



# **DAM: Getting Started Guide**



# Welcome to the DAM

The place for your Ohio State Digital Assets







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This guide is intended  
for all audiences.

Additional training guides are  
available for contributors and asset  
managers.

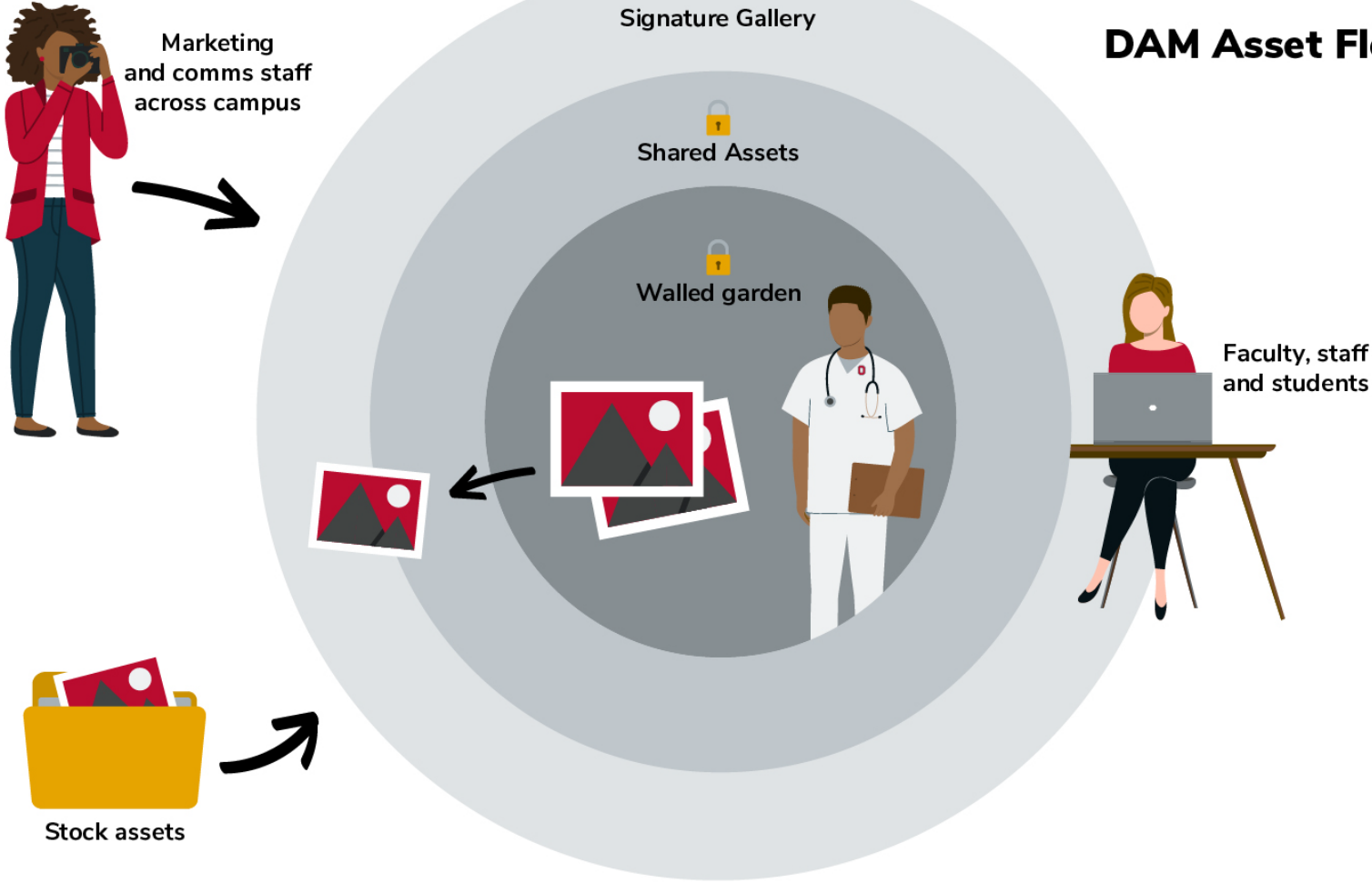


# Who has access to The DAM?

- **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



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# In this guide:

