

Assets Authoring Basics

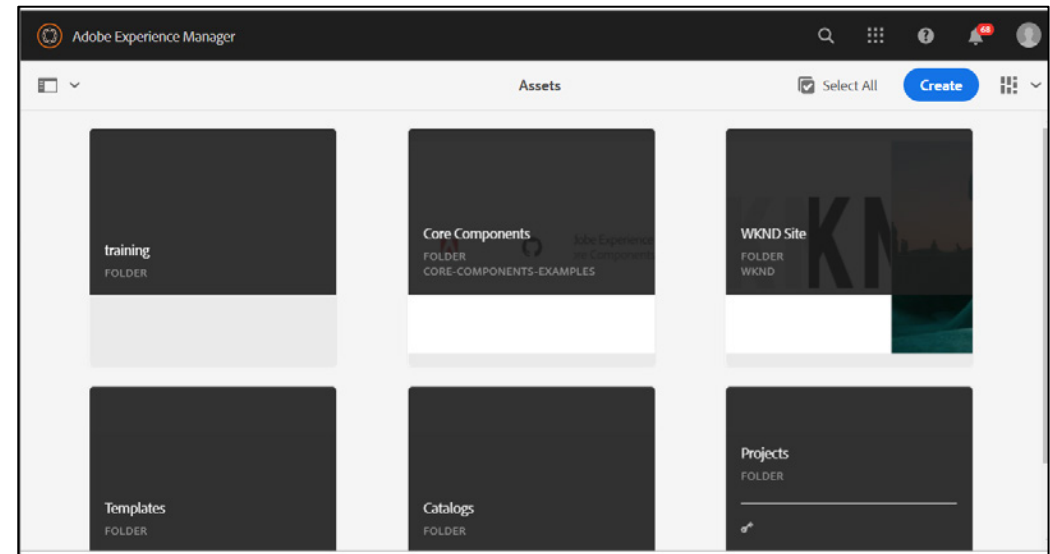
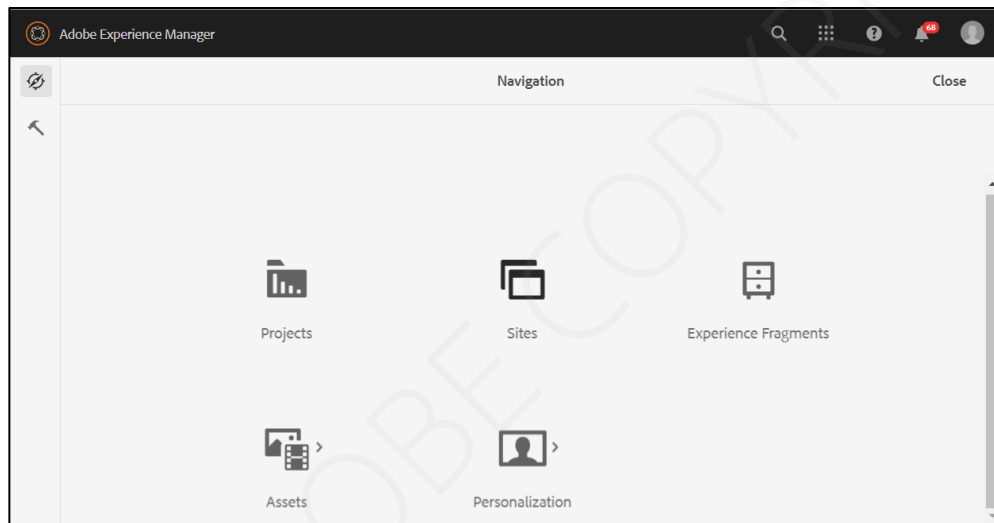
Objectives:

- Navigate through the Assets console
- Create folders
- Upload assets to a folder
- Explain the basics of asset metadata
- Add metadata to an asset

