



DAM Project Owner Introduction

Projects in DAM

Definition of Project

A Project in DAM is a collection of assets and security policies about a related subject that is accessible to a specific group of users.

When are Projects needed?

A DAM Project is useful when the owner of a group of assets that are related by product, region, or user audience desires to control access to those assets during their development or distribution.

Using the Right Collaboration Tools

The new **DAM** system offers extensive new project owner features that make it a powerful complement to our existing **SharePoint** collaboration tool.

As a rule of thumb, highly sensitive materials that are only to be seen by small teams of AMD employees and are not ready for broader distribution should continue to be developed and finalized in **SharePoint**.

Materials that will ultimately have wider distribution, both inside AMD and with outside partners and agencies are well suited to be developed by project teams in **DAM**.

Using DAM and SharePoint at AMD

	Sharepoint Collaboration System	ADAM System	Archival / File Storage
Intended to	<ul style="list-style-type: none"> • Support internal collaboration within AMD teams • Provide central location for team documents 	<ul style="list-style-type: none"> ▪ Provide central location to distribute content to all AMD audiences ▪ Provide simple interface to find documents 	<ul style="list-style-type: none"> ▪ Provide location to store records for reference
Used by	<ul style="list-style-type: none"> • AMD staff 	<ul style="list-style-type: none"> • AMD Staff • Agencies • Partners 	<ul style="list-style-type: none"> • AMD Staff • Agencies • Partners
Stores	<ul style="list-style-type: none"> • Team-level documents • Draft company marketing documents 	<ul style="list-style-type: none"> • Distribution-ready company marketing documents 	<ul style="list-style-type: none"> • Inactive transactional records
Frequency of use	Daily	Daily / Weekly	Rarely

Overview of Projects in DAM

The AMD **Project Owner** role pertains to those who are managing the development and publishing of digital assets by a team of contributors in **DAM**.

Overview Topics:

- **Getting Started**
 - Requesting a new project
 - Searching for existing projects
 - Updating project information
- **Working with Projects**
 - Adding assets
 - Adding project contributors (participants)
 - Exporting Project Assets
 - Notifications and Comments
 - Security

Getting Started

Requesting a Project

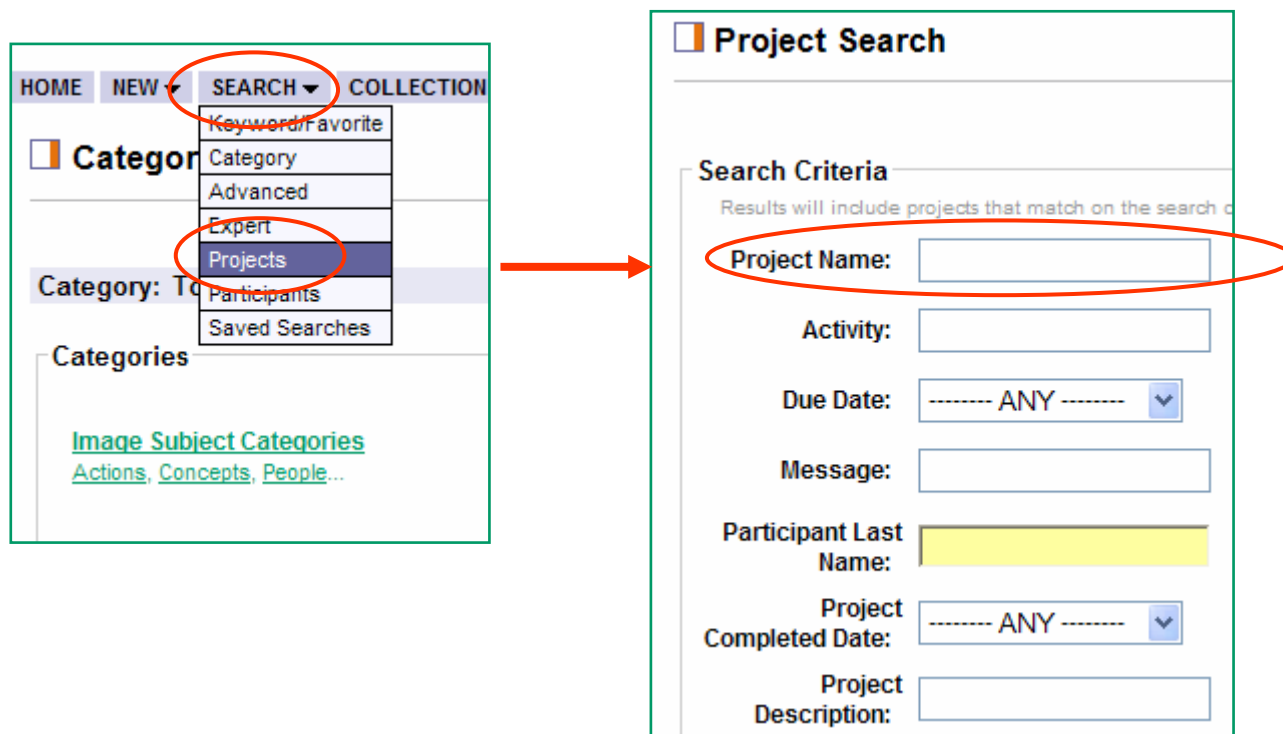
To request a project in DAM, the project owner must supply to the ADAM team:

- Project description and participants
- Approximate number of assets to manage
- Approximate number of users

To initiate a project request in DAM, email:
adam.support@amd.com

Searching for Existing Projects

After the ADAM team has created your new Project in DAM, you will receive an email notification. Login to DAM and use **Search, Projects**, and enter your **project name** to find your project.



