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Assets Authoring Basics

Introduction

Adobe Experience Manager (AEM) Assets gives you automation and smart tools to rapidly source, adapt, and deliver your assets across audiences and channels. The Assets console of AEM helps import, manage, and share digital assets, such as images, videos, documents, audio files, and content fragments across different channels.

Objectives

After completing this course, you will be able to:

- 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

From the Assets console, you can create a collection of assets and catalogs, and then use them on any websites running on the AEM author service.

You can access the Assets console from Navigation as shown:
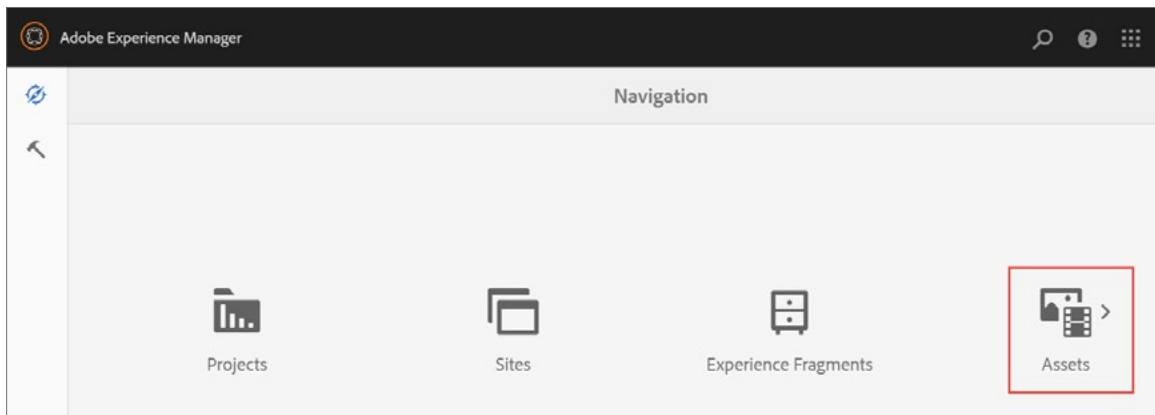
The Assets console contains different subconsoles for Files, Collections, Shared Links, and Jobs, as shown:
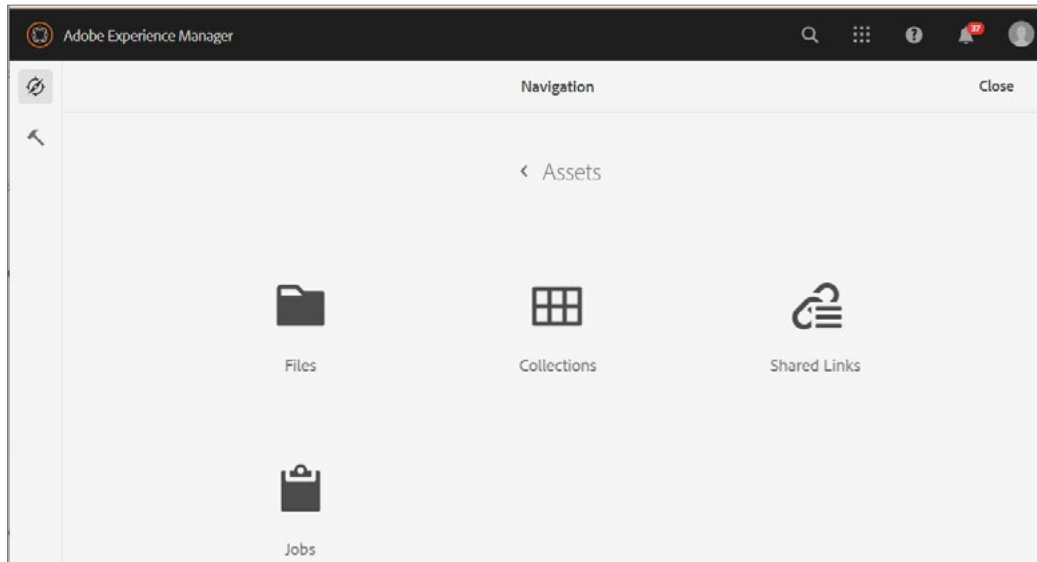
The following table describes the subconsoles of the Assets console and their purposes:

Subconsoles	Purpose
Files	Contains different asset folders and helps organize the assets as per websites
Collections	Contains different types of collections (set of assets) such as Lightbox and Smart collections
Shared Links	Provides the details, such as users and expiry date, of a shared asset
Jobs	Helps monitor the status of asynchronous operations on assets

Actions on Assets

In the selection mode (after you select an asset), the actions bar provides options to perform various actions on assets.
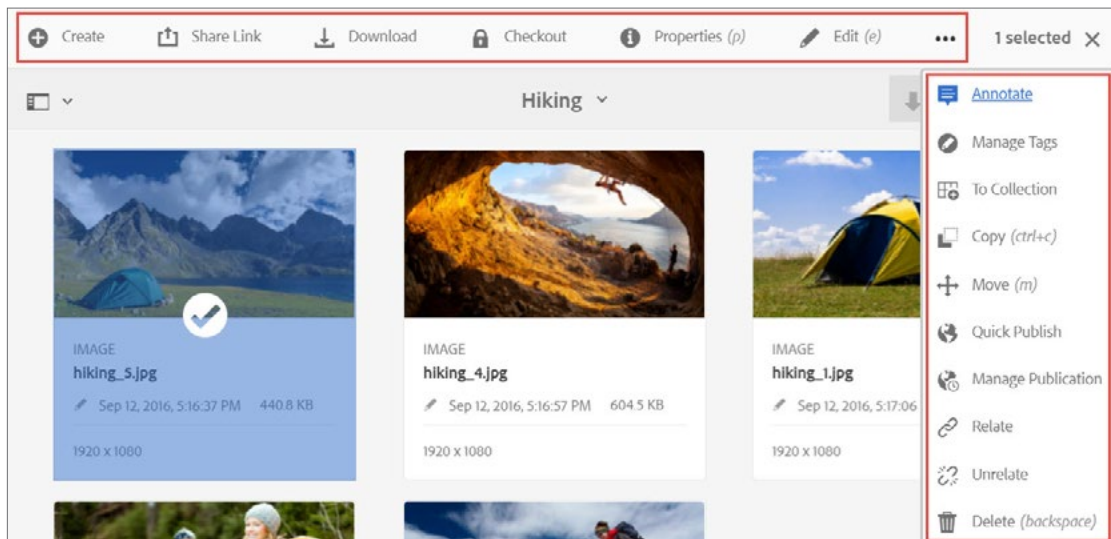
The following table describes the actions available for assets:

Actions	Description
Create	Helps initiate a workflow on the asset and create an asset version
Share Link	Helps share assets, such as a URL, with the members of your organization and external entities, including partners and vendors
Download	Helps download an asset to your local computer
Checkout	Locks the asset to avoid overriding other users' work
Properties	Helps view and edit the asset properties
Edit	Resizes (crop, rotate, and flip) an asset
Annotate	Adds comments to an asset
Manage Tags	Adds tags and smart tags to an asset
To Collection	Adds an asset to a collection
Copy	Creates copies of an asset in multiple folders (keeping the asset --- source of the copied version --- in the original folder while having a copy of the asset in another folder)
Move	Moves an asset from one folder to another (removing the selected asset from the original folder to another folder)
Quick Publish	Publishes an asset that is ready to be delivered to the web application immediately
Manage Publication	Offers more publish options, such as inclusion of child pages, customization of the references, starting any applicable workflows, and publishing assets at a later date
Relate	Links assets that are similar, have some relationship, or are derived from another asset
Unrelate	Unlinks or removes the relation from the asset
Delete	Deletes an asset from a folder and also from the repository

Organizing Assets

AEM Assets supports multiple methods of organizing assets. In the Assets console, you can organize assets in hierarchical or ad hoc ways.

Hierarchical

In the hierarchical method, folders are used to impose a consistent storage structure for digital assets. In the hierarchical method, you can:

- Create public or private folders

- Organize and group asset folders related to a specific task

- Create asset collections, so all related assets are available in one directory

- Assign different tasks to users that they can perform on asset folders based on privilege levels

Ad hoc

In the ad hoc method, you can edit asset properties and add tags to assets. You can search for assets by using the tags and then save the search results as a smart collection.

