KEYWORD: ESTABLISHING A DAMS AT UT AUSTIN

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Background of DAMS at UT

- Asset Management in the 90s and 2000s
- Photographer, Marsha Miller acted as DAM
- The growing need for a DAM with an information studies background

What is digital asset management?

- Digital Asset Management (DAM) – the process of cataloging, finding, delivering and preserving digital assets; including images, documents, video, audio and any other digital file. Digital Asset Management systems provide users with a central location to search, locate, access and share files in an easy and efficient way.

What is an asset?

- "information created, received, maintained, or used by the university in accordance with its mission, operations, and activities."

- A digital asset is any item of text or media that has been formatted into a binary source that includes the right to use it. A digital file without the right to use it is not an asset.

A new position

- Currently under University Communications and the Digital Content Group
- On third supervisor, second department
- Evolution of my job as a digital asset manager over the past year

Information gathering

- Figuring it out!
- Assessed holdings
  - Decentralized, no metadata, no taxonomy
- Assessed current management
  - Ad hoc

User study

- User profile: Describe the user. Include demographics, preferences, or other details relevant to a user's needs or behaviors in terms of using a DAMS.

- Task/goal: What does the user need to accomplish? What are their intentions in this scenario?

- Workflow narrative

User and system requirements

- Users wanted every detail tagged, created 20 metadata fields
- Wanted 8 TB of storage, was given 6
- Compromises!

Copyright and preservation

- All assets are owned by UT
- No preservation done

Creating guidelines

- Built metadata schema:
- 01_dc.Identifier:FileName
- 02_dc.Identifier:Legacy
- 03_dc.Title
- 04_dc.Description
- 05_dc.Coverage:Location
- 06_dc.Coverage:Date
- 07_dc.Creator
- 08_dc.Contributor
- 09_dc.Source:Project
- 10_dc.Rights
- 11_dc.Source:Location
- 12_dc.Subject:Keywords
- 15_dc.Type
- 13_dc.Format:Container
- 14_dc.Format:Alignment
- 18_dc.Format:AudioSamplingFrequency [Audio only]
- 19_dc.Format:Duration [Video and audio only]
- Administrative Metadata
- 16_dc.Description:DigSpecsModelName [Photograph/video only]
- 17_dc.Description:LastUsed

Metadata mappings

- IPTC → DC

- Creator --> dc.Creator (creator's job title)

- City/State/Postal Code/Country --> dc.Coverage:Location

- Date Created --> dc.Coverage:Date

- Headline --> dc.Title

- Description/Caption --> dc.Description

- Keywords --> dc.Subject:Keywords

- Copyright Notice --> dc.Rights

Taxonomy

- OOP Images
- OOP Video
- OOP Audio
- OOP Private Each photo catalog will have a mirrored folder structure from the server as follows:

- Year
  - Project
    - Raw
    - Web
    - Print
- File Naming Convention:

- Year_000001.ext (beginning with 1)

Rubric for best assets

Keep
- ☐ A variety of images for different design placement
- ☐ Images representative of the event OR generic enough to work for several projects
- ☐ Images with enduring value as historic photographs

Do Not Keep
- ☐ Blurry images
- ☐ Images that are nearly completely black or washed out
- ☐ Images with subjects' whose eyes are closed
- ☐ Images with unwanted image distortion

Duplicates
- ☐ Headshot shoots have many similar poses, and photos are often duplicated at different qualities depending on their use. That being said, 5 or more duplicates of an image that have no discernible use should be considered for removal from Portfolio.