The image shows two screenshots of the DAM interface. The left screenshot shows the navigation menu with 'SEARCH' and 'Projects' highlighted. The right screenshot shows the 'Project Search' form with the 'Project Name' field highlighted.

Navigation Menu:

- HOME
- NEW
- SEARCH**
 - Keyword Favorite
 - Category
 - Advanced
 - Expert
 - Projects**
 - Participants
 - Saved Searches
- COLLECTION

Project Search Form:

Project Search

Search Criteria

Results will include projects that match on the search c

Project Name:

Activity:

Due Date: ----- ANY -----

Message:

Participant Last Name:

Project Completed Date: ----- ANY -----

Project Description:

Project Details Screen

You should see the **Project Details** screen for your project which lists key information and provides tabs for all project transactions.

Project Information

Project Details: Generic Project

Transaction Tabs

Info Assets Participants Tasks History Related Projects Export Notifications Comments Security

Name: Generic Project
Description: Examples for DAM training
Type: ---
Owners: [Knox, Richard](#)
Is Active: Yes
Is Done: No
Start Date: 07/02/2008
Due Date: ---
Completed Date: ---
Asset Count: 0
Active Task: ---
Active Participant(s): ---
Default Metadata Profile: ---
Except with the following Content Types:

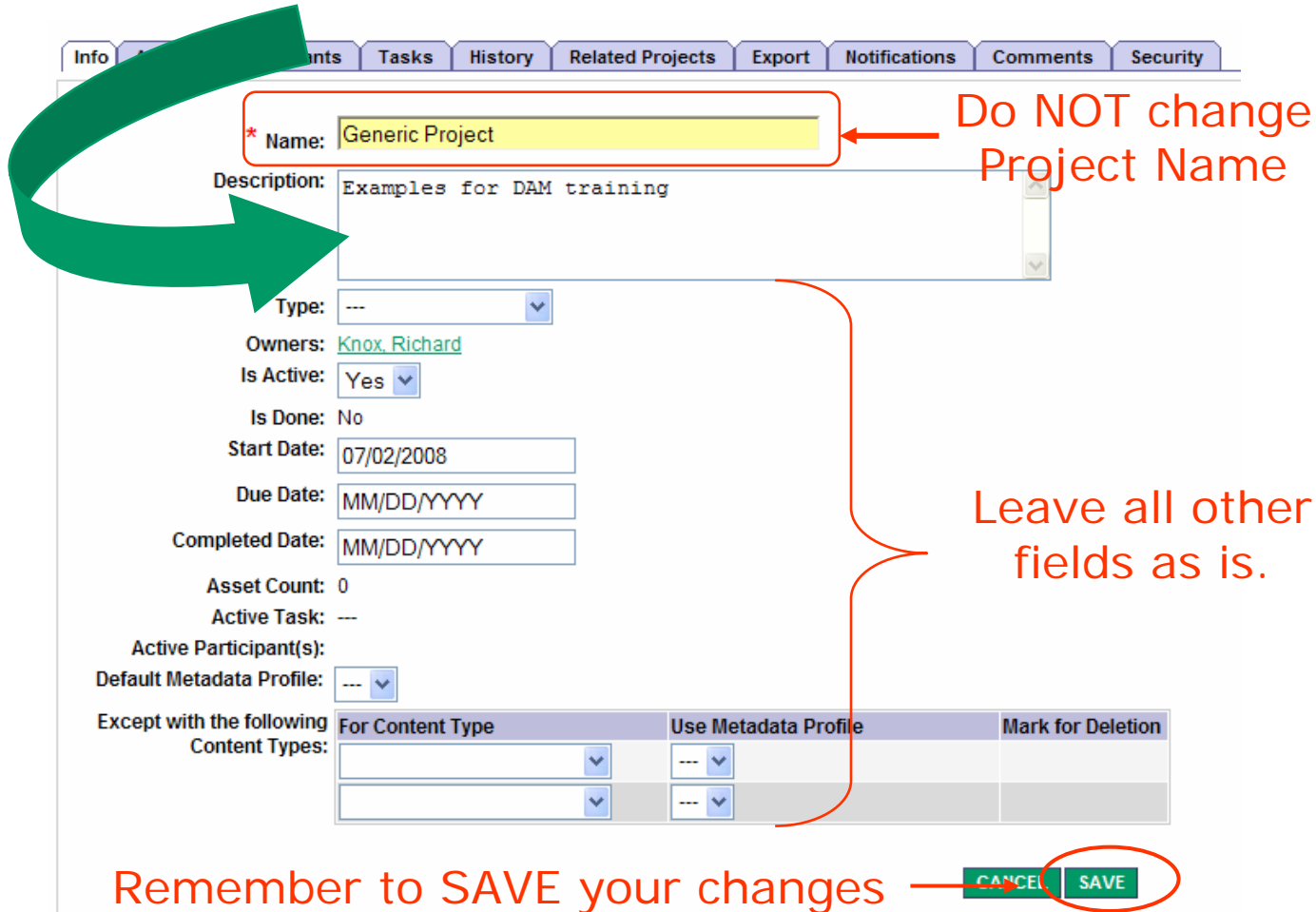
For Content Type	Use Metadata Profile
There is no data to display.	

