User Manual for the Bravado OPM: For Bravado Internal

OPM stands for the Bravado "**O**nline **P**roduct **M**anager", which functions as an approval tool via weblink between clients and Bravado users, as well as serving all Bravado offices as a central location for storage of visuals, approvals and high resolution artwork. It is accessible at all times from any online device to expedite the approval and production process worldwide.

We consider this to be an ongoing, constantly improving tool, so if you come across functions that you would like to be changed or added in order to improve its effectiveness, please feel free to bring your request to the attention of Ute Linhart (Ute.Linhart@bravado.com).

BASIC INFO about OPM

The OPM can be accessed at http://opm.bravadousa.com/

Clients logged into the OPM are not able to make any changes to artwork; it is strictly for viewing purposes, approvals, and comments. The client ("contact") is only associated with products from within their properties, to see what their product line(s) consist of, approve designs (if approval is required for the specific person), and post requests for revisions or add a comment if needed. They can also download grab sheets or presentations.

CONTENTS

How to Set Preferences on OPM

Log on to OPM 2.0 using your email address as your username, and the password you were given (Please note that both login and password are case sensitive)
Once you've logged in to OPM, the Welcome Screen will appear.

First, you will want to set your preferences. To do this, click "My Preferences" at the top right-hand corner of the page.

The next page to open will look like the below

First, check off the boxes that you would like applied to your account. They are as follows:

Receive New Product Emails: If you check this box, you will receive an email from OPM when new products are posted.
Receive all OPM Emails: If you check this box, you will receive all of the emails that are listed in the preferences section- new product emails, approval/rejection emails, emails when new images are uploaded, emails when new comments are posted, masterfile emails, emails you send from the OPM, screen separation emails, and asset emails.
Get OPM Approval/Rejection Emails: You will be notified by email when an item is approved or rejected by another user.
Receive an Email When New Images are Uploaded: You will be notified by email whenever an image visual is posted
Receive an Email When a New Comment is Posted: You will be notified by email whenever another user posts a comment to the "comments" section of a particular product
Receive Masterfile Emails: You will be notified whenever a hi-res file is uploaded for a particular product

CC: Me On All Emails I Send from OPM: If you write any comments on a product page, or complete any action on OPM that would cause a notification email to be sent to others, you will be copied on that email.

Receive Separation Emails: Whenever new screen separations are uploaded for printing or sent to the printer, you will receive a notification.

Receive Asset Emails: You will receive a notification when any new assets are uploaded to a product page.

In the bottom half of the Preferences section is a list of all of the properties that you have viewing rights for. The boxes marked above will only apply to those properties that you move into the "My Properties" column.

To move a product into the "My Properties" column, select the property from the "All Properties" column, and click "Add". To remove a property from the list, select that property and click "Remove".

Then click "Save"

How to Create a New Product on OPM 2.0

Select the tab labeled "Products" from the black menu bar near the top of the screen.
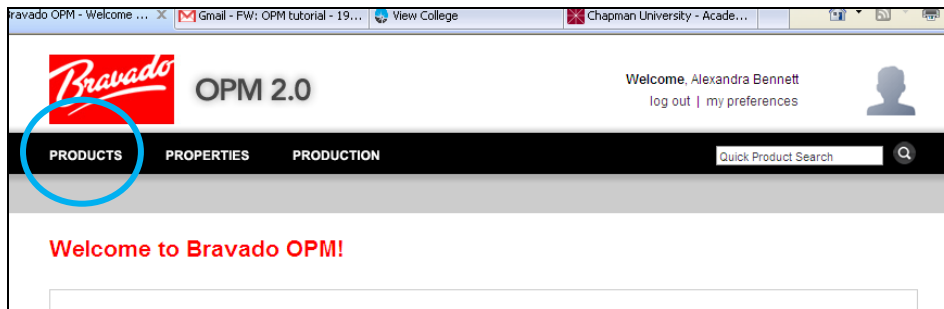
Then click the "Add" button.
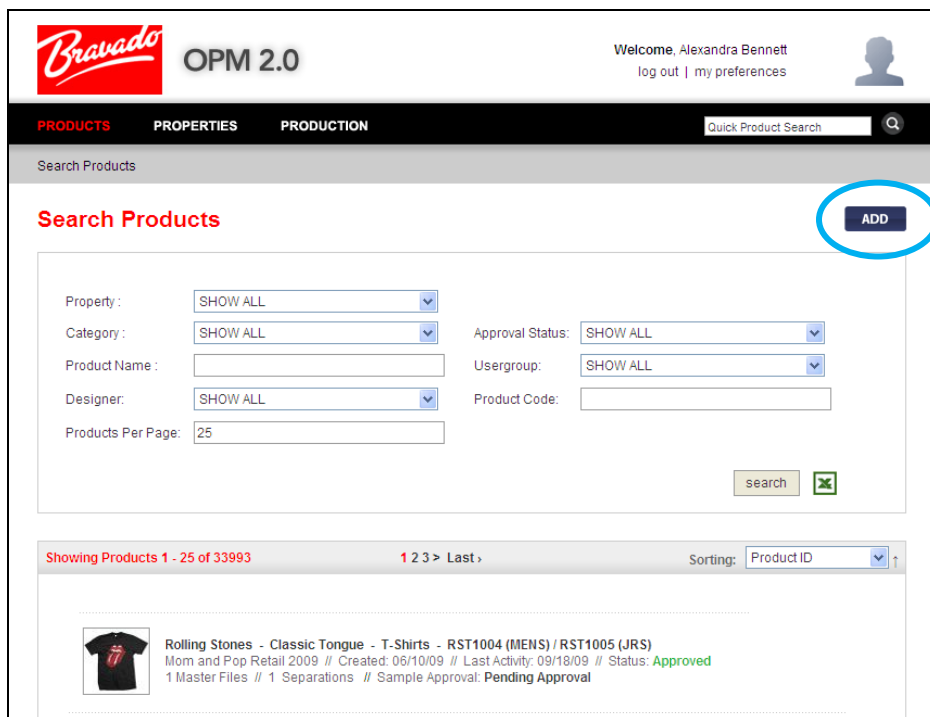
Then the screen below will appear.

From here you can create your new product.

1) Select the Property (the client you wish to create the product for)

2) Name the Product

3) Enter a product code if applicable

4) Select the category you want to file your product under.

5) Enter the film number if applicable

6) Enter print and garment info such as garment style, color, or print process information

7) Enter copyright info specific to that particular product only (ie photo credits)

8) Enter any art charges if applicable

9) Enter presentation styles if applicable

10) Select a Product Line. You may select multiple product lines by clicking shift and control.

