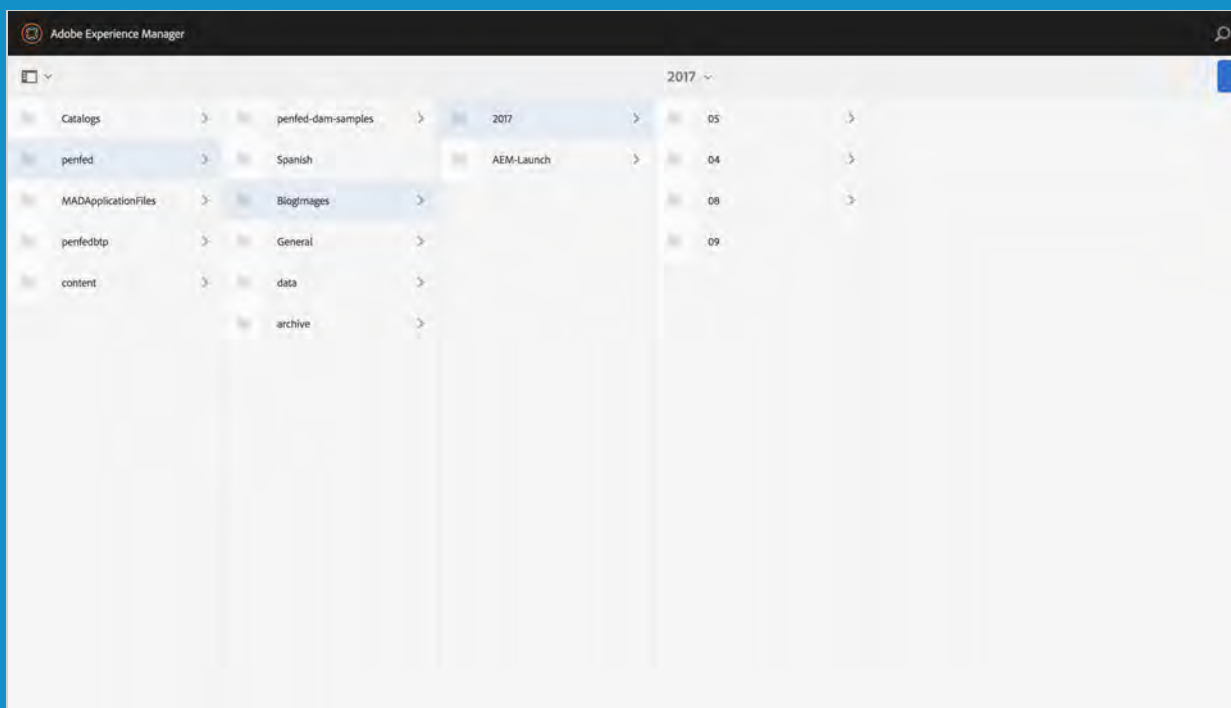
BTP-Credit Cards



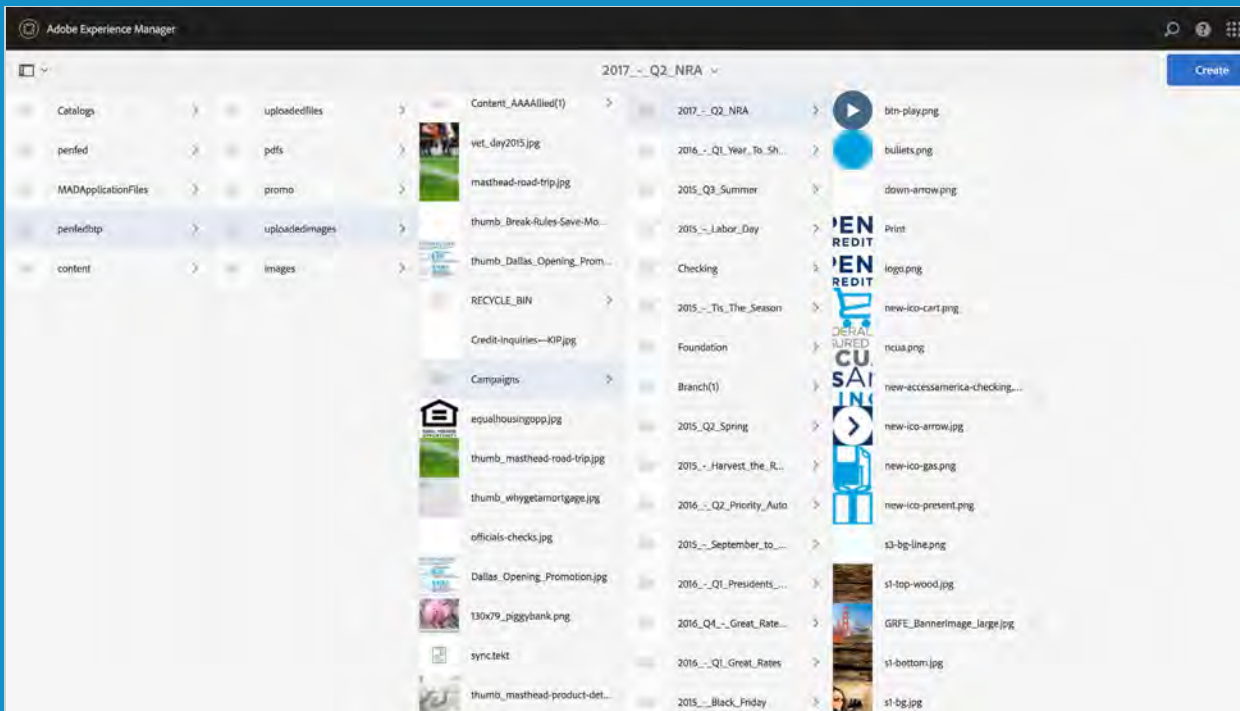
Penfed.org images are mapped according to their page type here:
penfed > General > Images > 2017 > [appropriate page folder]



Penfed.org blog/learn center images are mapped according to publication date here:
penfed > Blogimages > 2017 > [appropriate month folder]



Images for email and other marketing campaigns are mapped according to campaign name:
penfedbtp > uploadedimages > Campaign > [campaign folder]



BTP credit card pdfs are mapped by rate change date:
penfed > pdfs > pfol-schumers > [appropriate date folder]

