



DAM Contributor Introduction

DAM Contributor Topics

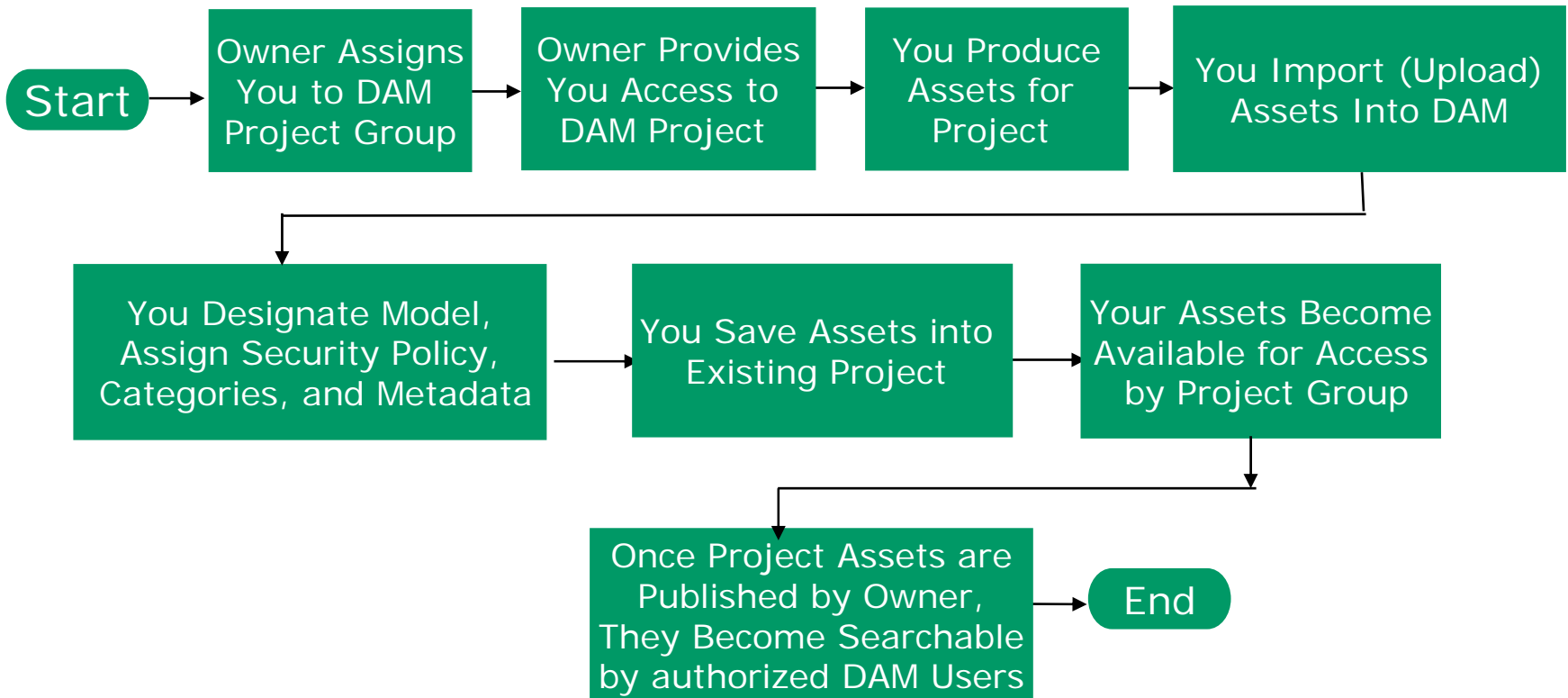
The **Contributor role** pertains to those inside or outside AMD who have been authorized to contribute digital assets to a project residing on DAM that is being managed by an AMD project owner.


Contributors will:


- Manage assets
 - Import assets into DAM
 - Assign security policies (access to assets)
 - Designate asset property models
 - Assign meta-data and categories (taxonomy)
- Participate in projects

Contributor Work Flow in DAM

Simplified DAM Contributor Workflow





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Welcome to the AMD Digital Asset Management System

The AMD DAM (ADAM) system is your source for marketing assets and collateral. ADAM has two parts: Digital Asset Portal (DAP) and Digital Asset Manager (DAM). The DAP is a quick and easy source to find and download logos, collateral, images, multimedia, and marketing documents. The DAM has robust features including advanced search, multi-asset download, and project-based assets. The DAM is intended for users who need to upload and/or manage projects in ADAM.

To use the ADAM system please [LOGIN](#) or create a new account using the link below.

[Login](#)

For instructions on how to create an ADAM account, please click [here](#).

Please check the [FAQ](#) for helpful information about a new account or login issues.

Contact us: adam.support@amd.com

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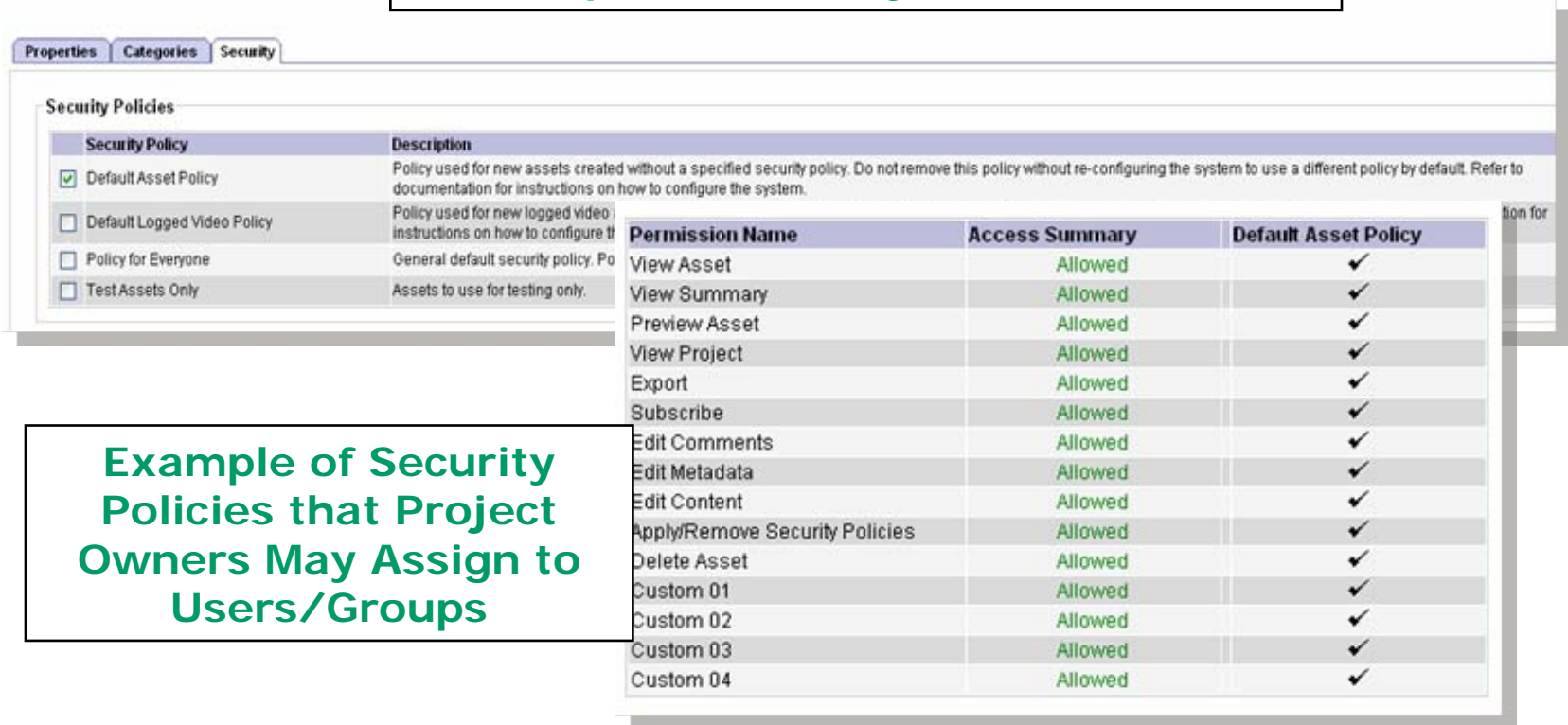
Managing Assets

DAM Security Policies

Security Policies refer to the access allowed to assets in DAM. Published assets are available to all users at the browser level.