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

# Access and Roles

- **Login: [dam.osu.edu](https://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](mailto:MarketingEnablement@osu.edu) or <https://omc.osu.edu/tools/digital-asset-management>**

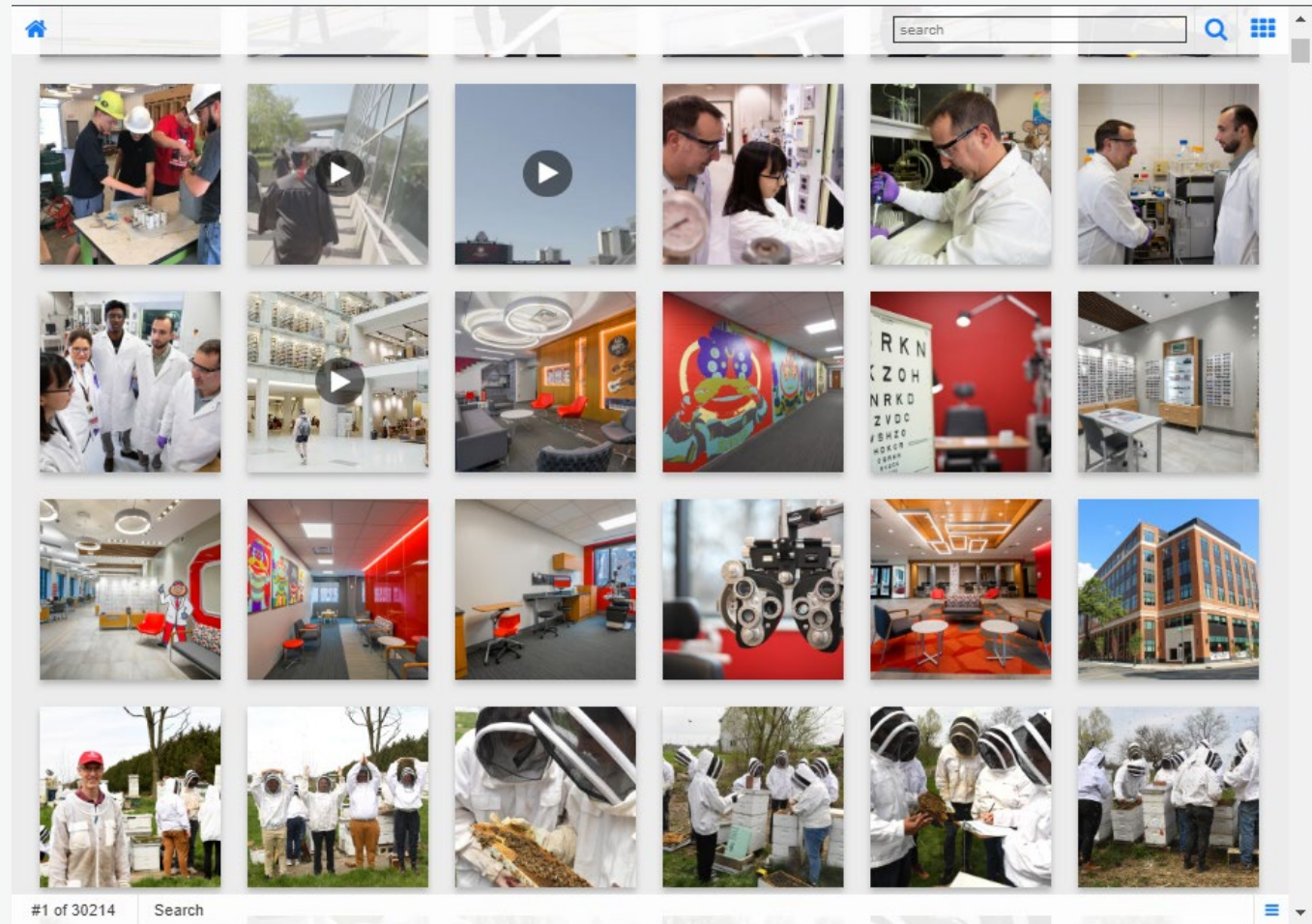




# MX Basic vs MerlinX view

## 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 Digital Asset Management (DAM) interface for The Ohio State University. The top navigation bar includes the university logo, the text "THE OHIO STATE UNIVERSITY", "DAM | DIGITAL ASSET MANAGEMENT", and the MerlinX logo with "powered by" text. Below the navigation bar is a toolbar with various icons for navigation and actions. The main content area shows a gallery of six image thumbnails. The first thumbnail is selected, and its metadata is displayed in a sidebar on the right. The metadata includes fields for 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

