

# Digital Asset Management systems at UNC

*How do you like your DAM system?*

**WARNING  
DANGEROUS  
WATERS**

UNC Webmasters meeting  
October 12 2018



I'm just  
here for  
the DAM  
puns!



First, some background...

# What is a Digital Asset?

- photography
- graphic designs
- logos
- illustrations
- animations
- audio and video clips
- presentations
- office documents
- spreadsheets
- PDF files
- CAD files
- 3-D files

What is a Digital Asset Management (DAM) System?

File-sharing system  
+  
Image/media specific tools

According to the [DAM Foundation](#),  
**true DAM systems.....**

- **ingest** assets
- **secure** the assets
- **store** assets
- **render/transform** assets
- **enrich** assets

- **relate** assets
- **process** assets
- **find** assets
- **preview** assets
- **produce/publish** assets

# DAM systems currently in use at UNC? (according to survey results)

- **Shared/network drive folders\***
- Dropbox\*
- Google Drive\*
- PhotoShelter
- Flickr
- External hard drives\*
- Filemaker Pro
- Adobe Bridge
- Sharepoint\*
- CoreSource
- OneDrive\*
- Evernote\*
- Ensemble Video
- Piction
- Panopto
- SmugMug

\*file-sharing systems

# DAM systems at UNC - The Good

- ...it allows me to access that information wherever I am via phone, laptop, etc
- ...I'm 'reasonably' happy with our digital asset management system
- It works
- Ease of use, low cost, ability to tag photos, search function, custom galleries.
- The support has been great, they have increased their security and other features
- Ease of use. Compatible with collections database



# DAM systems at UNC - The Bad

- It requires too much work and oversight...
- I don't love having things stored in multiple places...
- It's time-consuming to have to choose which files to archive....
- It is confusing and there's no internal consensus , which leads to less productivity and wasted time....
- It doesn't feel robust or organized...
- We run out of room on the shared drive...and its organization leaves much to be desired.
- ...it is often glitchy and isn't designed for sharing or managing galleries.
- I'm sure there's a better way.....

# DAM systems at UNC – The wishes

- I wish OneDrive had better storage and *viewing* options....
- I need a solution where I can *tag/categorize* images and share without needing to email them....
- It would be nice if SharePoint, etc. had unlimited storage capacity...
- We need a system that is easy to manage, *share* and allows for *assets to be added by outside persons* or parties....
- Would prefer something similar to the University's media library....
- We want students to be able to *upload* photos and videos without giving them all our login information...

# DAM Panel

A large dam with multiple spillways, with water cascading down and creating white foam. The dam is a concrete structure with a series of vertical supports. The background shows a clear blue sky and some greenery on the right side.

- Katie Costanza,
- Claire Cusick
- Gordon Palmer
- Ken Strayhorn
- Rachell Underhill



# Katie Costanza

Research, Communication & Program Manager,  
Center for Global Initiatives

*SmugMug, Google Drive*



# Claire Cusick

Senior Content Manager  
University Development Marketing

*External hard drives, Dropbox, PhotoShelter*



# Gordon Palmer

Media Applications Analyst  
School of Medicine Academic Technology Services

*Ensemble Video, a.k.a. HeelStream*



## Instructional Media Services

[Instructional Media Services](#)

[Audio/Video Production](#)

[HeelStream Streaming Media Service](#)

[Examples of HeelStream™](#)

[HeelStream Support Page](#)

[Lecture Capture](#)

# HeelStream Streaming Media

## Service Description

UNC School of Medicine HeelStream™ is an online service for hosting media files for online streaming. Faculty and staff may request media libraries for course materials, special projects, and for website multimedia.

## Benefits of HeelStream

- On-Campus hosting and support for HeelStream and integration into webpages on the [School of Medicine Web System](#)
- Accepts longer video lengths and larger file sizes that would typically be rejected from consumer streaming services \*
- High quality video that streams well on the web
- A **secure** environment to host your media files \*\*
  - Content is securely uploaded using SFTP
  - Streams are encrypted
  - Access to content may be restricted using a UNC ONYEN

\* Original files uploaded may not exceed 20GB; Libraries are limited to 200 GB based on the web optimized (compressed)



## School of Medicine HeelStream Media

Login to Manage and Publish your Video and Audio Content

This platform enables School of Medicine Faculty and Staff to upload media files for use in their courses or web applications.