DAM contributors must assign the appropriate security policies when importing their new assets into DAM.

Example of Security Selection Menu



The screenshot shows the 'Security' tab in a DAM interface. It features a 'Security Policies' section with a list of policies and a detailed table of permissions.

Security Policies List:

Security Policy	Description
<input checked="" type="checkbox"/> Default Asset Policy	Policy used for new assets created without a specified security policy. Do not remove this policy without re-configuring the system to use a different policy by default. Refer to documentation for instructions on how to configure the system.
<input type="checkbox"/> Default Logged Video Policy	Policy used for new logged video assets. Refer to documentation for instructions on how to configure the system.
<input type="checkbox"/> Policy for Everyone	General default security policy. Policy for all users.
<input type="checkbox"/> TestAssets Only	Assets to use for testing only.

Permission Table:

Permission Name	Access Summary	Default Asset Policy
View Asset	Allowed	✓
View Summary	Allowed	✓
Preview Asset	Allowed	✓
View Project	Allowed	✓
Export	Allowed	✓
Subscribe	Allowed	✓
Edit Comments	Allowed	✓
Edit Metadata	Allowed	✓
Edit Content	Allowed	✓
Apply/Remove Security Policies	Allowed	✓
Delete Asset	Allowed	✓
Custom 01	Allowed	✓
Custom 02	Allowed	✓
Custom 03	Allowed	✓
Custom 04	Allowed	✓

Example of Security Policies that Project Owners May Assign to Users/Groups

Asset Property Models

All assets in DAM must be designated with a **Property Model** that is appropriate for its content. Property Models are used as high level search categories by AMD, partner, and agency users.

Model	Content
Business Docs	PowerPoint, launch plans, sales materials, pricing
Collateral	Marketing and advertising source files, brand briefing documents, guidelines, web creative, templates...
Images	Logos, brand photography, product photography
Multimedia	Windows media, QuickTime, Flash, video

Designating Asset Property Model

New Asset

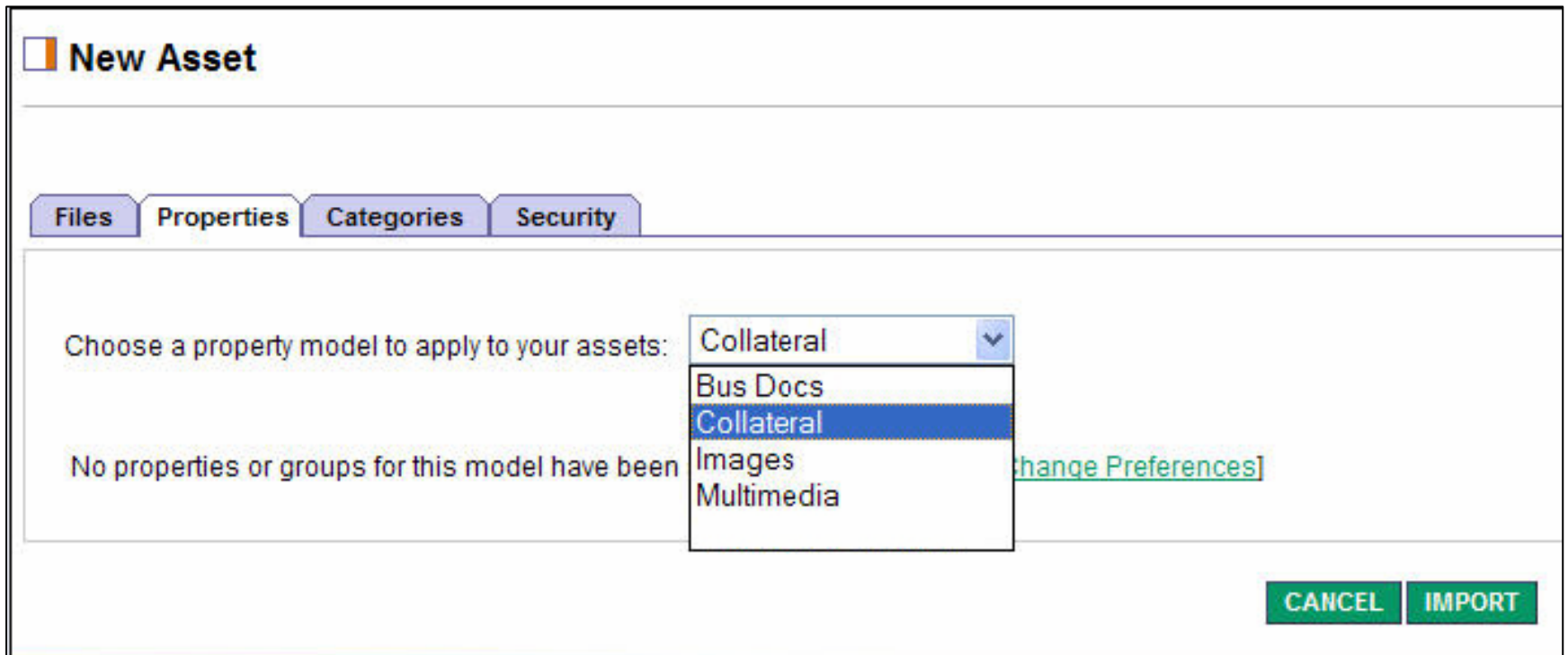
Files Properties **Categories** Security

Choose a property model to apply to your assets:

No properties or groups for this model have been

[Change Preferences](#)

CANCEL IMPORT



Applying Metadata

Files **Properties** **Categories** **Security**

Choose a property model to apply to your assets: Collateral **Collateral Model**

Asset Description → * Asset Description: ---

Core Usage Info → Country Usage: ---
Language: ---
Audience: ---
Embargo Status: ---

Collateral Type → * Collateral Type: **Select**

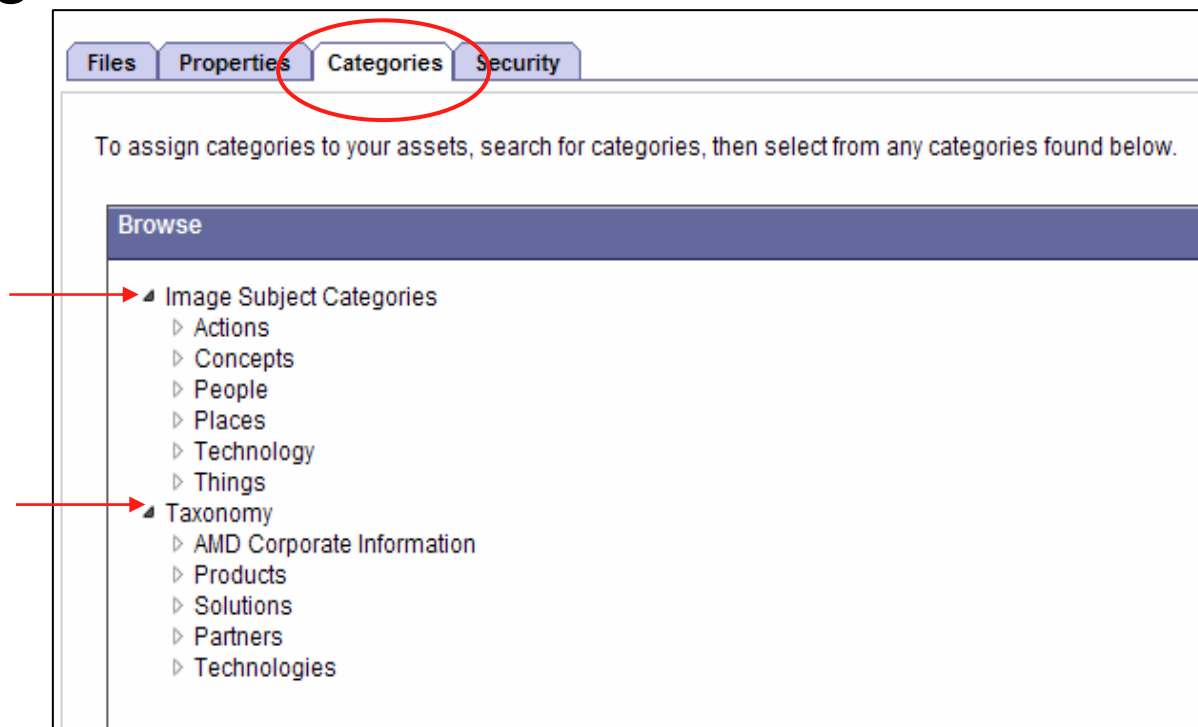
-
-
- ALL
- Brazil
- Canada
- China
- France
- Germany
- Hong Kong
- India
- Italy
- Japan
- Korea
- Latin America
- North America
- Poland
- Russia
- South Asia
- Spain
- Sweden
- Taiwan

