

UQ DAM user guide

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A single source of truth for our brand

Applying our brand and digital assets in a consistent and considered way is essential to effectively present UQ as a global top 50 university to our local, national and international audiences.

Every UQ staff member has a role to play and is responsible for using and applying our assets correctly and consistently across all touch points.

To help achieve this goal, we have introduced **UQ Digital Asset Management (DAM)** - a cloud-based system that stores, shares and organises our digital assets in one secure and central location.

The UQ DAM provides a single source of truth for all UQ digital assets and the central location for marketing and content distribution. It's also a new way of working to help UQ staff and suppliers work more efficiently and collaboratively to build, promote and protect the UQ brand.

Why have a DAM?



Single source of truth for all UQ digital assets improves brand compliance



Integrates seamlessly with creative and marketing apps and tools - saving time and outsourcing costs



Cost reductions on asset duplication, local and shared storage requirements and multiple technology systems



Faster delivery of marketing campaigns and launches by improving speed of distribution



Enhanced searchability - quickly find and edit the assets you need and share them across teams and channels easily



Enhanced knowledge management and increased productivity by eliminating workflow redundancies

2.0 DAM guidelines

Your new way of working

All brand, digital, content, communication and marketing assets **must be catalogued in and accessed from** the UQ DAM every time they are used.

This is critical to ensuring consistency of our brand and to reduce duplication of effort and spend.

The UQ DAM works in three ways:

Centralisation

A central, secure location for all digital assets to be stored so separate departments have access to the same brand-compliant files in an accessible and searchable system

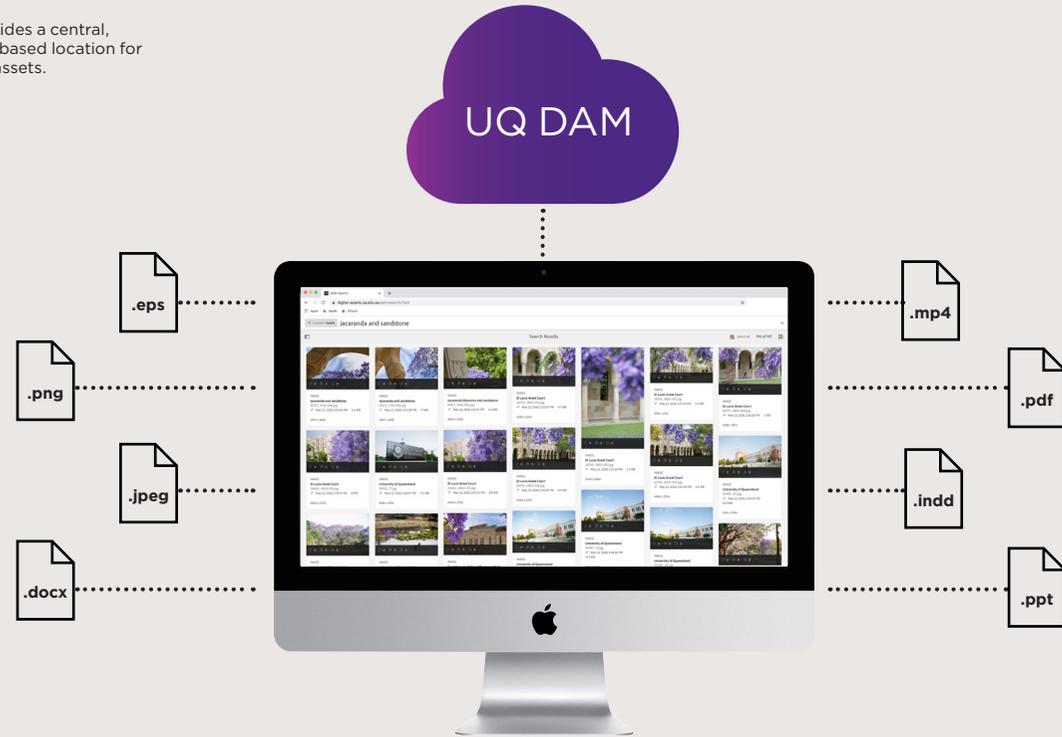
Distribution

A portal that ensures brand compliance by enabling collaboration with internal users and external partners to quickly create, manage, and deliver templates, guidelines, logos, and campaign assets to stakeholders

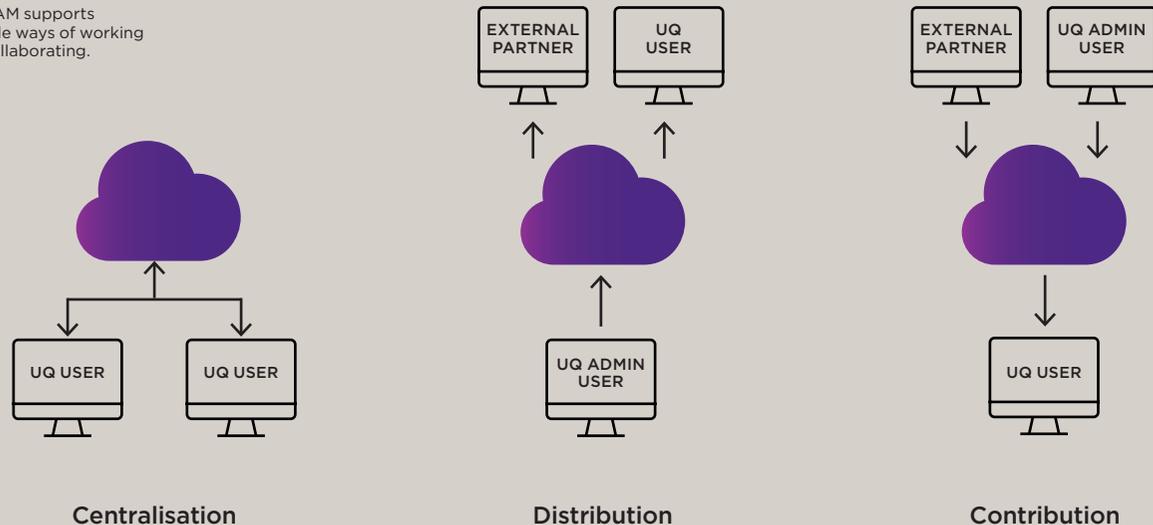
Contribution

A portal for internal marketers and external suppliers such as photographers, videographers and creative agencies to upload assets that can be shared, annotated and edited prior to publishing for broader use.

The DAM provides a central, secure, cloud-based location for all UQ digital assets.



The DAM supports multiple ways of working and collaborating.



What lives in the DAM?



Photos, stock images,
illustrations and icons



Video, audio and
motion graphics



Campaign advertising
and marketing assets



Templates and guidelines
(InDesign, MS Office, Premiere Pro, EDMs)



Brand assets
(logos and graphic files)



Written content
(hero statements and
key messages)

What's in?

In order to promote our brand effectively and maintain brand compliance, you will find high-quality assets including:

- **Photos** – high-resolution
- **Stock images** – licensed to UQ
- **Illustrations**
- **Icons**
- **Video files** – final files (not raw)
- **Audio files**
- **Templates** – Creative Cloud (InDesign, Premier Pro), MS Office, EDMs
- **Guideline documents**
- **Final marketing/creative assets**
- **UQ logo suite***

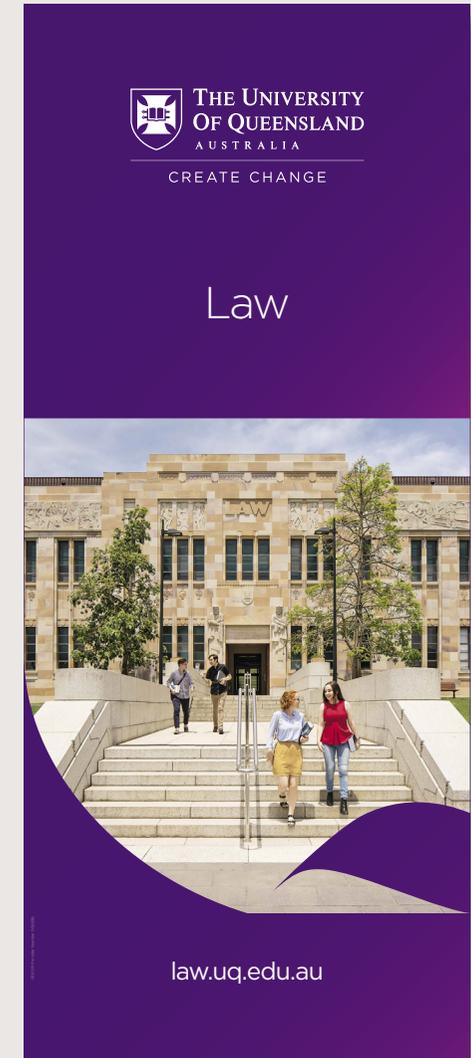
All photos must be of a professional quality (retouched and colour corrected) and produced by UQ-approved suppliers.

All templates and brand assets have been developed by the UQ brand team. For enquiries regarding templates, contact: brand@uq.edu.au

*UQ logos require permission for download and use. For more information see **Section 4**.



A selection of images and brand assets that are stored in the DAM.



What's out?

To maximise the functionality and useability of the DAM, there are certain assets you won't find.

These include:

- **Non-compliant** – Assets that fail to pass the creative/internal team review cycle
- **Work in progress** – Assets that are yet to be finalised or are subject to experimentation
- **Amateur photography** – smartphone snapshots
- **Low resolution images** – the DAM creates various file sizes (renditions)
- **Cliché stock images and clip art** – these images dilute our brand
- **Out-of-date assets** – featuring the old UQ logo on clothing, banners, displays, signage etc
- **Raw image and video files** – as they take up a lot of storage space and are not quick to download/upload
- **Release forms** – these will be stored on OneDrive. All images in the DAM have the appropriate permissions
- **.txt and .xlsx files** – these file types are not supported.



Out of date asset (c.2008)



Reject from photo shoot



Cliché stock photo



Old UQ lockup



Talent with their eyes closed



Low resolution



Old UQ graphic



RAW image / not colour corrected



Amateur photography

Accessing UQ DAM

Who can use UQ DAM?

All UQ staff can access and use the DAM to view and download brand-compliant digital assets for internal and external audiences.

Assets should **always** be accessed from the DAM and not from any other source.