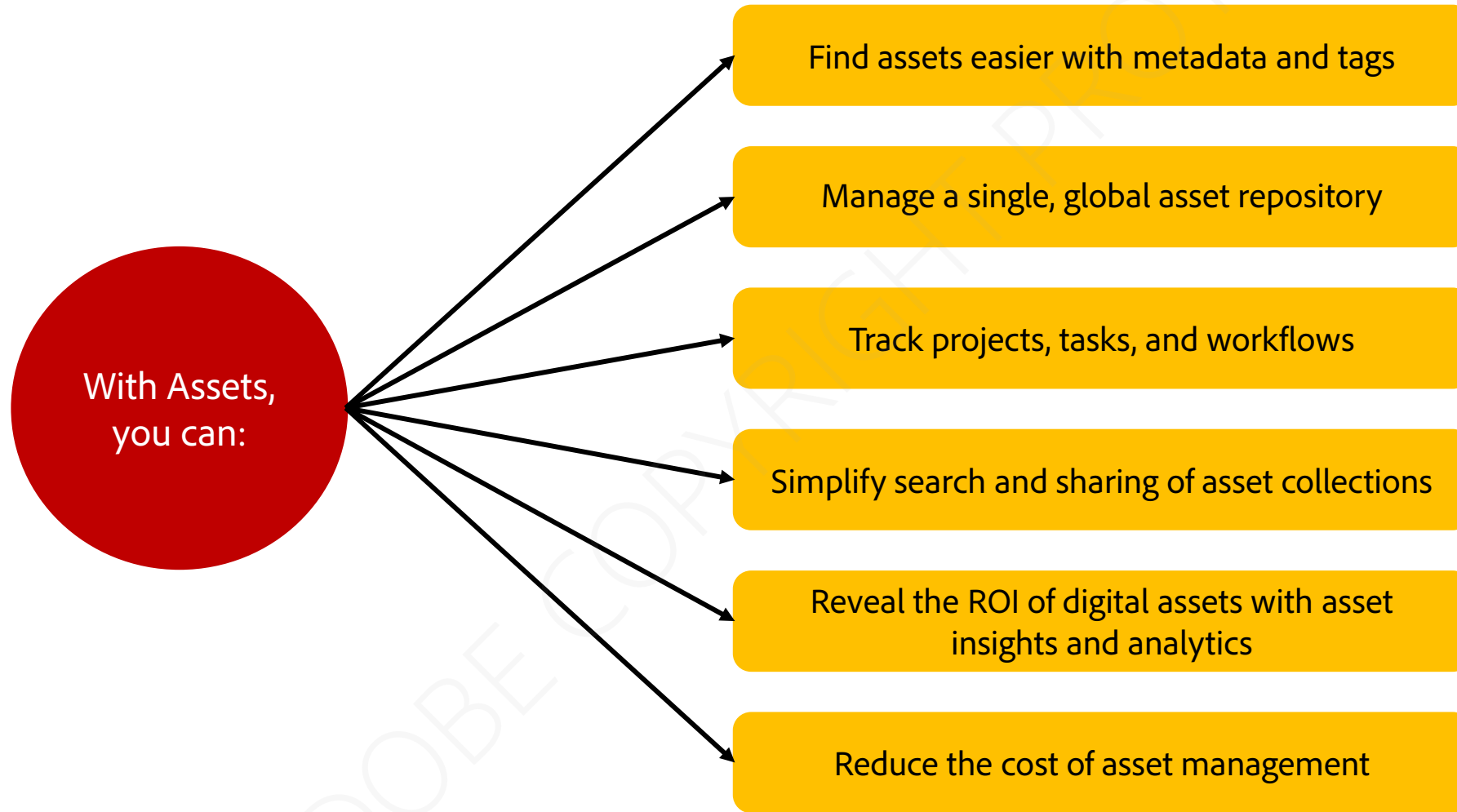


Assets Console

- You can access the Assets console from the Navigation panel.
- Within the Assets console, you can import and manage digital assets, such as images, videos, documents, and audio files.
 - You can then use these assets on any website that runs on the same AEM Service.