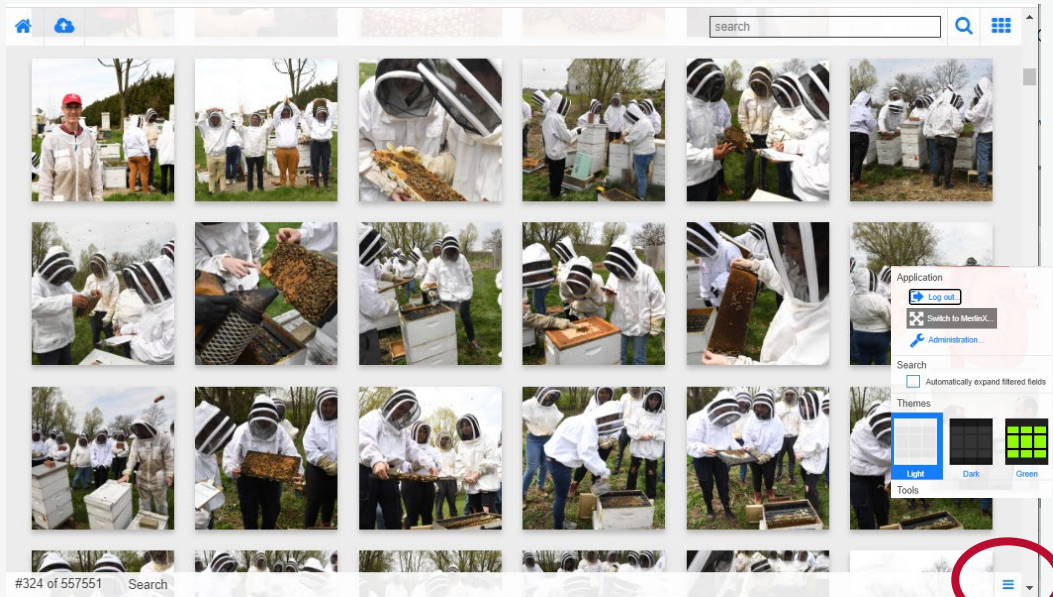
**Taxonomy:**

▼ Taxonomy

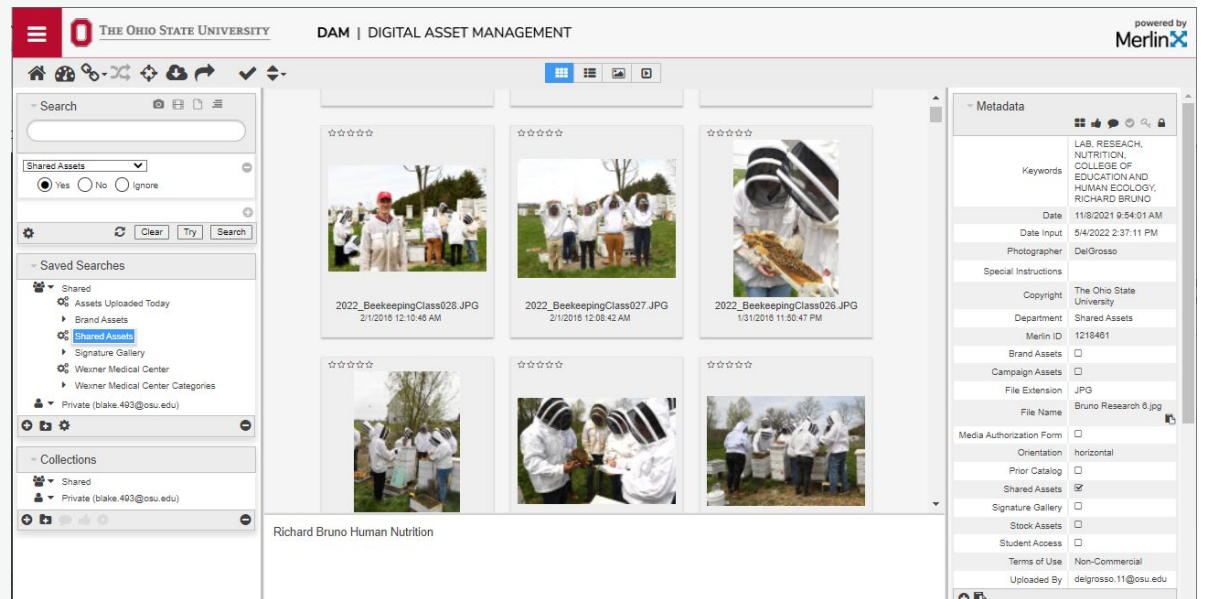
# Views: Basic vs MerlinX

- <https://dam.osu.edu>
- Toggle to a Merlin X view using the hamburger in the lower right of the window

## Basic View



## MerlinX View



# Interface

Hamburger

Toolbar

Search

Saved Searches

Collections

Metadata

Keywords (Controlled vocabulary)

Asset caption

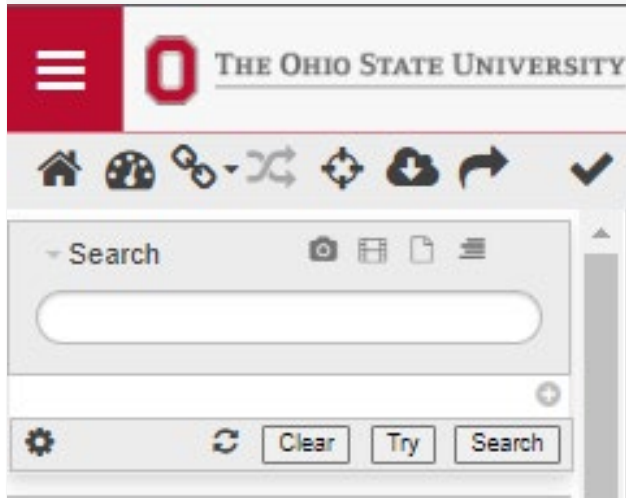
Search results

The screenshot displays the DAM interface for a search result. The top navigation bar includes the university logo, 'DAM | DIGITAL ASSET MANAGEMENT', and 'powered by Merlin'. A search bar on the left shows '8 of 48' results for 'food\_2567.jpg'. The main content area features a large image of a woman in a grocery store. Below the image is the asset caption: 'Job # 160232', 'Angela He, dietician for South High Primary Care for Alumni Magazine', 'Kroger on Parsons Ave', 'JUN-07-2016', 'Photo by Jo McCulty', 'The Ohio State University', and 'Signature Gallery Health Wellness'. To the right, a metadata panel lists details such as File Name, File Extension, Department, Date, Date Input, Orientation, Photographer, and Keywords. The keywords are 'ALUMNI, TEACHING, VEGETABLES, OFF CAMPUS'. At the bottom, a status bar indicates 'Search returned 48 records; Sorted by recently input first'.

Metadata	
File Name	food_2567.jpg
File Extension	JPG
Department	University Marketing
Date	6/7/2016 3:41:24 AM
Date Input	8/2/2021 4:15:04 PM
Orientation	horizontal
Photographer	Jo McCulty
Special Instructions	
Copyright	
Merlin ID	1185881
Brand Assets	<input type="checkbox"/>
Shared Assets	<input type="checkbox"/>
Prior Catalog	<input type="checkbox"/>
Signature Gallery	<input checked="" type="checkbox"/>
Stock Assets	<input type="checkbox"/>
Campaign Assets	<input type="checkbox"/>
Terms of Use	
Uploaded By	foley.151@osu.edu
Keywords	ALUMNI, TEACHING, VEGETABLES, OFF CAMPUS



