



I'm just here for the DAM puns!



# 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 <u>DAM Foundation</u>, **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\*
   Sharepoint\*
- Dropbox\*
- Google Drive\*
- PhotoShelter
- Flickr
- External hard drives\*
- Filemaker Pro
- Adobe Bridge

- CoreSource
- OneDrive\*
- Evernote\*
- Ensemble Video
- Piction
- Panopto
- SmugMug

\*file-sharing systems

## DAM systems at UNC - The Good

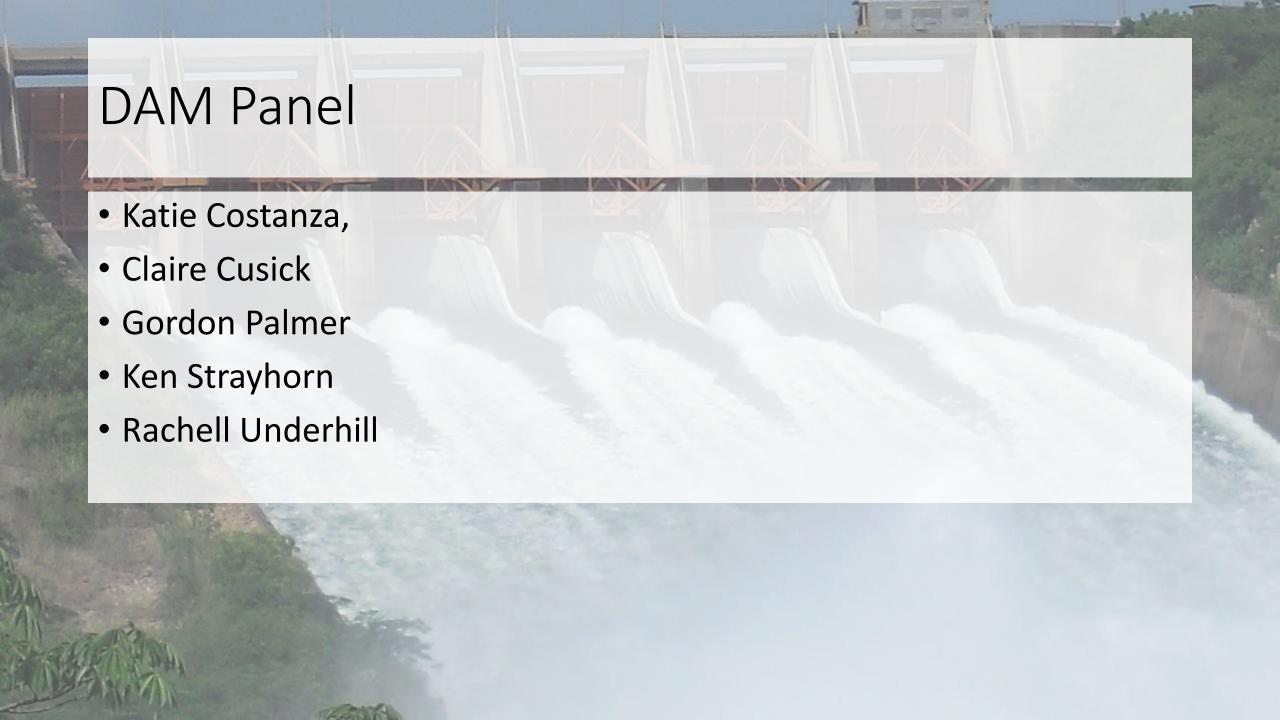
- …it allows me to access that information wherever I am via phone, laptop, etc
- ...I'm 'reasonably' happy with our digital asset management system
- It works
- Ease of use, low cost, ability to tag photos, search function, custom galleries.
- The support has been great, they have increased their security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