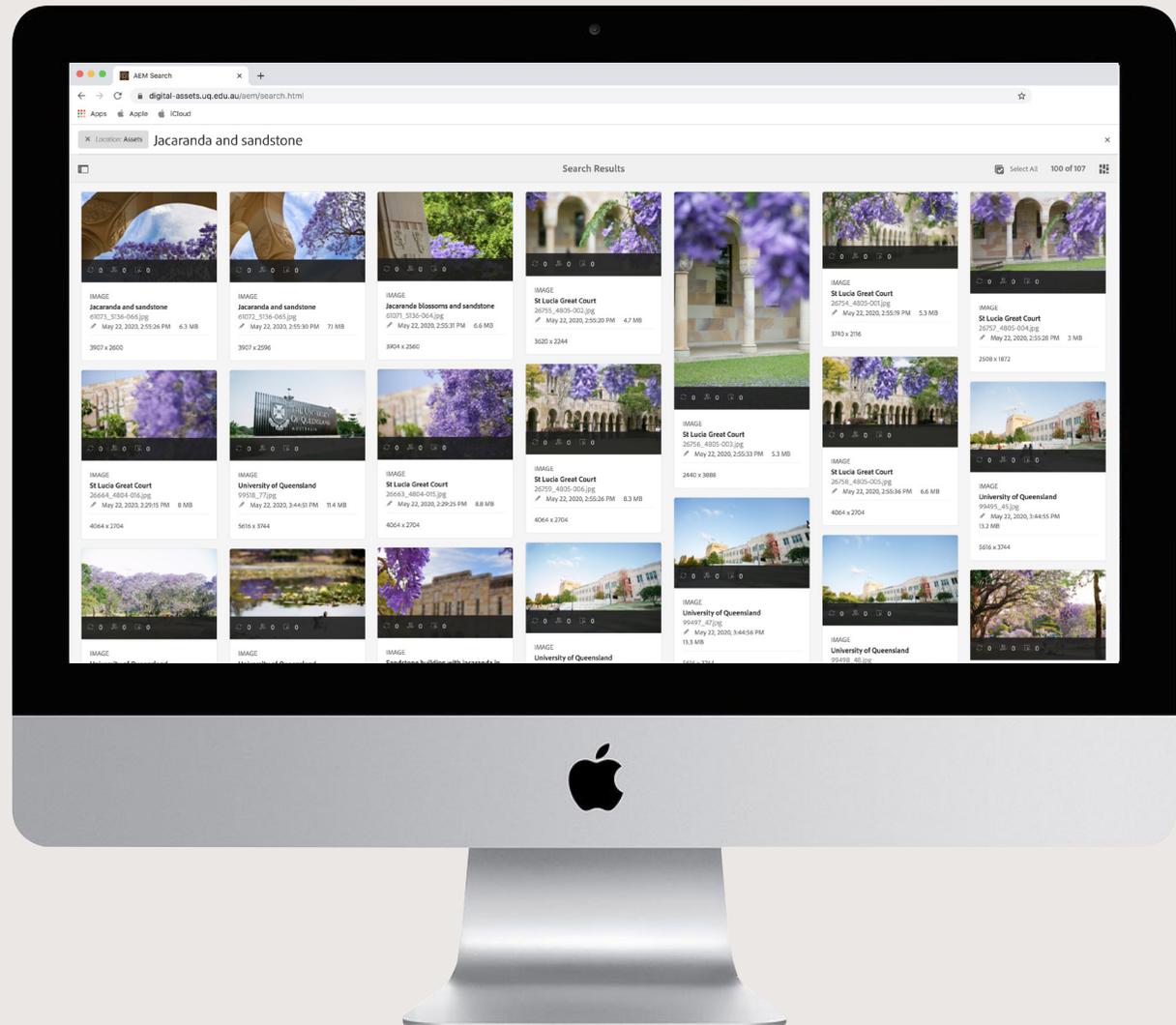
Accessing the UQ DAM

Visit digital-assets.uq.edu.au

Access for staff requires UQ Authenticate. Enter your UQ credentials – username and password – when prompted.

The following sections cover everything you need to know to search, download and share assets via the DAM.

For all DAM related enquiries contact: damsupport@uq.edu.au



Accessing Brand Portal

What is the UQ Brand Portal?

The UQ Brand Portal is a separate system that integrates with UQ DAM. It provides internal and external users (e.g. suppliers and agencies) with the ability to collaborate.

It provides a location for users to share assets where they can be reviewed, annotated and selected prior to being published to the UQ DAM.

Who can use UQ Brand Portal?

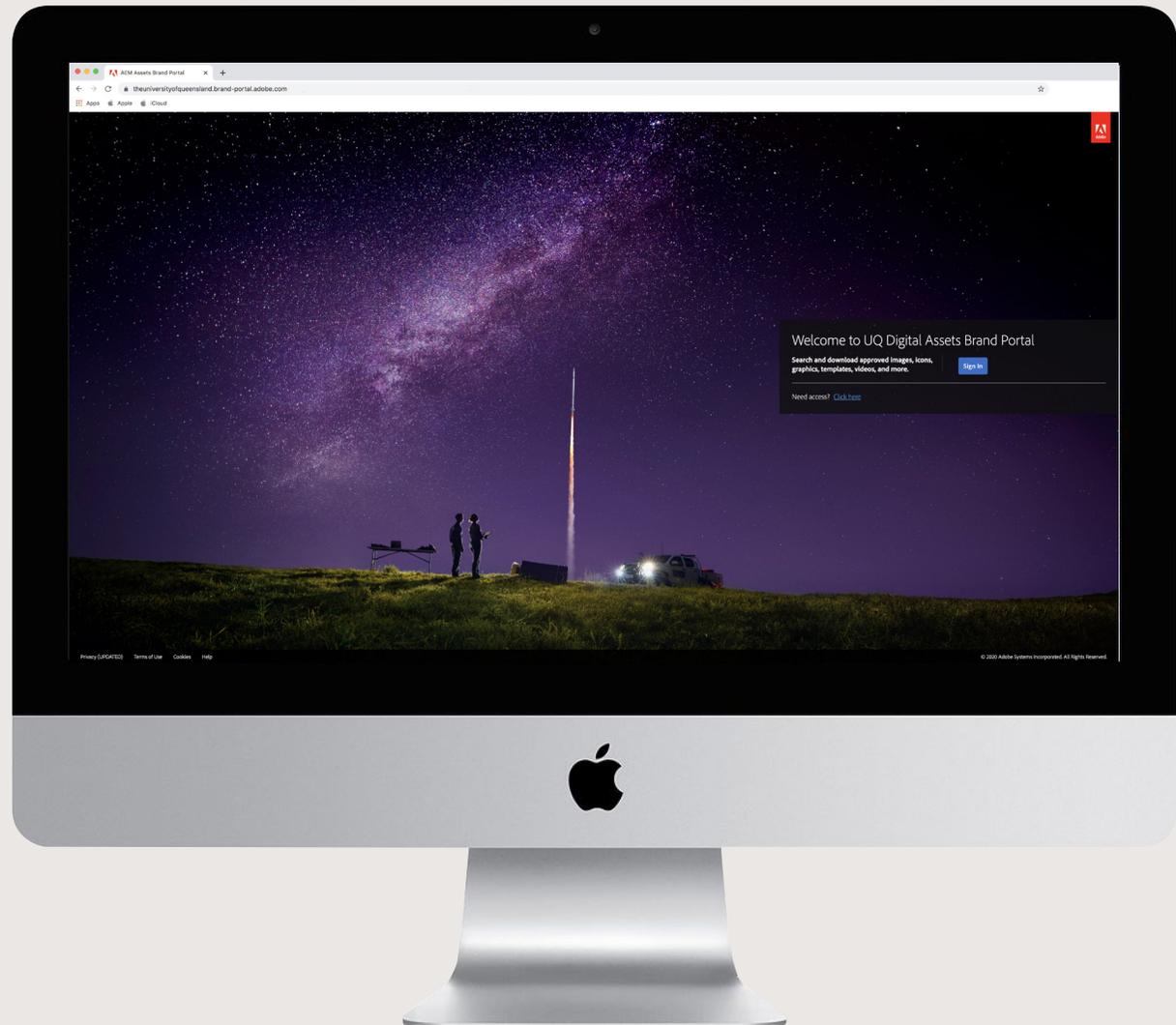
UQ staff and approved suppliers can request access to UQ Brand Portal. Permission is granted by the UQ Admin user group.

Accessing the UQ Brand Portal

Visit theuniversityofqueensland.brand-portal.adobe.com

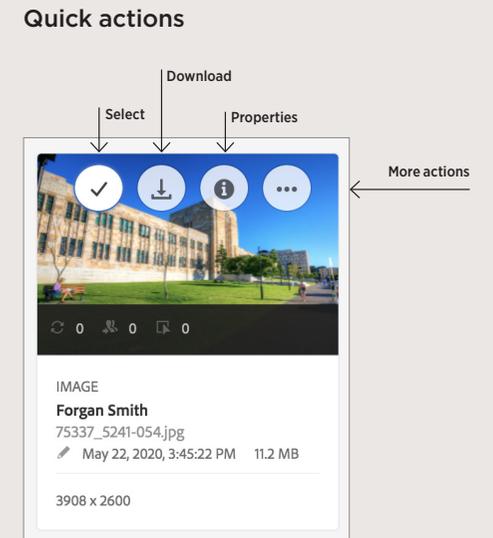
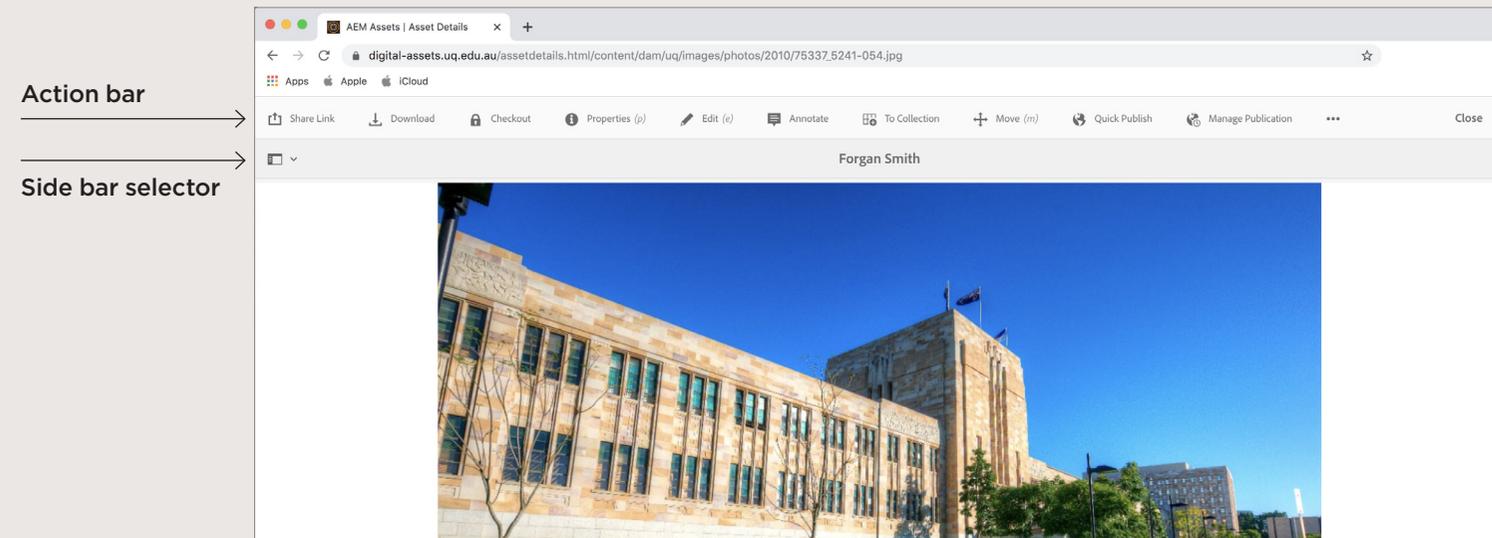
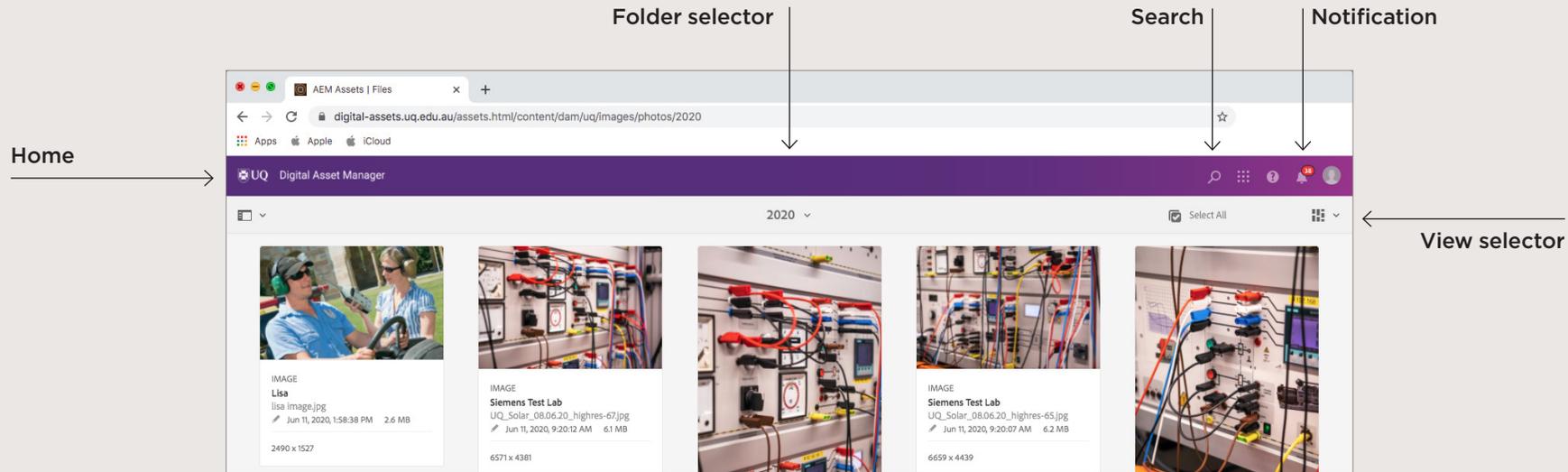
Click on the 'request access' link on the home page and follow the prompts.