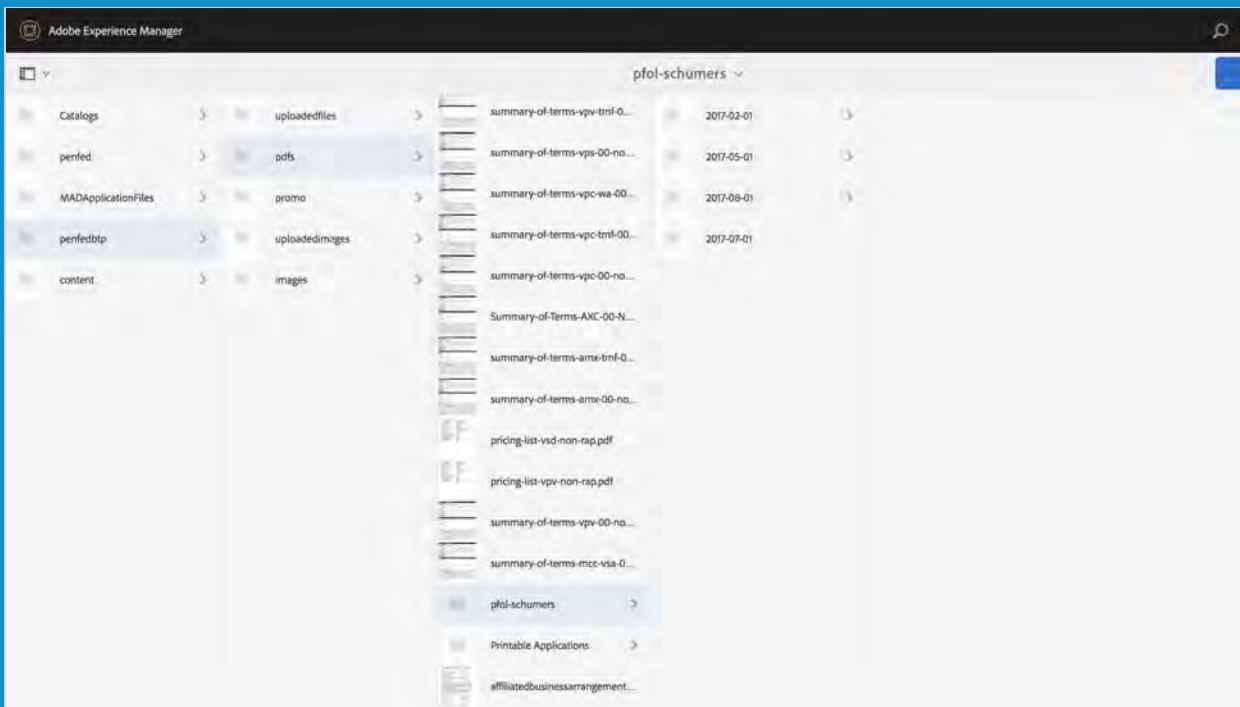
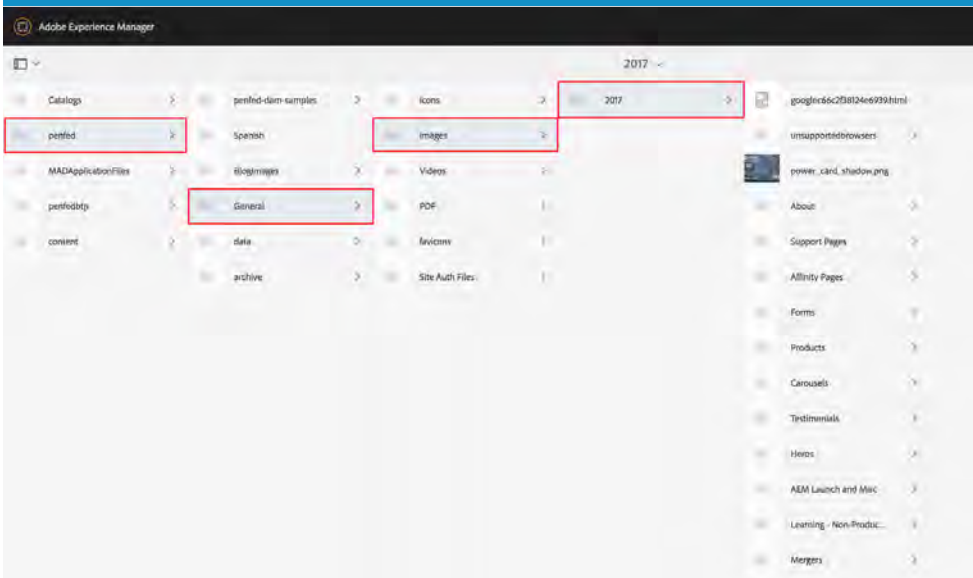


Image Uploads

How to upload new images:

- 1) **ALWAYS** use the DAM to upload an image - **NEVER** upload an image from your desktop to the page -
- 2) Name the image appropriately - Please use all lowercase and include image size in the file name
- 3) Resize and optimize images BEFORE adding them to the DAM, otherwise they could break the page.