Embargo Status	Embargo Type
---	---
---	---
---	---

Categories and Metadata

Metadata are values and descriptions that enable users to search and retrieve assets. The more accurate and descriptive the metadata, the easier it will be for users to find your assets.

In DAM, there are two metadata families listed under the **Category** tab: **AMD Taxonomy** and **Image Subject Categories**



AMD Taxonomy

The AMD Taxonomy is an extensive hierarchy of categories that covers virtually all corporate, product, marketing, and business information.

Example of Asset Category Structure

The taxonomy structure is maintained by the ADAM team and will be expanded as needed to accommodate new products, services, and document types.

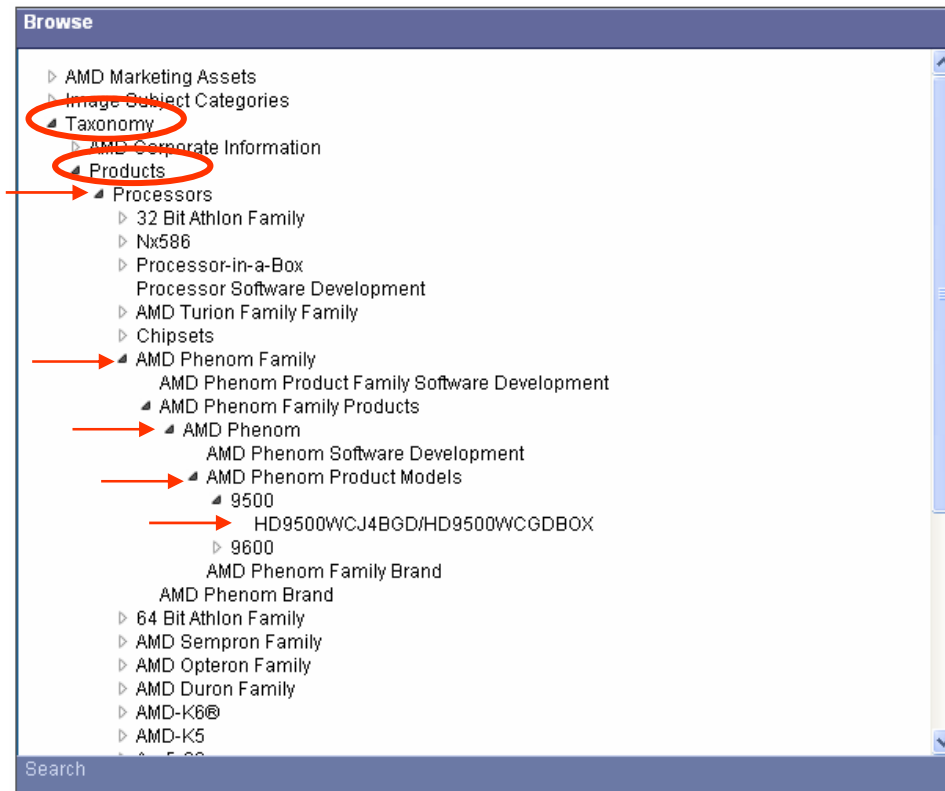
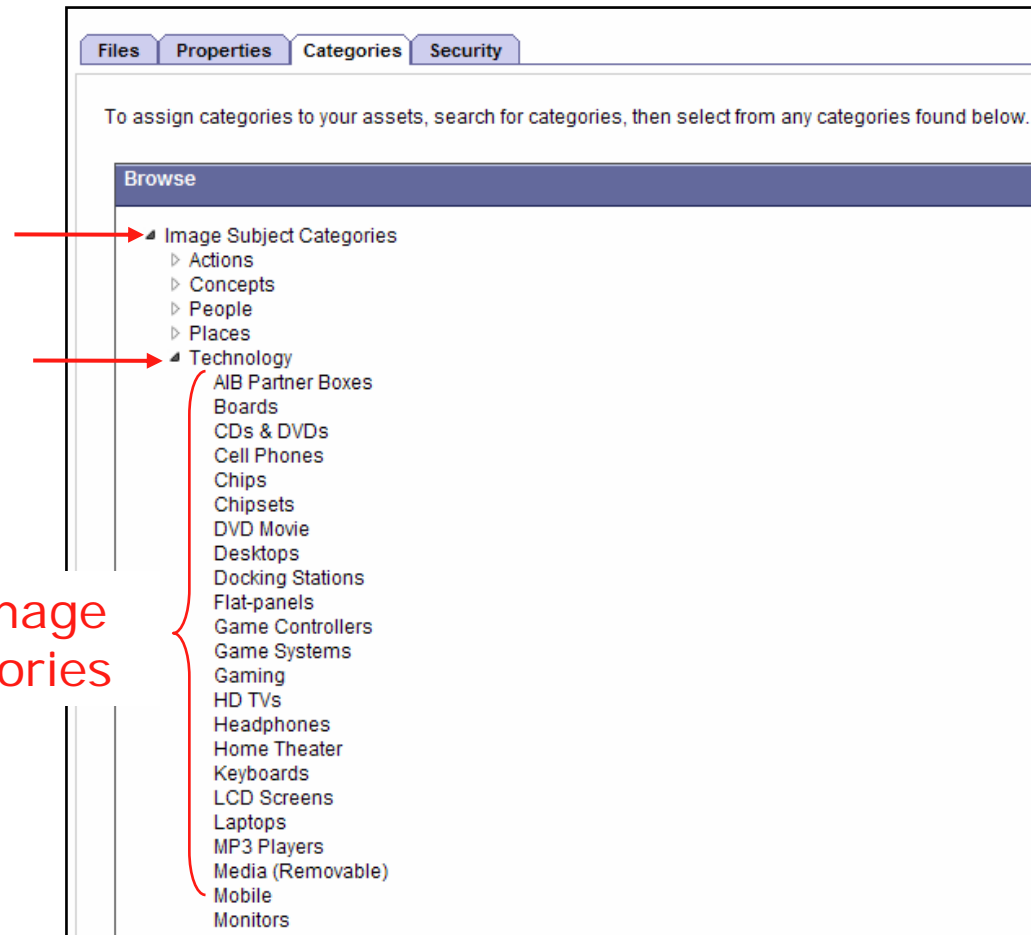


Image Subject Categories

The Image Subject Categories are terms specific to describing image assets.