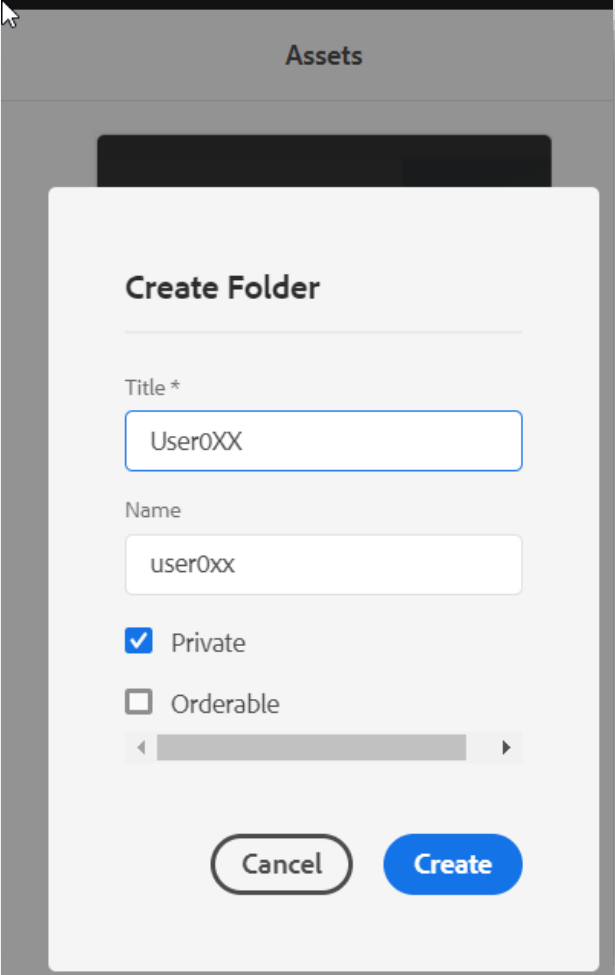


Adobe Experience Manager Assets



Creating Folders

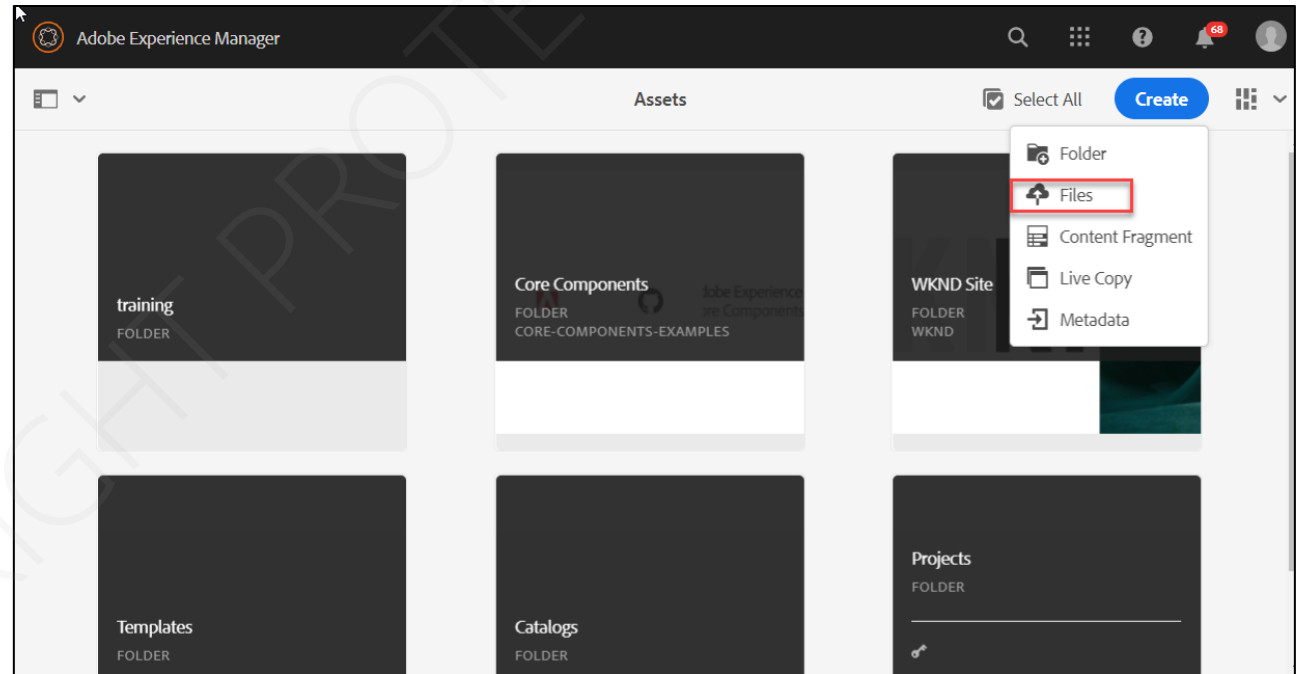
- You can organize assets by storing them in separate folders.
- Folder can either be private or public.
 - Private folders – accessed only by the creator.
 - Public folder – accessible to all the users in the organization.
- Key fields when creating an asset folder:
 - Title:
 - Displayed to the user in the console and is at the top of the content page when editing.
 - This field is mandatory.
 - Name
 - Used to generate the Uniform Resource Identifier (URI).
 - The user input for this field is optional.