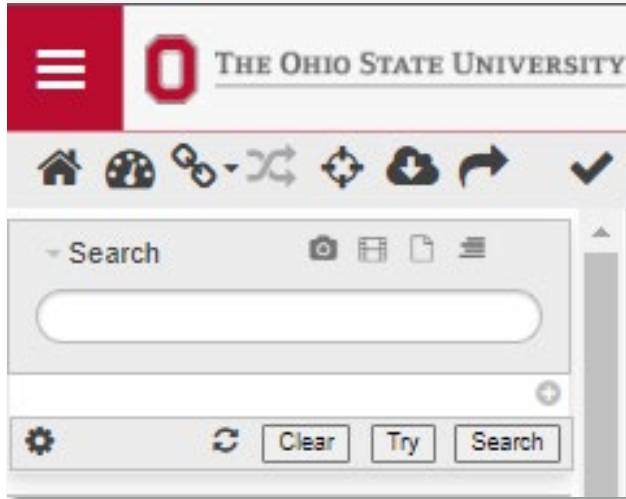
# Basic Search



- **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)



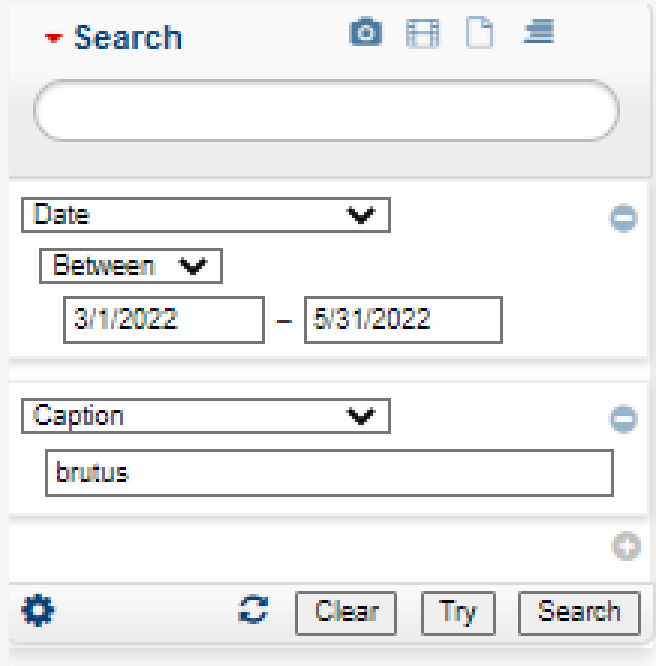
# Boolean Search



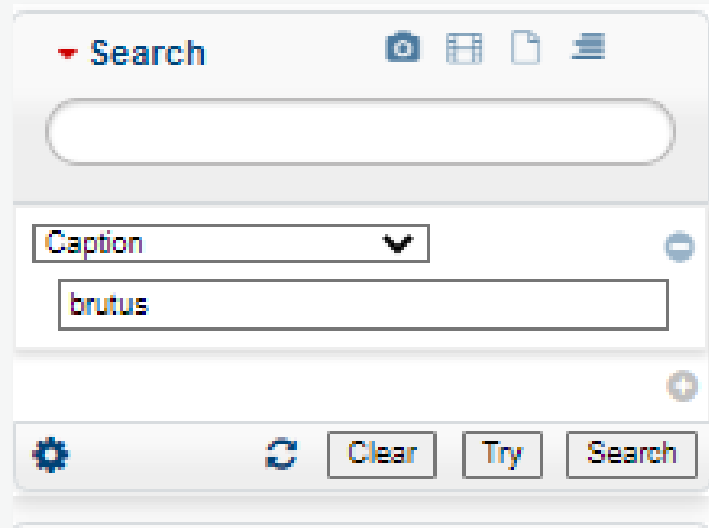
- **Quotes: Use quotes to search for an exact phrase.**  
Example: "football spring"
- **Parenthesis: Combine modifiers to create a more complex search.**  
Example: football AND (spring OR fall)
- **AND: Include two search terms.**  
Example: fall AND spring
- **OR: Broaden your search with multiple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