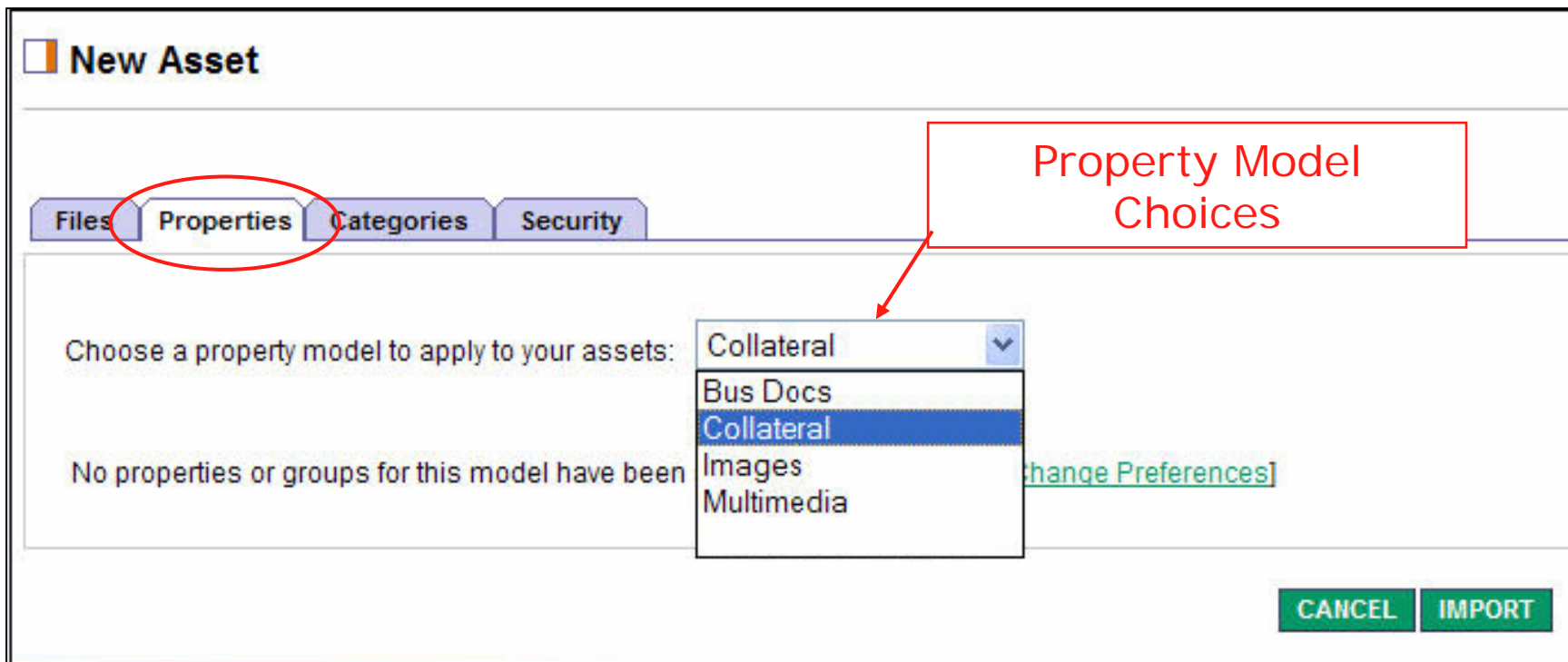
Example of Image Subject Categories



Importing Assets into DAM

Importing assets into DAM

Step 1. Designate the appropriate **Property Model** for the asset(s) you are importing



Importing assets into DAM

Step 2. Locate the file(s) you are uploading by using the **Browse** button, then select **Import**

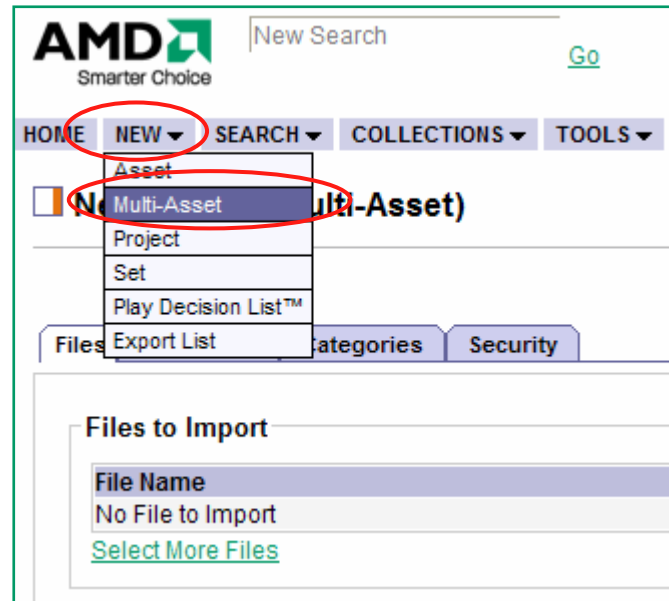
The screenshot shows the 'New Asset' upload interface. At the top, there are tabs for 'Files', 'Properties', 'Categories', and 'Security'. Below the tabs, there are two rows of input fields for 'Master file' and 'Subfile', each with a 'Browse...' button. To the right of the input fields are radio buttons for 'Use for thumbnail' and 'File Type: Autodetect [Change]'. At the bottom right, there are 'CANCEL' and 'IMPORT' buttons. A red box highlights the 'Files' tab, the 'Browse...' buttons, the 'Use for thumbnail' radio buttons, and the 'IMPORT' button. A red arrow points from the 'Subfile' input field to a text box at the bottom.

Subfile can create a separate thumbnail for the master file if needed

Working with Multiple Files

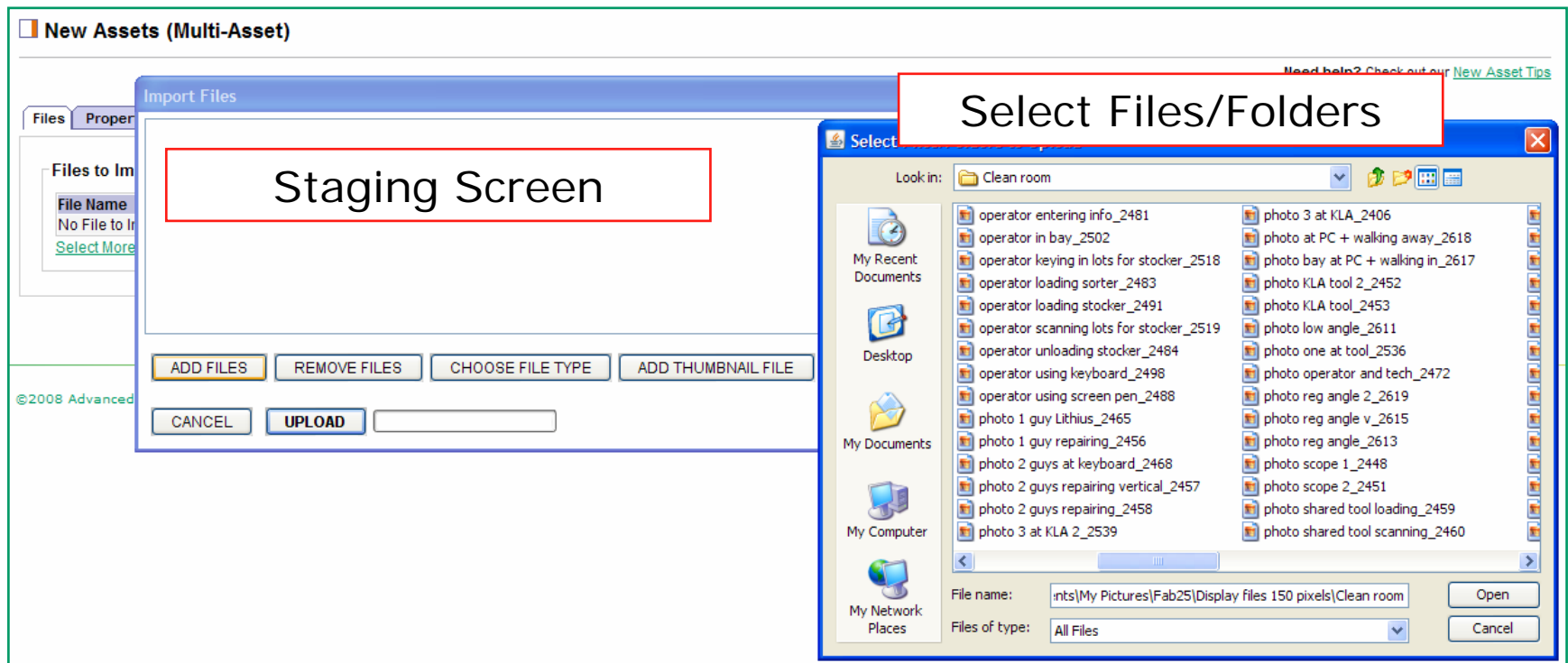
Select **New, Multi-Asset** on the tool bar