11) Select the designer who will be creating the product

12) Enter the date that the product is due if applicable

13) Then click on "Save"

Add New Product

Property	Product Lines
Bring Me The Horizon	Artwork
Product Name	EMP 2010
	Music Skins
	New Art
Product Code	Retail 2010
	UK Autumn 2010
	US Fall Tour 2010
Category	US Winter Tour 2010
Please Select...	Warped Tour 2010

Film Number

Designer:
☐ Tim LeNoir
☐ 13
☐ Adam Neumark
☐ Adam Rowe
☐ Adam Sblendorio
☐ AJ Dirmarucot
☐ Aleksandr Poltaviskiy
☐ Aleksandr Poltavskiy - deactivated -do not use
☐ Alex Chastain
☐ Alex Norman

Print + Garment Info

Copyright Addendums

Artwork Charges

Presentation Styles

Due Date
0

[Save]

[Save and Add Another]

From here you can edit the Product's information by clicking the "Edit" button. (circled in Orange below)
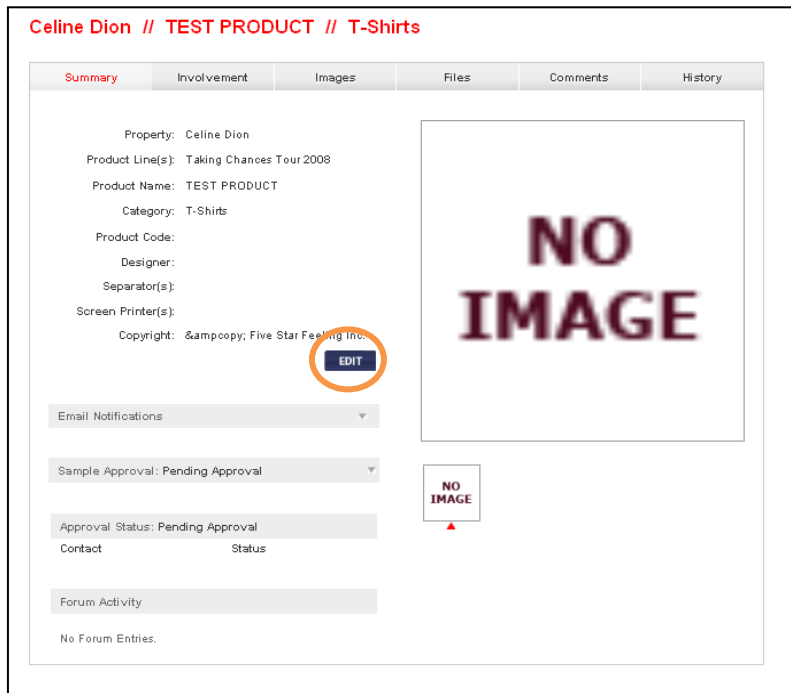
You can also add an Image to your product. (please note the image you want to upload must be saved with the option "save for web & devices" for ideal compression at a resolution of 1100x1100pixels)

To add an Image to the product you must select "Images" from the grey menu bar.
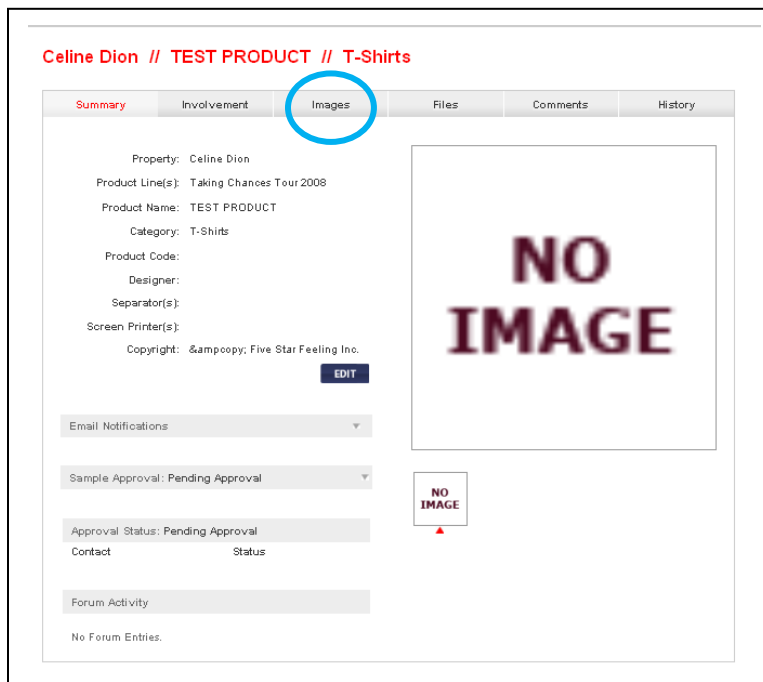
Next you click on "Upload New Image" on the upper right hand corner of your window.
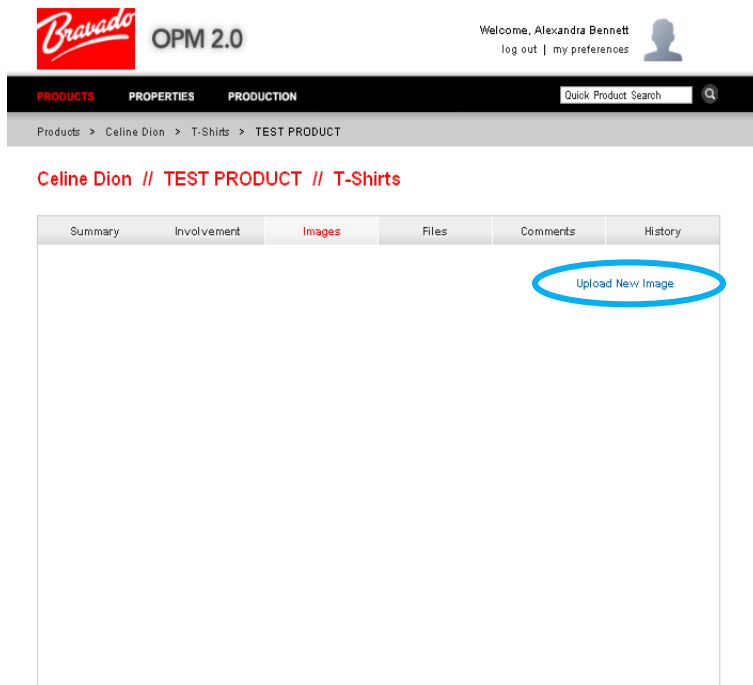
After you clicked on "Upload New Image" the window below will appear allowing you to label and select which file from your computer you want to upload.