Duplicates

Wiki
https://wikis.utexas.edu/display/UMCSDAMS/
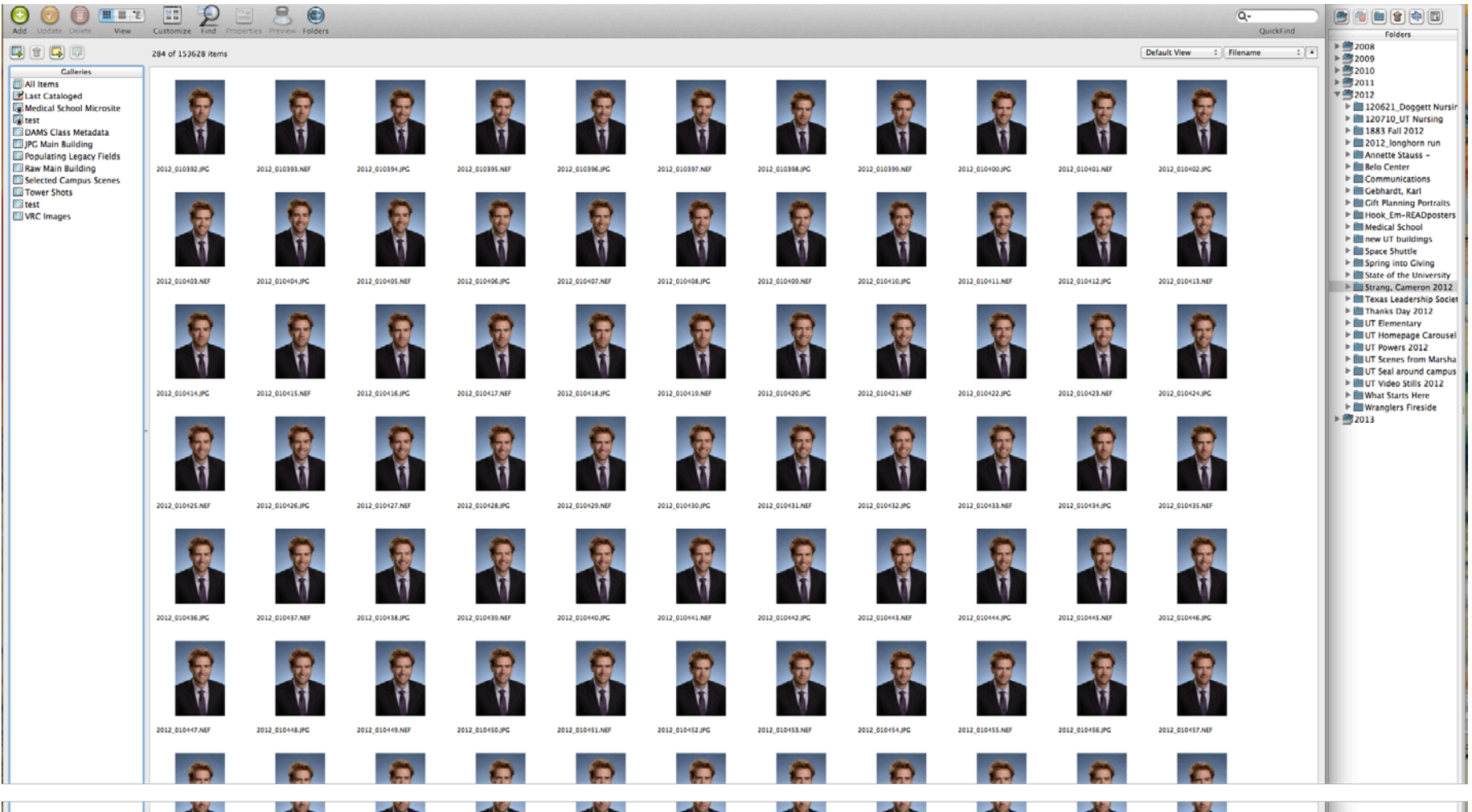
- Background and Mission
- FAQ
- FERPA and Model Releases
- DAMS Classes
- Catalog and Folder Taxonomy
- General Protocol
- Desktop Client vs. Web Client
- Upload Process
- Search Process

- Download Process
- How-to User Guide
- DAMS Roles and Responsibilities
- Workflow for New Images
- Copyright Policy
- How to Request Archival Images from the Briscoe
- Tips and Tricks
- Cataloging
- Database

- User Accounts and Permissions
- Example Cataloging Workflow
- IPTC Mappings
- Bare Minimum Metadata Requirements
- Appraisal Workflow
- Preservation Plan Metadata
  - MD5 Checksums
  - Retention schedule

Preservation plan

- MD5 Checksums
  - When to do it?
- Metadata
  - Embedded
  - Exported as a .txt file
- Retention schedule
- Back ups via ITS

Implementation

- Migrating and centralizing assets onto one server
- Developing metadata with interns
- Backing up the server

Copyright guidelines

□ The University of Texas at Austin's visual assets have intrinsic, reputational, and marketing value to the university. To protect them and ensure they are used appropriately, the following guidelines have been established.

