Practice: Manage DAM Metadata

Now that you have learned how to manage DAM metadata, navigate to your training sandbox and complete the practice exercises below.

Practice 1: Configure DAM metadata

1. Extend the M.Asset schema by adding the following property as a new member to the Overview panel:
    - Data type: String
    - Name: MarketingDescription
    - Label: Marketing Description

    Once finished, validate your work by navigating to an asset's detail page and looking for the newly added properties.
2. Create a new hierarchical option list named *Agency* and add the following items: Europe, Saatchi, WPP PLC, USA, BBDO, Ogilvy Mather, Leo Burnett Worldwide. Extend the M.Asset schema and add *Agency* to the Overview panel. Once finished, validate your work by navigating to an asset's detail page and looking for the newly added option list.
3. Create a new taxonomy named *Founding business unit* and add the following sub-values: Europe, Western Europe, Central and Eastern Europe, Middle East & North Africa, West Africa, South and East Africa, Asia Pacific, Latin America, North America. Extend the M.Asset schema and add *Founding business unit* to the Overview panel. Once finished, validate your work by navigating to an asset's detail page and looking for the newly added taxonomy.

Practice 2: Set up metadata workflows

1. Create a media processing flow that automatically converts the color profile of newly created .jpg and .png files using the CMYK default.
2. Create a new DRM Contract and rights profile. Make sure that assets linked to the rights profile can only be used in the following intent:

- Start Date: June 4th
- Expiration Date: June 26th
- Territory: Europe
- Media: Twitter

3. Link 5 random assets to this rights profile. Validate your work by trying to download the asset with a restricted user (Username: DRM.Reader).
4. Create a new asset type in the system that has cognitive services enabled. Ensure the cognitive services only generate tags. Make sure to only store tags with a confidence level higher than 90%. Tag an asset with this new asset type and validate the result.

References

Guide: Add a new schema member

Step 1: On the Manage page, click the Schema tile.

Step 2: Search for and select the schema you want to add a member to.

Step 3: In the left-side panel, select the group you want to add a member to.

Step 4: Click **New member** in the top-right corner.

Step 5: Select a type of member to add.

Step 6: If adding a new property, select a data type and then click **Next**.

Step 7: Enter a name for your new member. Add additional information as needed. If adding a new relation or taxonomy, select the correct associated definition.

Step 8: When finished, click **Save**.

Note: Editing existing entity definitions should be performed with utmost caution as changes impact the structure of data in Content Hub. Deletion of entity definitions is only possible when no relations or taxonomies are linked to the definition, and all entities created under the definition are lost.

Guide: Create a new option list

Step 1: On the Manage page, click the **Option lists** tile.

Step 2: Click the **+ Option list** button in the top-right corner.

Step 3: Select whether you want the list to be **Hierarchical** or **Flat**.

Step 4: Add a label for your option. When finished click the **Create** button.

Note: Options can be reordered with drag-and-drop. Option lists are good when there are 10 or fewer values to represent.

Guide: Create a new taxonomy

Step 1: On the Manage page, click the **Taxonomy** tile.

Step 2: Click the **NEW TAXONOMY** button in the top-right corner.

Step 3: Add a label and name for your new taxonomy. When finished, click **Create**.

Step 4: You will automatically be directed to the Taxonomy Management page. To add a new value, either click the **+ icon** or **Create new** in the left-side panel.

Step 5: Add a name and configure any optional features. When finished, click the **Save** button in the top-right corner.

Note: Taxonomies are good when selected values are needed for security, there are more than 10 values, and the item needs advanced properties.

Guide: Set up a media processing workflow

Step 1: On the Manage page, click the Media Processing tile.

Step 2: Click the **New set** button in the top-left corner.

Step 3: Add a name for your set. You can optionally toggle **Auto-run** to apply the set to all new assets. When finished, click the **Create** button.

Step 4: Select the set that you just created in the left-side panel.

Step 5: Click **Add flow** in the top-right corner.

Step 6: Give your flow a name, set its priority, and then add all file types for which you want the flow to be called upon. When you are finished, click the **Save** button.

Note: If a media processing set is saved after changes have been made, the user must refresh the renditions. You can do so from the Create page by selecting all assets, clicking the three-dot menu, and selecting **Refresh Renditions**.

Guide: Configure usage rights

Step 1: Click DRM in the main ribbon at the top of the page.

Step 2: In the drop-down menu, select **DRM contracts**.

Step 3: Click **New Contract** button in the top-right corner.

Step 4: Give your contract a name. Include all pertinent restrictions in the free text field. When you are finished, click the **Save** button.

Step 5: Click your newly created contract, click the **Rights profiles** tab.

Step 6: Click **Create new** in the top right corner.

Step 7: Add a **Time type**, **Territory**, and **Media**. If adding a Duration or Expiration date for Time type, enter a Duration or Expiration date, respectively. Optionally, you can add a Name and Start date.

Note*:* Rights profiles contain the validation rules for restricted assets. When an asset is attached to a rights profile, download rights are only granted if the intended use matches the rights profile setup.

Guide: Enable image auto-tagging

The image analysis feature is only applied to assets with specific asset types. You can choose which asset types trigger the image analysis feature by configuring the M.AssetType taxonomy. You can select existing asset types or create new ones.

Step 1: On the Manage page, click the **Taxonomy** tile.

Step 2: Select the **M.AssetType** taxonomy.

Step 3: Either click the **+ icon** at the top center to add a new taxonomy item, or select an existing asset type.

Step 4: After creating a new asset type or selecting an existing one, click **Create new** in the left side panel.

Step 5: Toggle the **Triggers Vision** button on. When finished, click **Save**.

To apply image analysis to an asset, you need to assign the asset type to have *Triggers vision* enabled to the asset.

Step 1: Go to the asset details page and click the **pencil icon** in the Overview section.
Step 2: In the **Type** field, click the **+ icon**.
Step 3: Select the asset type with Triggers vision enabled and click OK.
Step 4: Click **Save** in the Overview panel.

After saving, your asset gets analyzed by Azure Cognitive Services. You can see this in the job details, found on the Background processes page. You can see the results in the Image analysis section on the asset details page.