Once you have been granted access to UQ Brand Portal, enter your Adobe ID and password to sign in.



3.0 The basics

Understand the interface



Navigation

Home navigation screen

After signing in, the home navigation screen will be displayed.

To display the home screen at any time, click on the UQ logo at the top of the page.

To navigate to assets, click on

Assets > Files > The University of Queensland

Asset landing page

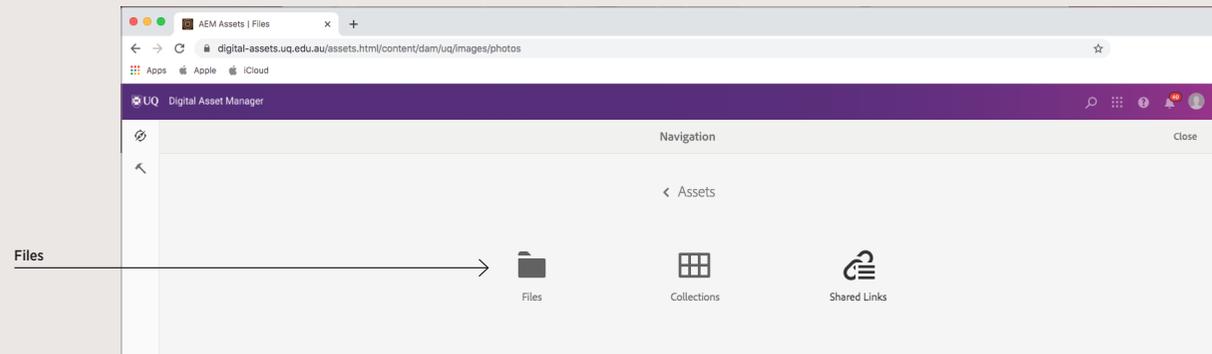
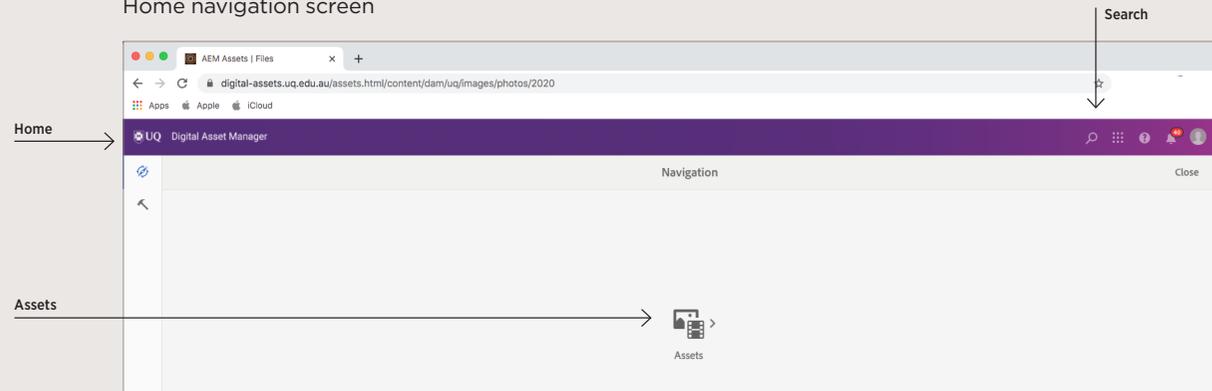
All assets are located in **The University of Queensland** folder and are organised by asset type. (e.g. logos, images, templates etc).

Once on the asset landing page, you can begin to search for assets using the **search** tool.

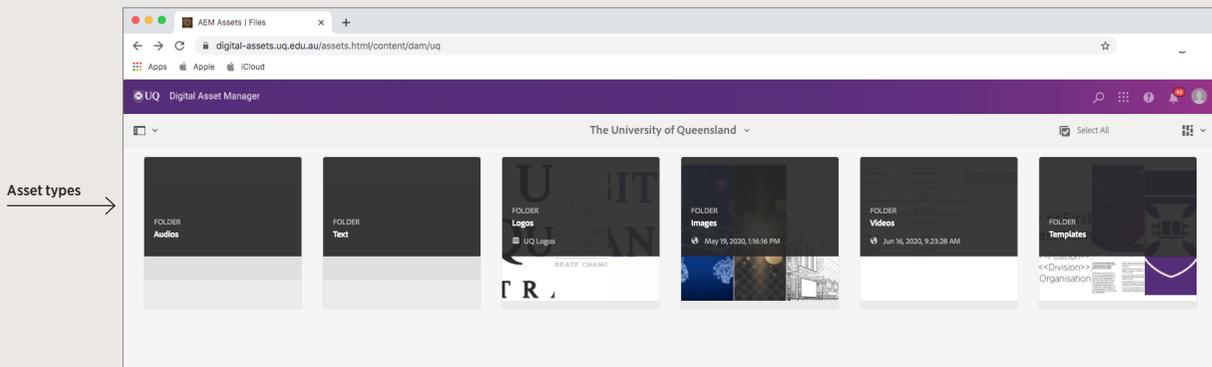
To search for specific 'asset types', click anywhere on the card to navigate to that folder.

Once inside a folder, e.g. images, you should always use the **search** tool.

Home navigation screen



Asset landing page



Search

Search field

To search for assets within UQ DAM, click on the **search** tool (magnifying glass). Type your keyword or description in the **omnisearch field** and press **enter**.

Alternatively, use the keyword shortcut **/** (forward slash) to open the **omnisearch field**.

Location: Assets is preselected to limit the searches to DAM assets. The search provides suggestions as you start typing a search keyword.

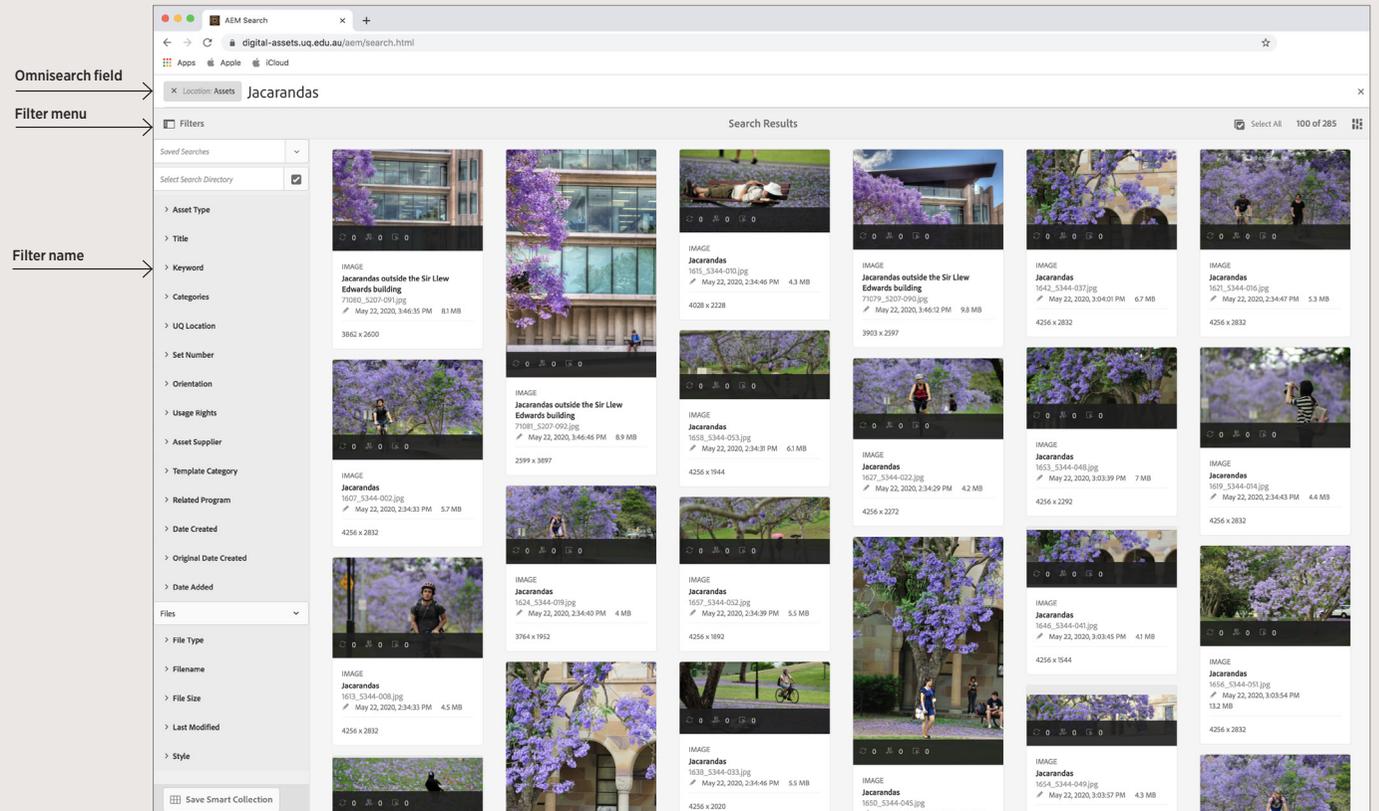
Filter menu

After completing a general search, you can narrow your search results using the **filter menu**.

The search **filter menu** is located directly under the search bar and includes a range of preset filters to select from.

For more information on searching assets, see section 6.0.

Search results screen



4.0 View and download assets

Asset views

Assets can be viewed in three ways – **card view**, **list view** and **column view**. Each view determines how you select an asset.

Selecting assets

In card view hover your mouse over an asset and select the **tick**. The card will turn blue when selected.

In list view click on the **asset thumbnail** to select. The thumbnail will turn blue when selected.

