

## DIGITAL ASSETS MANAGEMENT IN ACADEMIC LIBRARIES

Nayana. J<sup>1</sup>, Raja Manikyam<sup>2</sup>

<sup>1</sup>Research Scholar, Bangalore University & Library Assistant(In-Charge Librarian), Centre for Nano and Soft Matter Sciences.

<sup>2</sup>Librarian, Sharavathi Dental College & Hospital

\*\*\*

**Abstract** - Digital asset management is the systematic management of digital data, such as text, image, audio, and video files, so that they can be reused and re-purposed. The purpose of this paper is to examine the assertion that, because library-managed institutional repositories (IRs) have successfully created specific collections of self-archived textual papers produced by researchers in Higher Education organisations, the entire digital content of a university's network space can be managed by libraries as successfully as the contents of an IR. The system for achieving this is called a "digital asset management" system (DAMs).

The present paper discuss about the Types of DAM, users of DAM, popularly used DAM software , Role of Librarian in Digital assest management & the uses of Digital asset in libraries.

### 1.INTRODUCTION

Digital asset management is the systematic management of digital data, such as text, image, audio, and video files, so that they can be reused and re-purposed. It aims to maximize the value of these assets by facilitating easy storage and retrieval while protecting and, at times, enhancing their utility. A digital asset is any form of salient information that plays a role in an institution's efficiency and effectiveness. Some examples of digital assets are Reports, Scientific data, Databases, Image repositories, Web sites, Distance Learning Courses.

Companies store their digital assets in the same way libraries store their books, the key to both being how they are organized. That's the theory behind the idea information professionals like librarians can help DAM efforts in the enterprise,

If metadata are the key to finding digital assets, then it is in an organization's best interests to implement a digital asset management (DAM) system with a clear and efficient metadata structure, as well as to have consistent data input into the metadata records. Structuring a DAM system with a confused or opaque data schema can result in users not knowing how to find the information they need. Inputting inconsistent data into the records will make it difficult for users to find what they need, regardless of the structure's finesse. Inconsistent key wording, and limited understanding of the vocabulary typically used for image searching, results in a repository of images that cannot be retrieved and therefore are lost in the DAM system.

### 2.MEANING:

#### 2.1.Digital asset management (DAM)

(DAM) is a business process for organizing, storing and retrieving rich media and **managing digital rights** and permissions. Rich media assets include photos, music, videos, animations, podcasts and other multimedia content.

### 3.TYPES OF DIGITAL ASSETS MANAGEMENT:

1. Brand assets management: Focus on content reuse of marketing & sales materials such as product images, logos and marketing collateral.
2. Library assets management; Focus on storage & retrieval of large amounts of infrequently changing media assets – video & photo archiving.
3. Product assets management systems: Focus on storage, organization & revision control of frequently changing digital media.
4. Digital supply chain services: Focus on publishing digital content out to digital retailers, such as music, videos & games.

### 4.USERS OF DIGITAL ASSETS MANAGEMENT

Users of an asset library in generally fall into one of the following three categories:

#### 4.1.Asset creators.

This includes people who create individual assets, such as graphic artists, video producers, or marketing copywriters, and who submit assets to the asset library. For example, a graphic artist might create a product logo in multiple resolutions and sizes, and in both color and black and white, and then upload all versions of the logo to the asset library for use by other members of a product marketing team.

#### 4.2. Asset managers.

This includes people who manage the assets in the library. They are in charge of the end-to-end workflow from the time that an asset is first submitted, through publication, to the time when an asset expires. They are also in charge of managing and organizing assets in the library. For example, an asset manager might take multiple versions of a product logo and categorize them appropriately in the library, add

important metadata such as keywords, and set a date after which the asset cannot be used.

### 4.3. Asset consumers.

This includes people who have to find and use assets from the library to create other work products. For example, web designers can use a product logo from the asset library when they create marketing pages for product websites.

Depending on the scenario, there can be crossover between these users.

## 5. POPULARLY USED DIGITAL ASSETS SOFTWARE FOR LIBRARIES

### 5.1. Greenstone:

Greenstone Digital Library Software is a project from New Zealand that provides a new way of organizing information and making it available over the Internet. Collections of information comprise large numbers of documents (typically several thousand to several million), and a uniform interface is provided to them. Libraries include many collections, individually organized, though bearing a strong family resemblance. A configuration file determines the structure of a collection. Existing collections range from newspaper articles to technical documents, from educational journals to oral history, from visual art to videos, from MIDI pop music collections to ethnic folksongs.

### 5.2. EPRINTS

EPrints is free software developed by the "University of Southampton, England". EPrints repository collects preserves and disseminates in digital format the research output created by a research community. It enables the community to deposit their preprints; post prints and other scholarly publications using a web interface, and organizes these publications for easy retrieval. It is the world's first, most widely used, and by far the most functional of all the available OA IR software's.

