



Getting Started

The Ohio State University
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DAM – getting started

Welcome to the DAM. This is your place for Ohio State digital assets.

Your role

This guide is intended for all audiences.

Additional training guides are available for contributors and asset managers.

Who has access to The DAM?

- Every staff or faculty member at the university has access to the DAM for Brand Assets and the University Signature Gallery.
- Members of the Marketing Communications teams will have additional access to General Shared Assets. These are specially curated shared assets approved for use in marketing.
- Some units may upgrade their access to assets with increased storage. This is the "walled garden" approach and will allow teams to share and store assets privately for day-to-day operations.

In this guide

1. Access and roles
2. Mobile and Merlin X views
3. Search, keywords and captions, saved searches, sharing assets
4. Interface
5. Support

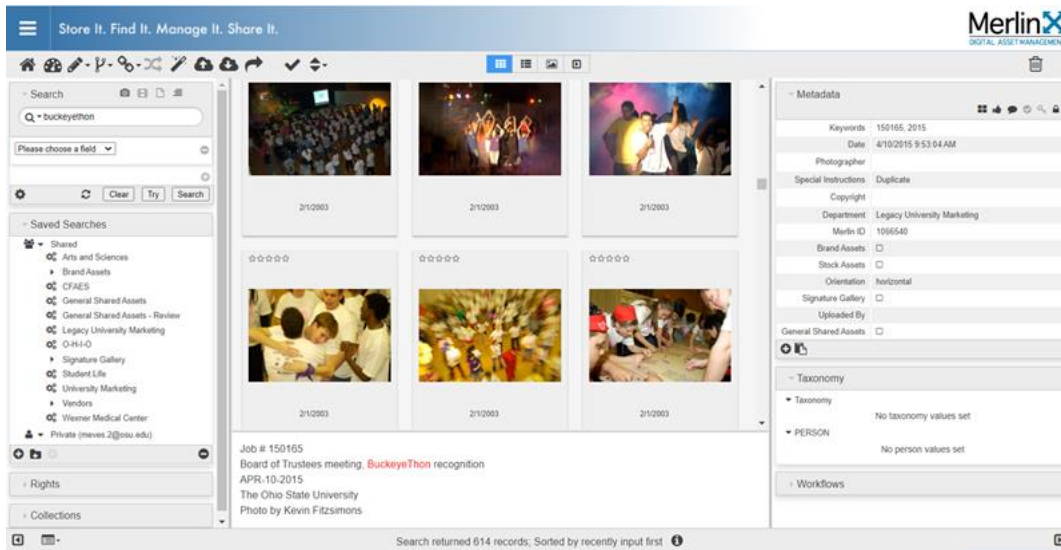
Login: dam.osu.edu

1. Access and roles

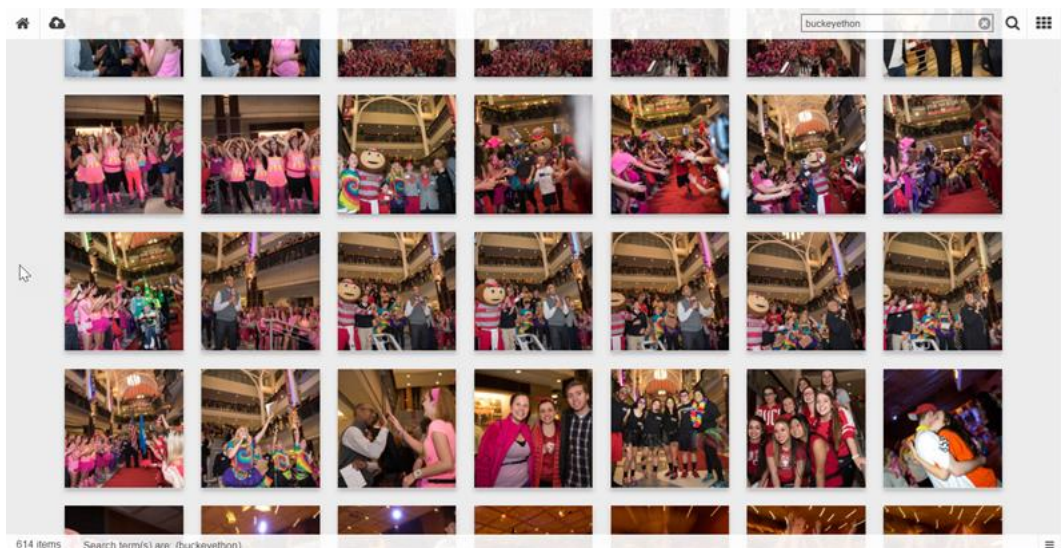
Login is simple with Ohio State secure shibboleth authentication and DUO multifactor authentication. Different users will see different assets based on their access levels. If you have questions about getting more access, please reach out to MarketingEnablement@osu.edu

2. Mobile and Merlin X views

There are several views you can use when browsing for images. From a desktop, more robust search options can be used with Merlin X.



Alternatively, for an image-based interface, use MX Basic. This view is also good for mobile phone browse mode.