The screenshot shows a 'Create Folder' modal dialog box overlaid on the 'Assets' console. The dialog has a title bar 'Assets' at the top. The main title of the dialog is 'Create Folder'. It contains two text input fields: 'Title *' with the value 'User0XX' and 'Name' with the value 'user0xx'. Below these fields are two checkboxes: 'Private' (checked) and 'Orderable' (unchecked). At the bottom of the dialog are two buttons: 'Cancel' and 'Create'.

Uploading Assets

- You can upload Assets by:
 - Clicking the blue Create button
 - Dragging and dropping files into the browser
 - Using the AEM Desktop App
 - Accessing Adobe Asset Link
- All assets go through the DAM Update Asset ingestion process



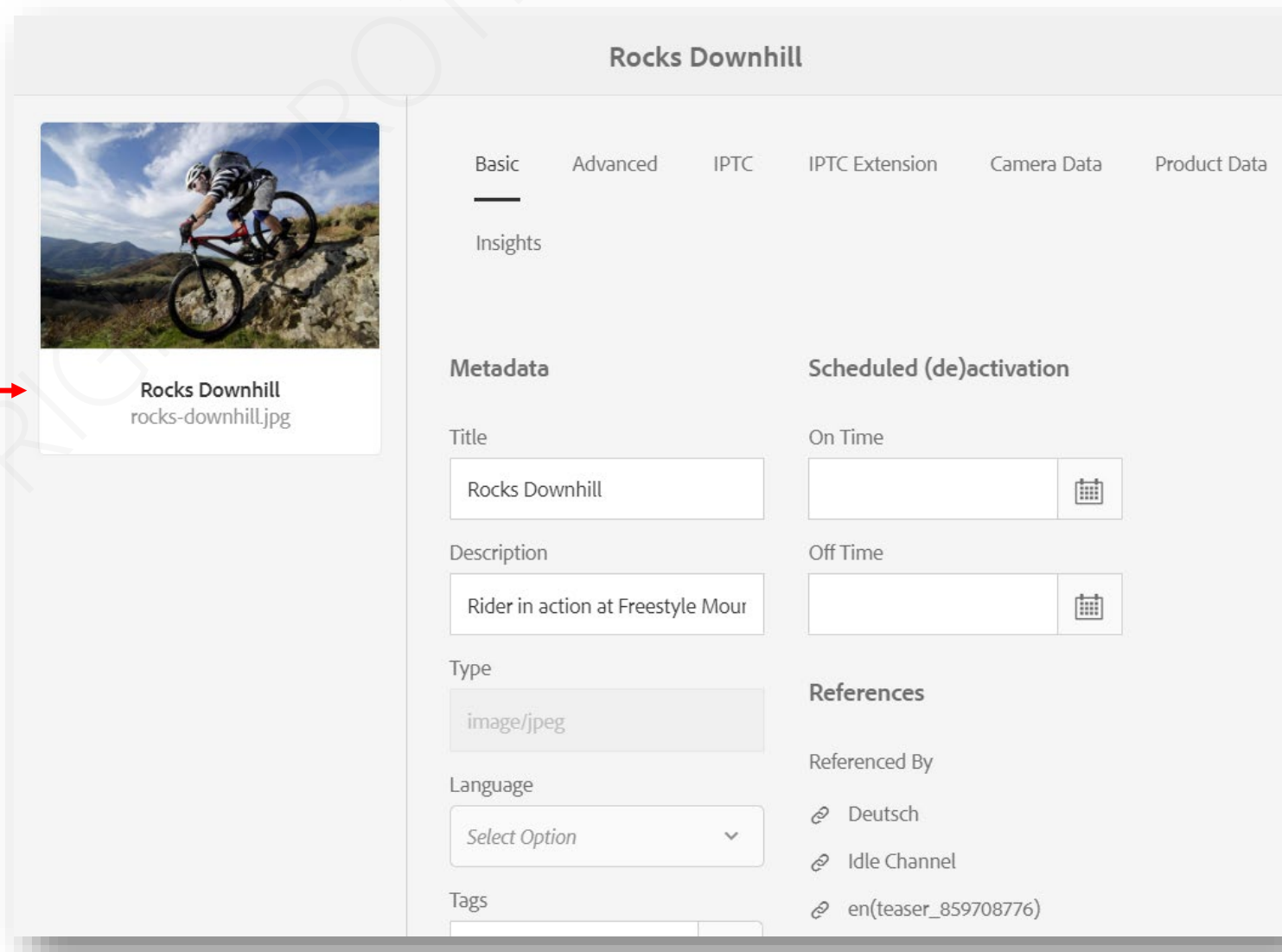
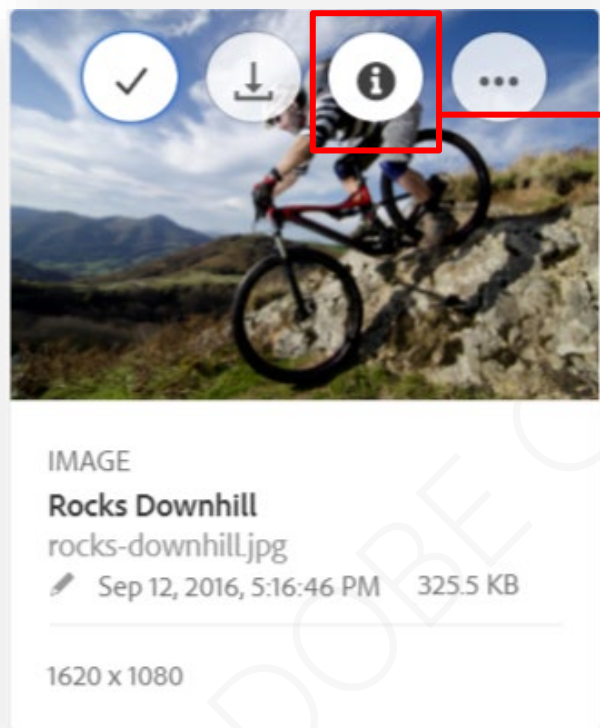