Creating Asset Folders

In the Assets console, you can create folders to organize your assets. To create a folder in the Assets console, click the **Create** button and select **Folder** from the drop-down menu.

The key fields used when creating an asset (private) folder are:

- Title: This displays to the user in the console and is at the top of the content page when editing. This field is mandatory.

- Name: This is used to generate the Uniform Resource Identifier (URI). The user input for this field is optional. If not specified, the name is derived from the title.

Asset folders have two categories:

- Private
- Public

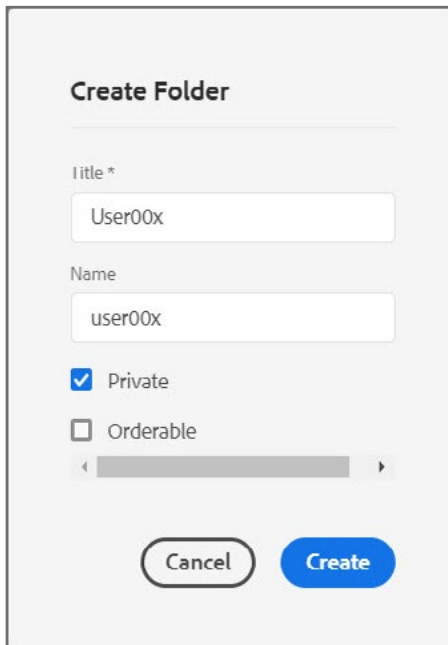### Private Folder

A private folder is accessible to only the owner who creates it. You can also share your private folder with other users and assign different privileges to them. Based on the privilege level, users can perform various tasks on the folder, such as viewing assets within the folder or editing them.

Note: Administrators can access the private folders created by all AEM users.

To make a folder private, you must select the **Private** option from the **Create Folder** dialog box, as shown:
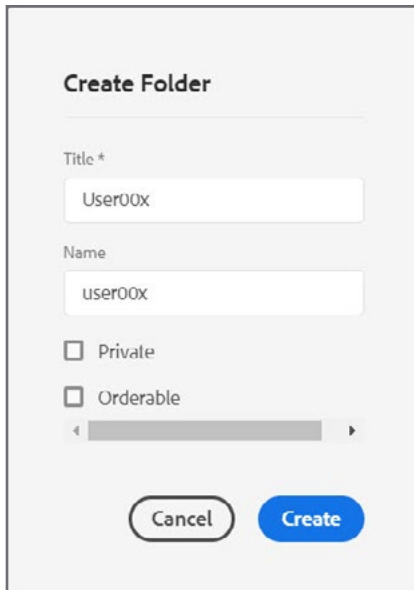
Public Folder

All users in the organization can access a public folder and perform common tasks on its assets. To make a folder public, you must clear the **Private** option from the **Create Folder** dialog box. By default, the **Private** option is not selected.

Note: The Orderable option helps reorder/reorganize the folders within the Assets console.

Supported Assets Files and Formats

AEM Assets supports different files and formats of assets. Before uploading an asset, you must verify the file and format is supported by AEM.

The following table lists the files and formats supported by AEM Assets:

Files	Supported Formats
Images	PNG, GIF, TIFF, JPEG, BMP, PNM, PGM, PBM, PPM, .PSD*, .EPS, DNG, RAW, PICT, and PSB
Documents	AI, DOC, DOCX, ODT, PDF, HTML, RTF, TXT, XLS, XLSX, ODS, PPT, PPTX, ODP, INDD, PS, QXP, and EPUB
Multimedia	AAC, MIDI, 3GP, MP3, M4A, MPG, OGA, OGG, RA, WAV, WMA, DVI, FLV, M4V, MPEG, OGV, MOV, WMV, and SWF
Videos	MP4, MOV.QT, FLV, F4V, WMV, ASF, MPG, VOB, M2V, MP2, M4V, AVI, WEBM, OGV, OGG, MXF, MTS, MKV, R3D RM, RAM RM, FLAC, and MJ2
Archive	TGZ, JAR, RAR, TAR, and ZIP
Others	SVG

Uploading Assets

You can upload different types of assets, even large files (more than 50 Mb), from your local folder or a network drive to AEM Assets. You can pause the upload and resume again, if required. If you cancel the upload operation, AEM will delete the partially uploaded file(s). You can upload assets to a folder from the Assets console or drag the asset from your local computer into a folder.

