DAM: Getting Started Guide

Welcome to the DAM

The place for your OSU digital assets

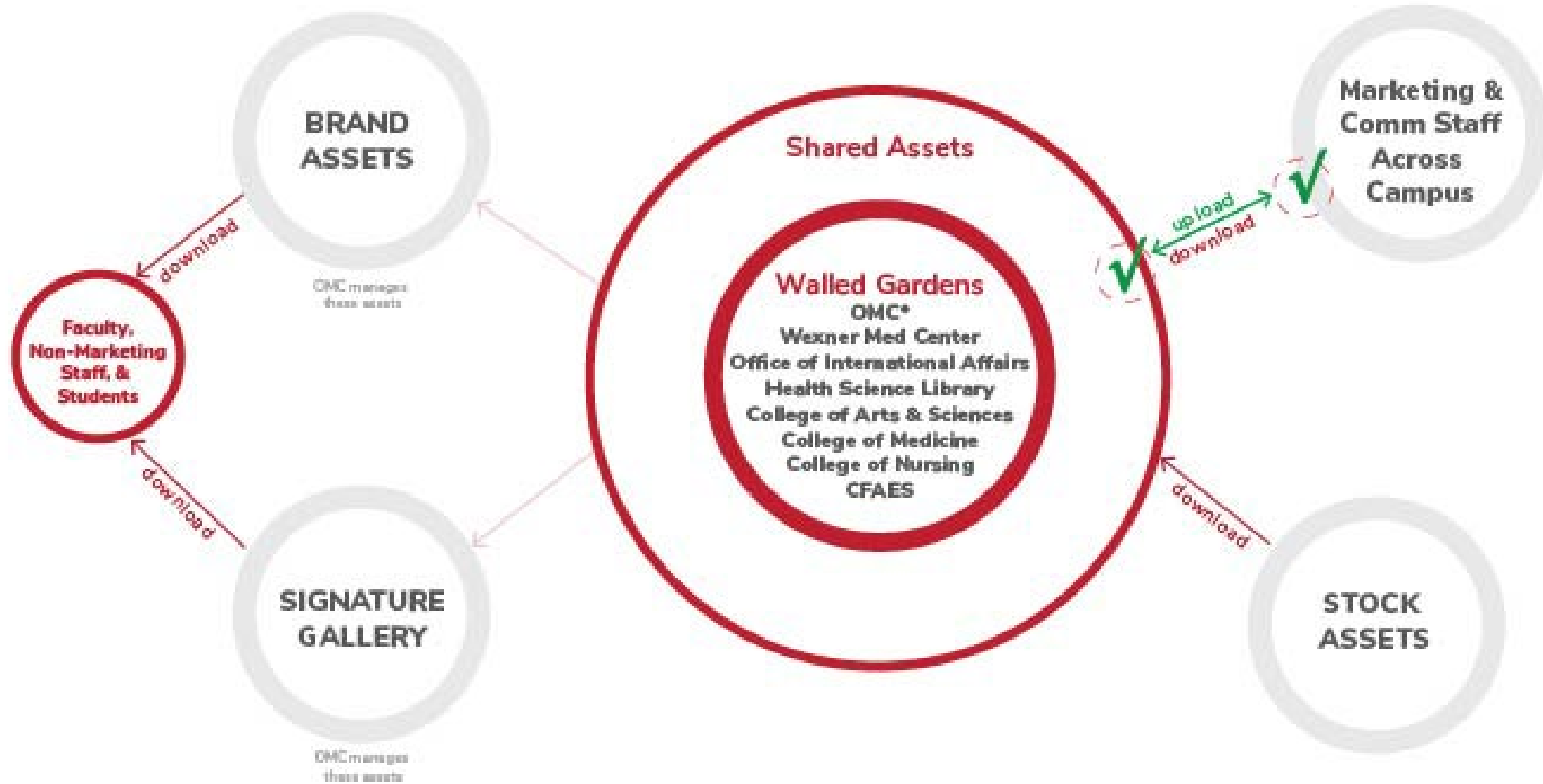# This guide is intended for all audiences.

