



Digital Asset Management

The Digital Asset Management (DAM) platform provides a centralized home for you to store and share digital assets in an easy-to-access, quick-to-search location. Any office or unit that wants a more efficient storing and sharing model for digital assets.

- All faculty and staff member can access the DAM for brand assets
- Marketing community partners who use and contribute Ohio State assets

Any office or department that wants a place to store and search for brand-appropriate Ohio State photographs, graphics or video. This tool is designed to help marketing communication managers, creators and agency partners get better access to search, download and share digital assets.

- Creators of content who want to store, access and share assets

Photographers and designers can upload, tag and share proprietary Ohio State photographs, graphics, video and other types of files. With bulk upload features, this tool allows for easy categories and embedded image data to be tagged. Assets can be shared privately or shared widely and found by Ohio State marketing teams.

Use the DAM to store, upload, manage and share assets — with your department, the university at large or even with external vendors and agencies.

- Photographs
- Audio
- Video
- Presentations
- Podcasts
- Animations
- Documentation and any other digital or multimedia content

Is there a cost for this service? Access to shared images will be a free service. For content creators who want to create private libraries, an annual usage license depends on the file storage size required. This cost includes support and training.

Benefits

Search and create:

Robust image and file search and access to other library images

Create and share project galleries with your team

Brand-approved images with meta tags, descriptions and embedded file data

Easy-to-use roles for uploading and downloading files, including workflow and support for agency partners

Store and preserve:

A versatile storage platform, backed up with security and available 24/7

Bulk upload capabilities preserve existing metadata

Create private galleries where only department assets are shared between a smaller unit (walled garden), and offer images to the rest of the community

Easily add keyword and taxonomy tags to every asset

Easy interface to build and reference your libraries

Log-in to <https://dam.osu.edu>