Exercise

Exercise 1 - Create a folder and upload assets to it

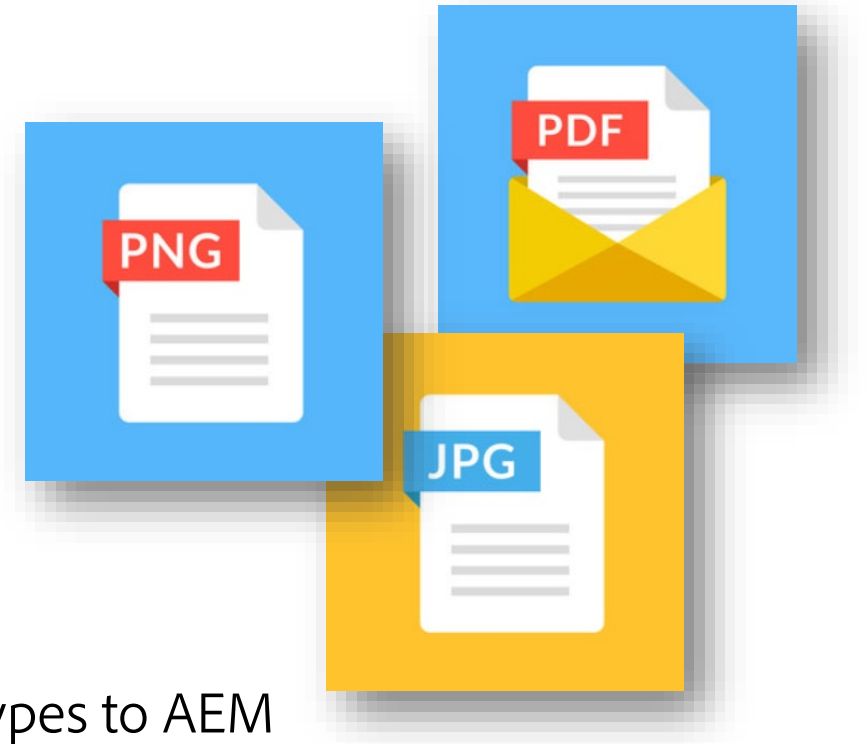
Asset Properties

- Expose metadata, references, product info, and asset insights



Metadata Schemas

- Can be viewed under Asset properties
- Can be read or read/write
- Adobe Experience Manager (AEM) supports:
 - Default – standard metadata for all assets
 - ☐ Image – image specific metadata
 - .jpg
 - .png
 - ☐ Application
 - .pdf
 - ☐ Video
 - Collection, Content Fragment, and Forms – unique asset types to AEM



Custom metadata schemas are typical in AEM Assets.

Metadata

Common properties

- Title/Description
- Tags
- Technical metadata

Digital Rights Management

- Owner/Contributor
- Copyright Info/Expiration

IPTC metadata

Camera Data


Product Data

Asset Insights (Adobe Analytics)

Rocks Downhill

Basic Advanced IPTC IPTC Extension Camera Data Product Data

Insights


Rocks Downhill
rocks-downhill.jpg

Metadata

Title
Rocks Downhill


Description
Rider in action at Freestyle Mour


Type
image/jpeg

Language
Select Option

Tags




Scheduled (de)activation

On Time
 

Off Time
 

References

Referenced By

-  Deutsch
-  Idle Channel
-  en(teaser_859708776)



Exercise

Exercise 2 - Add metadata to an asset



Assets Authoring Basics:

- <https://docs.adobe.com/content/help/en/experience-manager-cloud-service/assets/home.html>

References

A man in a blue and green plaid shirt is pointing his right hand towards a screen, likely a presentation or a video. He is looking intently at the screen. To his left, a woman with long brown hair is also looking towards the screen, resting her chin on her hand. The background is a bright, out-of-focus interior space with large windows. The text "Q&A session" is overlaid in white on a dark horizontal band across the middle of the image.

Q&A session



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