EDIT PROJECT INFO

You can update your Project Description by using **Edit Project Info**

Edit Project Description

You may add info to the **Description** field as needed.



*** Name:** Generic Project

Description: Examples for DAM training

Type: ---

Owners: Knox, Richard

Is Active: Yes

Is Done: No

Start Date: 07/02/2008

Due Date: MM/DD/YYYY

Completed Date: MM/DD/YYYY

Asset Count: 0

Active Task: ---

Active Participant(s):

Default Metadata Profile: ---

Except with the following Content Types:	For Content Type	Use Metadata Profile	Mark for Deletion
	---	---	
	---	---	

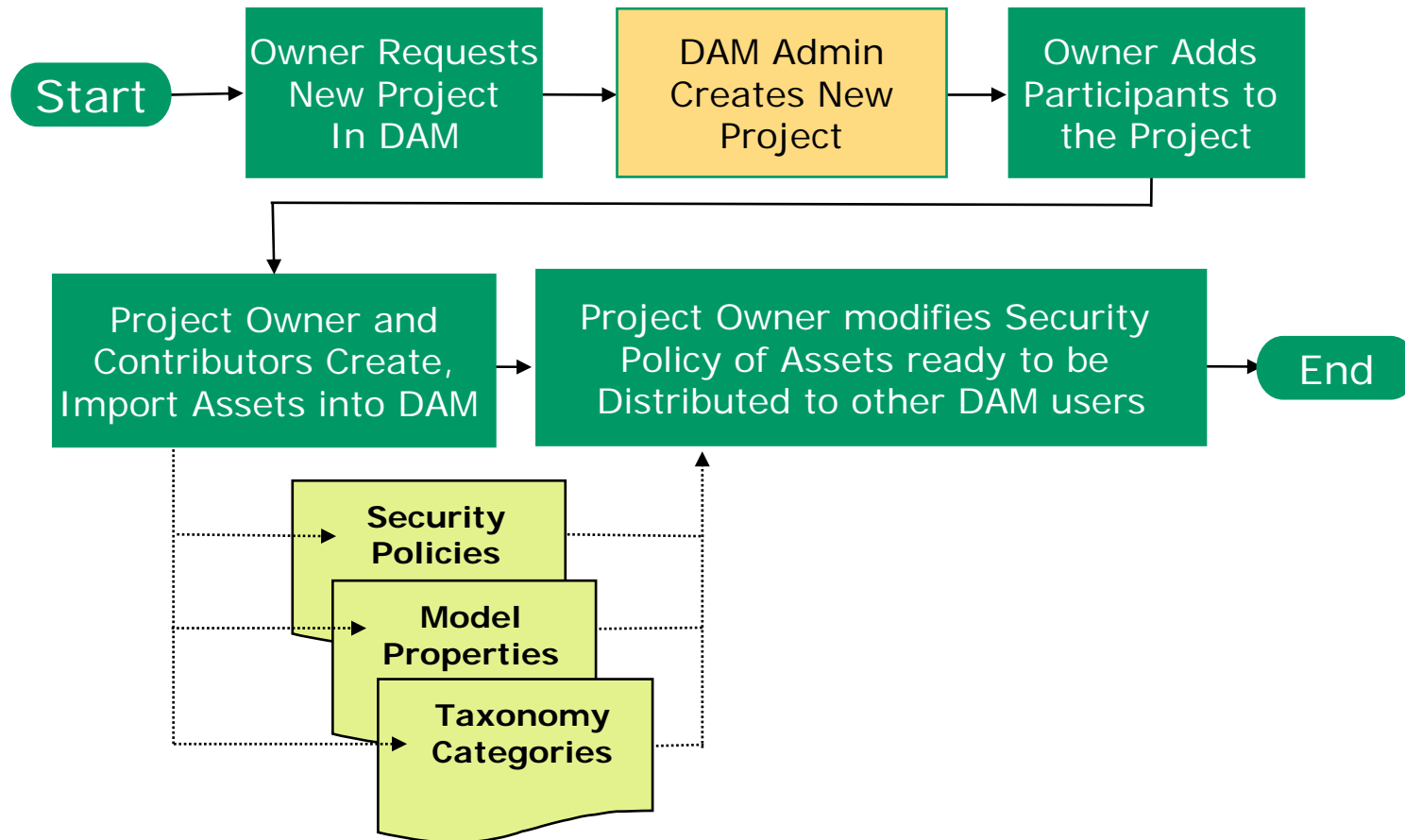
Remember to SAVE your changes

CANCEL SAVE

Working with Projects

Working on Projects in DAM

Simplified DAM Project Workflow



Adding Assets

Adding Assets to a Project

1. Search **DAM** for the assets you want to add

Keyword/Favorite Search

Favorite Searches

You have no favorite searches

[All Saved Searches](#)