### 5.3. DSPACE

DSpace is a framework for developing Digital Asset Management solutions. Developed by HP and MIT Libraries, it is used extensively by academic and research organisations which makes it well suited for preservation usage scenarios. DSpace implementations are organised into Communities which have responsibility for Collections which are in turn composed of assets. DSpace is highly configurable and includes a flexible workflow for applying metadata to assets that will suit complex metadata. Those seeking a more straightforward Digital Asset Management solution may find this software too complex and academically oriented for their needs, however, there can be

no denying the power and flexibility of the underlying software.

### 5.4. FEDORA COMMONS

Fedora stands for "Flexible Extensible Digital Object Repository Architecture" and should not be confused with the Fedora Linux operating system distribution. With the exception of DSpace, Fedora Commons differs from more conventional DAMs because it does not impose a particular metadata framework (which they nearly all do in one way or another) and has a very flexible series of object models based around its own FOXML (Fedora Object XML) schema. This flexibility comes at the expense of a steep learning curve and a fairly complex set up (see the note below). If your interest in DAM is providing a relatively conventional system for business/marketing purposes Fedora Commons is likely to be too complex and time consuming when compared with other alternatives, however, if you interested lies towards preservation, curatorial/museum oriented projects then Fedora Commons has to be on your short list.

### 5.5. ENTERMEDIA

Formerly OpenEdit DAM, EnterMedia is an open source Digital Asset Management system developed using the OpenEdit content management framework. EnterMedia includes full support for the typical range of facilities that modern DAM systems should include as standard, including extraction of embedded metadata, bulk uploading, transformation of image based assets etc. By default, EnterMedia uses XML files rather than a database, however, database connectors are available for those who are not keen on this approach. The OpenEdit framework is well established and EnterMedia's use of it is as well as Java marks it as suitable for enterprise use.

## 6. ROLE OF LIBRARIANS IN DIGITAL ASSETS MANAGEMENT:

- ✓ An understanding of audiences: who they are, what they look for and how.
- ✓ Expertise in building metadata schemas and taxonomies.
- ✓ Recognising the business value that finding information brings to an organisation.
- ✓ Experience creating IP policies that address copyright issues.
- ✓ Experience and expertise organising assets of all kinds and knowing that you get out of a record what you put into it.
- ✓ Knowing how to organise information and assets for findability.
- ✓ Generally they are viewed as neutral, working for the good of the entire organisation.
- ✓ Having a big picture view

- Can contribute to workflow strategies
- Able to prioritise what needs to be indexed first and why.
- ✓ Knowing to start small and let the success of a DAM project speak for itself.

## 7. USES OF DIGITAL ASSET MANAGEMENT IN LIBRARIES:

### 7.1. Save time:

- ✓ Helps you resize, crop or reformat files (eg. convert JPEG to PDF)
- ✓ Includes a neat drag-and-drop lightbox collaboration tool - use for approvals and works in progress
- ✓ "Roll-over" previews show you the image as well as details (metadata, change history, location maps)
- ✓ Instantly see a complete history of where and why a file has been used before
- ✓ Each user is assigned access rights, such as read-only or full control
- ✓ Generate reports that show which files are popular, and records searches for trend monitoring
- ✓ Support international users in their own language, for ultimate value and usability

### 7.2. Easy Management:

- ✓ Sharing files involves sending clickable links to access those files
- ✓ There is no need to receive large attachments via email which can congest servers
- ✓ There is no waiting for CD-ROMs to arrive via courier
- ✓ Avoids duplicate creation, local storage and unsuitable file sizes
- ✓ Sharing also creates a detailed audit of where files are going
- ✓ Recipients download files in the appropriate format

### 7.3. Easy Workflow:

- ✓ Upload approvals allow incoming files to be sanity checked for metadata
- ✓ Metadata requirements can be filtered through accepted vocabulary lists first (ie. keyword dictionaries)
- ✓ Nominated users can manually review, edit and approve incoming files
- ✓ Details are gathered when files are downloaded (History Notes)
- ✓ Downloads can be partially or fully protected by approvals (again using nominated reviewers)
- ✓ A central Notification Manager help you manage emails

### 7.4. Search Engine for metadata:

Metadata is so much more than just captions and keywords. In a modern digital asset management solution, you can define your own metadata without limits.

What this means in practice is the freedom to store, search and present your data in the way that best suits your own requirements, creating any number of fields, not only as text but using specific input types, each with controlled vocabularies that you can define.

- Text boxes
- Drop-down menus
- Checkbox lists
- Dates
- GPS coordinates
- Tree structures (taxonomies)
- Hyperlinked keywords
- URL links and related file links

## 8. CONCLUSION

It should be obvious from the argument in this paper thus far that an incremental, practical and gradualist approach to digital asset management is being recommended. This does not mean, however, that academic library success in one area, the management of institutional repositories, cannot provide the basis for an expansion of library activity into the larger arena of cross-campus digital asset management.

## REFERENCE

- [1] <https://www.thirdlight.com/news/2007/article/10-benefits-of-digital-asset-management>
- [2] Arthur, M. 'Intro to Digital Asset Management: Just what is a DAM?' <<http://cmswatch.com/Feature/124-DAM-vs.-DM>>
- [3] <https://technet.microsoft.com/en-us/library/ee414276%28v=office.15%29.aspx>
- [4] <http://web.freepint.com/go/blog/68499>