Note: To import multiple files, you must have a current Java plugin installed on your computer



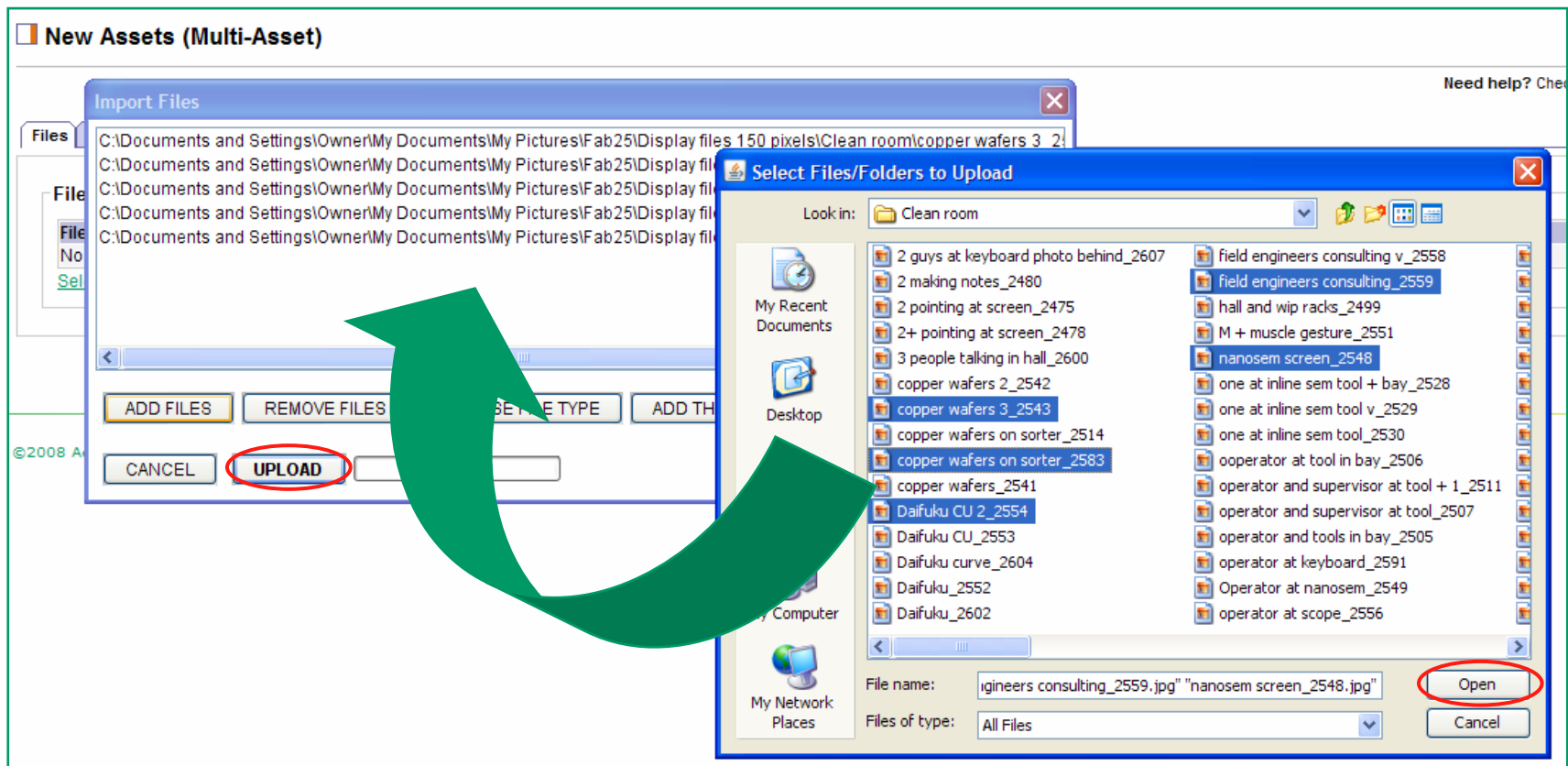
Working with Multiple Files

The **Import Files** staging screen will open along with a **Select Files/Folders** browser window.



Working with Multiple Files

Highlight multiple files to import and select **Open**; the selected files will appear in the staging screen. Finish by selecting **Upload**.



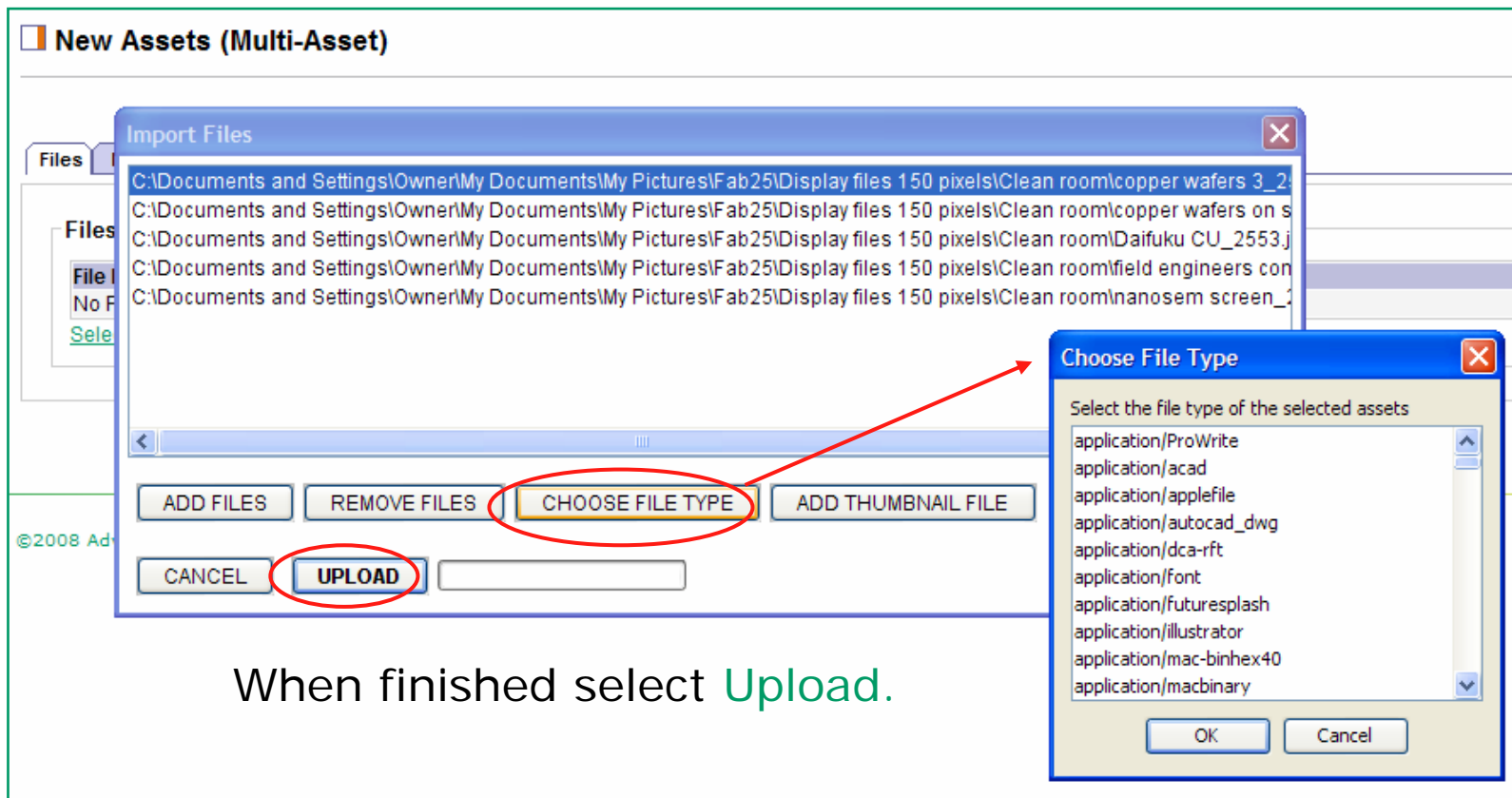
The screenshot illustrates the process of selecting multiple files for upload. The 'Select Files/Folders to Upload' dialog shows the following files selected:

- field engineers consulting_v_2558
- field engineers consulting_2559
- nanosem screen_2548
- copper wafers 3_2543
- copper wafers on sorter_2583
- Daifuku CU 2_2554
- Daifuku CU_2553
- Daifuku curve_2604
- Daifuku_2552
- Daifuku_2602

The 'Open' button in the file explorer is circled in red, and a green arrow points from it to the 'Upload' button in the 'Import Files' dialog, which is also circled in red.

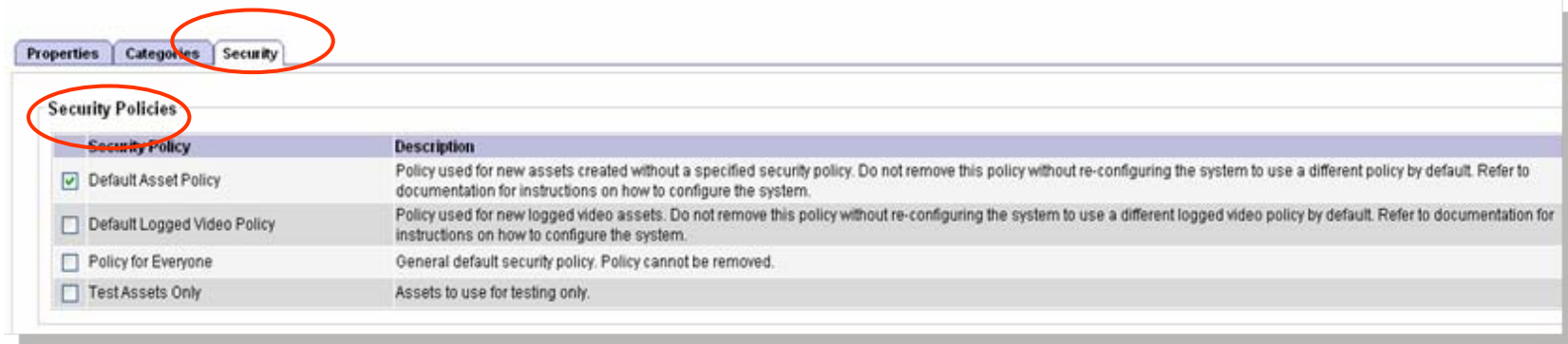
Working with Multiple Files

Before Importing you may choose **File Type(s)** and **Add Thumbnail** Files as needed. For instance, you may be uploading logo zip files and want to use a jpeg for the thumbnail.



Importing assets into DAM

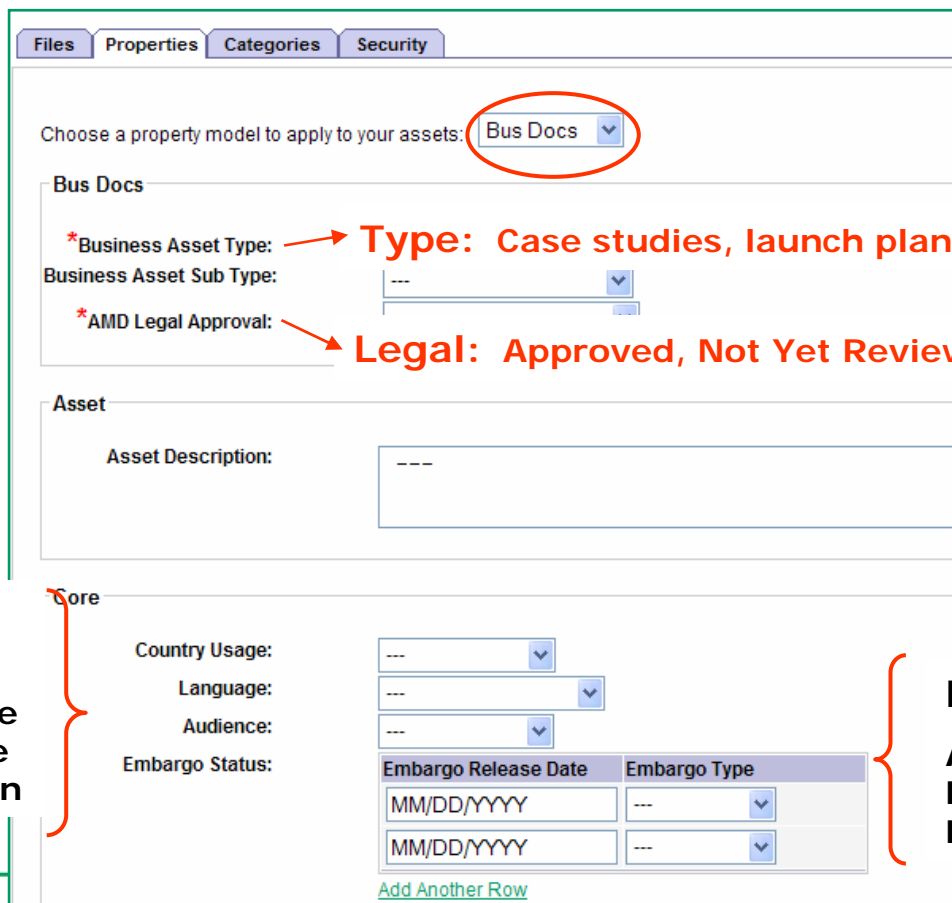
Step 3. Select **Security Policy** for the asset



Business Doc Properties

Step 4. Assign **Properties** using the drop down menus

Business Docs have **Core** usage properties and **two *Required** fields that must be selected from drop down menus.



Files Properties Categories Security

Choose a property model to apply to your assets: Bus Docs

Bus Docs

*Business Asset Type: **Type: Case studies, launch plan, pricing, etc.**

Business Asset Sub Type: ---

*AMD Legal Approval: **Legal: Approved, Not Yet Reviewed, Pending, etc.**

Asset

Asset Description: ---

Core

Country Usage: ---

Language: ---

Audience: ---

Embargo Status:

Embargo Release Date	Embargo Type
MM/DD/YYYY	---
MM/DD/YYYY	---

[Add Another Row](#)

Core:
Country
Language
Audience
Campaign

Embargo Type:
AMD Only
Partners
Public, etc.