To select an image from your computer, click "Browse"(circled in blue) and select the file from the window. If you wish to add a caption, you can insert text into the "Label" box.

And after you have named and selected the image you want to upload, click "Upload". (Circled in Orange)
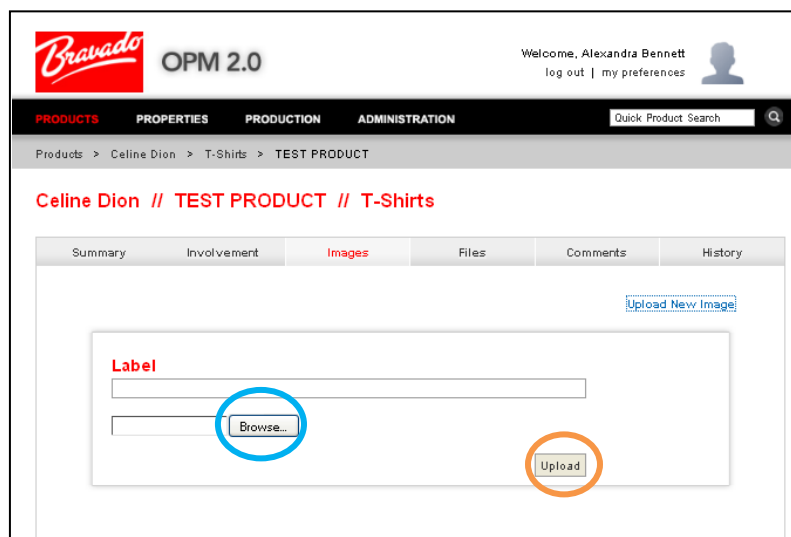
Below is what the screen will look like once you have successfully uploaded an image to a Product page.
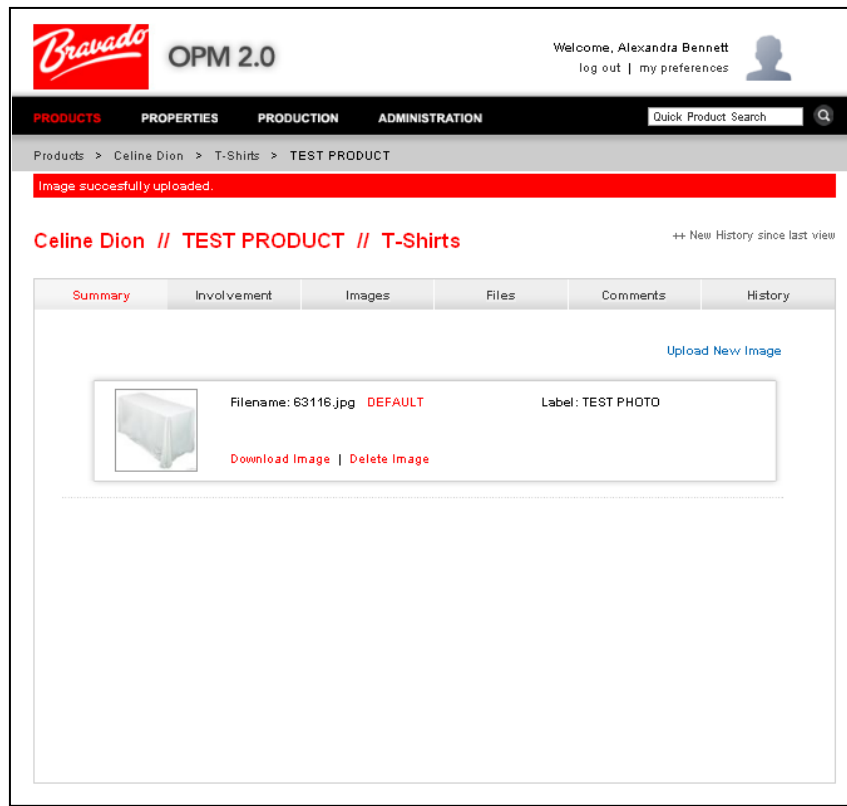
How to Search for Products on the OPM

Click "Products" in the main menu

You will be brought to a page where you can enter your search criteria
1. Enter the property that you are searching for (band name or artist)
2. You may also select the Category (what kind of item are you searching for?)
3. You may enter the name of the product you are searching for into the "Product Name" field
4. You may enter the designer who created the product
5. You may choose how many products you would like displayed per page
6. You may choose to enter the Product Line (ie Tour 2010, Retail, Hot Topic, etc…)
7. You may select the approval status of the product (ie Approved, Rejected, Pending)
8. You may choose a usergroup and/or enter a product code

You may choose to enter only one of the above criteria for a wider search, or multiple for a narrower search

Then click "Search"

You will be presented with all items that match your search criteria. You can navigate through the pages using the page numbers at the top center. You can also sort the products by using the "Sorting" pull-down menu

Each item has useful information listed next to its picture.
In bold, there is the band name, product name, and category. There may also be a product code listed.
Listed underneath the bolded items is the product line (there may be multiple product lines listed if the product is shared by several areas of sale- i.e. if it was used on several tours, in retail outlets, and in the web), the creation date, the date of last activity for this item, the approval status of the item, the number of master files, the number of separations, and the sample approval status.

