

DAM System Recommendation Report

Definition: A DAM system is a Digital Asset Management system. This means that the system can store a range of items, such as images, audio files and videos. All files need to have an id and be tagged for searching functionality. These details are also recorded as part of common practice in software development but an important but underrated detail that can be forgotten sometimes is the licensing information of the files. The licensing would include instructions for how it can and can't be used.

Having various, and all, types of items stored using the same platform is much more practical than using different platforms for different types. Instead of the development team having to manually configure tagging for articles, the DAM system should have an easy to use, in-built interface to facilitate this.

Link to chosen DAM System: <https://www.wedia-group.com/>

Wedia has been selected as the recommended DAM System to use for the upcoming, expanded version of the EduArchive web application.

Six Features of DAM solution in relation to database from project

AI-powered search: The EduArchive web application needs a good quality search function for its users to be able to use and navigate the site well. Because the owners of EduArchive want to expand their library, they are going to be storing a lot more information and assets. Compared to the current 9 articles, it won't be so easy for the user to just manually scroll through the web application until they find the article that they're looking for.

AI-powered classification tools: Very similar to the above, but instead about categorising the information.

User interactions can be tracked: Analysing how users interact with the web application can provide a lot of important information regarding the user experience; navigation and appeal of articles/information. The information can be used to consistently improve the application.

High performance delivery: High quality and fast viewing experiences are ensured. Improving these aspects of the web application will also drastically improve the user experience, the quality of which is maintained by the DAM and EduArchive's development team.

Content picker: Assets can be quickly selected from Microsoft applications such as Word, PowerPoint and Outlook. Assets can also be selected from Adobe applications such as Photoshop, InDesign and Illustrator seamlessly.

The connection with Adobe applications would be very helpful if the school were to upload their own student's work for displaying on the website, such as under a Student Work tab. Photography, Visual Art and Graphic Design/Visual Communication students can upload their

work straight from the applications they would probably regularly be using during their studies. Even if this doesn't become a feature, if images need editing before being uploaded, it applies in that scenario as well.

Robust content repository: Assets are stored in a centralised hub. CDNs (Content Delivery Networks) are used for optimal delivery of assets, using either local or worldwide networks. This ties into the high-performance delivery feature and therefore contributes to an excellent user experience.

Conclusion justifying use of chosen DAM

EduArchive is an archive for many different types of information at its current stage and this is going to be expanded on further in the future. For the future that will consist of an increased number of types and number of articles, a Digital Asset System would be highly beneficial, for both users and developers.

Using Wedia as the DAM would be a great choice because its features can be well utilised for the EduArchive application, specifically for managing its digital assets but also providing a catered user experience that works for applications handling a lot of assets.

Reference List:

Artificial intelligence. (n.d.). <https://www.wedia-group.com/features/artificial-intelligence>

Aston, B. (2023, September 7). *10 Best Digital Asset Management Software (DAM) In 2023*. The Digital Project Manager. <https://thedigitalprojectmanager.com/tools/digital-asset-management-software/>

Brightspot. (2023, July 31). *Media Desk*. https://www.brightspot.com/brightspot-cms/media-desk?utm_medium=cpc&utm_source=bwz&utm_campaign=sea-2023-03-dam-bwz

Content Picker. (n.d.). <https://www.wedia-group.com/features/content-picker>

Content scoring and analytics. (n.d.). <https://www.wedia-group.com/features/content-scoring-and-analytics>

Fitzgerald, A. (2022, July 12). *Digital Asset Management: What Is It & What's the Best Software?* HubSpot. Retrieved September 18, 2023, from <https://blog.hubspot.com/website/digital-asset-management>

High performance delivery. (n.d.). <https://www.wedia-group.com/features/high-performance-delivery>