Additional training guides are available for contributors and asset managers.

Who has access to The DAM?

- Every staff or faculty member at the university has access to the DAM for Brand Assets and the University Signature Gallery.

- Members of the Marketing Communications teams can have additional access to General Shared Assets. These are specially curated shared assets approved for use in marketing.

- Some units may upgrade their access to assets with increased storage. This is a "Walled Garden" approach and will allow teams to share and store assets privately for day-to-day operations.

DAM ASSET FLOW

BRAND ASSETS

OMC manages these assets

Faculty, Non-Marketing Staff, & Students

download

download

Shared Assets

Walled Gardens
OMC*
Wexner Med Center
Office of International Affairs
Health Science Library
College of Arts & Sciences
College of Medicine
College of Nursing
CFAES

Marketing & Comm Staff Across Campus

upload
download

SIGNATURE GALLERY

OMC manages these assets

STOCK ASSETS

download

*Office of Marketing Communication (OMC) supports the DAM

In this guide:

- Access and roles
- Mobile and Merlin X views
- Interface
- Search
- Sharing
- Support

Access and Roles

- Login: **dam.osu.edu**
- Name.#/shibboleth authentication
- DUO

- Different users will see different assets based on their access levels.
- If you have questions about access, please reach out to **MarketingEnablement@osu.edu** or **go.osu.edu/enableDAM**

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MX Basic vs MerlinX view

MX Basic
- An image-based interface
- Good for mobile phone browse mode.
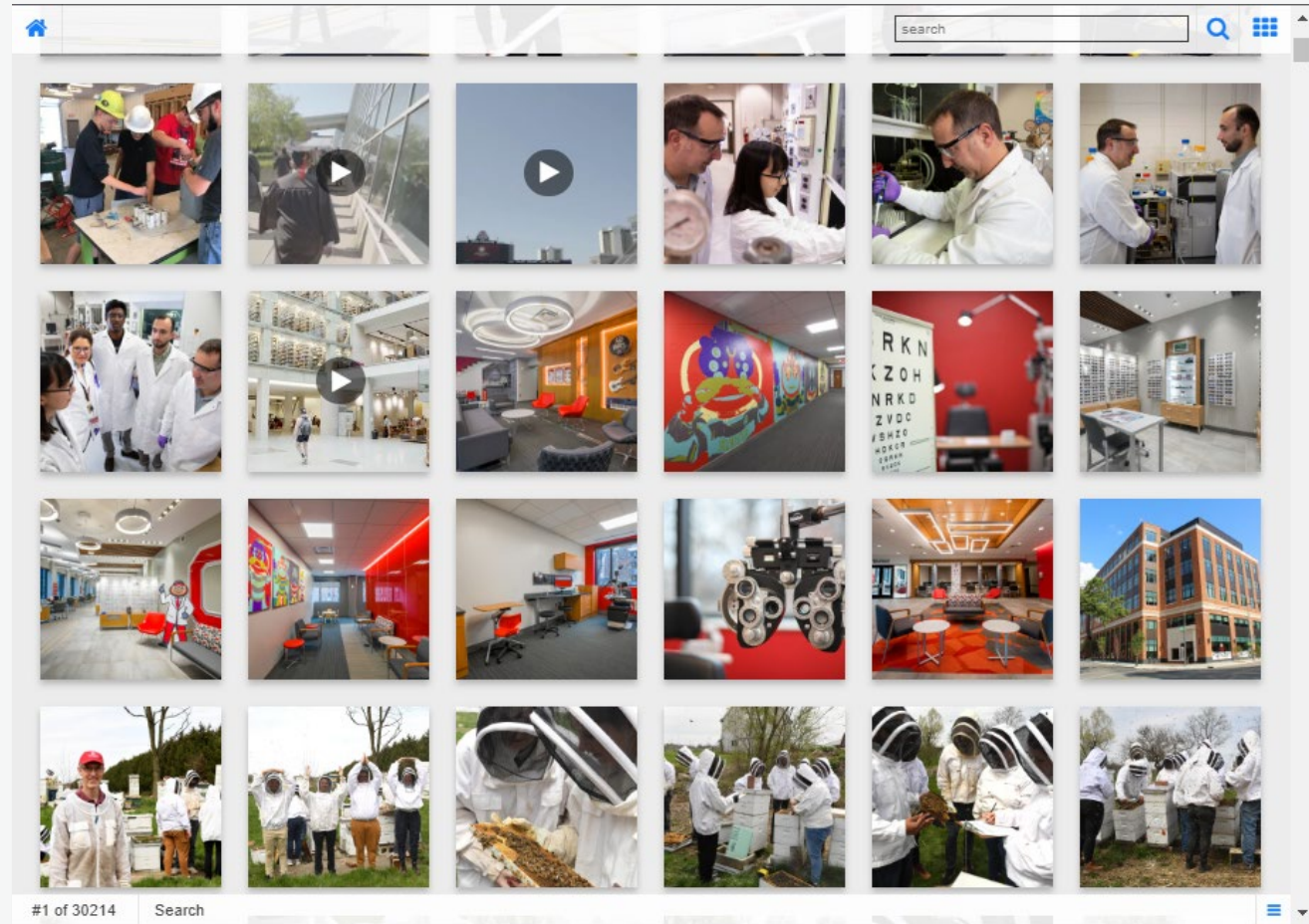
MX Basic vs MerlinX view cont.