List view can be sorted by the image properties (Name, Title, Size, Modified, Created etc). To sort, click on the image **property** at the top of the list.

In column view click on the **asset thumbnail** to select. The thumbnail will turn blue when selected.

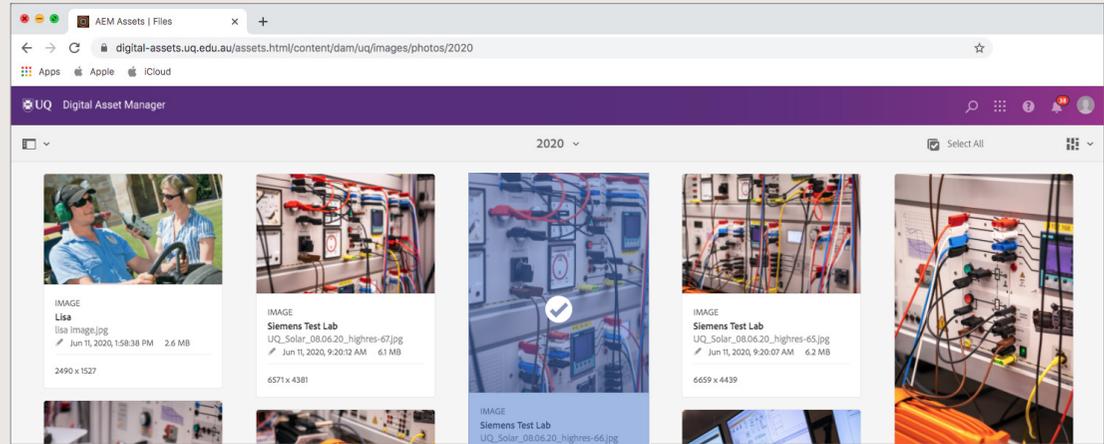
Each view also determines how you view a larger version of an asset.

Viewing larger versions

In card view click anywhere on the asset card.

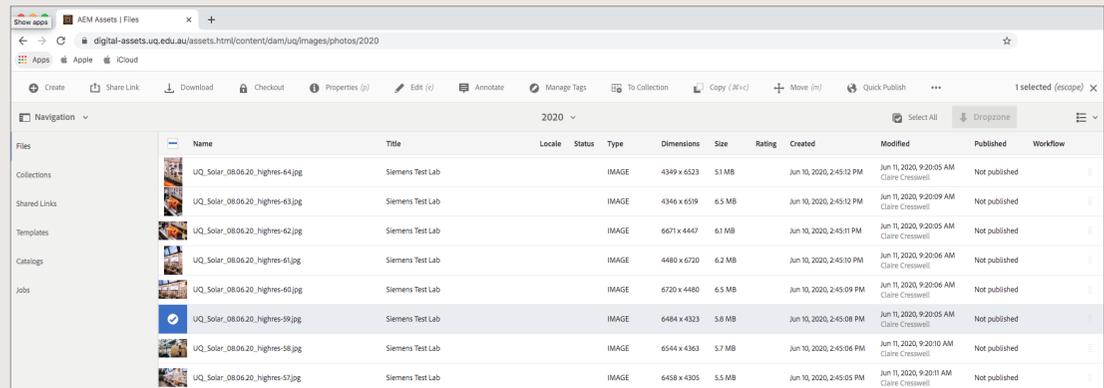
In list view click anywhere in the asset row.

In column view click the **more details** button in the last column.



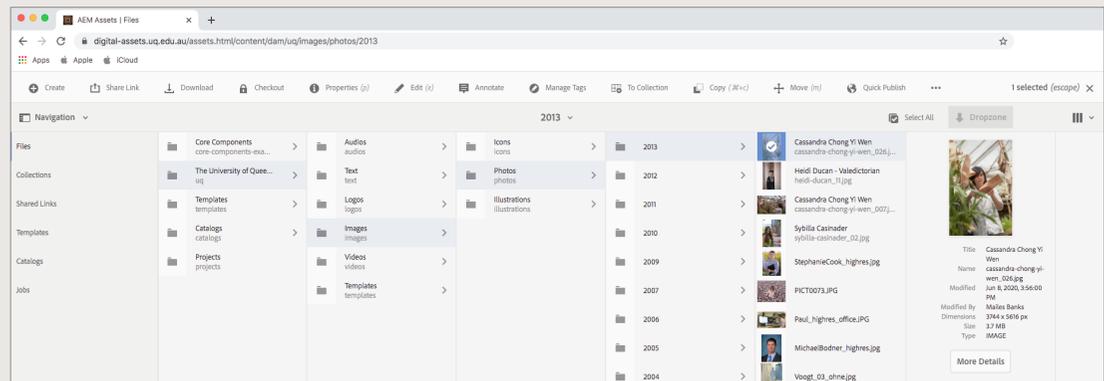
← Card view

Card view



← List view

List view



← Column view

Column view

Asset properties

Asset properties (metadata)

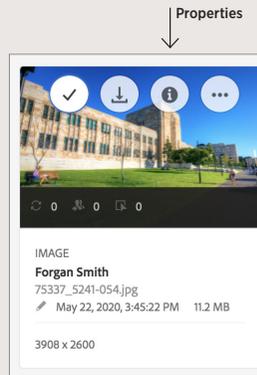
Each asset in the DAM includes specific information (metadata) that assists with search functionality.

The metadata documents the asset type, supplier, editor, location, related programs etc.

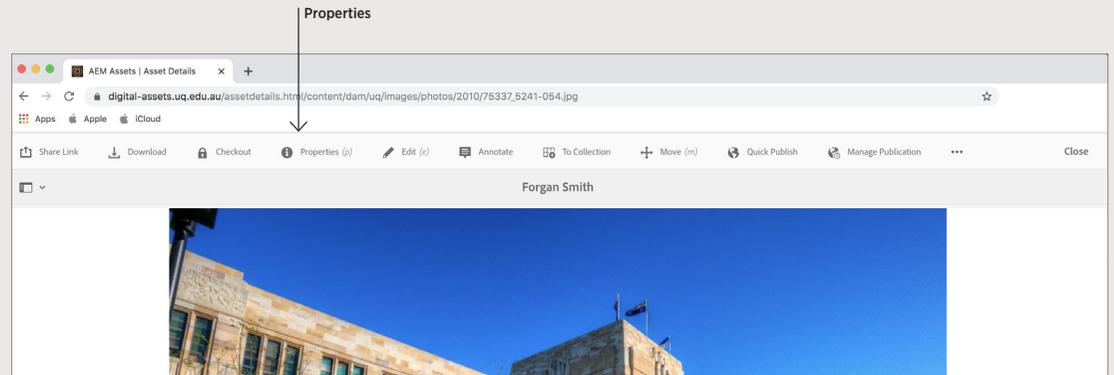
You can view the metadata of all assets by navigating to the properties of the asset in two ways:

Quick actions – hover over the thumbnail and select the **i** symbol.

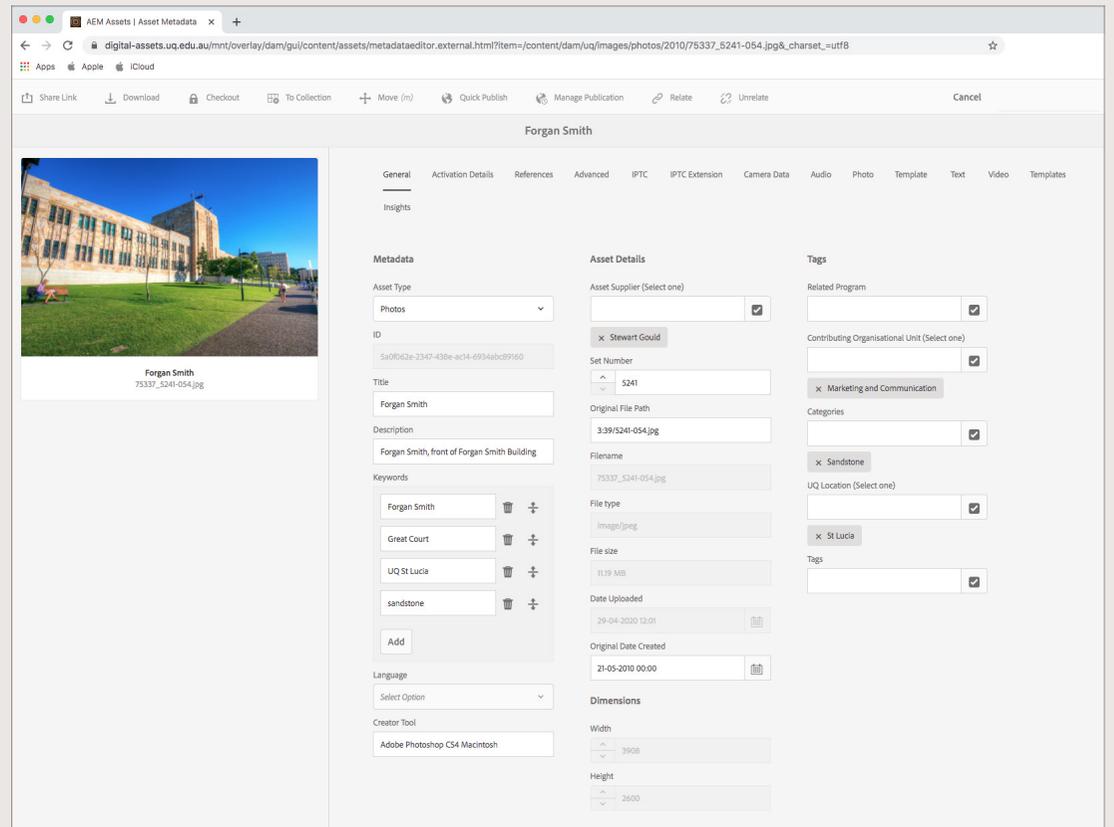
Action bar – click on an image to view it, then select **Properties** in the action bar located above the image.



Quick actions



Action bar



Asset properties (metadata)

Asset renditions and timeline

Asset renditions

A rendition is the form in which an asset is presented. An asset can have multiple renditions for various applications (e.g. low-res, web banner, social post etc).

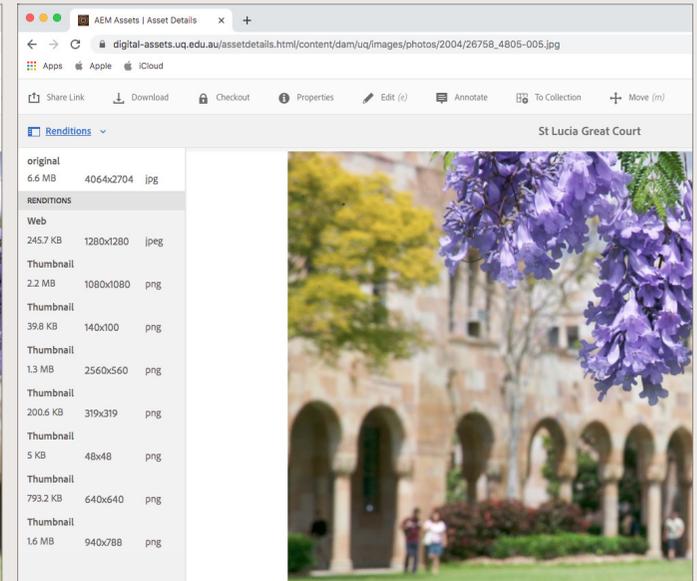
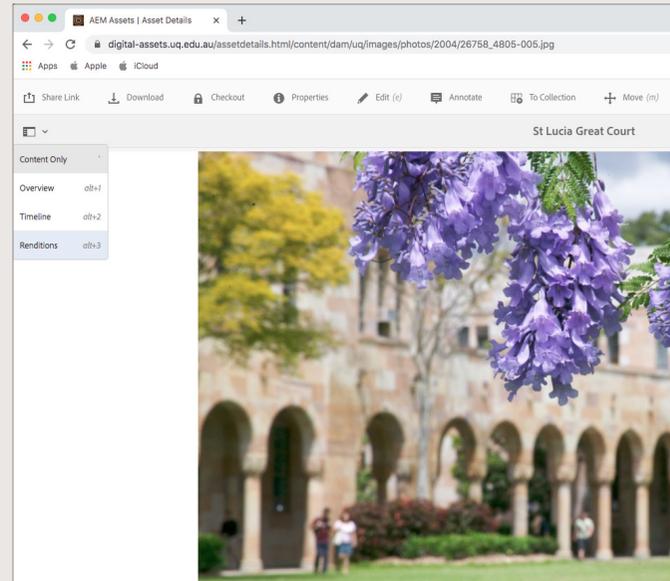
UQ DAM has a number of commonly used, preset renditions available for use and download.

