



DAM: Getting Started Guide



Welcome to the DAM

The place for your OSU digital assets



This guide is intended for all audiences.

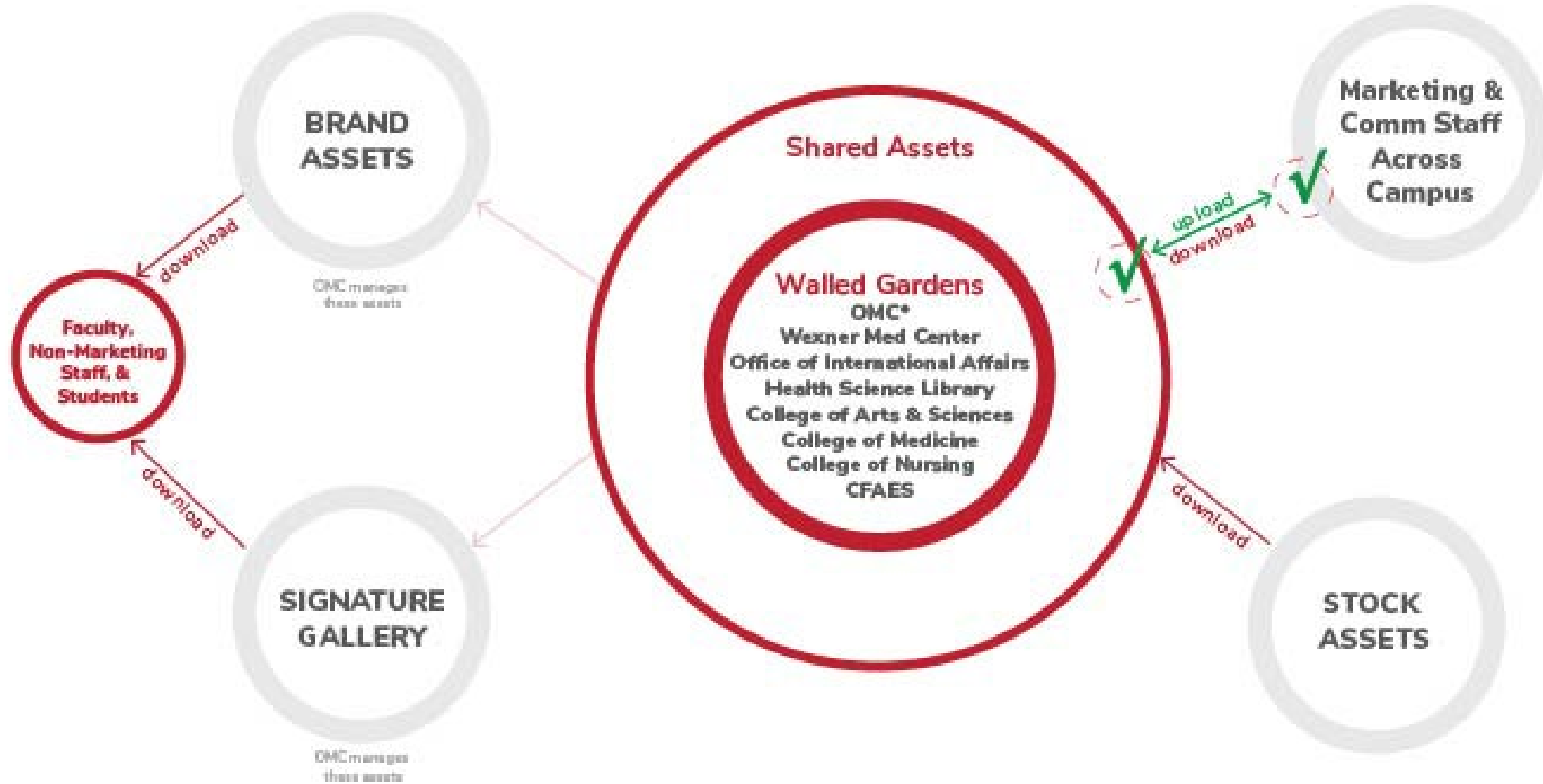
Additional training guides are available for contributors and asset managers.