MerlinX

- More robust Search options
- More visible metadata
- Ability to create private collections
- Gallery or List view
- Sort options

Interface

Hamburger

Toolbar

Search

Saved Searches

Collections
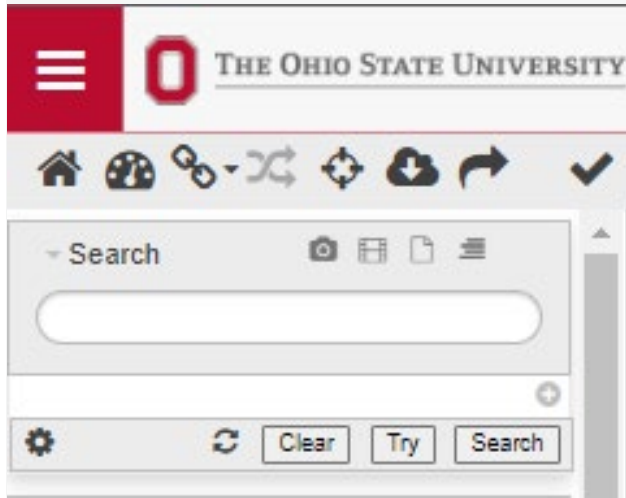

Metadata

**Keywords (Controlled vocabulary)**

Asset caption

Search results

Basic Search

- Searches all metadata; captions, keywords, copyright, photographer, etc.
- Search subjects (soccer, anthropology, radiology)
- Search emotions (joy, focus, serious, curious)
- Search actions (marching, listening, laughing)
- Search seasons (autumn, summer, spring, winter)