There are a few different ways to upload assets to a folder:

- Using the Assets console
- Dragging assets
- Using the AEM Desktop App

Uploading Assets from the Assets Console

From the Assets console, you can upload assets by clicking **Create > Files** and then selecting the assets you want to upload from your computer.

Dragging Assets

You can upload multiple assets simultaneously by dragging the selected assets from your local folder into the destination folder.

Note: In AEM Assets, serial upload of assets is enabled by default.

Uploading Assets by Using the Desktop App

You can upload individual assets and asset folders to AEM Assets by using the AEM Desktop app.

Note: To upload asset folders from your local folder system through the AEM Desktop app, you must enable and configure the Desktop app with AEM Assets.

Exercise 1: Create a folder and upload assets to it

For performing this exercise, you will use the WKND site asset folder that comes with AEM.

To create a folder and upload assets to it:

1. Go back to the tab in your browser that has the AEM author service open.

2. Click the **Adobe Experience Manager** icon.

3. Click **Navigation** > **Assets**, and then click **Files**, as shown. If a **Product Navigation** dialog box appears, click **Don't show this again**, and then click **Close**, if you do not want to go through the Product Navigation step-by-step wizard for information.
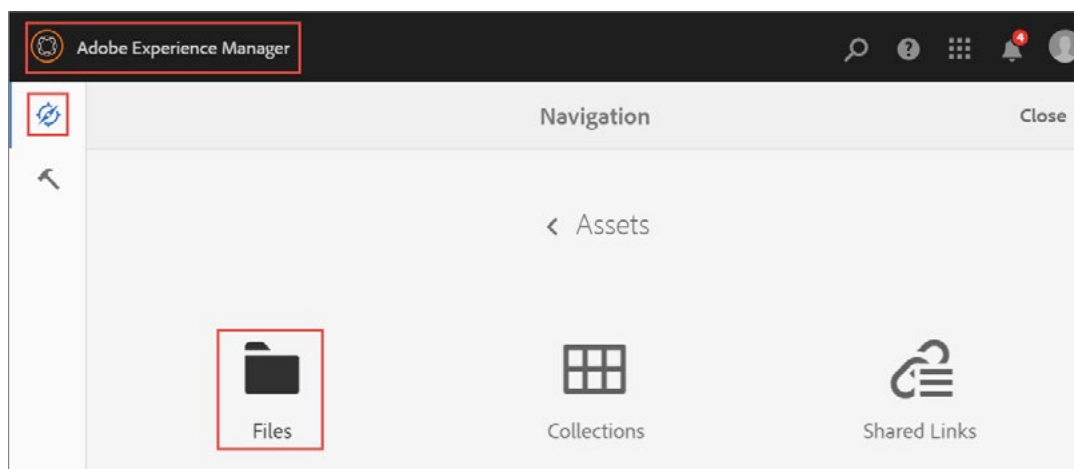
4. Navigate to **WKND Site > English**, and then click **Create** from the actions bar, and select **Folder** from the drop-down menu as shown. The **Create Folder** dialog box opens.
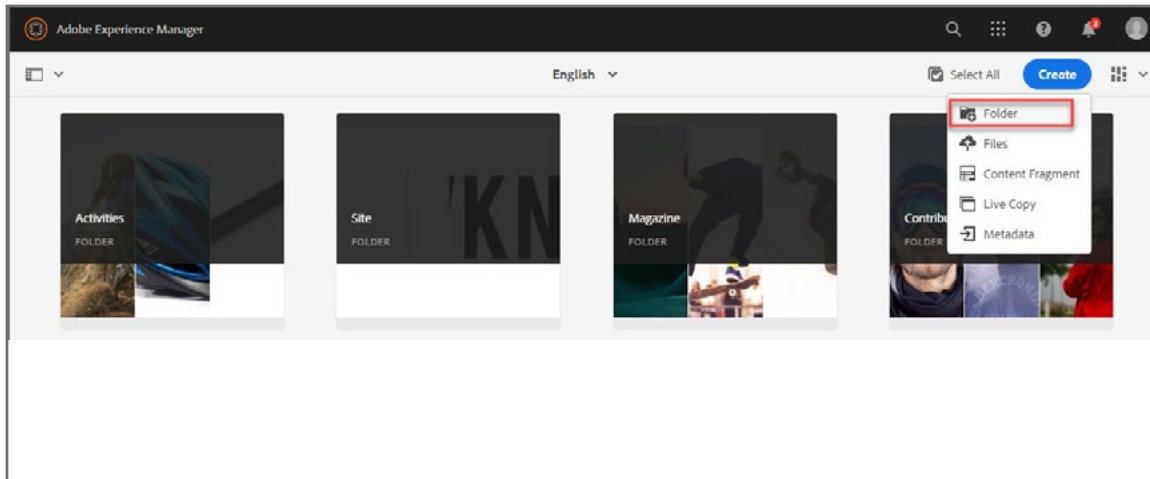
5. Type **Training_Assets** as the title of the folder. The name of the folder is automatically populated from the title.