Navigating a Product Page on the OPM

When you click on a product in OPM, you will find an array of information about that product (all of which you can learn how to enter in the "Creating a Product on OPM" section). All of the sections that contain this information can be found at the top of the product page.
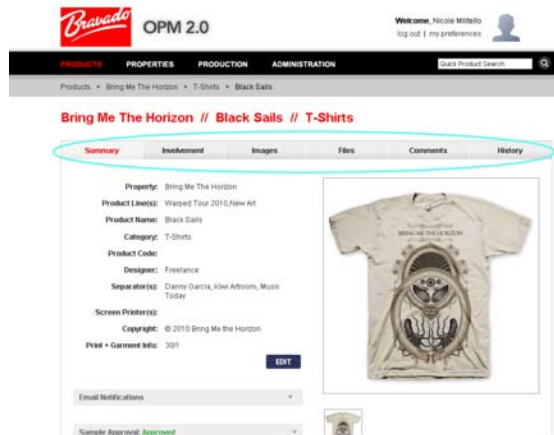
Under the "Summary" Tab the following are listed
Property: Name of the Band or Artist
Product Lines: Which tour, retail, or e-commerce lines this product was a part of
Product Name
Category: Which category does this belong under (ie t-shirts, sweatshirts, accessories…)
Product Code
Designer
Separator
Screen Printer
Copyright Line
Print and Garment Info: Any necessary notes about this product
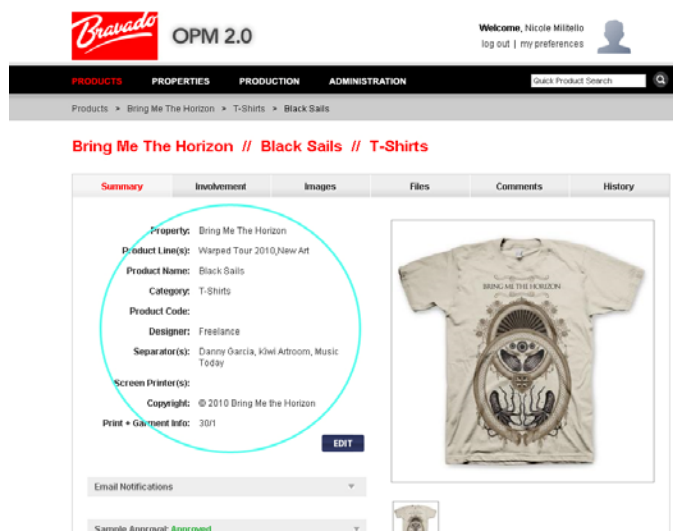
Under the product photo (which you can click on to enlarge), are thumbnails of all images that exist for this particular product. You can click on these thumbnails to show that image in the larger image view
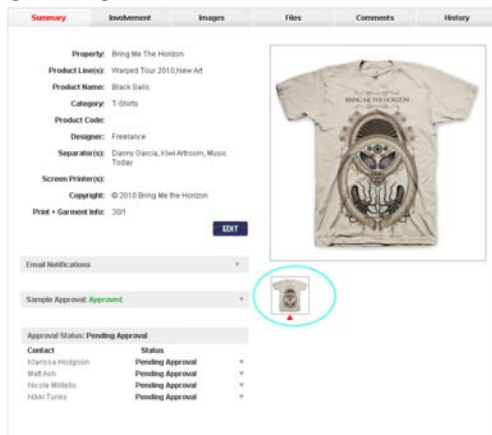
In the "Email Notifications" section, you can hover over on the arrow to view a menu with two options:
Send New Product Email
Send Product Updated Email

This sends an email to all the contacts for that property telling them that the product is ready for them to view and provides them with a link
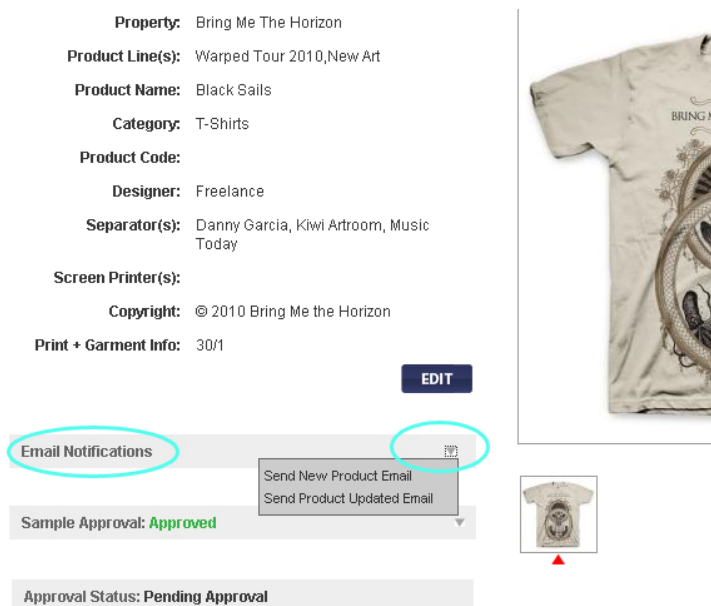
The contacts for each product are listed under the "Contacts" section. You can hover over the arrow next to any name to "Verbally Approve" a product if you have received approval from

that person by email or over the phone. In that case, please make sure to copy and paste the respective email into the "comments" section or make note of exact time and date of the phone call.

The "Sample Approval" section contains the approval status of a product's physical sample.

In the "Involvement" tab, you can see which designers, separators, and regions have viewing rights to this product

In the "Images" tab, you can view and upload any jpegs to the product page. In order to upload an image, it has to be sized at 1100x1100 pixels, as a jpeg saved for "web and devices".
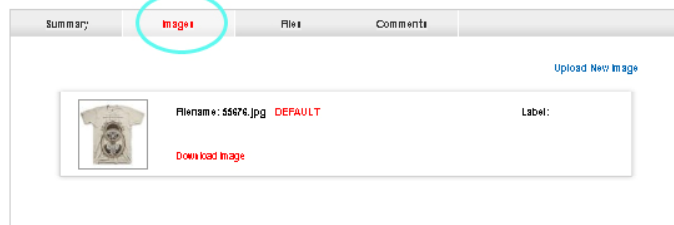
In order to upload an image, click "Upload New Image"
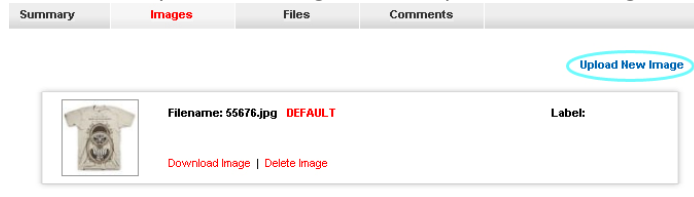
A field will appear where you can type a "Label" text for the visual (this is a name that will appear next to the visual in the "images" section). If you do not enter a Label, a default name will be given. Click Browse to find the file you would like to upload (remember that it must be sized at 1100x1100 pixels, as a jpeg saved for "web and devices") and then click "upload".

In the "Files" tab, you can view and upload any hi-resolution art or digital color separations (see the "How to Upload/Download Hi-Resolution Files to the OPM" sections)
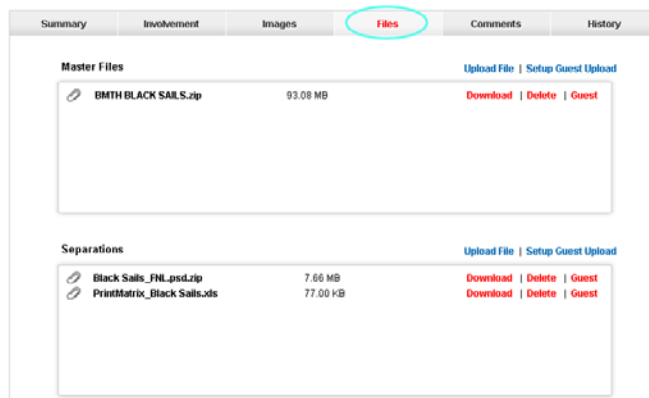
In the "Comments" section, you can add any comments you may have for that product by clicking "Add Comment." This is useful for clients to note their revisions, and for a product manager to document a verbal approval, among other things.

