

Digital Asset Management

Governance Guidelines

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Executive Summary

The Digital Asset Management System (DAMS) provides an accessible database to the University Marketing and Creative Services staff and CSUs for image retrieval, storage, curation, and long-term preservation. The DAMS enhances productivity and maintains brand identity for the university as more digital assets are generated.

University Marketing and Creative Services has chosen guidelines for the DAMS based on best practices and department needs established by the Digital Asset Manager and development users. These guidelines will assure the creation of robust records and instructions for management, uploading assets, developing metadata, and image retrieval. The cataloging and management process of the department's assets is a collaborative process, as all users will be implementing it into their daily workflow. Any questions should be sent to Rachel Appel, Digital Asset Manager (rappel@austin.utexas.edu, 512-232-2324).

Background

Prior to the DAMS, the department members searched for and retrieved assets via shared folders on the server. Thus, users relied on scanning folder names, file names, and embedded metadata (if any) through keyword searches. Users also often ask University Photographer, Marsha Miller, to find a specific image she had taken. This process lacks efficiency for the user's workflow and does not provide the maximum number of results that exist on the servers. According to Marsha Miller, there are 2.5 million images total, which reside on servers and her local hard drives. Many of these images may be duplicates.

Current Assessment

Approximately 200,000 digital images are currently on the Portfolio server. Nearly everything retains the photographer's file naming system. The folders follow as Photos_2005_CSM-Photos_2011_CSM and then list the photographer jobs in separate folders titled with the name of the job and the year.

Other top-level folders are a hodgepodge of specific events to general folders with ambiguous titles. These folder names are: Collections_CSM, Admissions_Portfolio, Maaret Koskinen 2005, RAW Catalogs, Student Affairs Portfolio, lost+found, Powers – Fall 2011 approved photos, Powers_APPROVED, President Powers 2006-2008, special problems, State of the University speech images, State_Of_The_University_2011, Training, and UT Images – Cumulus 2. Most of these folders are empty or have an array of digital objects. These folders will require more assistance from Marsha Miller for identification.

On external hard drive: Photo_Final contains 21 folders ranging from general topics at the top-level including: Campus Scenes, CSU, Events, and From Designers. These folders are divided into more specific categories (specific events, CSUs, specific designers, etc.) and then organized by year the photo was taken. The next folder names the freelancer who took the picture or designed the graphic and then a list of digital objects. If a freelancer did not take the photos then Marsha Miller or Christina Murrey most likely took them; or that information was unknown to the previous Manager. The digital files are then listed directly in the year folder. Most of these folders are empty. Although the folder structure is not ideal, they do give some metadata, which will be used when these folders are re-structured into a simpler schematic.

The last grouping of photos comprises: Photos_2005, Photos_2006, Photos_2007, Photos_2008, Photos_2009, Photos_2010, and Photos_2011. This group is an example of both Marsha Miller and Christina Murrey folder naming conventions. Next in the hierarchy are a list of folders with the job title the photographer had (i.e. Social Work Mural 2005, Bloggers 2007, etc.) and then a folder with final edits containing the list of digital objects. Some folder names include the name of a freelancer. These folders are the creators' original order. There needs to be a way to reconcile how the creators organize their materials versus how they are organized on Portfolio; or, a new workflow for creators to implement that will compliment the cataloging process.

Folder naming conventions are a work in progress since there is no current convention. A major issue of the current assets is the file naming. There is no consistent convention between the university photographers, university designers, or freelancers. The university photographers' convention is: Subject-Year_Number

- For example, Gone_To_Texas-2008_021.jpg

If the subject is a person, it is written as last name, first name. This convention is suitable for Portfolio, however, it may not work for generic images such as photographs of students outside or general shots of campus.

- There is no controlled vocabulary or standard set for metadata

- Some images have metadata through Photoshop (“Get File Info”) but it is not consistent

Graphics Folder: Photos

Approximately 16,000 photos reside on the Graphics server. Many are duplicates of Marsha Miller and Christina Murrey’s collections. Duplicates reside on every server and drive with photos and need to be eliminated before extensive cataloging can begin.