Q Search... Search this site
Search UNC School of Medicine

Services About + Self Help Guides

Home » Services » Instructional Media Services » HeelStream Streaming Media

#### 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

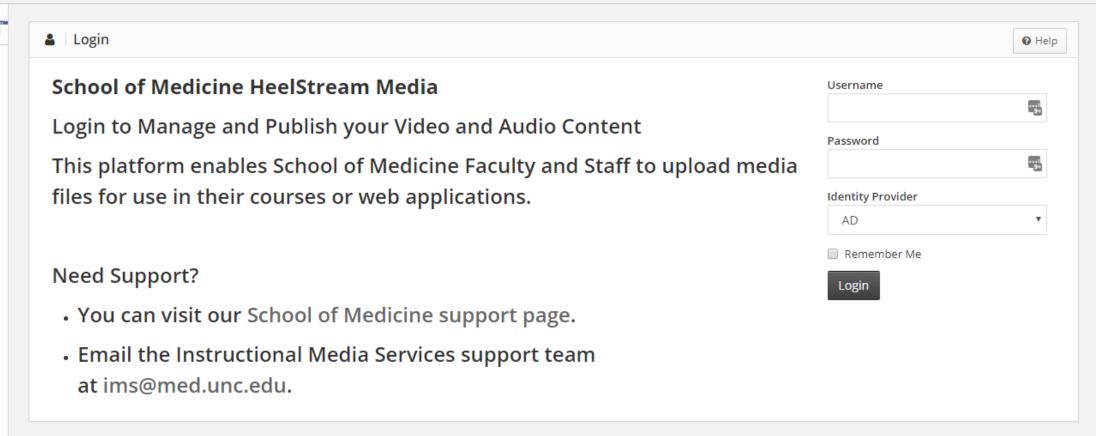
UNC School of Medicine HeelStream™ is an online service for hosting media files for online streaming. Faculty and staff may request media libraries for course materials, special projects, and for website multimedia.

#### 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
  - o Streams are encrypted
  - Access to content may be restricted using a UNC ONYEN

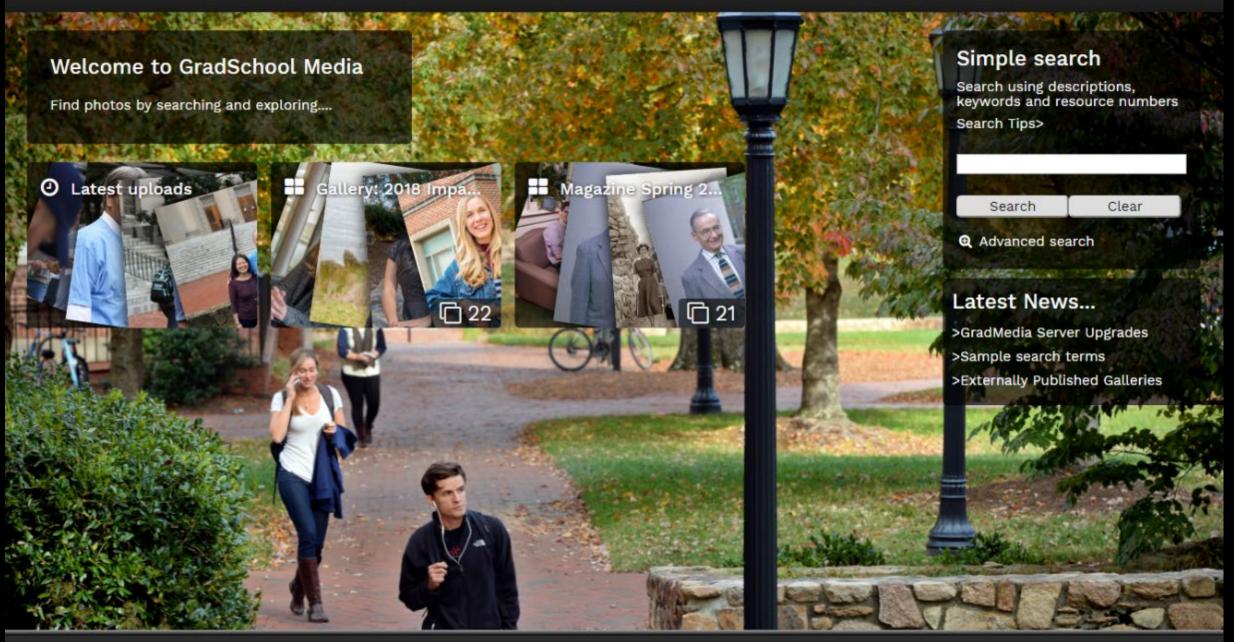
<sup>\*</sup> Original files uploaded may not exceed 20GB; Libraries are limited to 200 GB based on the web optimized (compressed)

### **HeelStream**\*\*









#### Photos

Galleries

#### Search Q

#### 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
- Metadata tools
- MOD LIBRARIAN