Please note renditions won't crop images to the rendition size, it resizes the asset while maintaining the original aspect ratio.

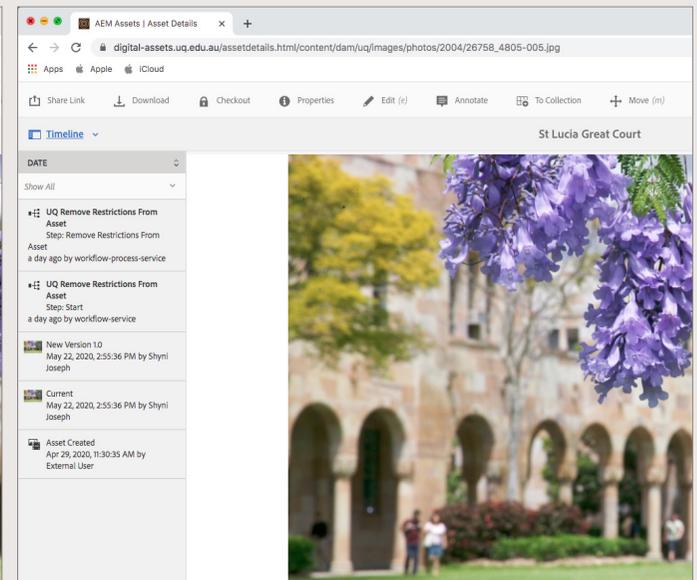
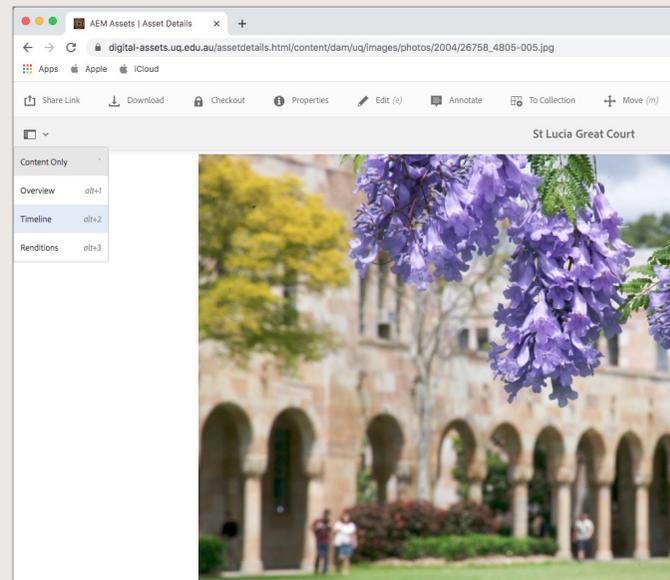
To view an asset's renditions

- Click on the asset's **title**
- Click on the **side bar** dropdown
- Select **renditions** from the list.

Renditions



Timeline



Asset timeline

The timeline in UQ DAM represents the history log of an asset (e.g. if the asset has been edited).

To view an assets history

- Click on the asset's **title**
- Click on the **side bar** dropdown
- Select **timeline** from the list.

Download an asset

Downloading assets is determined by the following usage rights:

- **No approval required** – asset can be downloaded anytime/freely
- **Approval required** – download is subject to approval workflow
- **Restricted** – asset cannot be downloaded.

There are two ways to download an asset:

Quick action – Hover over an asset and click on **download** button

Action bar – Open an asset and click on **download**.

No approval required

To download an asset that doesn't require approval, select an option from the download pop-up (a single asset is selected by default), then click **download**.

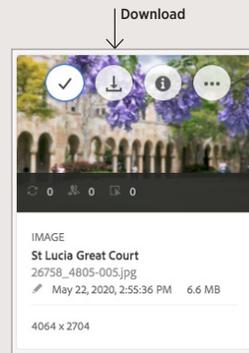
Approval required

To download an asset that requires approval you'll receive a notification. Check your email or click on the **notification** icon and select **provide a reason for request**.

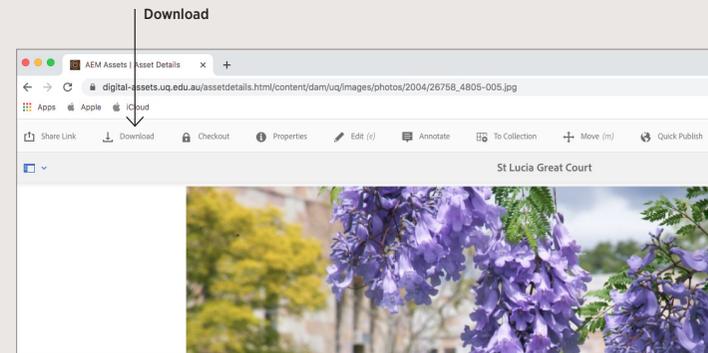
The complete work item pop-up will open. Click on **complete** from the action bar, enter the reason for the request in the comment field and click **OK**.

Once the approval process is complete you will receive an email notifying you of the status of your request or a link to download the asset.

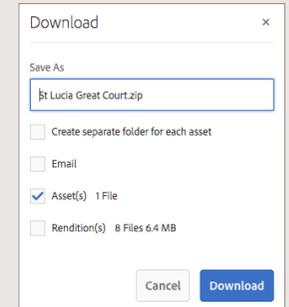
No approval required



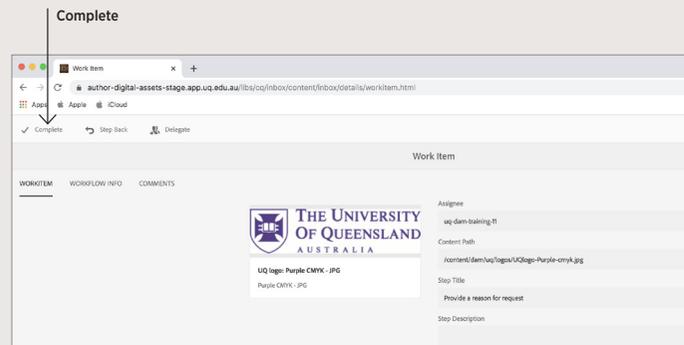
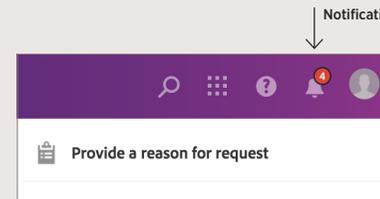
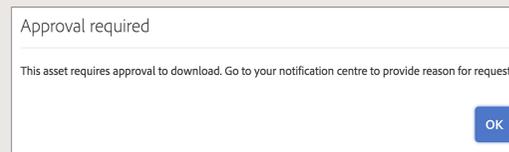
Quick action



Action bar



Approval required



Download a UQ logo

Use of the UQ logo is tightly governed and requests must be approved by Brand.

All variations of the UQ logo are available to view in the DAM, however downloads are subject to the approval workflow.

To ensure your logo download request is actioned, you must provide a reason for your request. To ensure a timely and positive response, please provide the following information:

- What the logo is being used for
- Where the logo will appear

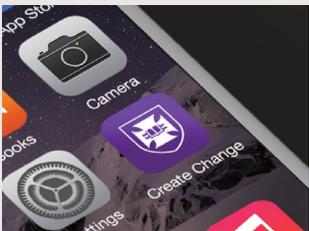
This information is important to ensure you are using the correct version and file format for the intended purpose.

Selecting the right UQ logo

Not sure which logo to select? Use the guide on this page to understand the various UQ logos and where they are used. For further advice and enquiries regarding UQ logos, contact: brand@uq.edu.au

To download a UQ logo

Select the logo you want to download and follow the instructions on the previous page for 'Approval required'.

UQ LOCKUP	UQ LOGO	UQ LOGO - SPONSORSHIP	UQ LOGO - SPECIAL USE
 <p>THE UNIVERSITY OF QUEENSLAND AUSTRALIA CREATE CHANGE</p>  <p>THE UNIVERSITY OF QUEENSLAND AUSTRALIA CREATE CHANGE</p> <p>Marketing communication Website Advertising Print collateral</p>	 <p>THE UNIVERSITY OF QUEENSLAND AUSTRALIA</p>  <p>THE UNIVERSITY OF QUEENSLAND AUSTRALIA</p> <p>General use Sub-brand collateral Partnership applications Merchandise and apparel</p>	  <p>Sponsorship activities Event collateral Sponsored websites Sporting sponsorships</p>	 <p>THE UNIVERSITY OF QUEENSLAND AUSTRALIA</p> <p>Formal applications Campus signage Graduation certificates Legal documents</p>  <p>Other applications Corporate uniforms Apparel for local markets Small use digital applications</p>
 <p>Engineering, Design and Computing</p> <p>No matter what path you're set on, we'll show you how to embrace the challenges of a changing world - in a way that benefits your career, the industry, and communities all over the world.</p> <p>Visit future-students.uq.edu.au</p> <p>THE UNIVERSITY OF QUEENSLAND AUSTRALIA CREATE CHANGE</p>			 

5.0 Share assets

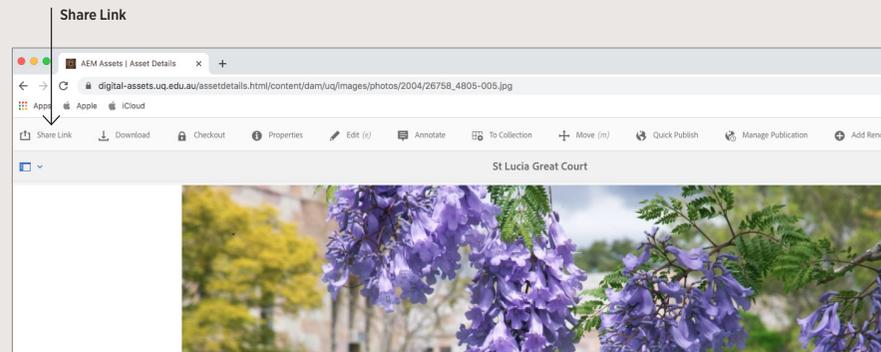
Share an asset

Sharing an asset via share link

You can easily share assets stored in the DAM in a similar way to OneDrive or other sharing services.

To share an asset:

- Select the asset you want to share, click on **share link** in the action bar.
- Fill in all required fields in the link sharing pop up
- Click **share**.