Keyword Search

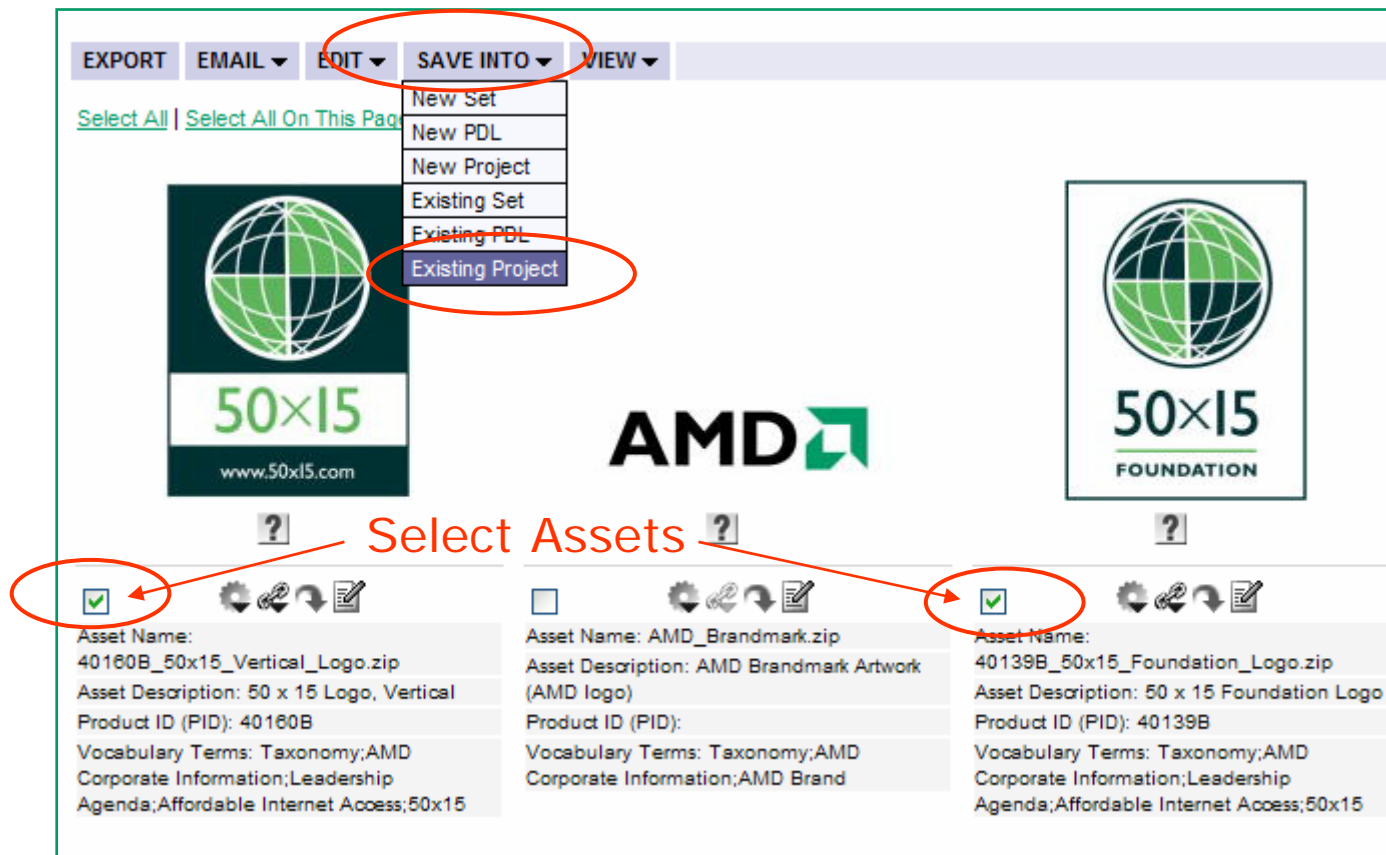
Keywords:

Across:

[Advanced Search](#)

Adding Assets to a Project

2. Select the assets to include, then **Save Into**,
Existing Project



The screenshot shows a web interface with a top navigation bar containing 'EXPORT', 'EMAIL', 'EDIT', 'SAVE INTO', and 'VIEW'. The 'SAVE INTO' dropdown menu is open, showing options: 'New Set', 'New PDL', 'New Project', 'Existing Set', 'Existing PDL', and 'Existing Project'. The 'Existing Project' option is highlighted. Below the menu are three asset cards, each with a '50x15' logo. The first card is '40160B_50x15_Vertical_Logo.zip', the second is 'AMD_Brandmark.zip', and the third is '40139B_50x15_Foundation_Logo.zip'. Red circles highlight the 'SAVE INTO' menu, the 'Existing Project' option, and the checkboxes for the three asset cards. A red arrow points from the text 'Select Assets' to the checkboxes.