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



*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

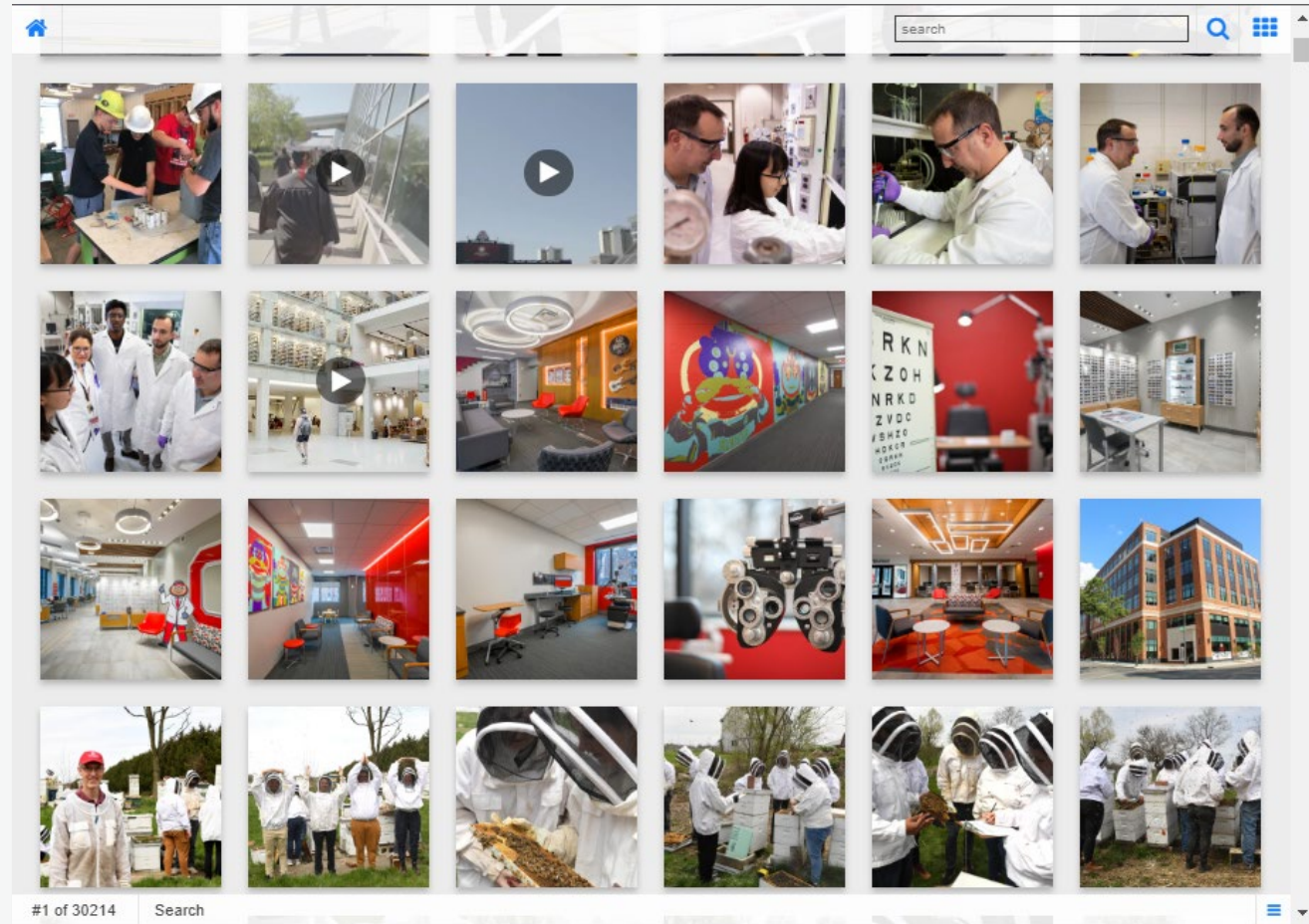
- Login: dam.osu.edu
- Name.#/shibboleth authentication
- DUO

- 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

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

The screenshot displays the MerlinX DAM interface for The Ohio State University. The top navigation bar includes the university logo, the text "DAM | DIGITAL ASSET MANAGEMENT", and the MerlinX logo. The main content area shows a gallery of six images. The selected image, "21_3329357_27745.jpg", is shown in a larger view with its metadata. The metadata sidebar on the right lists various fields such as Keywords, Date, Date Input, Photographer, Special Instructions, Copyright, Department, Merlin ID, Brand Assets, Campaign Assets, File Extension, File Name, Media Authorization Form, Orientation, Prior Catalog, Shared Assets, Signature Gallery, Stock Assets, Student Access, Terms of Use, and Uploaded By. The bottom status bar indicates "Search returned 817 records; Sorted by recently input first".