Action bar

A screenshot of a 'Link Sharing' dialog box. The dialog has a title bar with a close button. It contains several fields: a text input field for 'Search/Add Email Address' with a dropdown arrow and a warning icon; a 'Share Link*' field containing the URL 'https://digital-assets.uq.edu.au/linkshare.html?sh=95575875_2fb_4dd5_bedb_ofat149dae26.aHGchiz'; a 'Subject*' field; an 'Expiration' field with a date '2020-06-29 11:07' and a calendar icon; a 'Message' field with the text 'Optional'; and a checkbox labeled 'Allow download of original file'. At the bottom right are 'Close' and 'Share' buttons.

Collections and lightboxes

A **collection** is a set of assets created or grouped together within UQ DAM.

Collections can be used to share assets between users and can include assets from different locations.

A collection can either be:

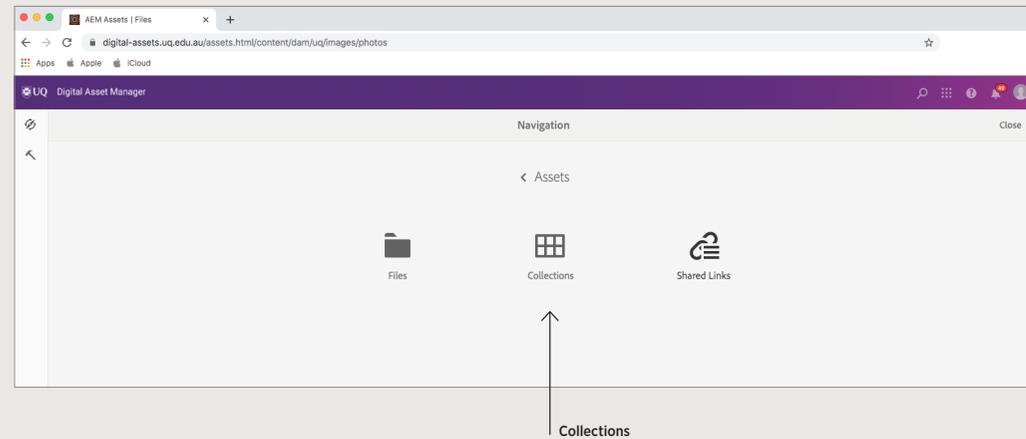
- Static
- Dynamic – based on search results.

A **lightbox** is a single private collection, it's exclusive to the logged-in user and created upon first login.

To open collections or lightboxes:

Click on the UQ logo > Assets > Collections

Home navigation screen



Create a collection

To create a collection navigate to collections and click on the **create** button in the action bar.

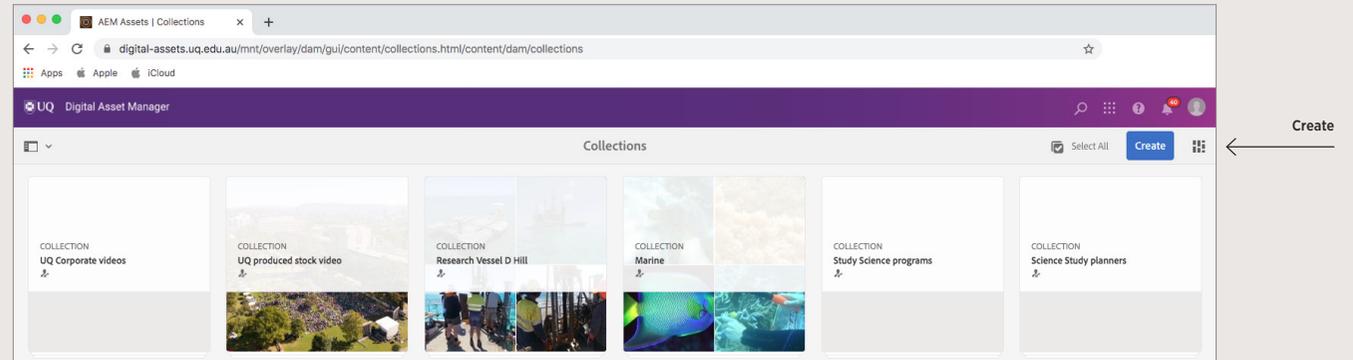
On the create collection page, fill in the required fields.

Do not check the **public collection** checkbox as the collection will be made available to everyone.

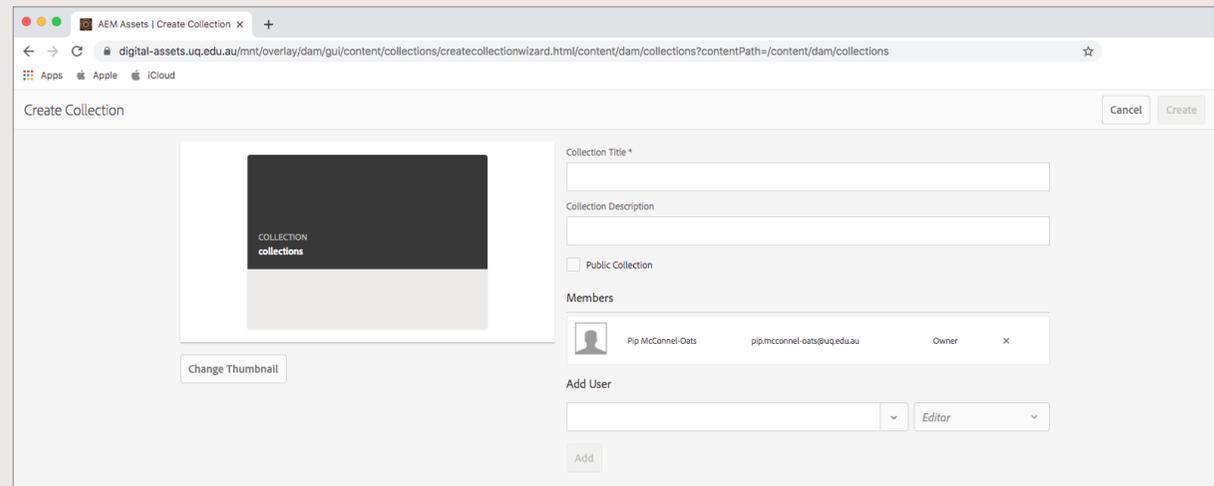
You should add members to a collection and assign permissions (only the selected members will be able to view the collection).

Click **create** in the action bar.

Collections screen



Create collection



Add to a collection

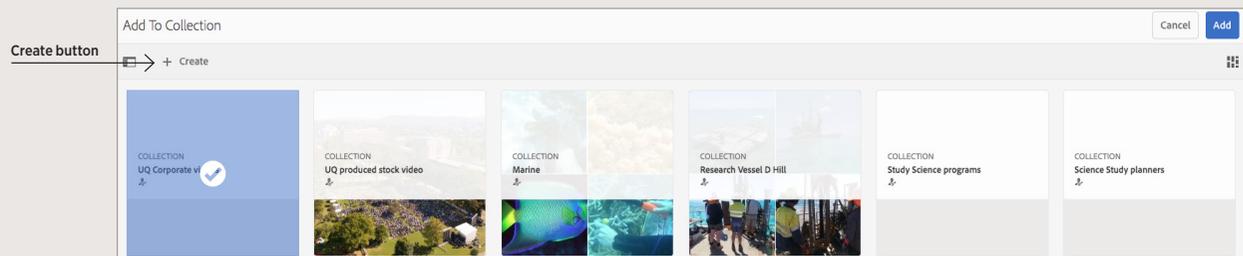
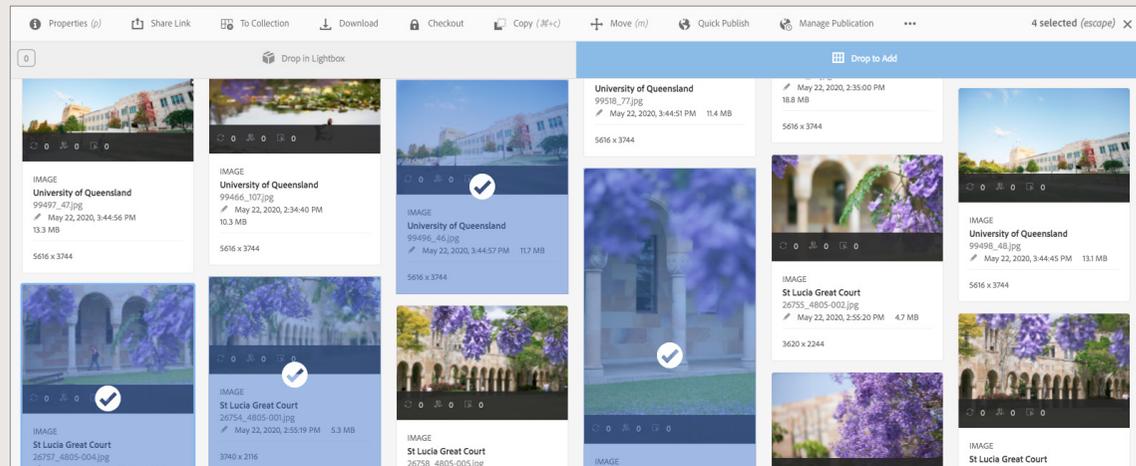
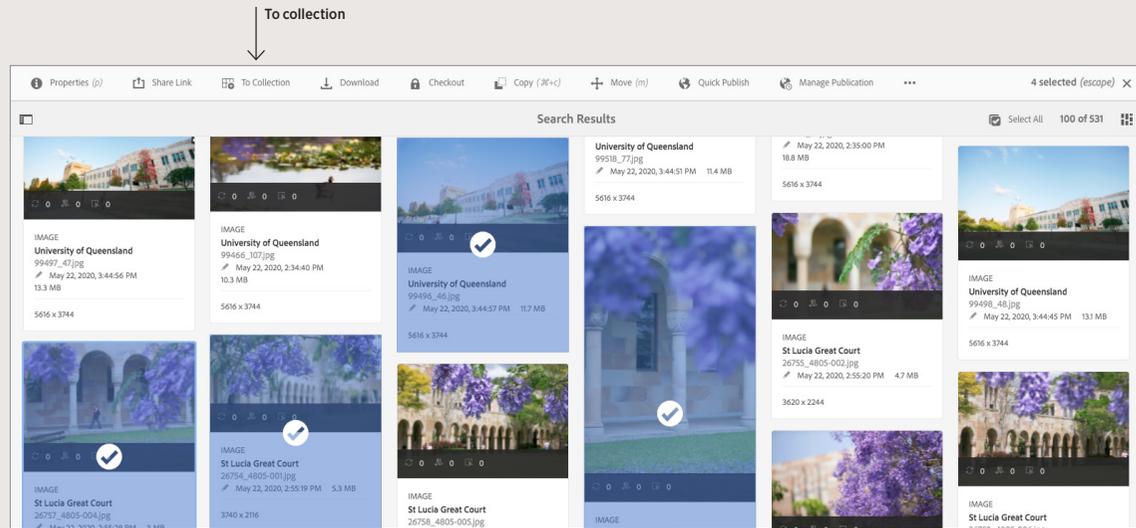
To add to a collection you can do this in one of two ways.

Drag and drop:

- Select the assets you want to add
- Drag the assets to the **drop in collection** zone
- Release the mouse button when the drop zone becomes active, and its label changes to **drop to add**.