The folders are organized as: President Powers APPROVED (duplicate), 2004 and before, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, Gift Planning Portraits, hook em’ from Athletics, and misc. All folders titled with the year are mostly always organized into: Campus, People, Events. The other folders have no patterned system.

Some of these photos were done as independent projects by a freelance photographer or were photos Marsha Miller sent to the designers.

Catalog and Folder Taxonomy

Catalogs will be divided by year:

2012
2011
2010
2009, etc.

Each photo catalog will have a mirrored folder structure from the server as follows:

Project → Raw
 Web
 Print

File Naming Convention

Year_000001.ext (beginning with 1)

Please number sequentially. Generic pictures of campus will go under a folder named “Campus Scenes” for every year.

Once an asset is created, please follow these naming conventions and move it to the appropriate folder on the server.

General Protocol

Upload Process

Users will follow a workflow in order to consistently upload and catalog images. Please refer to Portfolio Server Web Client Guide on the server for more information.

Uploading items to the Portfolio Server from the Web Client requires an AutoSync folder, which can be created by the Digital Asset Manager when the catalog is created. The AutoSync folder will most likely be created at the time of the upload because the DAMS will be holding a simple catalog/gallery structure. Please register for a user account first with the Digital Asset Manager.

- Login to the Portfolio Server using the Web Client through: <http://udo-portfolio.austin.utexas.edu:8090/>

Your username should be your EID with the same password. If this does not work, see the Digital Asset Manager.

- Select the catalog you want to upload to from the list on the left hand column
- Click the triangle next to the catalog name to display the folders in the catalog
- Select the folder where you would like to upload files
- Click the Upload on the top toolbar
- Go to the folder or location where the files currently reside on the server
- Click Select (Mac) or Open (Windows) to choose and upload the files you want to upload
- You can view the progress of the upload at the bottom of the window in the navigation toolbar

Note: The files must already be in the correct folder on the server. See the Catalog and Folder Taxonomy for more information.

Through the Desktop Client, the process is similar except the user will select the Add+ button in the top right hand corner and then use the same steps to find and upload the assets.

Cataloging Process

Assets will be cataloged at the item level. Creators will develop metadata according to the custom metadata schema (see Appendix A). The schema is qualified Dublin Core and includes 19 fields. There is a Bare Minimum Metadata Requirements list (see Appendix B), but creators and other users are strongly encouraged to fill out all of the fields for better searchability and preservation.

Through the Web Client, users can develop metadata in the left panel by selecting the image and then clicking “All Fields” in the fields’ dropdown menu and then clicking the triangle next to “Custom.”

Through the Desktop Client, select the image and then select “Properties” in the top toolbar. Double click the field to be able to change it. To upload metadata from an Excel file, see the Digital Asset Manager. When you are finished select “Done.”

Questions should be directed toward the Digital Asset Manager (rappel@austin.utexas.edu).

When all other users retrieve an asset, they will enter the date and the project name in the dc.Description.LastUsed field to keep track of how often an asset is used.

If you need to delete an asset, see the Digital Asset Manager.

Search Process

All metadata fields are searchable (once QuickFind XML script is edited). Enter in your keywords into the QuickFind bar located at the top toolbar in both the Desktop and Web Clients. You can also do a more complex search with the Find or Batch Find on the top toolbar by selecting the triangle next to QuickFind. On the Web Client, click the triangle next to QuickFind. You can also search or organize results by fields (up to eight) by selecting View Fields and then Sort By. Users should always select “All Fields” while searching to be able to see the complete set of metadata.

If you are looking for a specific image from a project, select the triangle on the left hand side of the catalog name, the year, then scroll down to find the project folder. Usually within the project folder, there will be folders marked “raw,” “print,” and “web” if you need a specific format.