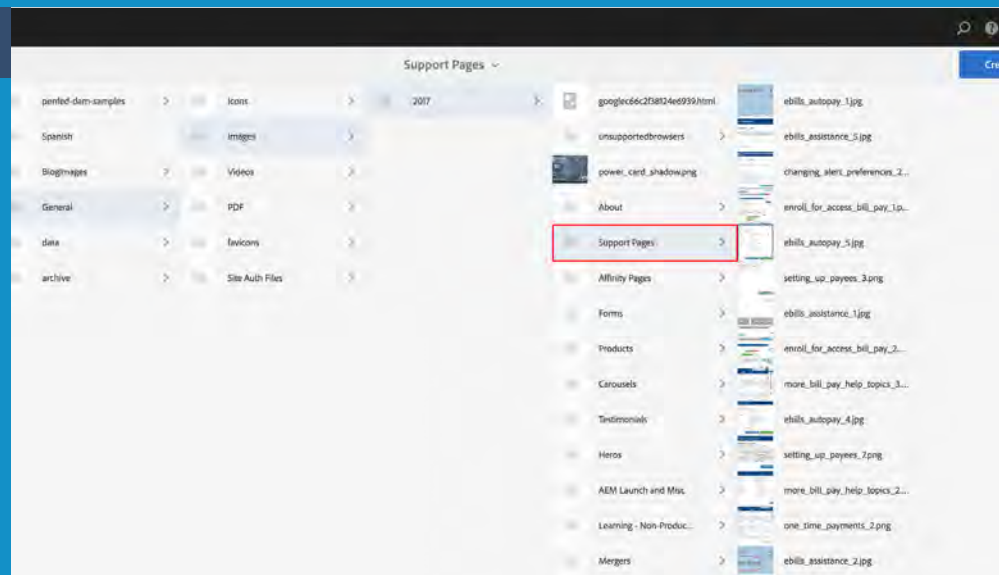


1. Find Folder

Find the correct image folder.
Public images should be here:

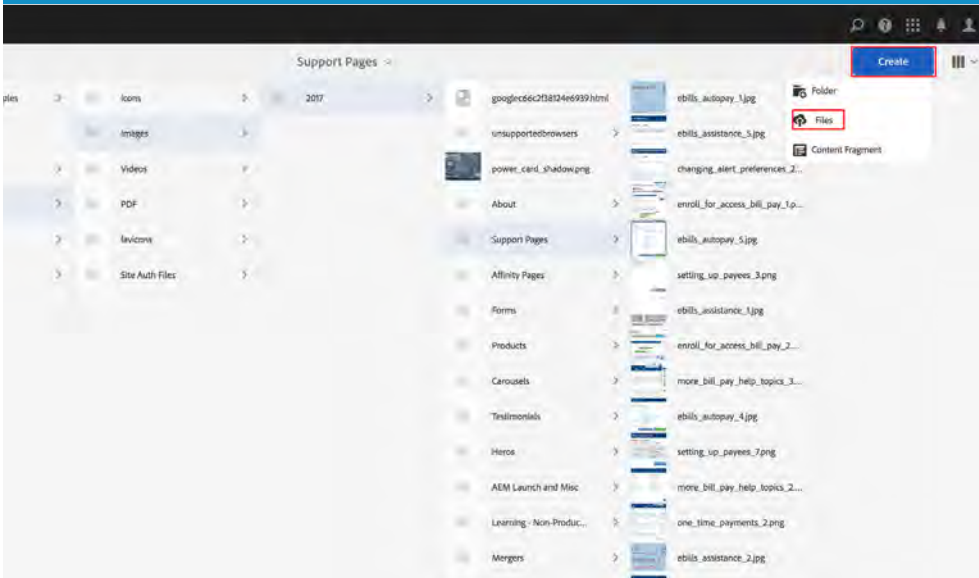
2. Select Folder

Select the folder that you want to upload an image to. (We're using the Support Pages folder)