- Search people (President Johnson (KMJ), Professor Amna Akbar, provost, small group, uniform)
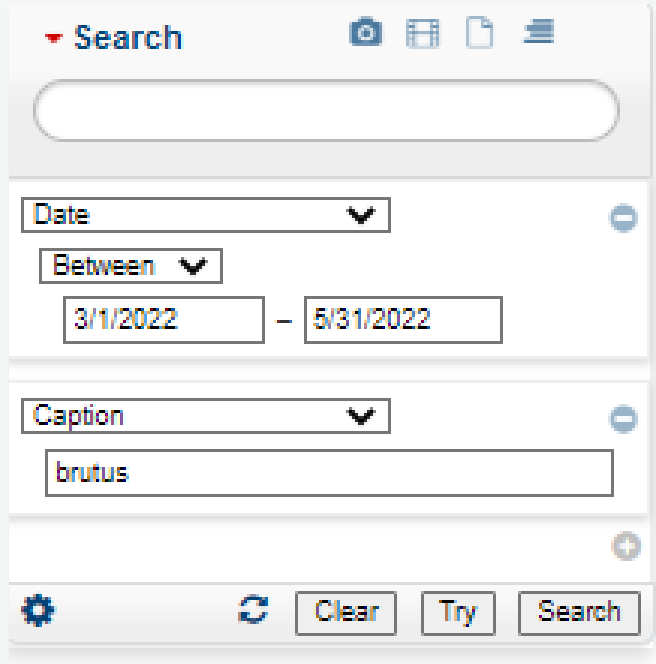- Search places (Knowlton Hall, College of Public Health, Chadwick, Stone Lab)
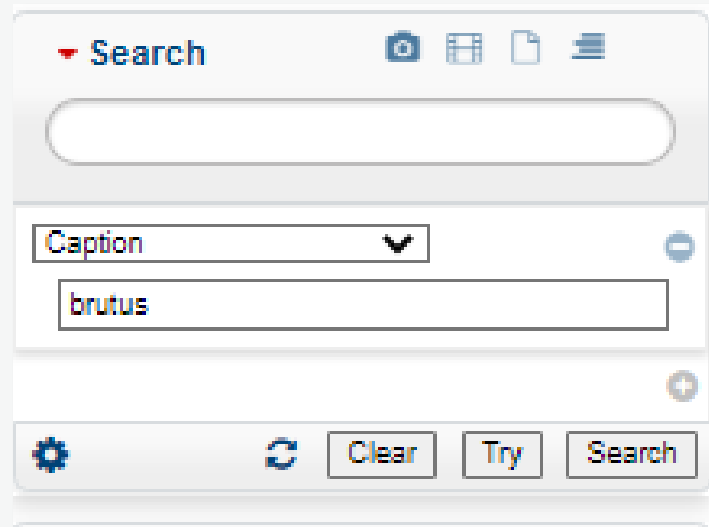
Boolean Search
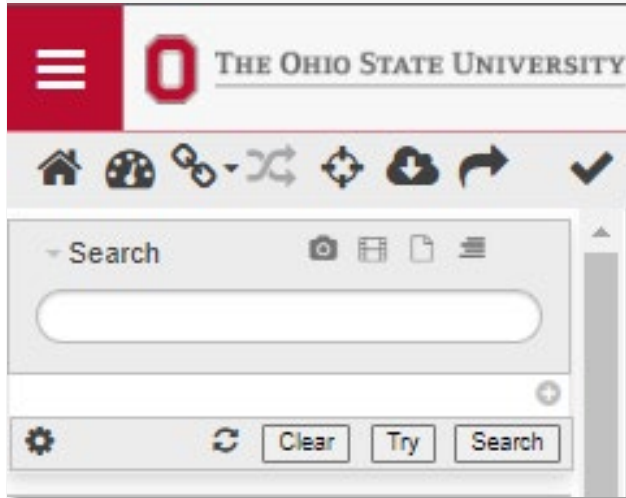
- Quotes: Use quotes to search for an exact phrase.

  Example: "football spring"

- Parenthesis: Combine modifiers to create a more complex search.

  Example: football AND (spring OR fall)

- AND: Include two search terms.

  Example: fall AND spring

- OR: Broaden your search with multiple terms.

  Example: "spring football" OR "fall football"

- NOT: Use to exclude a specific term.