Download Process

For the Web Client, select “Download” at the top toolbar. This function will download the single selected image. To download more than one asset, select “Batch Process.” Batch Process allows you to download multiple images and convert them into a desired format/specs.

User Accounts and Permissions

User accounts will be created by the Digital Asset Manager. All users in the department will have accounts as well as designated users in the CSUs. Permissions will depend on user needs.

Access Levels

Catalog Administrator: This level allows access to all functionality available. Catalog Administrators have access to advanced operations in the Portfolio Desktop Client, like editing custom fields, metadata mappings, and AutoSync folder settings. Catalog Administrator access should not to be confused with the Portfolio Server Administrator, who has access to all server settings.

Publisher: Publishers are able to upload and delete items from a catalog as well as update all metadata for files in the catalog. Publishers can also create galleries.

Editor: Editors are able to modify metadata, such as entering keywords and custom field values. Editor level and above can batch process, or, download files to their computer.

Reader: Readers may only view items in the catalog and download files. They cannot add or remove items or edit metadata.

Most users in the University Marketing and Creative Services department will be designated as Publishers or Editors. CSUs will each have their own Catalog Administrator to manage their assets.

Risk Management

Measures will be taken to assure the security of all of the digital assets cataloged in the DAMS and stored in the server. Users are expected to follow University guidelines and not submit assets to people outside etc...(to be continued)

Users should be particularly cognizant of the “Rights” metadata field when cataloging or selecting assets; vendors create many assets.

The Digital Asset Manager will establish a relationship with UT Legal Affairs and use them as a resource to explicate and clarify vendors’ rights statements and copyright agreements.

Roles and Responsibilities

The DAMS responsibilities have been separated by role to facilitate accurate cataloging, management, and system maintenance.

Digital Asset Manager:

- Oversees entire DAMS as custodian
- Responsible for the supervision and assistance for cataloging and developing metadata
- Acts as liaison between CSUs and the centralized DAMS at UM&CS
- Develops appraisal and retention schedule for digital assets
- Troubleshoots as necessary with IT staff
- Perform searches for users
- Maintains rights

Asset Creators (photographers, designers):

- Uploads materials to DAMS as they are created
- Catalogs and develops descriptive, clear, and consistent metadata for each digital asset using metadata schema
- Updates digital assets as necessary

Marketing Content Creators:

- Uses the DAMS to search for and retrieve images relevant to their developed content
- Updates the metadata with new information such as when the asset was last used

Information Technology Services:

- Troubleshoots technical problems with Digital Asset Manager
- Provides backend maintenance as needed

Supervisors:

- Communicates and develops goals with Digital Asset Manager
- Troubleshoots curatorial problems with Digital Asset Manager
- Oversees long-term implementation with Digital Asset Manager

Appendix A: Metadata Guide

This standards guide is a reference for metadata creation for University Marketing and Creative Service's Digital Asset Management System (DAMS), based on Dublin Core Metadata Element Set, 1.1. This guide was developed based on the Dolph Briscoe Center for American History and University of Virginia Library's qualified metadata schemas. Metadata is a set of data that gives information about a given object's content. Comprehensive and standardized metadata is imperative for searching and preservation purposes. Each digital file is an item and will be described at the item level and includes descriptive, administrative, and technical fields. The guide will include a controlled vocabulary as well as examples to follow. Pre-defined lists can be created using Portfolio.

Descriptive Metadata

dc.Identifier:FileName

An unambiguous reference to the resource within a given context.

For the department's purposes, this field refers to the file name given by the creator including the file extension. The name should be unique within the DAMS. Controlled vocabulary requires that images be organized into year and then numbered sequentially. Mandatory.

Examples:

2012_00001.jpg

2010_03921.psd

dc.Identifier:Legacy

The original filename if it had been changed during migration.

Examples:

Tower, flowers, south.jpg

dc.Source:Location

A related resource from which the described resource is derived.

Department or CSU name and server name and/or folder structure for the physical object where the object is stored.

Examples:

Server name, year

Department (if not UMCS), server name, year

dc.Title

A name given to the resource.