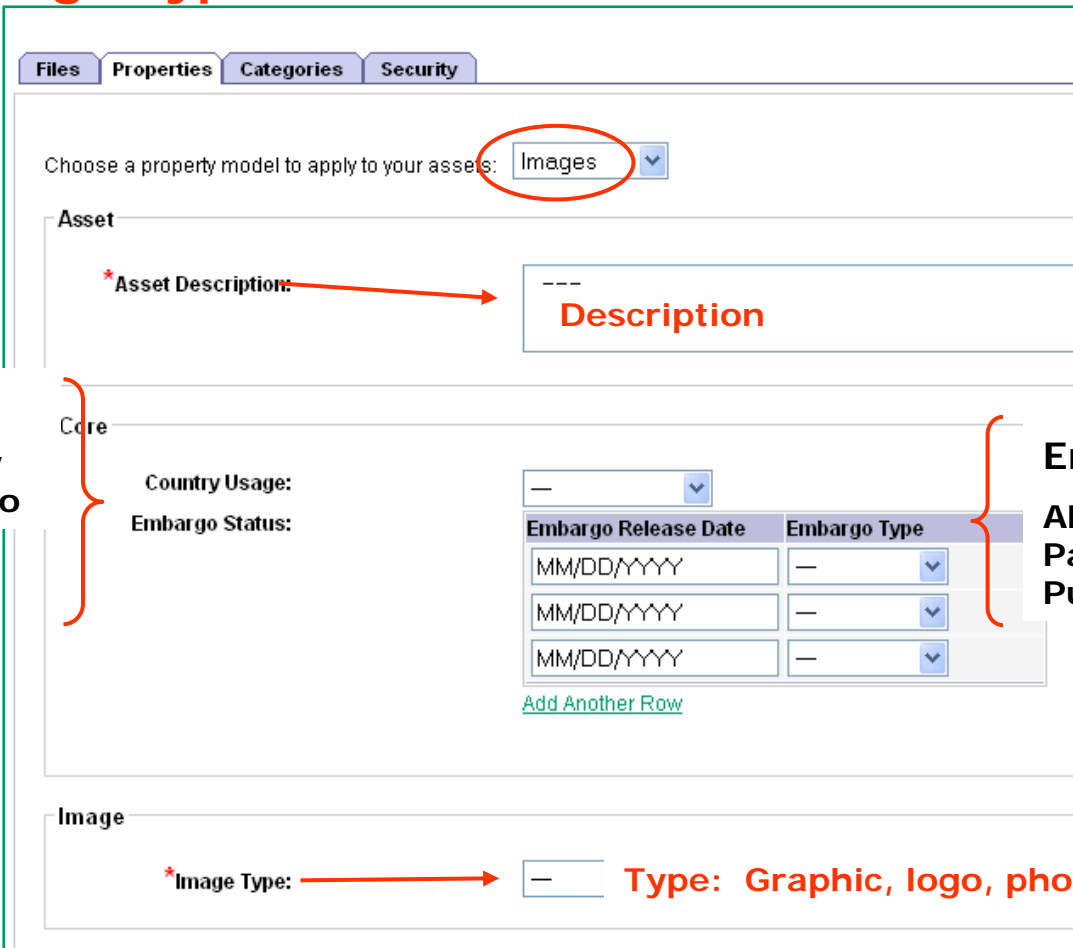
Collateral Properties

Collateral assets three property fields: **Description**, **Core** usage data, and **Collateral Type** and sub type.

The screenshot shows the 'Properties' tab of the AMD interface. At the top, there are tabs for 'Files', 'Properties', 'Categories', and 'Security'. Below them, a dropdown menu is set to 'Collateral'. The form is divided into three main sections: 'Asset', 'Core', and 'Collateral'.
- The 'Asset' section contains a field for '* Asset Description:' which is annotated with a red arrow pointing to a box labeled 'Description'.
- The 'Core' section contains fields for 'Country Usage:', 'Language:', and 'Audience:', each with a dropdown menu. Below these is an 'Embargo Status:' section with a table. A red bracket on the left groups the 'Country Usage', 'Language', and 'Audience' fields under the label 'Core: Country Language Audience Campaign'. A red bracket on the right groups the 'Embargo Status' table under the label 'Embargo Type: AMD Only Partners Public, etc.'. The table has two columns: 'Embargo Release Date' and 'Embargo Type'. It contains three rows, each with a date input field (format MM/DD/YYYY) and a dropdown menu. A link 'Add Another Row' is at the bottom of the table.
- The 'Collateral' section contains a field for '* Collateral Type:' with a red arrow pointing to a dropdown menu labeled 'Type: Marketing, sales, etc.'.

Image Properties

Image assets three property fields: **Description**, **Core** usage data, and **Image Type**.



Files Properties Categories Security

Choose a property model to apply to your assets: **Images**

Asset

*Asset Description: **Description**

Core:

Country Usage: [Dropdown]

Embargo Status: [Dropdown]

Embargo Release Date	Embargo Type
MM/DD/YYYY	[Dropdown]
MM/DD/YYYY	[Dropdown]
MM/DD/YYYY	[Dropdown]

[Add Another Row](#)

Embargo Type:
AMD Only
Partners
Public, etc.

Image

*Image Type: **Type: Graphic, logo, photo, etc**

Multimedia Properties

Multimedia assets three property fields: **Description**, **Core** usage data, and **Media Type**.

The screenshot shows a web interface with tabs for Files, Properties, Categories, and Security. The Properties tab is active, showing a dropdown menu for 'Choose a property model to apply to your assets' with 'Multimedia' selected. Below this are three sections: Asset, Core, and Multimedia. The Asset section has a field for '* Asset Description' with a red arrow pointing to a 'Description' label. The Core section has fields for Country Usage, Language, Audience, and Embargo Status. The Embargo Status field is a table with columns for Embargo Release Date and Embargo Type. The Multimedia section has a field for '* Multimedia Type' with a red arrow pointing to a 'Multimedia Type' label. Annotations include a red circle around the 'Multimedia' dropdown, a red arrow from the 'Asset Description' label to the description field, a red bracket on the left grouping 'Country Usage', 'Language', 'Audience', and 'Embargo Status' under the label 'Core: Country Usage Language Audience Embargo', and a red bracket on the right grouping the 'Embargo Release Date' and 'Embargo Type' columns under the label 'Embargo Type: AMD Only Partners Public, etc.'.

Files Properties Categories Security

Choose a property model to apply to your assets: Multimedia

Asset

* Asset Description: Description

Core

Country Usage: [dropdown]
Language: [dropdown]
Audience: [dropdown]
Embargo Status:

Embargo Release Date	Embargo Type
MM/DD/YYYY	[dropdown]
MM/DD/YYYY	[dropdown]
MM/DD/YYYY	[dropdown]

Add Another Row

Multimedia

* Multimedia Type: Multimedia Type

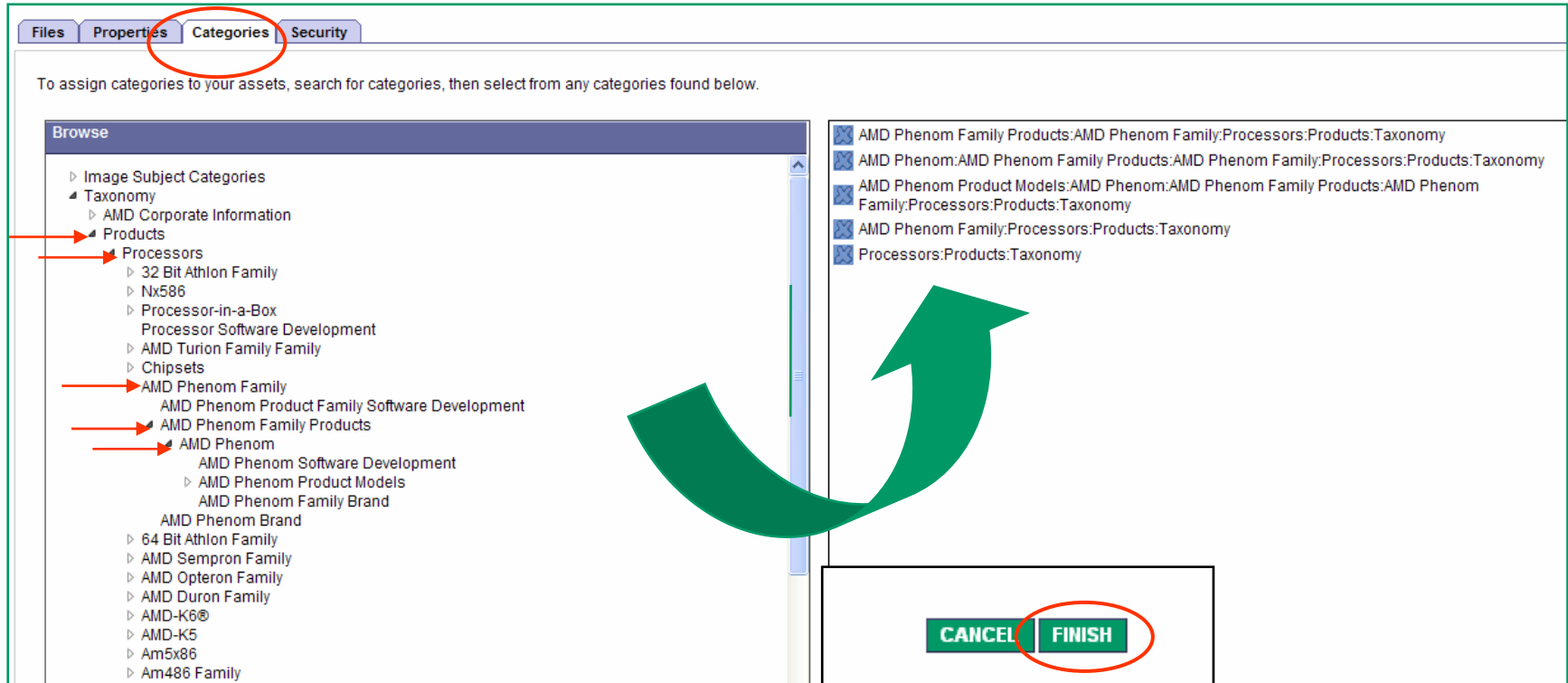
Core: Country Usage Language Audience Embargo