### Need Support?

- You can visit our [School of Medicine support page](#).
- Email the [Instructional Media Services support team](#) at [ims@med.unc.edu](mailto:ims@med.unc.edu).

Username

Password

Identity Provider

AD ▼

Remember Me

Login





Ken Strayhorn  
Web Manager  
UNC Children's Hospital

*PhotoShelter*



# Rachel Underhill

Web & Information Systems Manager  
The Graduate School

*ResourceSpace*

## Welcome to GradSchool Media

Find photos by searching and exploring....

### Latest uploads

### Gallery: 2018 Impa...

### Magazine Spring 2...

22

21

## Simple search

Search using descriptions, keywords and resource numbers

[Search Tips>](#)

Search

Clear

[Advanced search](#)

## Latest News...

- >GradMedia Server Upgrades
- >Sample search terms
- >Externally Published Galleries


## Photos

Galleries


### Galleries

Photos


- > News and Events
- > People
  - Campus Scenes
  - Student Life
  - Campus Locations
  - Homepage Image
  - Research and Academics
  - Military
  - Outreach
  - Panoramic Campus Scenes
  - Chancellor Carol L. Folt
- > Board of Trustees meetings
- Miscellaneous
- > UNC\_MEDIA\_RELEASE
- > Video
- > Invited Galleries



**News and Events**  
Collection




**People**  
Collection



**Campus Scenes**  
Gallery



**Student Life**  
Gallery



**Campus Locations**  
Gallery



**Homepage Image**  
Gallery




**Research and Academics**  
Gallery




**Military**  
Gallery




**Outreach**  
Gallery



**Panoramic Campus Sce...**  
Gallery



**Chancellor Carol L. Folt**  
Gallery



**Board of Trustees meet...**  
Collection



# DAM Resources

- [DAM NEWS](#)
- [Tame Your Assets](#)
- [DAM Directory](#)
  - The DAM Directory is a vendor-neutral collection of curated resources on topics related to the multidisciplinary practice of digital asset management (DAM).
- [DAM Vendors](#)
- [Digital Asset Management Software List](#)

# Metadata Resources

- [Controlled Vocabulary](#)
- [photometadata.org](http://photometadata.org)
- [Metadata tools](#)
- [MOD LIBRARIAN](#)

# SOLVING THE DAM PUZZLE

99 Ways Digital Asset Management Initiatives Fail And Best Practices for Success



Dan McGraw

Designing taxonomy, metadata, policy and workflow to make digital content systems better for users.



## METADATA for Content Management

David Diamond

THE EXPERT'S VOICE® IN CONTENT MANAGEMENT

## Digital Asset Management

Content Architectures, Project Management, and Creating Order Out of Media Chaos



Elizabeth Ferguson Keathley

A FIELD GUIDE FOR SYSTEM AND IMPLEMENTATION REQUIREMENTS

apress®

Second Edition

Covers ONIX 3.0 & EPUB 3

## The META DATA Handbook

Handbook

A Book Publisher's Guide to Creating and Distributing Metadata for Print and Ebooks

Randy Register & Thad McIlroy

.DATAupdate

Visual Media in a Connected World

## The DAM Book 3.0

Digital Asset Management for Photography



Peter Krogh

DAM Useful

## Digital Asset Management: Content Architectures, Project Management, and Creating Order Out of Media Chaos

Second Edition  
2016

New and Updated Content by  
Elizabeth Ferguson Keathley

with contributions by  
Henrik de Gyor  
and  
Ralph Windsor

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## Digital Asset Management Initiative Planning

# DAM Survival Guide

David Diamond

SECOND EDITION

## The Accidental Taxonomist



Heather Hedden