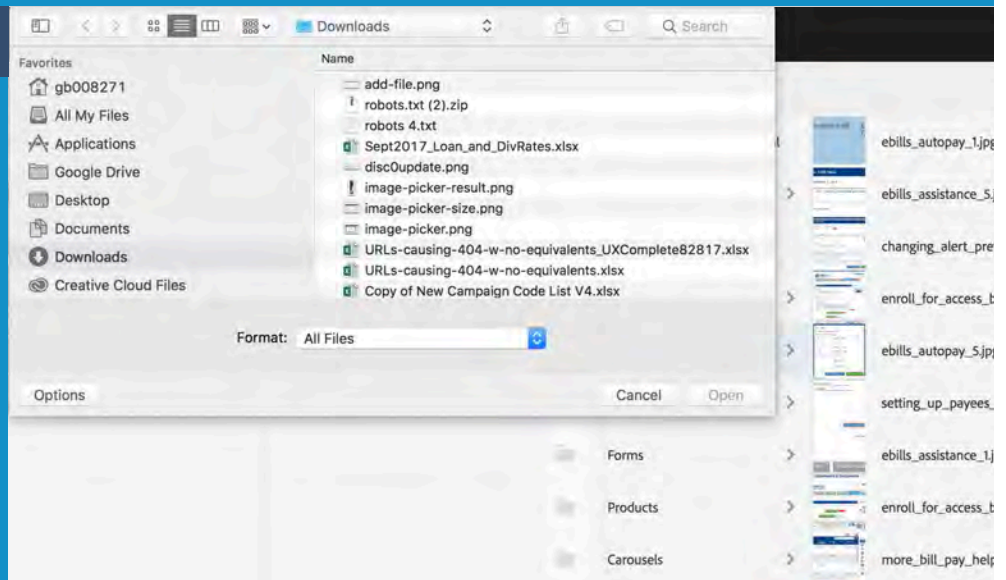
3. Create

Use the CREATE button in the upper right, then choose "Files" to upload the image.



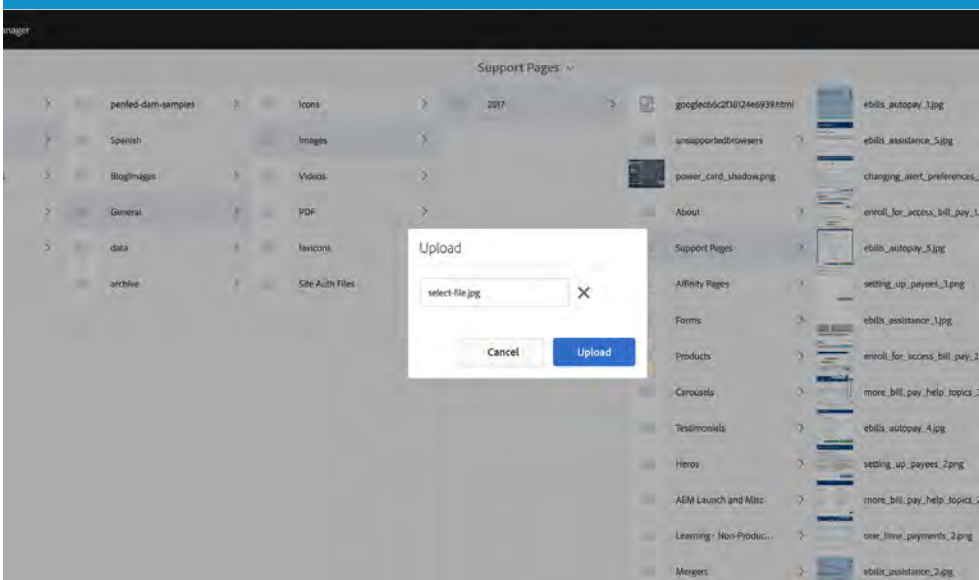
4. Find File

Find the file you need and select it.