Once you click "Add comment", a box will appear where you can enter the title of your post and any comments you may have for that item (ie revision requests, approvals, or any other notes). These posts will be organized by date. When you are finished, click "Save post". A notification about your comment will be sent to the Product Managers.

In the "History" section, you can view all action for that product by date. This is an accurate un-editable list for record purposes

How to Send a Project Notification to a Designer

You must send a designer an OPM link for him/her to be able to post any new art

Make a new product for any new designs that are to be posted (see "How to Add a Product" section). In order for the designer to have access to that link, you must check off a designer name in the "Designer" section.

Then click save.

You can also access the same above screen by clicking "Edit" under the info for any existing product.

Click the "Involvement" tab, and click "Send New Design Project Email. This will generate an email to that designer with a link to that product.

How to Send Artwork to a Separator

Click the "Involvement" tab from the product page, then expand the list of separators by clicking on "Separator" in the "Product Viewable By" section

Then check off any separator you wish to give permission to have access to artwork of a particular product

Once this has been done, click "Send Artwork Ready to Separate."
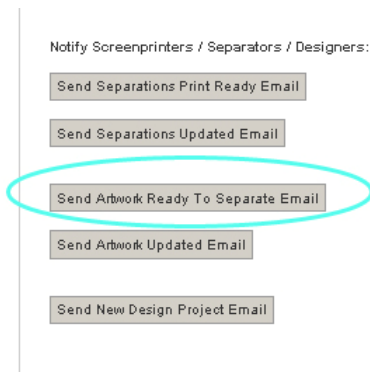
A window will appear where you can choose any of the separators that you checked off under "Involvement." Check off the ones you wish to send a notification about new artwork to, and click "Send Email"
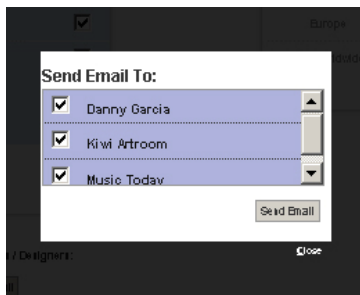
Both the Master Files and the Separations sections under "Files" will be visible to this person
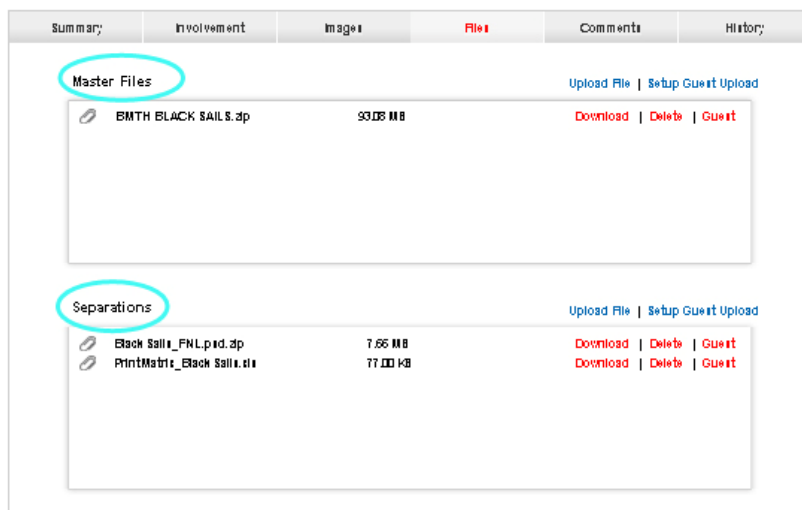
How to Send Separations to a Printer

From the "Involvement" tab, click "Screenprinters" under "Product Viewable By" to expand the list of Screenprinters

Check the box next to the Screenprinters you wish to add

Then click "Send Separations Print Ready Email" to send an email with a link to the printer

The printer will only be able to view the "Separations" section under the "Files" tab

Summary	Involvement	Images	Files	Comments	History

Separations   Upload File | Setup Guest Upload

   📎 **BMH04639_Alsatian_Dog_F.zip**   21.01 MB   Download | Delete | Guest

How to Download a High Resolution Asset File from OPM 2.0

Select whichever product you want to download a file from by clicking on its thumbnail image.
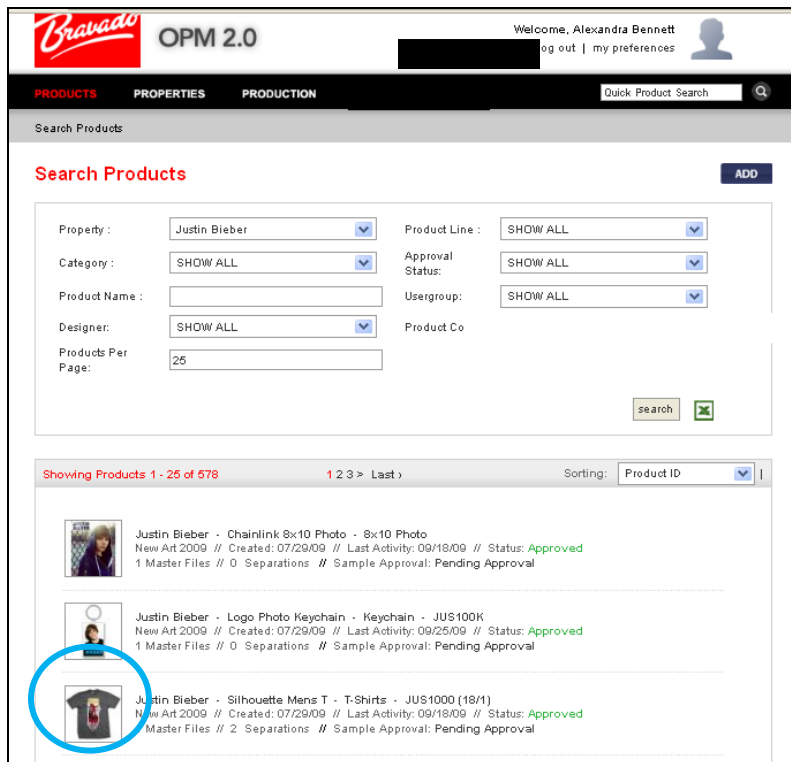
Then the product's page will open and look like the one below.