Embargo Type: AMD Only Partners Public, etc.

Importing assets into DAM

Step 5. Locate and designate **Categories** (metadata) appropriate for the asset, then select **Finish**

Note: Contributors can get category names from their project owner.



To assign categories to your assets, search for categories, then select from any categories found below.

Categories

Browse

- Image Subject Categories
 - Taxonomy
 - AMD Corporate Information
 - Products
 - Processors
 - 32 Bit Athlon Family
 - Nx586
 - Processor-in-a-Box
 - Processor Software Development
 - AMD Turion Family Family
 - Chipsets
 - AMD Phenom Family
 - AMD Phenom Product Family Software Development
 - AMD Phenom Family Products
 - AMD Phenom
 - AMD Phenom Software Development
 - AMD Phenom Product Models
 - AMD Phenom Family Brand
 - AMD Phenom Brand
 - 64 Bit Athlon Family
 - AMD Sempron Family
 - AMD Opteron Family
 - AMD Duron Family
 - AMD-K6®
 - AMD-K5
 - Am5x86
 - Am486 Family

Selected Categories:

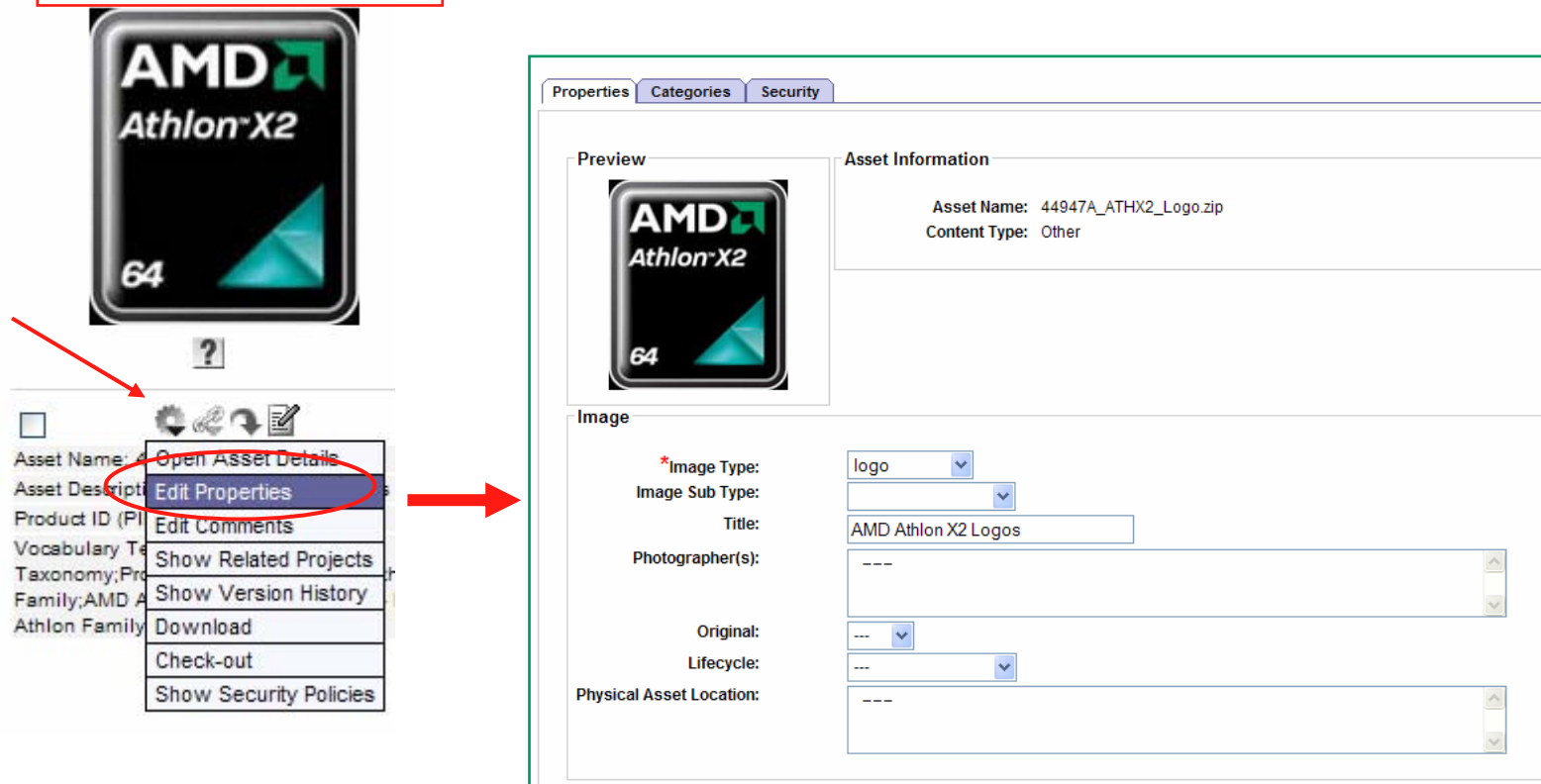
- AMD Phenom Family Products:AMD Phenom Family:Processors:Products:Taxonomy
- AMD Phenom:AMD Phenom Family Products:AMD Phenom Family:Processors:Products:Taxonomy
- AMD Phenom Product Models:AMD Phenom:AMD Phenom Family Products:AMD Phenom Family:Processors:Products:Taxonomy
- AMD Phenom Family:Processors:Products:Taxonomy
- Processors:Products:Taxonomy

CANCEL **FINISH**

Editing Properties

After importing an asset, you can modify its metadata by using **Edit Properties** in the asset icon menu.

Gallery View of Single Asset



The image shows a workflow for editing an asset's properties. On the left, a gallery view displays an asset icon for 'AMD Athlon X2 64'. A red arrow points from the icon to a context menu where 'Edit Properties' is highlighted with a red circle. A second red arrow points from this menu item to the right-hand side of the image, which shows the 'Properties' tab of the asset's detail page. This page includes a preview of the asset icon, asset information (Asset Name: 44947A_ATHX2_Logo.zip, Content Type: Other), and an 'Image' section with various metadata fields like Image Type, Image Sub Type, Title, Photographer(s), Original, Lifecycle, and Physical Asset Location.

Projects in DAM

Working on Projects in DAM

The Project structure and features in DAM are capable of supporting ad hoc workflow or more formalized projects with scheduled tasks, dependencies, approvals, notifications, etc.

In DAM, the project owner and team may view and modify:

- Associated digital assets, their history, etc.
- Tasks, target dates, and approvals
- Personnel contact info
- Sub-projects within a larger project

Working on Projects in DAM

Simplified DAM Project Workflow