Other ways you can change views: Gallery view, List view, Single asset, Group view

3. Search with keywords and captions

You can search using any words or strings of words. Search results will find all mentions, whether in metadata, captions, even transcriptions from video files. Here are some examples:

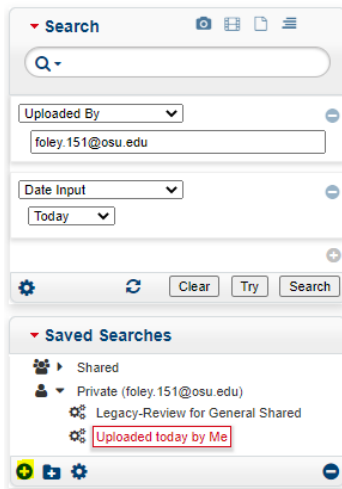
- Search subjects (soccer, anthropology, radiology)
- Search emotions (joy, focus, serious, curious)
- Search actions (marching, listening, laughing)
- Search seasons (autumn, summer, spring, winter)
- Search people (Professor Amna Akbar, provost, small group, uniform)
- Search places (Knowlton Hall, College of Public Health, Chadwick, Stone Lab)

Common Boolean search parameters that can be used

- Quotes: Use quotes to search for an exact phrase. Example: "football spring"
- Parenthesis: Combine modifiers to create a more complex search. Example: football AND (spring OR fall)
- AND: Include two search terms. Example: fall AND spring
- OR: Broaden your search with multiple terms. Example: "spring football" OR "fall football"
- NOT: Use to exclude a specific term. Example: football NOT spring

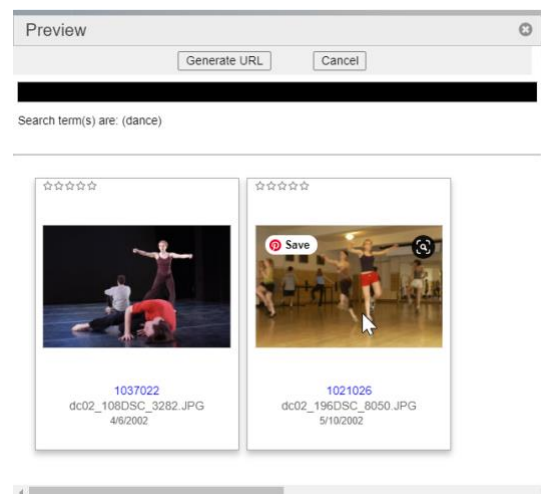
Saved searches

If you have frequent searches, you can save these for faster review of results.

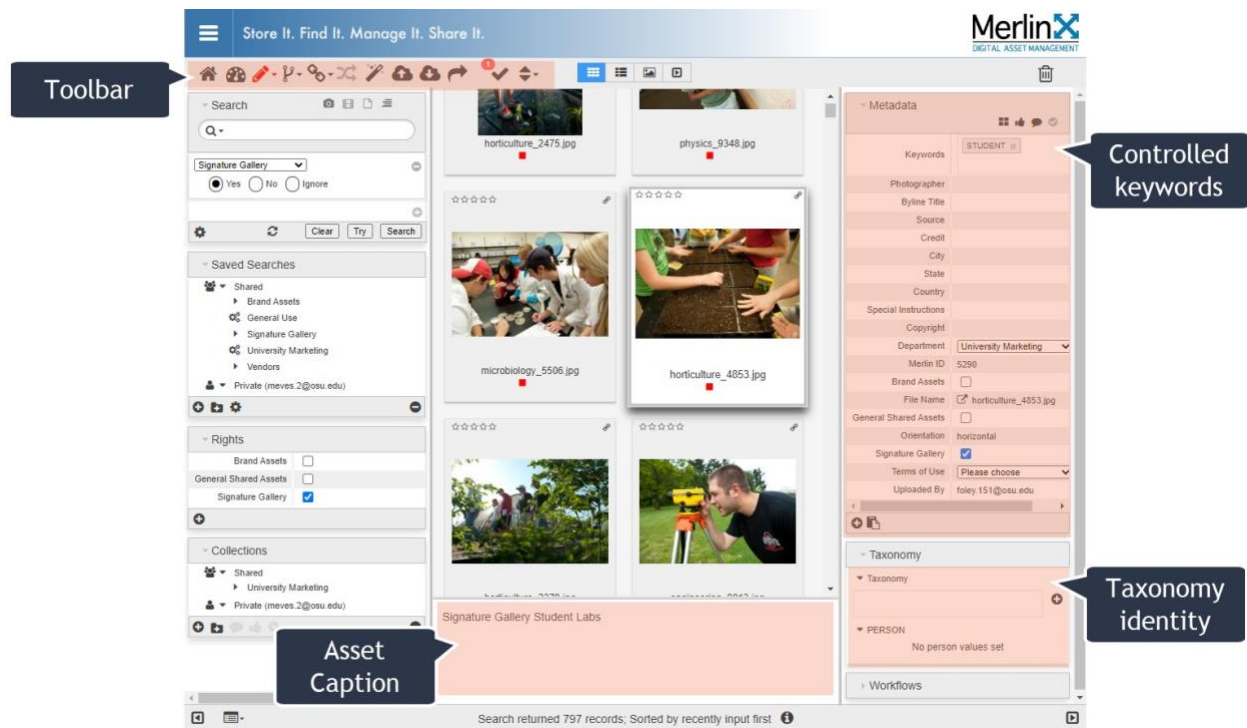


Sharing assets

It's easy to send previews of images to your partners through the DAM interface. You can send emails or generate preview links like the ones shown below.



4. Interface



5. Support

You can find more about the DAM with Marketing Enablement

go.osu.edu/enableDAM

You'll find options for support including:

- 1) Questions answered about using the tool
- 2) Quick guides and documentation
- 3) Brief training videos
- 4) Access and user role changes
- 5) Provide feedback about using the DAM
- 6) Other service requests