Next click on the "Files" Tab from the grey menu bar.

From here you can click on "Download", but depending on whether or not you're downloading a Master File or a Separation you can click on the respective download link.

Once you click on "Download" a screen will pop up where you can choose to save the file or open with a specific program. Click "Ok" to download the file.

How to Upload a High Resolution Asset File to OPM 2.0

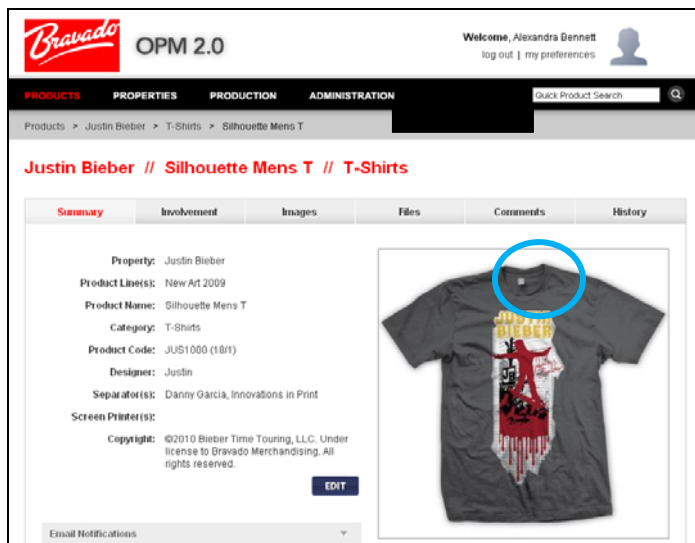Select whichever product you want to upload a file to by clicking on its thumbnail image.
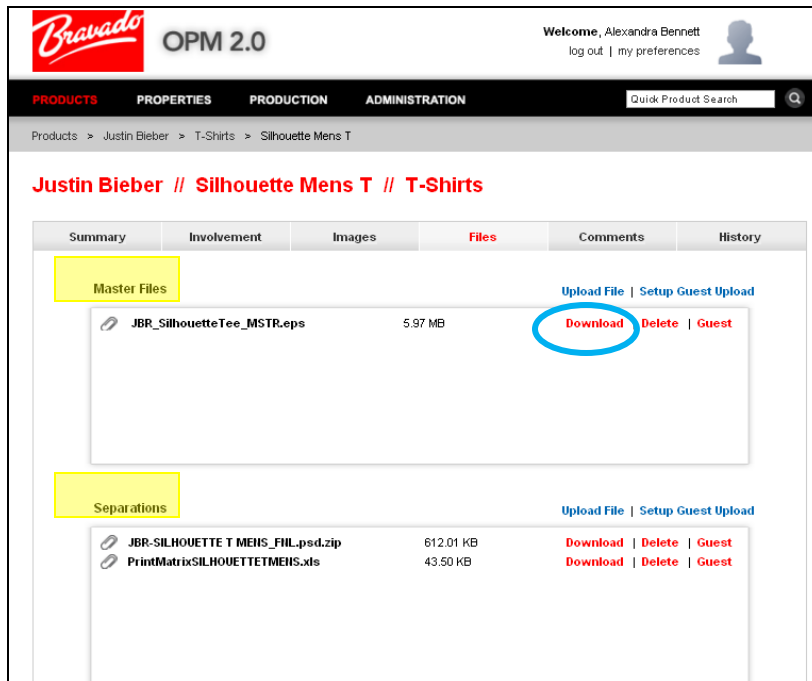

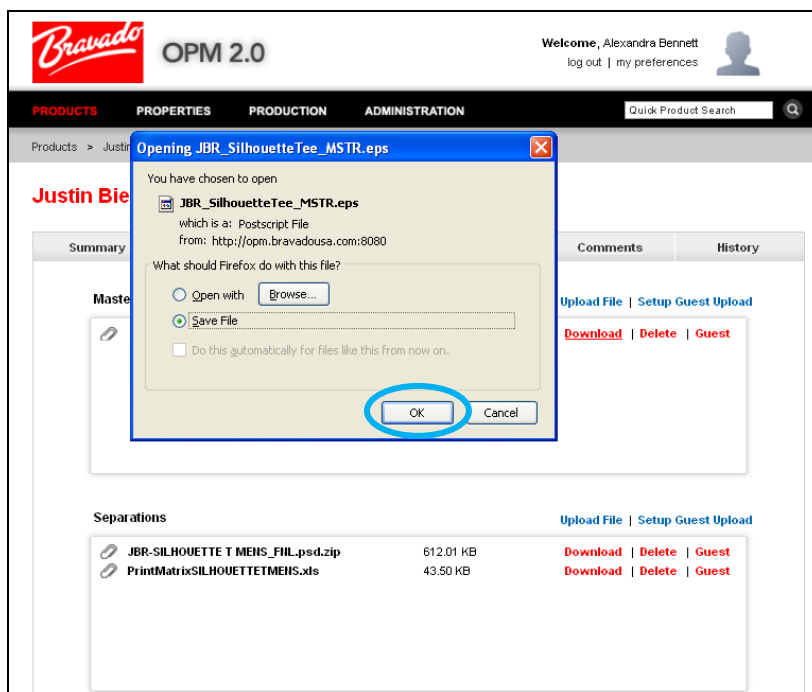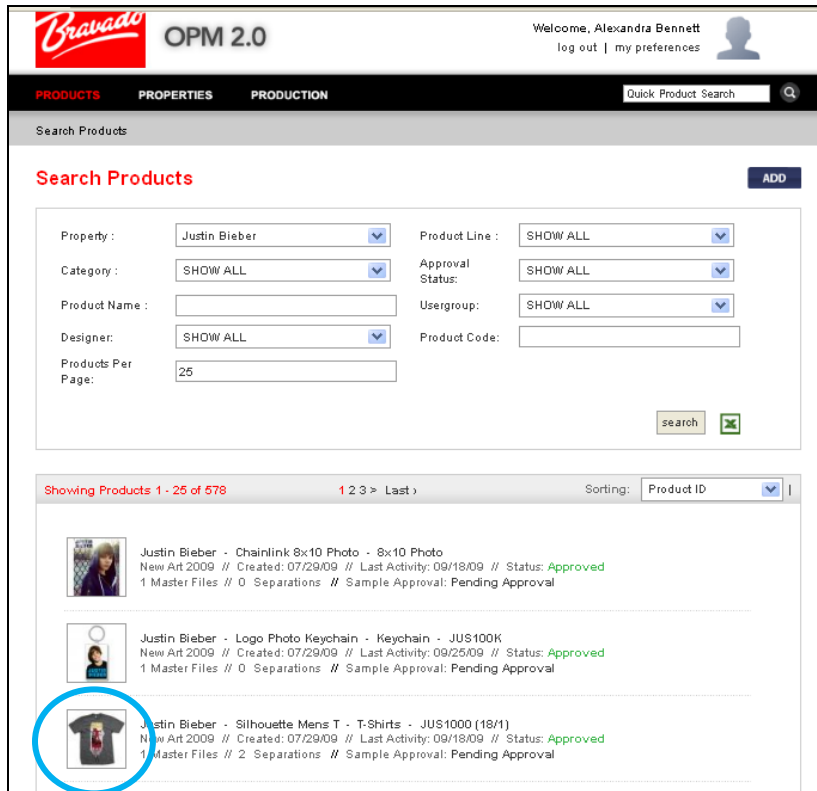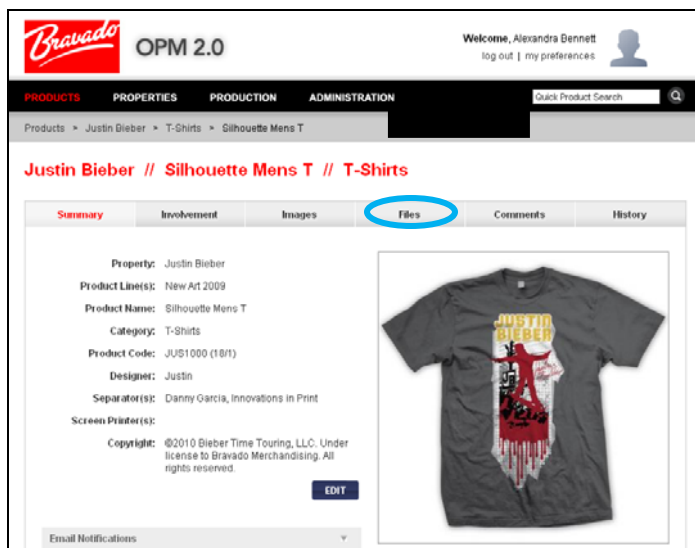Then the product's page will open and it will look like the one below. Next click on the "Files" Tab from the grey menu bar.