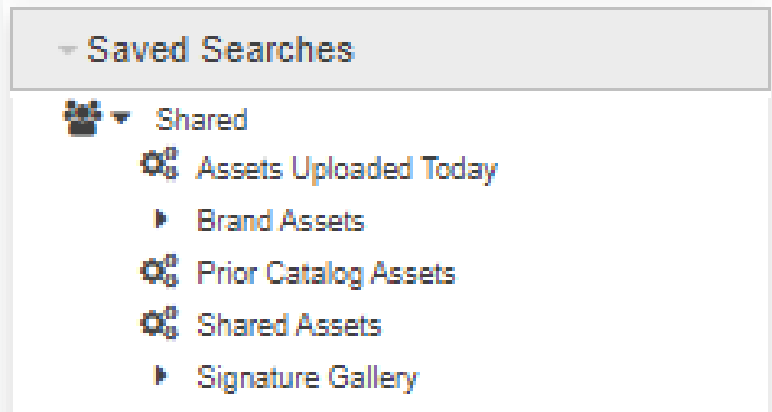
A screenshot of a search interface. At the top, there is a search bar with a camera icon, a grid icon, a document icon, and a list icon. Below the search bar, there are several filter sections. The first section is labeled 'Date' and has a dropdown menu set to 'Date'. Below it, there is a 'Between' dropdown 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 shows the search bar and the 'Caption' filter section with the text 'brutus' entered. The 'Date' filter section is not visible, indicating it has been removed. The bottom buttons (gear, refresh, Clear, Try, Search) are also present.

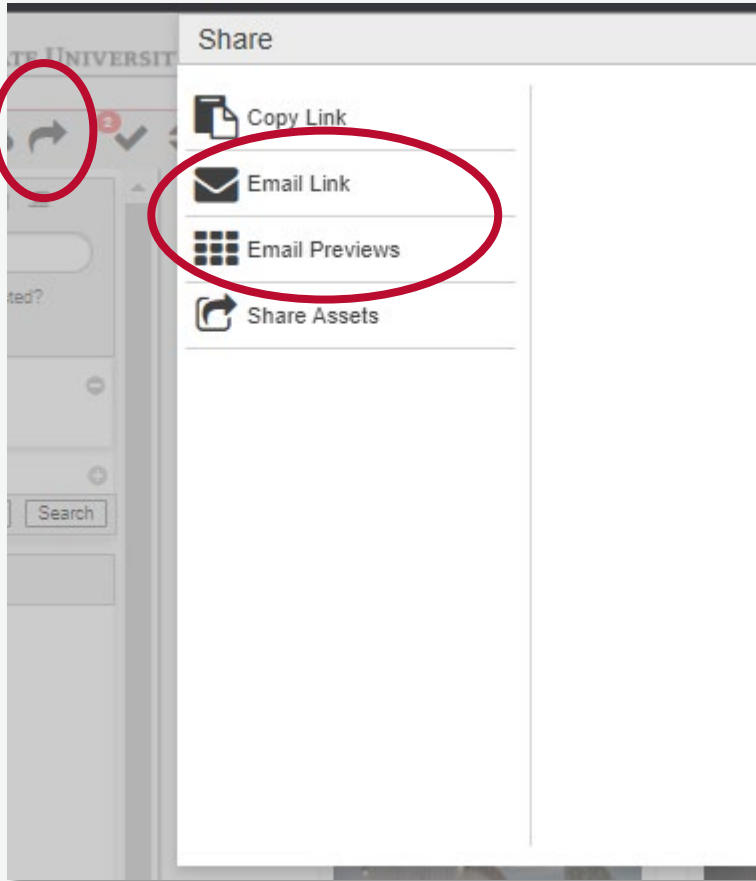


# Saved Search



- **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 everything before “.zip”
- 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
  
- Can change image size with Resample image

# Sharing via Email Previews

Generate link, do not send email:

Include download links:

Email To:

foley.151@osu.edu ✕

Email CC:

Email ReplyTo:

groszko.2@osu.edu ✕


Email Subject:

Link to Merlin Search Grid

Description:

Search

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**

Search

# Support

- <https://omc.osu.edu/tools/digital-asset-management>
- Email: [marketingenablement@osu.edu](mailto: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