Metadata	
Keywords	KMJ
Date	12/19/2021 3:16:47 PM
Date Input	1/4/2022 8:08:57 PM
Photographer	Logan Wallace
Special Instructions	
Copyright	The Ohio State University
Department	University Marketing
Merlin ID	1208559
Brand Assets	<input type="checkbox"/>
Campaign Assets	<input type="checkbox"/>
File Extension	JPG
File Name	21_3329357_27745.jpg
Media Authorization Form	<input type="checkbox"/>
Orientation	horizontal
Prior Catalog	<input type="checkbox"/>
Shared Assets	<input checked="" type="checkbox"/>
Signature Gallery	<input checked="" type="checkbox"/>
Stock Assets	<input type="checkbox"/>
Student Access	<input type="checkbox"/>
Terms of Use	
Uploaded By	wallace.1006@osu.edu

Interface

Hamburger

Toolbar

Search

Saved Searches

Collections

The screenshot displays the MerlinX DAM interface. At the top, it shows 'THE OHIO STATE UNIVERSITY' and 'DAM | DIGITAL ASSET MANAGEMENT'. The left sidebar contains a search bar, 'Saved Searches' (listing various university departments and centers), and 'Collections'. The main area shows a search result for 'food_2567.jpg', which is a photo of a woman in a grocery store. Below the photo is an 'Asset caption' with details: 'Job # 160232', 'Angela He, dietician for South High Primary Care for Alumni Magazine', 'Kroger on Parsons Ave', 'JUN-07-2016', 'Photo by Jo McCully', 'The Ohio State University', and 'Signature Gallery Health Wellness'. On the right, a 'Metadata' panel lists file details like 'File Name', 'Date', and 'Photographer'. Below the metadata are sections for 'Keywords (Controlled vocabulary)', 'Taxonomy', 'Rights', and 'Workflows'. At the bottom, a status bar indicates 'Search returned 48 records; Sorted by recently input first'.

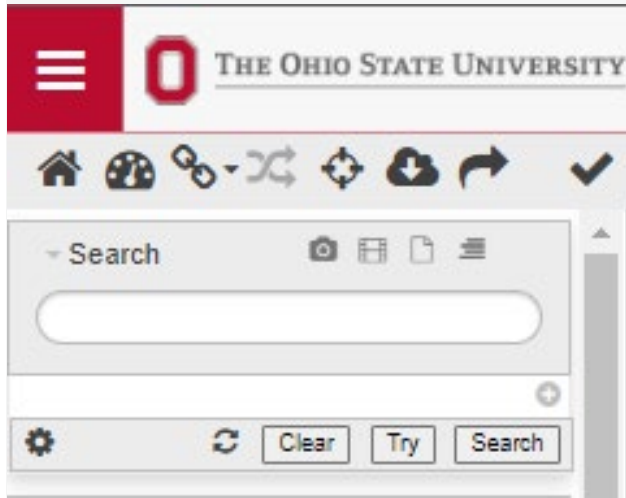
Metadata

Keywords
(Controlled
vocabulary)

Asset
caption

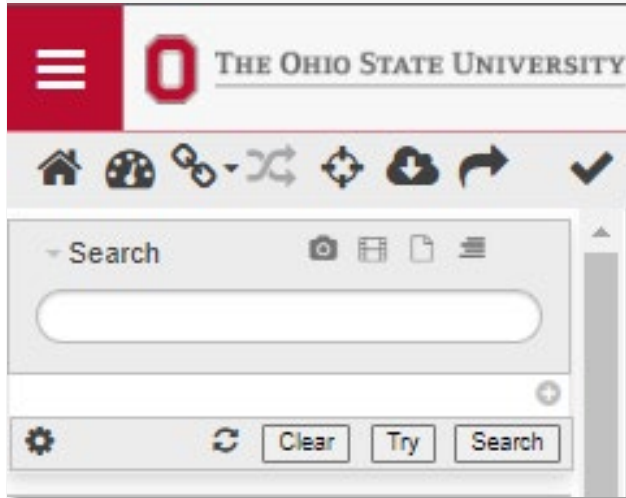
Search
results

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)