Select:

- Select the assets you want to add
- Click on the **to collection** icon in the toolbar. The add to collection page will open
- To add the selected assets to a new collection, click the **create** button in the action bar
- To add the selected assets to an existing collection, select the collection and click **add**.

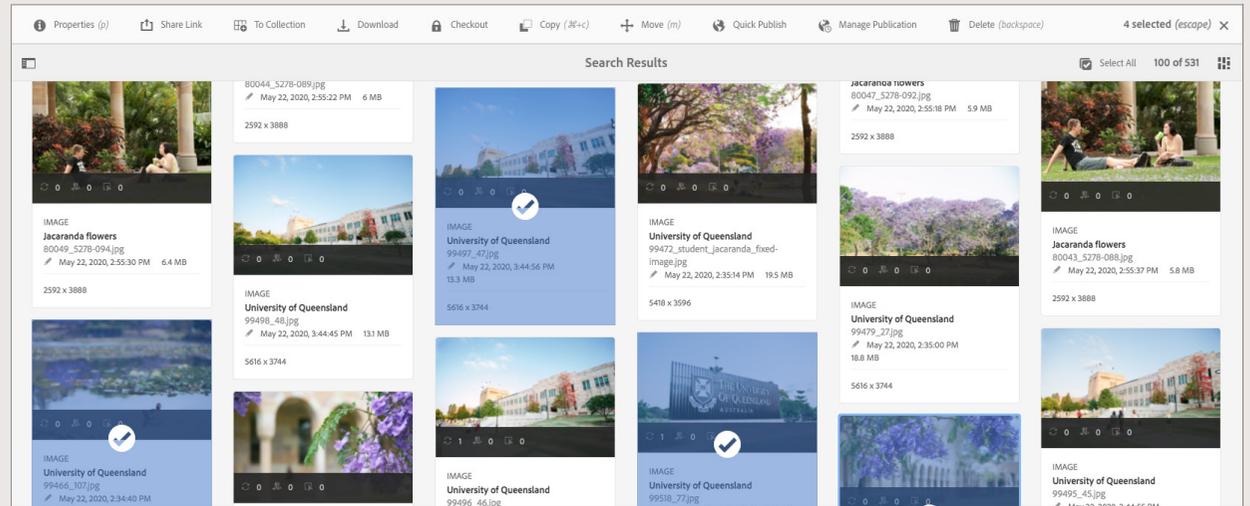


Add assets to a lightbox

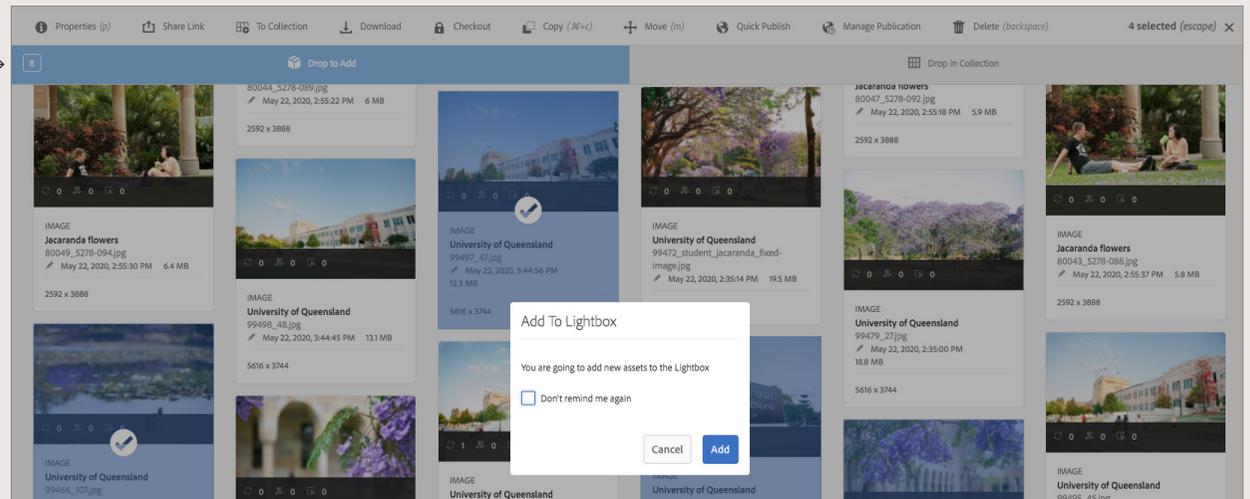
Adding an asset to a lightbox is very similar to adding assets to a collection.

To add assets to a lightbox:

- Select the assets you want to add
- Drag the assets to the **drop in lightbox** zone
- Release the mouse button when the drop zone becomes active and its label changes to **drop to add**
- In the **add to lightbox** dialog click **add**.



Drag and drop →



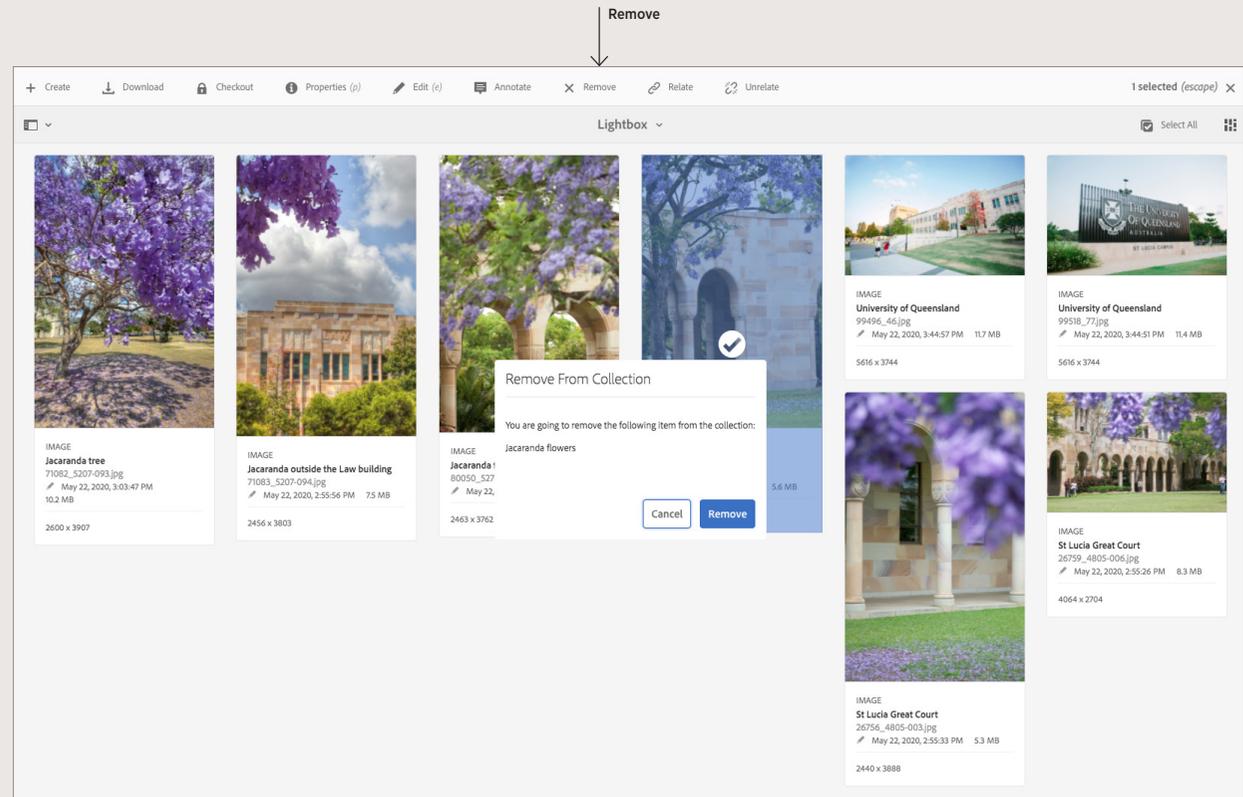
Remove assets from a lightbox or collection

To remove assets from a collection/lightbox:

- Navigate to the collection/lightbox
- Click on the collection/lightbox to open
- Select the assets to remove
- Click on **remove** in the action bar.

To delete a collection:

- Navigate to the collections
- Select the collections to delete
- Click on **delete** in the action bar.



Smart collections

A Smart Collection uses search criteria to dynamically populate assets. You can only create a Smart Collection using **files** (not folders or files and folders).

To create a smart collection:

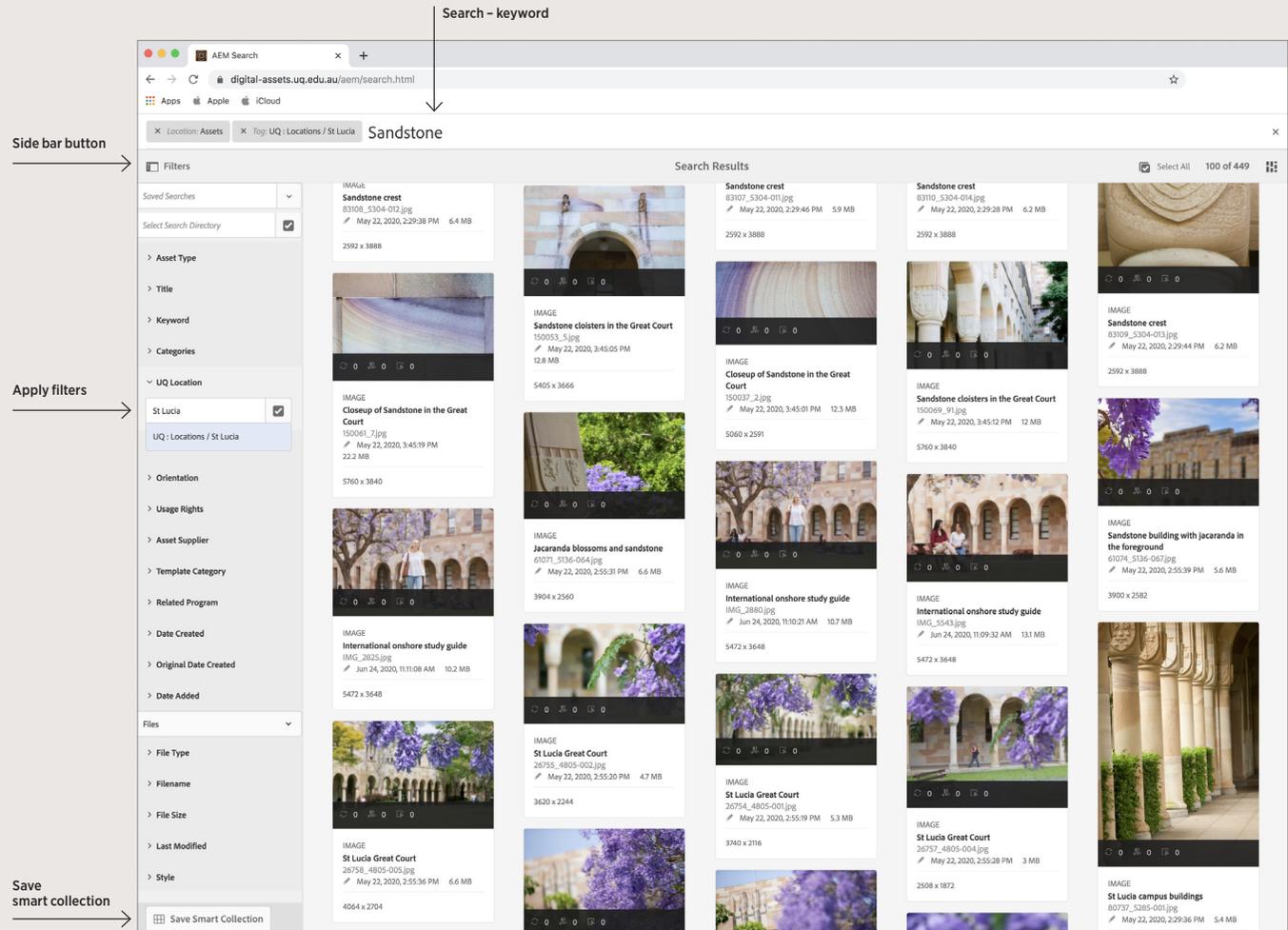
- Click on the **search** icon, enter a keyword and press **enter**
- Click on the **side bar** button and apply a filter (optional)
- Click on **save smart collection** at the bottom of the **side bar**
- When the save dialog appears, enter a name for the collection and click on **save**
- Do not make your smart collection public.