5. Verify File

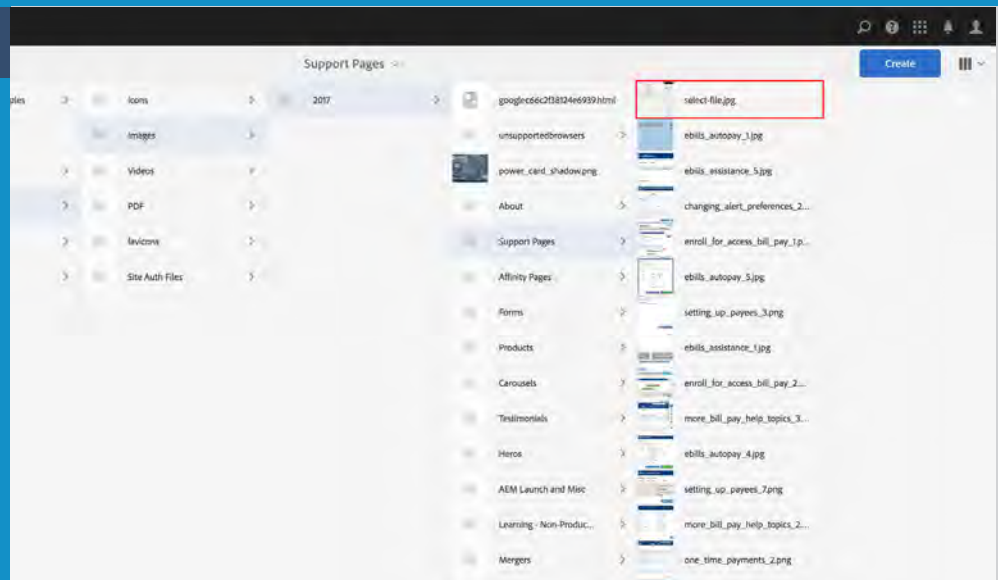
Verify that this is the correct file you want and click **UPLOAD**



6. Reload Page

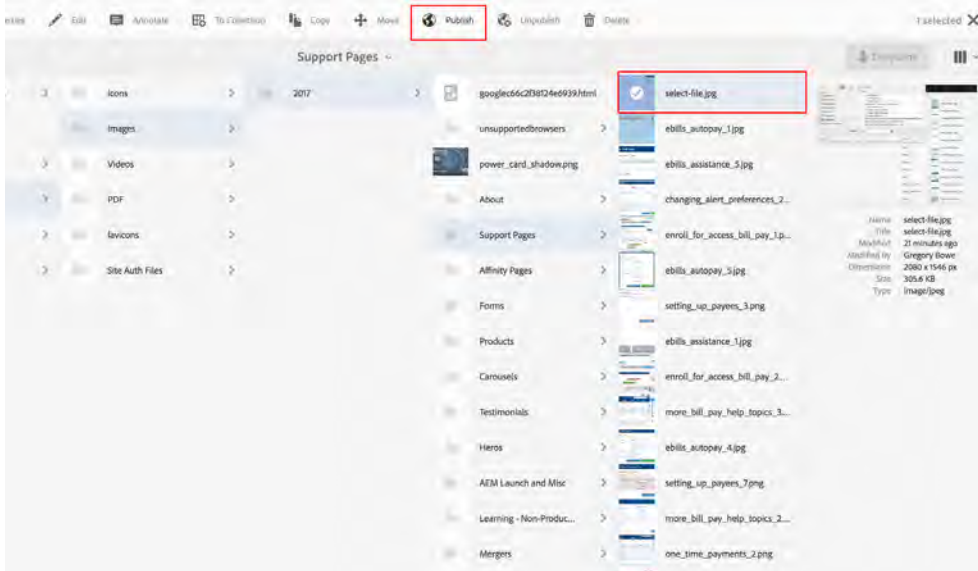
Reload the page and navigate back to your image.

The new image should be at the top of the folder list.