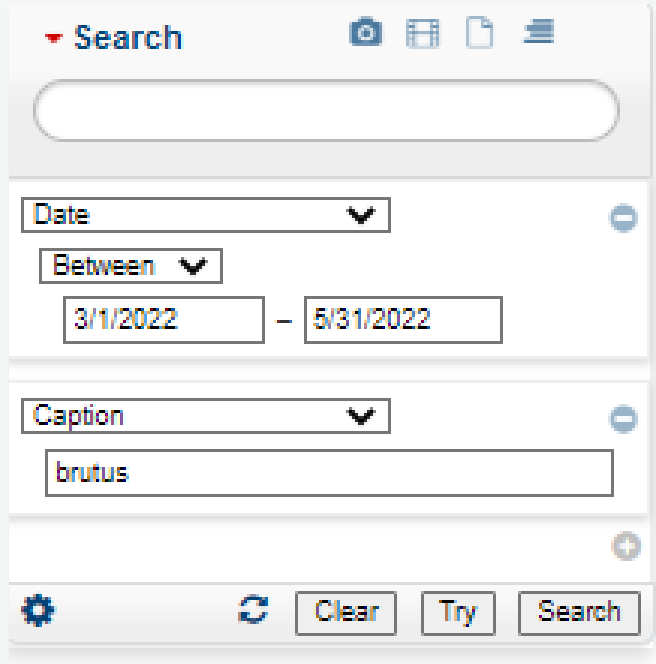
Boolean Search



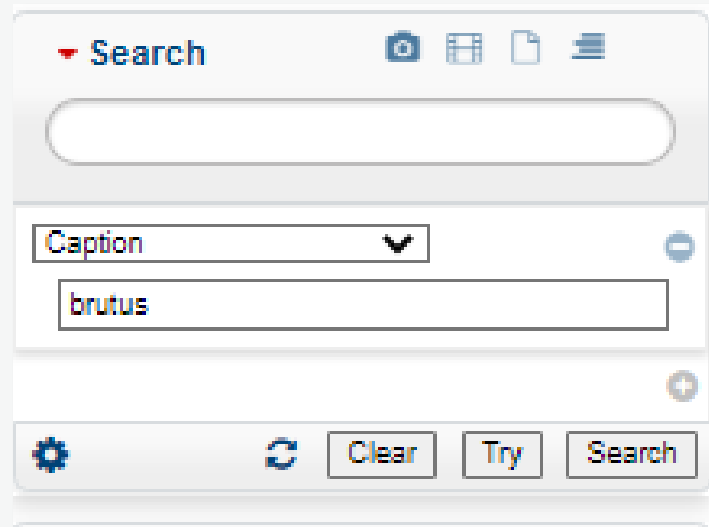
- **Quotes:** Use quotes to search for an exact phrase.
Example: "football spring"
- **Parenthesis:** Combine modifiers to create a more complex search.
Example: football AND (spring OR fall)
- **AND:** Include two search terms.
Example: fall AND spring
- **OR:** Broaden your search with multiple terms.
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