6. Select **Private** to ensure only you have access to this folder but do not select the **Orderable** checkbox.

7. Click **Create**, as shown. Notice how the **Training_Assets** folder is added to the **WKND site** folder. Refresh the browser, if you are unable to view the new folder.

8. Click the **Training_Assets** folder. Click **Create** from the actions bar, and then select **Files** from the drop-down menu, as shown. The **Open** dialog box opens.
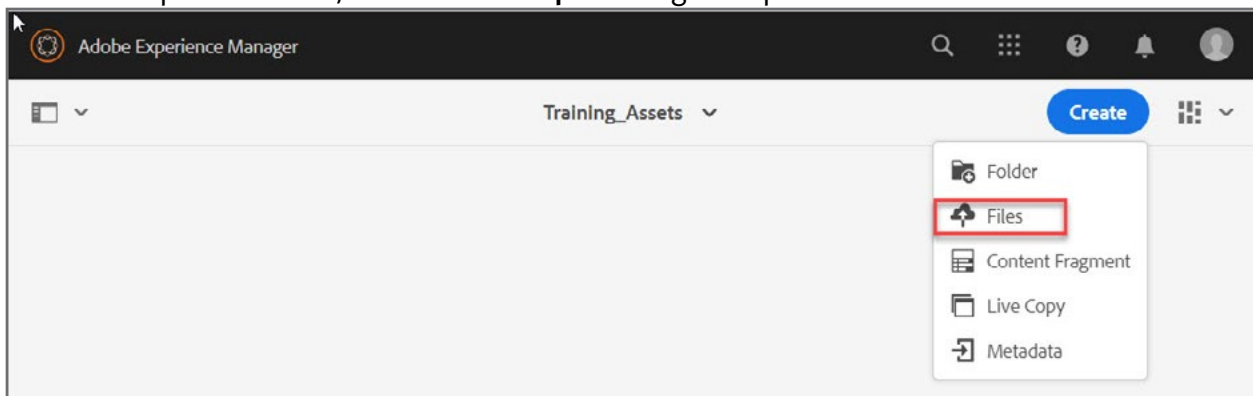
9. From your local file system, navigate to the **Exercise_Files_TB/Assets_Authoring_Basics/** folder, select the **Aloha Spirits in Northern Norway.PDF** as well as all other images by pressing and holding the **Ctrl** key from your keyboard as you click each image, and then click **Open** as shown. The **Upload Assets** dialog box appears, with the images (assets) you are about to upload to the folder.
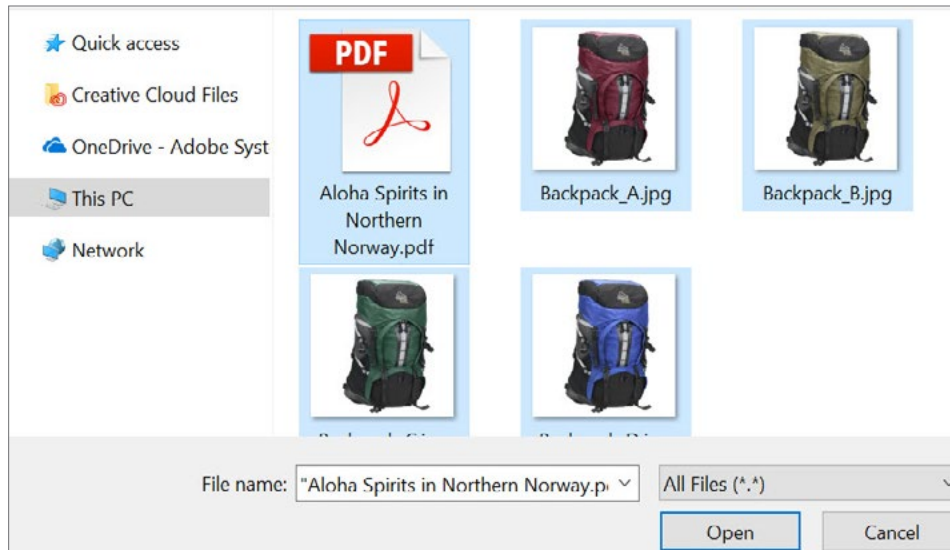
10. Click **Upload**. The assets are being uploaded to the folder. The blue processing bar underneath the corresponding image(s) indicates the upload progress. Once uploaded, a blue "New" tab will appear in the upper-right corner of each image as shown.
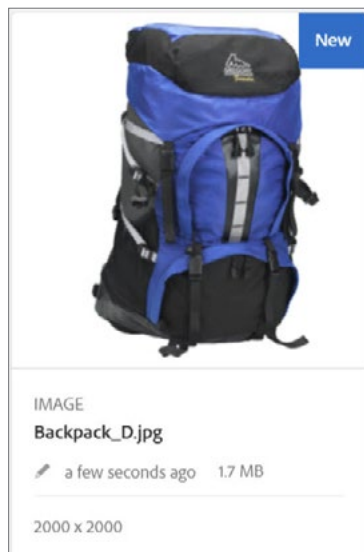
Metadata: An Overview