  Example: football NOT spring

Targeted Search

- Any of the metadata fields can be search individually, or together

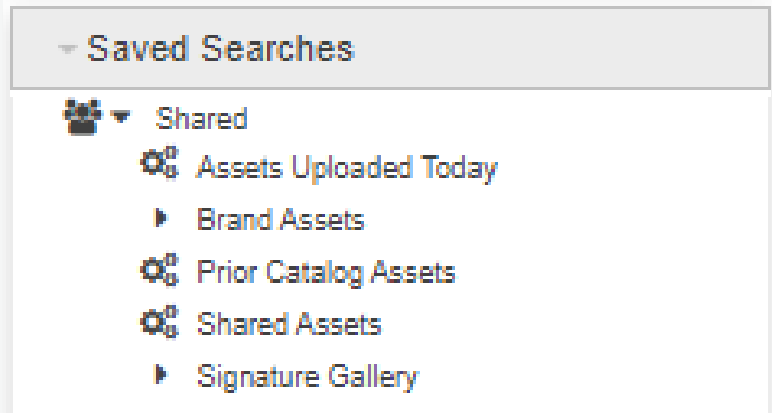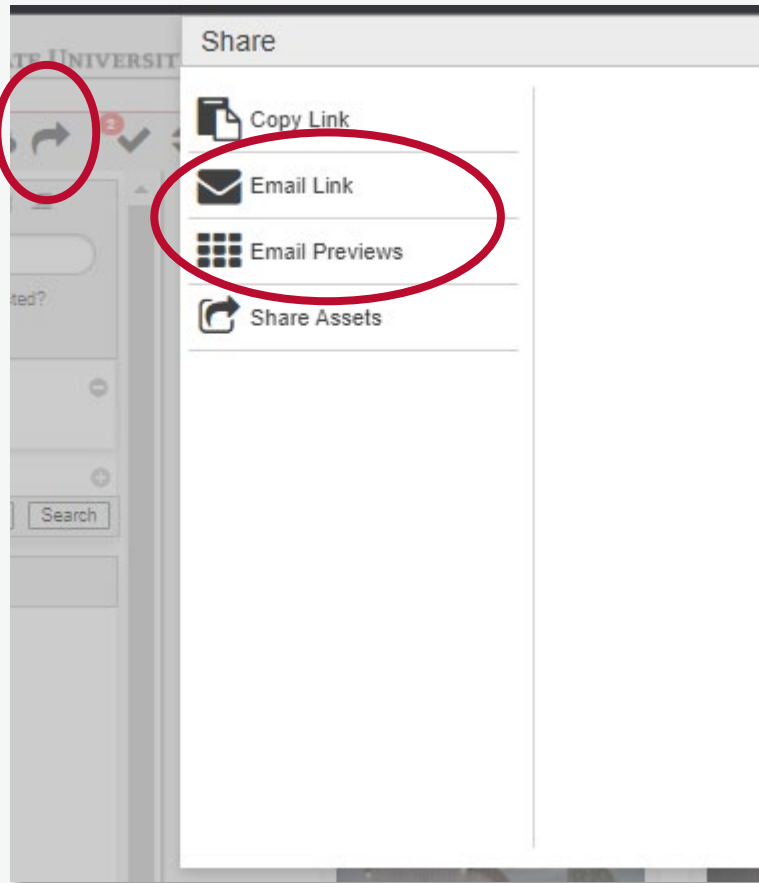- The more targeted you are, the less search results you will get

Saved Search

- **There are a few Saved Searches to help you find assets quickly**

- **You may not have all these options, don't worry**

Sharing

- Select the image(s) you want to share
- Click the curved arrow button
- Select 'Email Link' or 'Email Previews'
- The other options are not usable now
- Links are live for 30 days

Sharing via Email Link

- Remove _name.#@osu.edu

- Add email address of person sending to, can be outside of OSU

- Add your email to Reply To, can also add to 'cc' if you wish to receive the message

- Add Subject

- Add Purpose of Download

- Click Send

Sharing via Email Previews

- Add email address of person sending to, can be outside of OSU

- Add your email to Reply To, can also add to 'cc' if you wish to receive the message

- Add subject

- Click Generate Preview

- New screen will appear

- Click Send

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Support

- **go.osu.edu/enableDAM**
- **Email:** marketingenablement@osu.edu
- **Submit a Request here**

- **Questions answered about using the tool**
- **Quick guides and documentation**
- **Brief training videos**
- **Access and user role changes**
- **Provide feedback about using the DAM**
- **Other service requests**