Asset Name	Asset Description	Product ID (PID)	Vocabulary Terms	Agenda
40160B_50x15_Vertical_Logo.zip	50 x 15 Logo, Vertical	40160B	Taxonomy;AMD Corporate Information;Leadership	Affordable Internet Access;50x15
AMD_Brandmark.zip	AMD Brandmark Artwork (AMD logo)		Taxonomy;AMD Corporate Information;AMD Brand	
40139B_50x15_Foundation_Logo.zip	50 x 15 Foundation Logo	40139B	Taxonomy;AMD Corporate Information;Leadership	Affordable Internet Access;50x15

Adding Assets to a Project

3. Enter your Project Name in the Project Search window that opens, then Search

The screenshot shows a 'Project Search' window overlaid on a project asset page. The 'Project Search' window has a title bar with a search icon and the text 'Project Search'. Below the title bar, it says 'Search Criteria' and 'Results will include projects that match on the search criteria'. There are four input fields: 'Project Name' (containing 'Generic'), 'Activity' (empty), 'Due Date' (set to 'ANY'), and 'Message' (empty). At the bottom of the search window are two buttons: 'CLEAR' and 'SEARCH'. The 'SEARCH' button is circled in red. The background page shows a project asset with a '50x15' logo and a list of asset details.

Project Search

EXPORT EMAIL EDIT

Select All | Select All On This Page

50x15
www.50x15.com

?

Asset Name: 40160B_50x15_Vertical_Logo.zip
Asset Description: 50 x 15 Logo, Vertical
Product ID (PID): 40160B
Vocabulary Terms: Taxonomy;AMD
Corporate Information;Leadership
Agenda;Affordable Internet Access;50x15

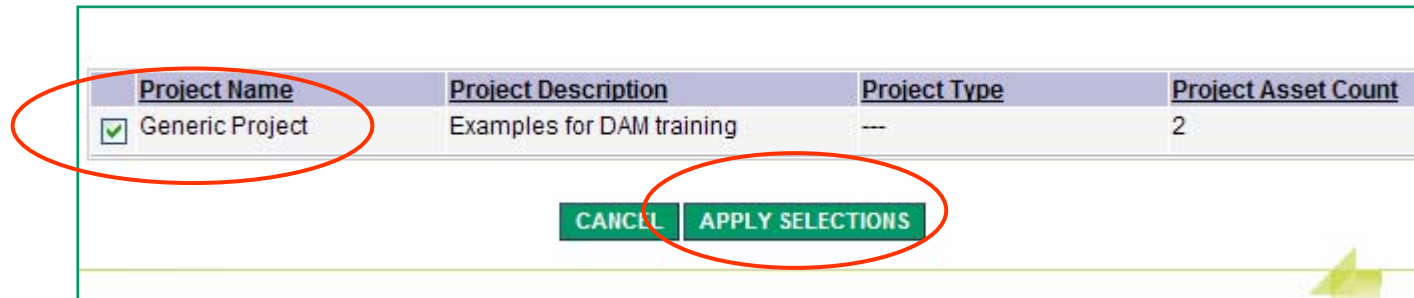
Asset Name: AMD_Brandmark.zip
Asset Description: AMD Brandmark Artwork (AMD logo)
Product ID (PID):
Vocabulary Terms: Taxonomy;AMD
Corporate Information;AMD Brand

Asset Name: AMD_Brandmark.zip
Asset Description: AMD Brandmark Artwork (AMD logo)
Product ID (PID):
Vocabulary Terms: Taxonomy;AMD
Corporate Information;Leadership
Agenda;Affordable Internet Access;50x15