From here you can click on "Upload File", but depending on whether or not you're uploading a Master File or a Separation, please click on the respective Upload link.
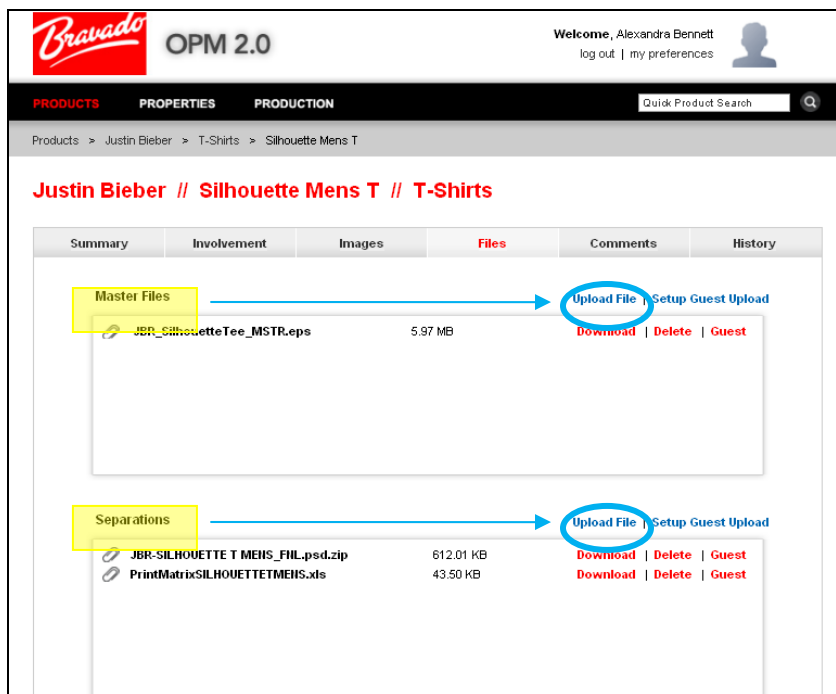
Once you click on "Upload File" a screen will pop up on your screen.
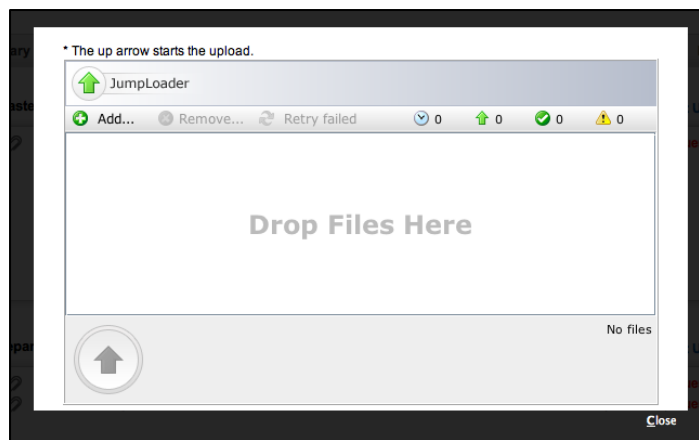
From here you are able to upload your files.

To do this, click on "Add." from here you will select the file from your computer that you wish to upload. You will have the option to either locate the file on your computer, or drag and drop the files into the upload window. You can choose to upload multiple files at the same time. The max file size per upload is 2GB.

Once the file(s) is selected, the arrow bottom left-hand corner will turn green. At this point, click the green arrow button, and the files will upload to the product's page on OPM.

How to Setup a Guest Download from the OPM

A guest download is useful when someone who is not signed up for use on the OPM needs hi-resolution files or color separations. Rather than signing this person up for one-time use, we should give them permission for a guest download.

From the "Files" tab in the main product page, click "Guest" next to your desired file. It will be under either "Master Files" or "Separations", depending on which you wish to have the guest download.

A window will pop up asking for the "Recipient Name" and "Recipient Email." Enter this information and click "Send Invite"

An email will automatically be sent to the specified person with a link to download the file. However, the link is good for one download only. If you have multiple recipients, you will need to repeat this process for each user.