AEM Assets store metadata of every asset. Metadata is data about data. For example, metadata here can be a collection of all data, such as the image name and size, and time and date of modification.

Metadata helps categorize, organize, and search assets. You can add more high-level data to digital assets, such as the:

- Type (Is it an image, video, audio clip, or document?)
- Owner
- Title
- Description
- Tags assigned to an asset

A good amount of metadata helps you further categorize assets. As metadata is added to assets, the asset becomes more accessible and easier to manage. For example, you can find assets with the same properties and apply changes to them easily.

Default Metadata

After you upload assets to AEM Assets, you can view and edit an asset's metadata from the Properties screen.

You can view the properties of an asset through quick actions and the actions bar.

- Quick actions: Hover the cursor over an asset card and click **Properties** from the quick actions, as shown. The properties wizard of the selected asset opens.
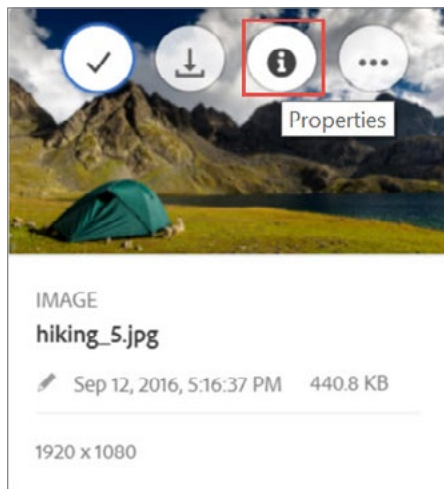
- Actions bar: Select an asset and click **Properties** from the actions bar, or press **p** from the keyboard, as shown. The properties screen of the selected asset opens.
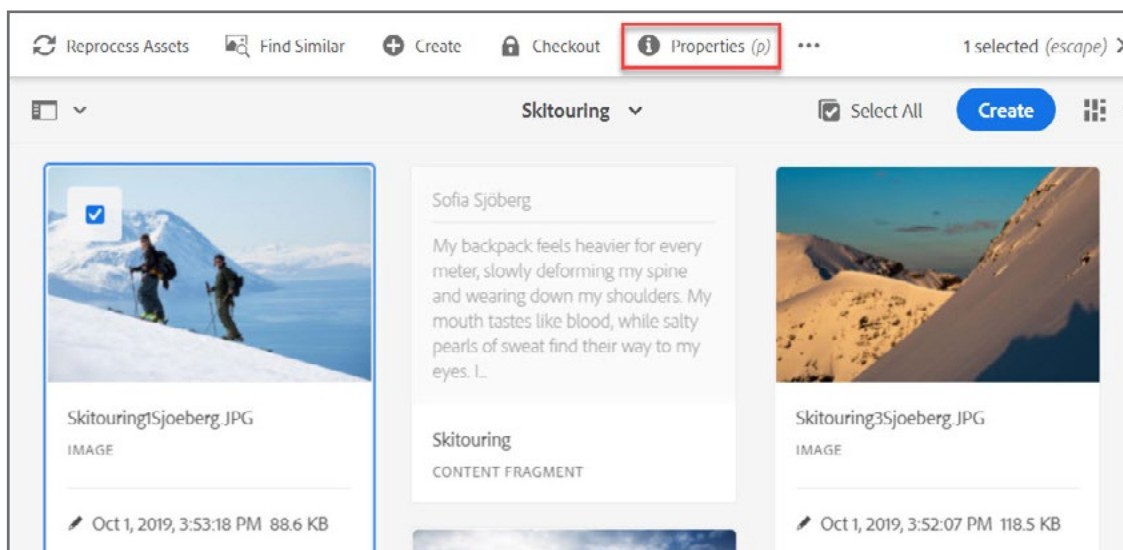
All asset properties are categorized into the following groups:

- Basic
- Advanced
- IPTC (International Press Telecommunications Council)
- IPTC Extension
- Camera Data
- Product Data
- Insights

The following table describes the tabs of the asset properties screen:

Tab	Description
Basic	Provides the asset's data, such as title, description, tags, type, scheduled activation date, and links to the resources using the asset.
Advanced	Provides details about the creator, contributor, copyright, expiry date, and the rating assigned to an asset.
IPTC and IPTC Extension	Defines the people, locations, and products shown in an image. It also provides dates, names, and identifiers regarding the creation of the image, and a flexible way to express the rights information.
Camera Data	Provides information about the camera and the shot details.
Product Data	Specifies the product data details if the asset is associated with any product.
Insights	Displays rating scores for assets to indicate their popularity.

Encoding Standards

AEM Assets supports all the relevant standards for metadata management. These standards help you create and manage metadata easily, reducing manual involvement.

There are many ways to embed metadata into files. AEM supports the following encoding standards:

- Extensible Metadata Platform (XMP): Offers metadata encoding that can be embedded into all file formats.
- Iterative Dichotomiser 3 (ID3): Includes tags that can be stored in your audio and video files.
- Exchangeable Image File Formats (EXIF): Includes tags, which are created by digital cameras.
- Other metadata: Includes Microsoft Word, PowerPoint, and Excel.

Exercise 2: Add metadata to an asset

To add the metadata of an asset:

1. Click the **Adobe Experience Manager** icon.

2. Click **Navigation** > **Assets** > **Files**.

3. Navigate to the **WKND site** > **English** > **Training_Assets** folder.

4. Select the **Backpack_C** asset from the folder and click **Properties** *(p)* in the actions bar, as shown. The properties screen opens.
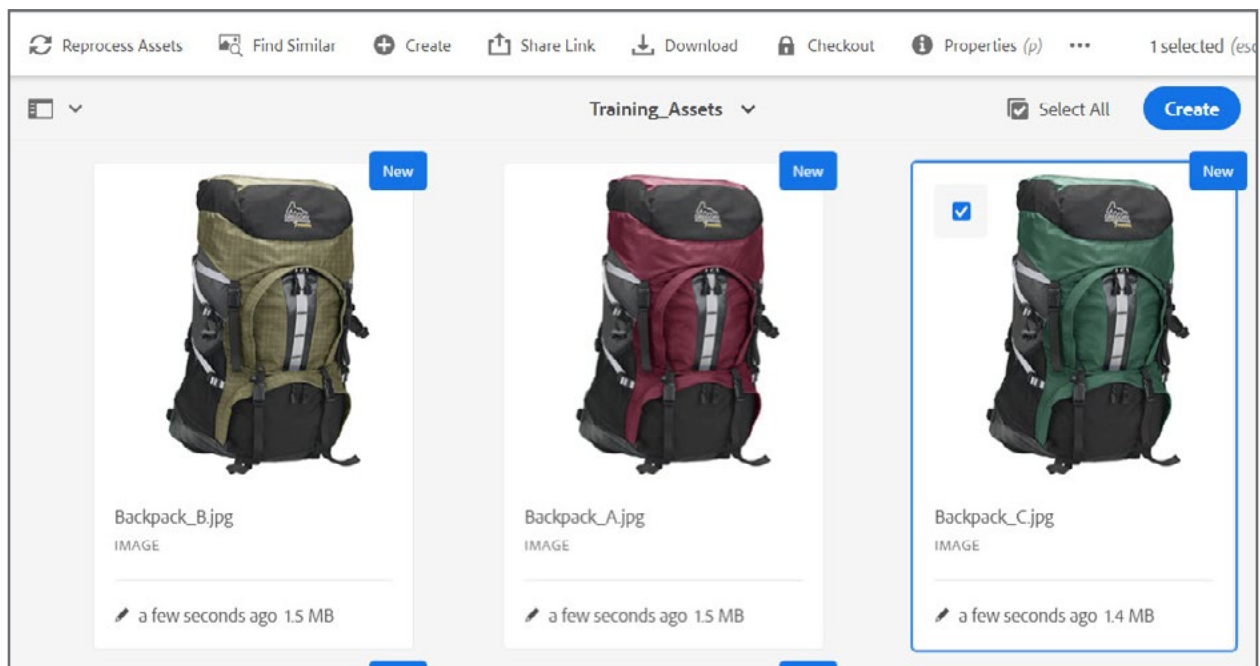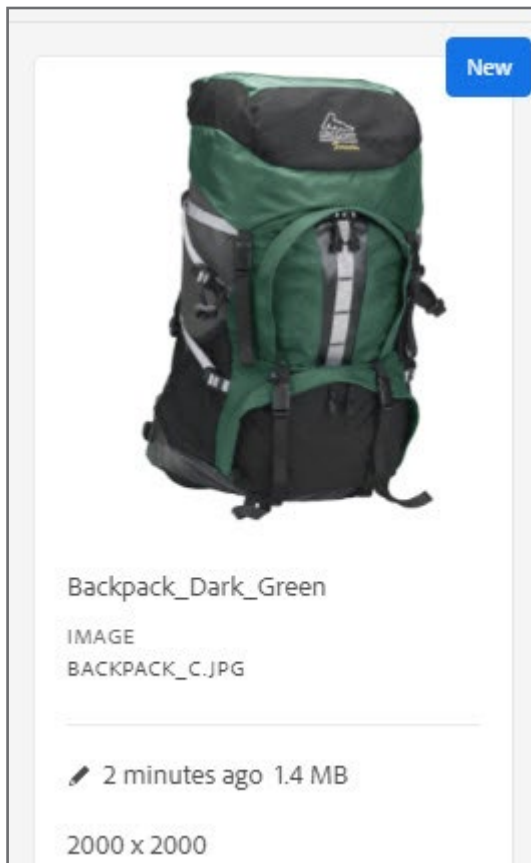
5. On the **Basic** tab, type the following details, as shown:
   a. Title: **Backpack_Dark_Green**
   b. Description: **Backpacks for tough running experience**
   c. Select **English (United States)** from the **Language** drop-down menu.

6. On the **Advanced** tab:
   a. In the **License** section, type the following details:
      i.   Creator: **John Martin** (you can add your name)
      ii. Contributor: **Robert Wilson**
      iii. Copyright: **2020**
      iv. Copyright Owner: **Adobe** (your organization name)

7. Click **Save & Close**, as shown. You are taken back to the **Training_Assets** folder.

8. Notice a green message displays at the top of the page, indicating **The form has been submitted successfully**.

9. Verify the changes you made are visible on the asset card, as shown:

Backpack_Dark_Green

IMAGE
BACKPACK_C.JPG

✎ 2 minutes ago   1.4 MB

2000 x 2000

References

You can use the following links for more information on:

- Assets:
  https://experienceleague.adobe.com/docs/experience-manager-65/assets/home.html?lang=en