Actual formal title of the content or a contrived, brief descriptive phrase. Mandatory.

Examples:

President Powers speaking at Commencement

Crowd at Explore UT

dc.Description

An account of the resource.

Descriptive text about the content of digital object that describes the scope or content more comprehensively than the title. Be as specific as possible with what information is known.

Mandatory.

Examples:

President Powers giving the introductory speech at Commencement 2011 in central campus.

Group of children at the Chemistry Department with test tubes at Explore UT.

dc.Coverage:Location

The spatial or temporal topic of the resource, the spatial applicability of the resource, or the jurisdiction under which the resource is relevant.

City, state, and country (if outside of the US) where the object or intellectual content was created. If there are multiple locations the places should be separated by a semicolon.

Automated?

Examples:

The University of Texas at Austin

Austin, TX

Washington D.C.

dc.Coverage:Date

Date when the original object was created. Standardized as: MM/DD/YYYY. If date is unknown, mark as undated. If a date can be guessed, include circa.

Examples:

3/09/2012

07/07/1992

circa 1982

undated

dc.Creator

An entity primarily responsible for making the resource.

Name of the original creator (individual, group, organization, or otherwise) who is responsible for the creation of the original object. Should be written as last name, first name, middle name (if commonly used) or full organization's name. It is acceptable to indicate the creator's role in parentheses after the creator's name. Mandatory.

Examples:

Miller, Marsha (photographer)

Murrey, Christina (photographer)

Haagensen, Sasha (freelance photographer)

Yorkshire, Alastair (designer)

dc.Contributor

An entity responsible for making contributions to the resource.

Name of individual, group, organization, or otherwise who has made contributions to the physical or intellectual content of the original object. Should be written as last name, first name, middle name (if commonly used) or full organization's name, as well as role (designer, editor, etc.).

Examples:

Freelance Studio Name

Name of Design Company

dc.Source:Project

A related resource from which the described resource is derived.

Project or job assignment from which the original object is a part—based on the convention and name authority used for identifiers; usually an [originating] event name. Include year to distinguish similar projects.

Examples:

Commencement 2011

Ransom Edition 2012

McCombs School of Business Annual Report 2004

dc.Rights

Information about rights held in and over the resource.

Link to a copyright notice or general information on who holds the intellectual property rights for the item, even if the collection is open for research. This field also includes release information.

Examples:

The University of Texas at Austin
This material may be subject to U.S. Copyright Law...
Minimum requirements and extended requirements here
Name of Design Company

dc.Type

The nature or genre of the resource.

Classification or categorization of original object. [Use Dublin Core type vocabulary.](#) Pre-defined drop down list.

Example:

Image

Text

MovingImage

Sound

dc.Subject:Keywords

The topic of the resource.

List of keywords that accurately describe the image. Pre-defined drop down list includes general keywords only, but users should include their own descriptive terms. See Appendix C for CSU, department, and building formatting reference. Uncontrolled.

Examples:

Architecture

Faculty

Black and White

Technical Metadata

dc.Format:Container

The file format of the digital object. Pre-defined drop down list.

Examples:

TIFF Image

dc.Format:Alignment (include in description?)

Field indicating whether the image is horizontal or vertical. Pre-defined drop down list.

Examples:
Horizontal
Vertical

Technical Metadata for audio only

dc.Format:AudioSamplingFrequency

The number of times per second the amplitude of the audio wave is measured (sampled), measured in 1000s of times per second, or kilohertz (kHz). Automated (?)

Examples:
44.1 kHz
96 kHz

dc.Format:Duration [Video and audio only]

The length of time taken by the item rounded to the nearest minute.

Example:
11 minutes
1 hour, 35 minutes

Administrative Metadata

dc.Description:DigSpecsModelName [Photograph/video only]

The model number of the device used to create the original object. Automated.

Examples:
Nikon 385
Canon 350

dc.Description:LastUsed

A listing of publications and date where the image was used.