How to Setup a Guest Upload to the OPM

A guest upload is useful when someone who is not signed up for use on the OPM needs to provide hi-resolution files or color separations. Rather than signing this person up for one-time use, we should give them permission for a guest upload.

From the "Files" tab in the main product page, click "Setup Guest Upload" next to either "Master Files" or "Separations", depending on what kind of file the user will be uploading.

A window will pop up asking for the "Recipient Name" and "Recipient Email." Enter this information and click "Send Invite"

An email will automatically be sent to the specified person with a link to upload the file(s). The upload invite limit is good to upload multiple files at once, up to a total file size of 2GB.

How to Create a New Property and Edit Property Information

Click "Properties" in the main menu and then Click "Add"

Enter the following information:
1. Name of the Property: name of the band or client,
2. Single Contact Approval Required or All Contacts Approval required: Later you will be shown how to add a contact for a property. This is the person (band manager or creative director) who is in charge of approving the items for that property on OPM.
3. Copyright line for the property.
4. You can also add an image for that property (i.e. a logo if you would like to embellish grabsheets and presentations).

Then click save (outlined in orange).

You are now taken back to the main property page, where you can either search for your property, or browse alphabetically

If you click on your property, you can edit its information

From here you can add a Product Line (Which Tour or Retailer is the product for?) to the property by clicking on that tab

To add a Product Line, click the tab and then enter the name of the Product Line. For example "US Winter Tour 2010" and click "Add."

The product line will show up in the Product Line list. Then you can mark "Active" if it is currently in use. Then click "Save"

How to Create a Grabsheet

A Grabsheet is a pdf file of all items in a specific product line.

To create a grabsheet, click "Production" in the main menu. It will bring you to a page that says "Search Grabsheets." Click "Add"

Now the OPM will have to search for the products you want to add to the grabsheet.
1. Choose the property (band or artist) from the "Property" pull-down menu
2. Choose the product line within that property from the "Product Line" pull-down menu or click ALL. This will allow you to search within all product lines for this property.
3. You can search within those products for a specific keyword. This is helpful if the product line you are searching within has many products.
4. You can narrow your search further by choosing the "App Status" from the pull-down menu. This refers to the item's approval status (ie approved, rejected, pending approval).

Then click "Search"

Then you will need to enter the information for the grabsheet you are creating.

1. Select a group from the "Group" pull-down menu. All grabsheets exist as apart of a category such as "Retail 2010" or "Tour 2010" (you can add a group by clicking "Create New Group" under the "Production" tab (see below photo)).
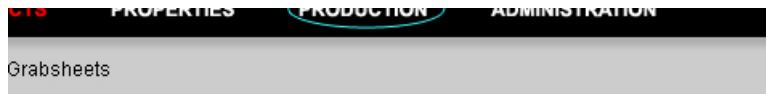
2. Select a Title for this grabsheet. For example: "Adam Lambert US Tour 2010"
3. Select which type of template you would like to use. "Standard" shows 8 items per page for a less detailed view, but allowing the user to see all items in the line at once. "Retail Presentation" shows one item per page. This is useful when you need the viewer to be able to see the detail of each item.
4. You may also select a property image for this item (optional)

Now you are ready to add the items you have searched for to the grabsheet you are creating. Simply drag the items over from the left column and drop them in the right. They will appear on the grabsheet in the order that you place them.

The check mark next to each item means that that item is approved. An X means that the item was rejected, and if blank, it means the item is pending approval.

The small blue pencil mark next to each item is for adding comments that will appear under that item on the grabsheet. Simply click on the mark to add comments.

A small box will appear where you can enter any comment you would like to appear on the grabsheet under that particular item. When you are done, click "Save and Close."

You can use the mouse to hover over any item and OPM will show you a larger visual.
You can re-arrange the order of appearance for the items in your grabsheet, by dragging and dropping.
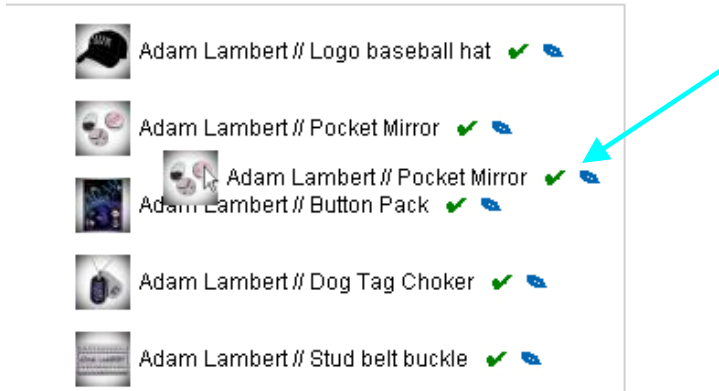
You can use the arrows at the top of the search results to navigate through multiple pages of results (outlined below in turquoise). You can also choose to add your property image to the grabsheets/presentations if you have an image saved.

When you have finished, click "Save Grabsheet" (outlined below in orange)

There is a check-box next to the "Save Grabsheet" button that gives you the option to "Save Permanently as File." If checked, you will not be able to go back and edit the grabsheet later. The advantage of this is that it cannot be altered by other users.

Once you have clicked "save", you will be brought back to the main production page, where you can search for your grabsheet.

How to Search for Grabsheets

From the "Production" tab on the main menu, you will be brought to the "Search Grabsheets" page.
You can either enter the group that the grabsheet is filed under, the property that it is filed under, or both.

Then click "Search"

Once you enter your search criteria, OPM will bring up all grabsheets that match your search. You can navigate through the pages by using the numbers on the top right.

Once you have located your grabsheet, there is a series of available options. You can either...
1. View the grabsheet: this will bring up an image of the sheet in the web browser
2. Download Hi-Res: This will download a hi-resolution PDF file of the grabsheet
3. Download Low-Res: This will download a low-resolution PDF file of the grabsheet
4. Edit: This will bring you to a page where you can edit the grabsheet

The grabsheet will look something like this…

ADAM LAMBERT US TOUR 2010

Glam Space
ADM2000 / ADM1005/ADM1008 (Juniors)

Galaxy Tee
ADM2003

Don't Trip T
ADM1011 (HT - Juniors)

If I had you s/s T
ADM1001(juniors)

Checkered Out s/s T
ADM1003

Horus Eye s/s T
ADM2002

Lipstick Gun

Neon s/s T
ADM2001

It will include the name of the grabsheet, the name of each item, and any notes you have
included for each item.