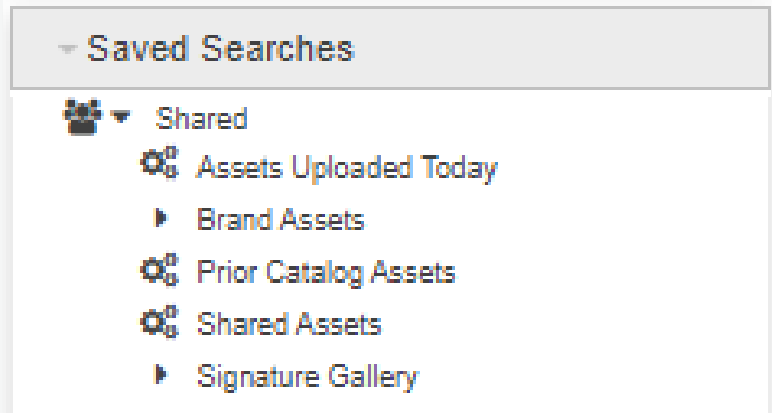


A screenshot of a search interface. At the top, there is a search bar with a camera icon, a folder icon, a document icon, and a list icon. Below the search bar, there are several filter sections. The first section is labeled "Date" and has a dropdown menu set to "Date". Below it, there is a "Between" dropdown menu, and two input fields containing the dates "3/1/2022" and "5/31/2022". The second section is labeled "Caption" and has a dropdown menu set to "Caption". Below it, there is an input field containing the text "brutus". At the bottom of the interface, there are several buttons: a gear icon, a refresh icon, a "Clear" button, a "Try" button, and a "Search" button.



A screenshot of a search interface, similar to the one above. It has the same search bar and icons at the top. In this version, only the "Caption" filter is applied. The "Caption" dropdown menu is set to "Caption", and the input field below it contains the text "brutus". The "Date" filter section is not visible. At the bottom, there are the same buttons: a gear icon, a refresh icon, a "Clear" button, a "Try" button, and a "Search" button.

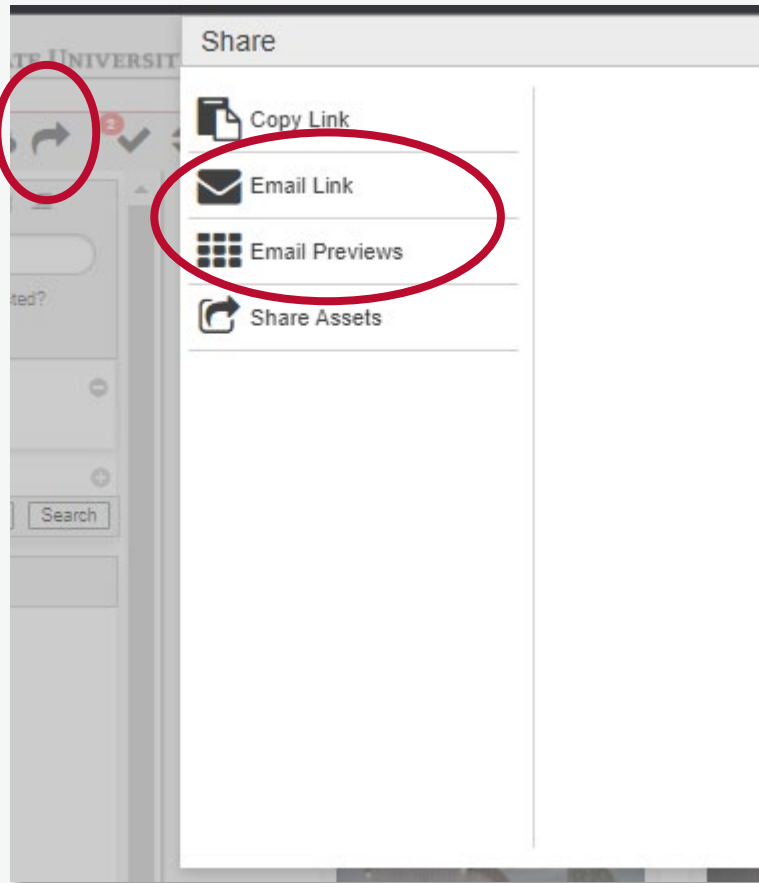
Saved Search



- 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

Share

Copy Link

Email Link

Email Previews

Share Assets

File name
Merlin_20220606154944467_groszko.2@osu.edu.zip

To
foley.151@osu.edu x

CC
groszko.2@osu.edu x

Reply To
groszko.2@osu.edu x

Subject
Images for presentation

Message

Output image(s) as:
 Resample images (leave unchecked for highest resolution)

Output History

Purpose of Download:

- Advancement
- Digital channel use (web/email/social)
- Media Relations
- Print signage for internal campus or event use
- Print collateral for distribution
- External advertising (OOH/paid media/etc)
- Merchandise branding/premiums
- Individual use (i.e. presentations)
- Other

Send

- 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

Generate link, do not send email:

Include download links:

Email To:


Email CC:

Email ReplyTo:

Email Subject:

Description:

Email Text:



- 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

Preview

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