Examples:
Know Events – Arts and Humanities – Alumni – 02/22/2012
Students Hooked on Texas – Spring Into Giving – 04/2012

Appendix B: Bare Minimum Metadata Requirements

dc.Identifier:FileName

dc.Title

dc.Creator

dc.Format:Container

dc.Source:Location

dc.Subject:Keywords

IPTC Mappings

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

Appendix C: Subject Keyword List

Note: General keywords are provided in a drop down list on Portfolio. The Colleges, Schools, Departments, and Sub Departments, Campus Buildings, and Libraries are listed here for formatting reference. While the Subject:Keyword field is uncontrolled, consistency in naming still remains important. For example, persons named are always Last Name, First Name. Please select as many keywords that fit the asset.

General

Administration
Advisory Council
Alumni
Architectural Details
Arts
Athletics
Austin
Black and White
Buildings
Campus Events
Classroom
Commencement
Community Service
Donors
Faculty
Friends
Graduate
Historical
Hook em'
International
Longhorn
Off-Campus Events
Portraits
Quick Selection for Media
Scenic
Science
Student
Technology
Undergraduate

Colleges, Schools, Departments, Sub Departments

Blanton Museum of Art
Briscoe Center for American History
Butler School of Music
Center for Teaching and Learning
Cockrell School of Engineering
College of Communication
College of Education
College of Fine Arts
College of Liberal Arts
College of Natural Sciences
College of Pharmacy
Continuing and Innovative Education
Division of Diversity and Community Engagement
Graduate School
Harry Ransom Humanities Research Center
IC2 Institute
ICES - Institute for Computational Engineering & Sciences
Intercollegiate for Men and Women Athletics
International Office
Jackson School of Geosciences
KUT
LBJ School of Public Affairs
Lady Bird Johnson Wildflower Center
Marine Science Institute
McCombs School of Business
McDonald Observatory
Office of Vice President Research
Office of Vice President Student Affairs
Office of the President
Retired Faculty-Staff Association
School of Architecture
School of Information
School of Law
School of Nursing
School of Social Work
School of Undergraduate Studies
Texas Advanced Computing Center
Texas Exes
Texas Natural Science Center
Texas Parents
Texas Performing Arts
The University of Texas System
UT Child Development Center
UT Elementary School

UT Libraries
UT Police Department (UTPD)
UT Press
University Operations

Campus Buildings

Academic Annex
Applied Computational Engineering and Sciences Building
Almetris Duren Hall
Athletic Fields Pavilion
Anna Hiss Gymnasium
Arno Nowotny Building
Andrews Dormitory
Animal Resources Center
Art Building and Museum
AT&T Executive Education and Conference Center
Batts Hall
L. Theo Bellmont Hall
Benedict Hall
Brackenridge Hall Dormitory
Biological Laboratories
Blanton Dormitory
Blanton Museum of Art
Biomedical Engineering Building
Biological Greenhouse
Bernard and Audre Rapoport Building
Brazos Garage (formerly PG3)
Battle Hall
Burdine Hall
2616 Wichita
Calhoun Hall
McCombs School of Business
Conference Center Garage
John B. Connally Center for Justice
Comal Child Development Center Annex
Collections Deposit Library
Continuing Engineering Education (formerly NSA)
Jesse H. Jones Communication Center - Building A
Jesse H. Jones Communication Center - Building B
Child Development Center
Computation Center
Chemical and Petroleum Engineering Building
Computational Resource Building
Carothers Dormitory