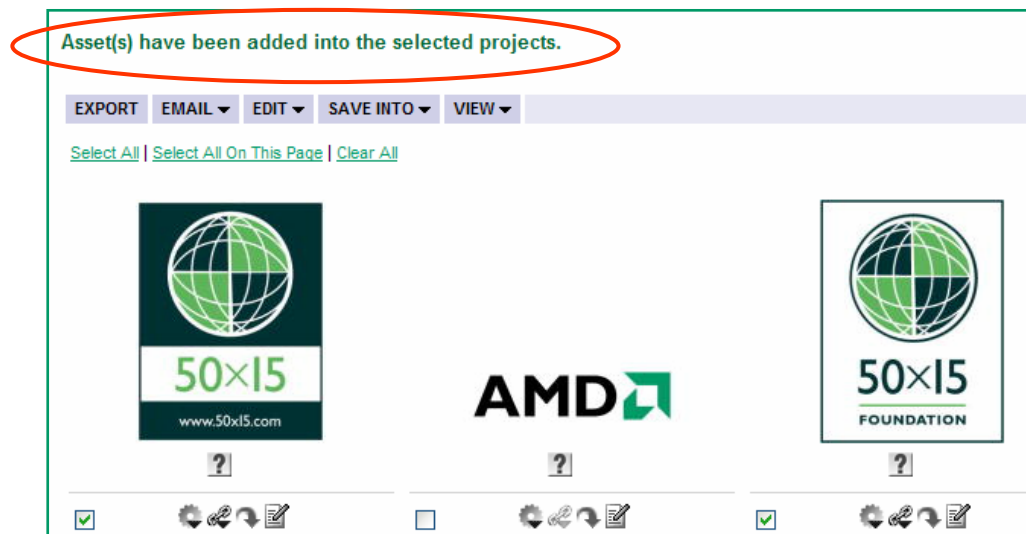
CLEAR SEARCH

Adding Assets to a Project

4. Check the box for your Project then Apply Selections to add the selected assets

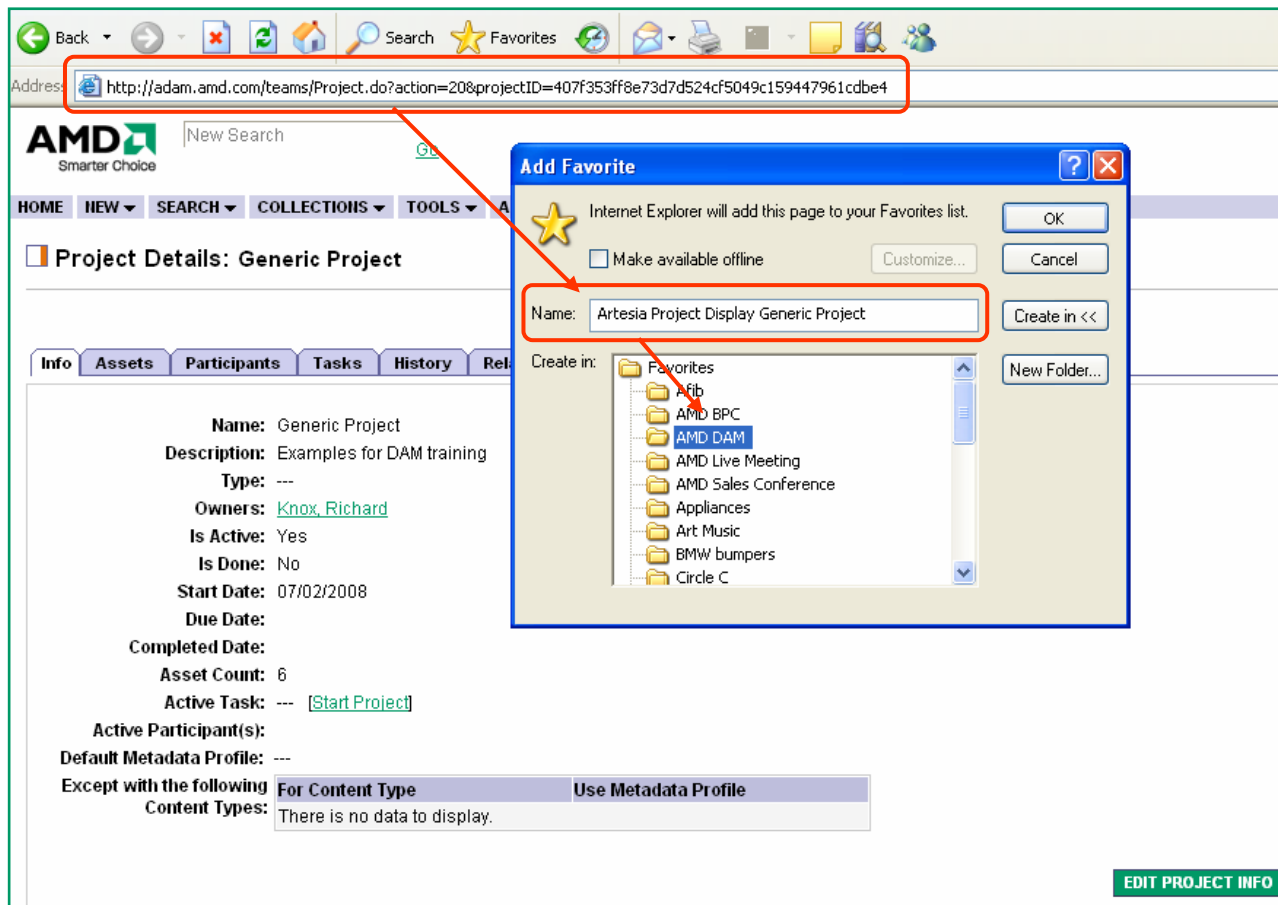


5. A confirmation message will appear



Bookmarking Your Project

To avoid repeated searches for frequently accessed **Projects**, bookmark their URLs in your browser.



Adding Participants

Adding Participants

1. Select **Participants** on the Project Details screen

Project Details: Generic Project

Info Assets **Participants** Tasks History Related Projects Export Notifications Comments Security

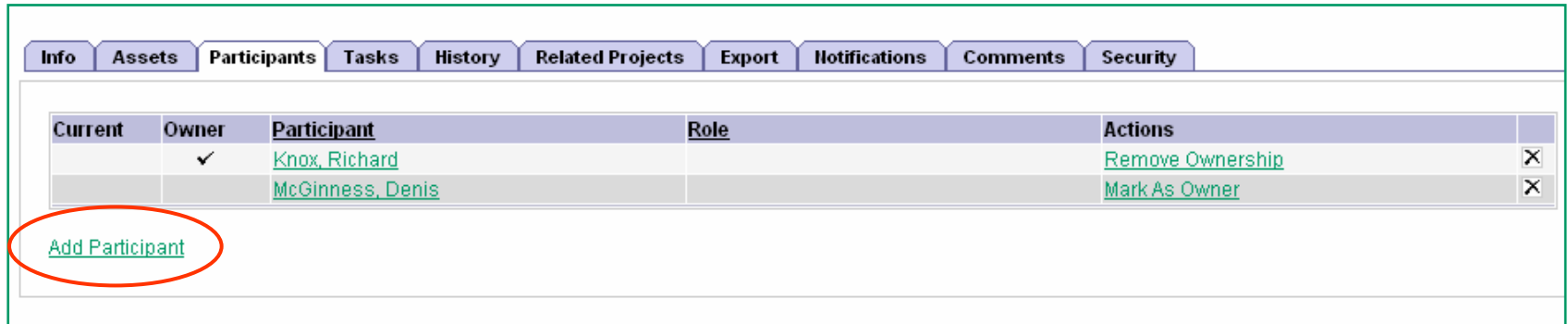
Name: Generic Project
 Description: Examples for DAM training
 Type: ---
 Owners: [Knox, Richard](#)
 Is Active: Yes
 Is Done: No
 Start Date: 07/02/2008
 Due Date:
 Completed Date:
 Asset Count: 0
 Active Task: ---
 Active Participant(s):
 Default Metadata Profile: ---
 Except with the following Content Types:

For Content Type	Use Metadata Profile
There is no data to display.	

EDIT PROJECT INFO

Adding Participants

- Current Participants in the Project will be displayed; select **Add Participant**



Info	Assets	Participants	Tasks	History	Related Projects	Export	Notifications	Comments	Security
Current	Owner	Participant	Role	Actions					
	✓	Knox, Richard		Remove Ownership ✕					
		McGinness, Denis		Mark As Owner ✕					
Add Participant									

Adding Participants

3. The **Participant Search** window will display; enter the **Last Name** of a **registered DAM user** to add to your project, then select **Search**.

Note: ONLY names of those already registered in DAM can be searched.

Participant Search Close Win

Need help? Check out our [Participant Search](#)

Search Criteria
Results will include participants that match on the search criteria provided below (wildcards * and ? allowed). Participant searches are case insensitive.

Last Name: <input type="text" value="Murray"/>	Department: <input type="text" value="— ANY —"/>
All Task Assignments Project Name: <input type="text"/>	Assigned Project Name: <input type="text"/>
Current Task Due Date: <input type="text" value="— ANY —"/>	Notes: <input type="text"/>

CLEAR **SEARCH**

Adding Participants

- The search results will display; check the **box** next to the correct participant then **Apply Selections**

Participant Search
Close window

[Need help? Check out our Participant Search T](#)

Search Criteria

Results will include participants that match on the search criteria provided below (wildcards * and ? allowed). Participant searches are case insensitive.

Last Name:

All Task Assignments Project Name:

Current Task Due Date:

Department:

Assigned Project Name:

Notes:

CLEAR
SEARCH

Participant Name	Email Address	Login Name	Department	Participant Role
<input checked="" type="checkbox"/> Murray, Gary	gary.murray@amd.com	gmurray		
<input type="checkbox"/> Murray, GaryHotmail	garylmurray@hotmail.com	gmurray997		

CANCEL
APPLY SELECTIONS

Check

Adding Participants

- The complete list of project participants will display; it will include the new participant just added.

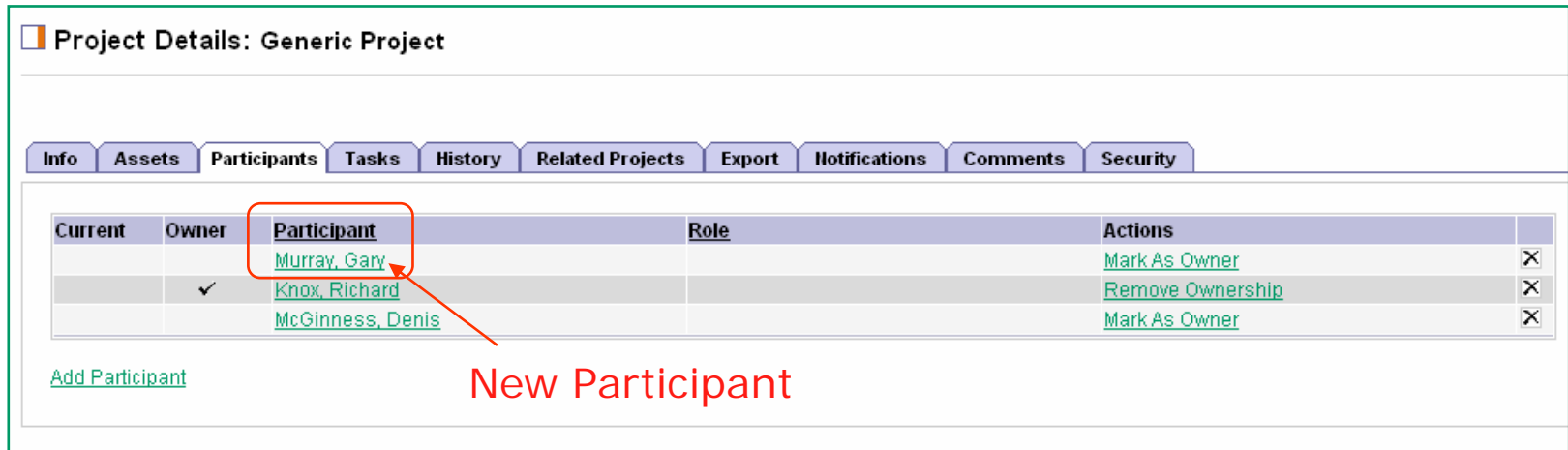
Project Details: Generic Project

Info Assets **Participants** Tasks History Related Projects Export Notifications Comments Security