To edit a smart collection

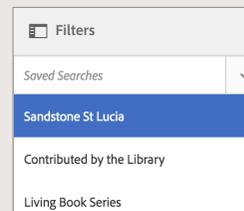
- Click on the **search** icon and press **enter**
- Click on the **side bar** button and select the **smart collection/saved search** from the **saved searches** drop down
- Modify/apply filters
- Click **edit smart collection**
- When the edit smart collection dialog appears, modify the name (optional)
- Click on **save** and click **overwrite**.

To delete a smart collection

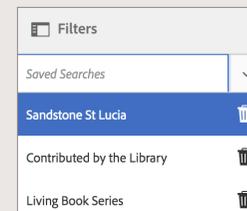
- Click on the **search** icon and press enter
- Click on the **side bar** button and select the **smart collection/saved search** from the **saved searches** drop down
- Click on the **trash can**.



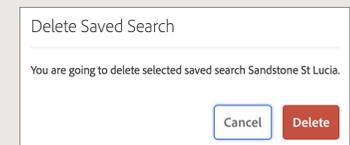
Enter a name for the collection and click **Save**



Select your smart collection from the 'saved searches' drop down



Delete your smart collection from the 'saved searches' drop down



When the 'delete saved search' pop up box appears click **Delete**

6.0 Search assets

Search interface

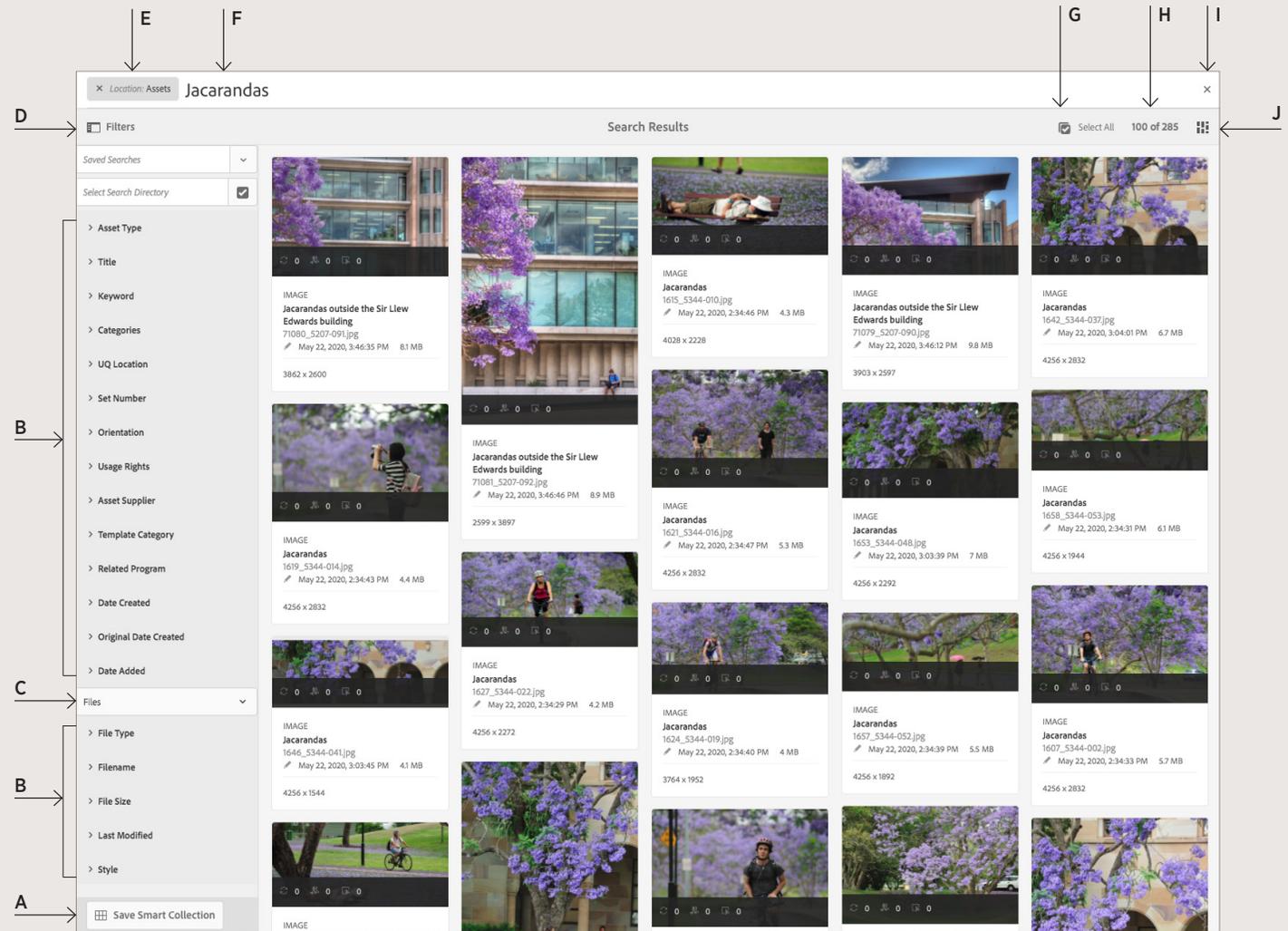
UQ DAM provides a predictive search that will allow you to quickly and easily find the assets you are looking for.

Search results can be filtered using the filter option in the **side bar**.

Search results can also be saved as a smart collection (see previous section).

Understanding the search interface

- A Save search as a smart collection
- B Filters to narrow the search results
- C Display files, folders, or both
- D Click to open/close filters
- E Search location
- F Omnisearch field
- G Select loaded search results
- H Number of displayed results
- I Close search
- J View switcher



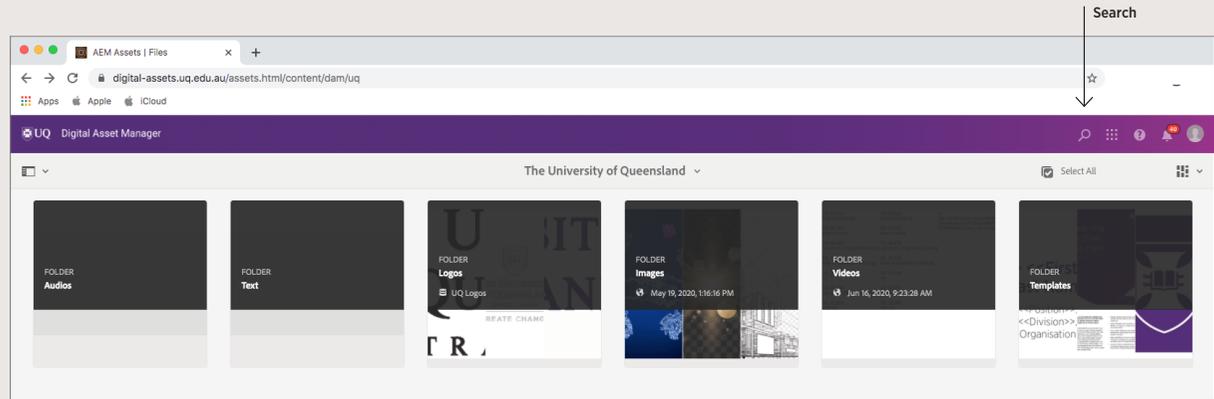
Search for an asset

To search for an asset

- Click on the **search icon** in the action bar
- Enter your search term or word and press **enter**
- When the search term is a sentence, use double quotes, e.g. "families in the park".

To refine a search result

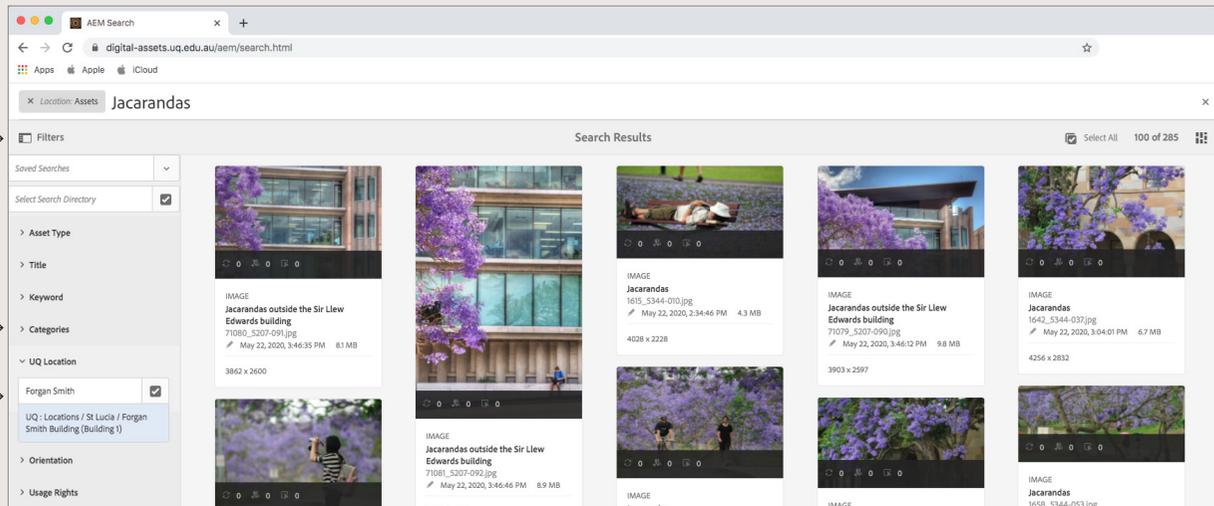
- Click on the **filter menu icon** to reveal the **side bar**
- Each filter provides either a check box or text field with pre-populated keywords
- To access these, click on the **filter name**
- Select your filter and check the relevant **box** or type your keyword into the **text field**. The pre-populated data will start to appear as you type.
- You can keep using the filters to refine your search results, e.g. an original search for 'students' can be refined by selecting a **location** filter such as 'St Lucia' and/or a **category** filter such as 'undergraduate'.



Filter menu →

Filter names →

Text field →



SEARCH TIP

Wildcard search can be used to broaden your search. Use the symbols shown to search part words and extend words.

* after a word	run* – returns all assets with running, run, runaway, etc
* before a word	*run – returns all assets with outrun, rerun, etc
** before and after a word	*run* – returns all combinations
- in between words	run - shoe – returns all assets that contain run but <u>not</u> shoe
?? determines length of word	run?? – returns all assets containing 5 letters words that start with run

Contact

For DAM support email:
damsupport@uq.edu.au

For brand enquiries email:
brand@uq.edu.au