Creekside Residence Hall
Computer Science Annex
Chilling Station No. 3
Chilling Station No. 4
Chilling Station No. 5
Center for Transportation Research
Development Office Building
Denton A. Cooley Pavilion
E. William Doty Fine Arts Building
UFCU Disch-Falk Field
Edgar A. Smith Building
Ernest Cockrell Jr. Hall
Engineering-Science Building
E. P. Schoch Building
Frank C. Erwin Jr. Special Events Center
Engineering Teaching Center II
Peter T. Flawn Academic Center
Facilities Complex Building 1
Facilities Complex Building 2
Facilities Complex Building 3
Facilities Complex Building 4
Facilities Complex Building 5
Facilities Complex Building 6
Facilities Complex Building 7
Facilities Complex Building 8
Frank Denius Fields
J. Frank Dobie House
Larry R. Faulkner Nano Science and Technology Building
OFPC Field Staff Office
Garrison Hall
Mary E. Gearing Hall
Dorothy L. Gebauer Building
Goldsmith Hall
Gregory Gymnasium
Geography Building
Graduate School of Business Building
UT Administration Parking Garage
Hogg Memorial Auditorium
Harry Ransom Center
Homer Rainey Hall
William Randolph Hearst Building (formerly CMC)
Beauford H. Jester Center
Jackson Geological Sciences Building (formerly GEO)
John W. Hargis Hall
Jesse H. Jones Hall
Kinsolving Dormitory

Lyndon B. Johnson Library
Littlefield Carriage House
Littlefield Home
LLA Living Learning Center
LLB Living Learning Center
LLC Living Learning Center
LLD Living Learning Center
LLE Living Learning Center
LLF Living Learning Center
Littlefield Dormitory
Laboratory Theater Building
Manor Garage (formerly PG5)
Main Building
Louise and James Robert Moffett Molecular Biology Building
Mezes Hall
Richard Mithoff Track and Soccer Fieldhouse
Moore-Hill Dormitory
Mike A. Myers Track and Soccer Stadium
Moncrief-Neuhaus Athletics Center
Music Building East and Music Building/Recital Hall
Mail Services Building
North End Zone
Norman Hackerman Building
Neural Molecular Science Building
North Office Building A
Nursing School
Performing Arts Center
T. S. Painter Hall
Parlin Hall
J. T. Patterson Laboratories Building
Perry-Castaneda Library
Prather Hall Dormitory
Pharmacy Building
Hal C. Weaver Power Plant Annex
Printing and Press Building
Hal C. Weaver Power Plant Expansion
Hal C. Weaver Power Plant
Roberts Hall Dormitory
Robert Lee Moore Hall
Recreational Sports Center
Student Activity Center
San Antonio Garage (formerly PG2)
Red and Charline McCombs Field
Sarah M. and Charles E. Seay Building
Service Building
San Jacinto Garage (formerly PG1)

San Jacinto Residence Hall
Sid Richardson Hall
Student Services Building
School of Social Work Building
Darrell K Royal-Texas Memorial Stadium
Sutton Hall
Speedway Garage (formerly PG6)
2617 Speedway
George I. Sanchez Building
Joe C. Thompson Conference Center
Texas Memorial Museum
Townes Hall
Trinity Garage (formerly PG7)
Lee and Joe Jamail Texas Swimming Center
27th Street Garage (formerly PG4)
Penick-Allison Tennis Center
2609 University Avenue
University Interscholastic League
Union Building
University Police Building
UT Administration Building
University Teaching Center
Etter-Harbin Alumni Center
Waggener Hall
Will C. Hogg Building
Robert A. Welch Hall
F. Loren Winship Drama Building
West Mall Office Building
Wooldridge Hall
W. R. Woolrich Laboratories
Walter Webb Hall

Libraries

Alexander Architectural Archive
Architecture and Planning Library
Benson Latin American Collection
Classics Library
Fine Arts Library
Kuehne Physics Mathematics Astronomy Library
Life Science Library
Mallet Chemistry Library
Marine Science Library
McKinney Engineering Library
Perry-Castañeda Library
Tarlton Law Library

Walter Geology Library

Works Cited

Dolph Briscoe Center for American History, *Metadata Guide: Version 1.1*, 2009

University of Virginia Library, *Digitization Guidelines: Metadata Standards*

Appel, R., *Developing a Migration Strategy for Legacy Digital Collections at the Harry Ransom Center*, May 2012.