7. Publish Image

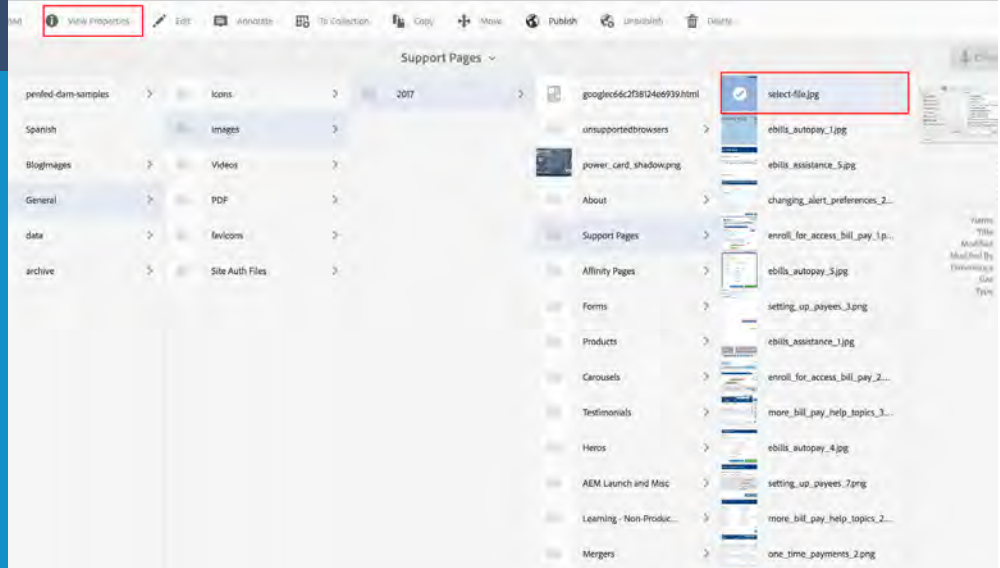
Select the new image and then click **PUBLISH** in the upper nav bar. This will activate the image so it can be used.

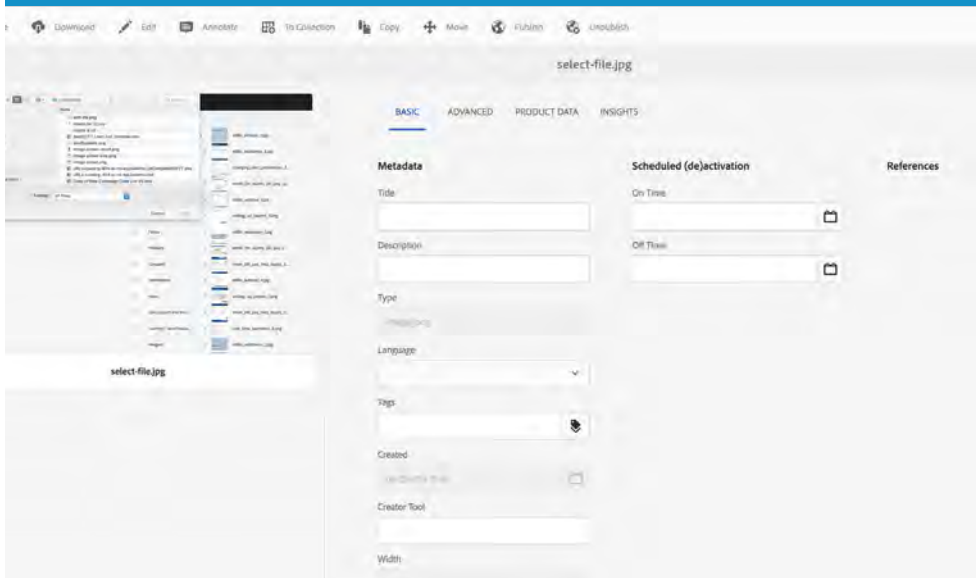


8. Edit Properties

Select View Properties to add the image name and other metadata.

This information helps authors find the correct image.





8(b). Props View

Add additional metadata to help identify the image.

9. Save and Close

You're done!

Image Sizes