  ▫ The images in the Portfolio database may be downloaded and used for university purposes only.

  ▫ Unless otherwise stated, all images within the database are the property of The University of Texas at Austin.

  ▫ These images may not be shared with other individuals or entities without written permission prior to distribution electronically or in print.

  ▫ Any unauthorized commercial use of the photos are subject to applicable state and federal laws.

  ▫ Images featuring Bevo, longhorns, UT athletes, UT Athletics events, or anything related to UT Athletics is owned and copyrighted by UT

Usage rights form

- John Doe from General Media submitted a permission request at 11:57 CST on 4/4/13. You can contact them at newsguy@gmail.com.
- Describe what content you wish to use:
- Do you intend to modify the content in anyway? If yes, how?
- Describe how the asset will be used in your material and its intended use:
- Describe your intended audience:
- In which format(s) do you intend to distribute your material?
- Approximately how many copies will be made/how many users will access your material:
- Will you be charging a fee for use of or access to your material?
- In your project commercially funded in part or in full? If yes, please describe the nature and source of the funding?
- Other relevant information or special notes:

Biggest obstacles

- Reference requests
- Lack of technical and information literacy of users
- Re-organizing of my department
- Decentralized campus
- Brand new position

Really figuring it out…

- Started working with capstone students from the School of Information to work with individual departments

- Acted as consultants/liaisons to manage their assets and created specialized guides for them

UX study on Portfolio

THE UNIVERSITY OF
TEXAS
—— AT AUSTIN ——

Portfolio (DAMS) User Feedback Survey

1. How did you hear about Portfolio?

2. How does Portfolio compare to what your department uses to manage and search digital images?

3. The last time you used Portfolio:

What was the purpose?

4. Were you able to complete your task?

5. If you were not able to complete your task, why not?

＊6. Do you currently use Portfolio to manage your department's assets?
- ◯ Yes
- ◯ No
- ◯ I don't know

7. If you do not use Portfolio to manage your department's digital assets, would you like to?
- ◯ Yes
- ◯ No
- ◯ I don't know
- ◯ N/A

8. If no or I don't know, why?

UX study Part 2

*9. Would you recommend Portfolio to a colleague in another department?

[ ]

*10. How frequently do you use Portfolio?

○ Daily
○ Weekly
○ Rarely
○ I've never used it

*11. Overall, how easy do you find Portfolio to use?

○ Very Easy
○ Easy
○ I don't know
○ Difficult
○ Very Difficult

*12. If you could change one thing about Portfolio, what would it be and why?

[ ]

13. What Portfolio features are requirements and should not be removed?

[ ]

*14. Do you find the additional resources such as the DAMS Wiki (https://wikis.utexas.edu/display/UMCSDAMS) and How-to User Guide helpful?

○ Yes, I reference them when needed
○ I rarely reference them
○ I did not know those resources existed

*15. How frequently do you contact the Digital Asset Manager for assistance?

○ Every day
○ A few times a month
○ I've never contacted her

16. How could the Digital Asset Manager be of better assistance with projects or asset searching?

[ ]

17. Anything else you care to share or get off your chest?

[ ]

Working on records management

- Retention schedule needs (capstone!)
- Working with the Dolph Briscoe Center for American History and UT Records Manager

Teaching DAMS classes

- Giving an overview of the DAMS and the mechanics
- Using information language
- Teaching methodologies and information literacy

Curriculum

- Using Portfolio (our DAMS)
- Cataloging/creating metadata
- File sharing
- Creating a taxonomy
- Copyright, FERPA
- Digital preservation

Going forward

- Doing more campus outreach
- Collection building
- Finding other university digital asset managers
- Working on UT's web re-design and other digital communications projects

Questions? Comments? Contact:

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