Current	Owner	Participant	Role	Actions
		Murray, Gary		Mark As Owner <input type="checkbox"/>
	✓	Knox, Richard		Remove Ownership <input type="checkbox"/>
		McGinness, Denis		Mark As Owner <input type="checkbox"/>

[Add Participant](#)

New Participant

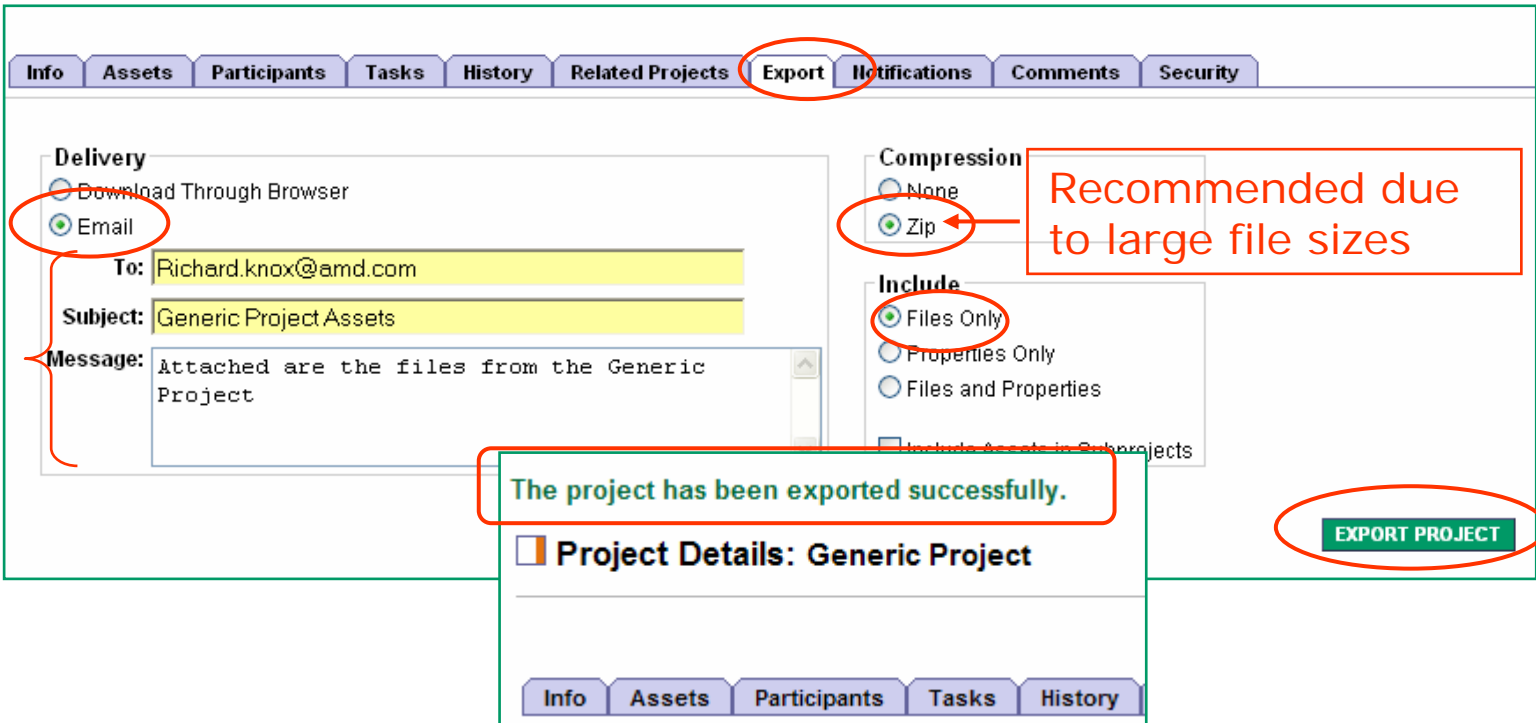


Exporting Project Assets

Exporting Project Assets - Email

The Export function includes **ALL** of a Project's current assets in a single transaction. Delivery options are as: (1) an attachment via Email or (2) a list of assets to download through your browser.

Email Export



The screenshot shows the 'Export' tab in a software interface. The 'Export' tab is circled in red. The 'Delivery' section has 'Email' selected with a red circle. The 'To' field contains 'Richard.knox@amd.com' and the 'Subject' field contains 'Generic Project Assets', both highlighted in yellow. A red bracket labeled 'Enter' is positioned to the left of the 'Message' field, which contains the text 'Attached are the files from the Generic Project'. The 'Compression' section has 'Zip' selected with a red circle, and a red box with an arrow points to it with the text 'Recommended due to large file sizes'. The 'Include' section has 'Files Only' selected with a red circle. A red box at the bottom center contains the message 'The project has been exported successfully.' Below this is a 'Project Details: Generic Project' section. The 'EXPORT PROJECT' button is circled in red at the bottom right. The top navigation bar includes 'Info', 'Assets', 'Participants', 'Tasks', 'History', 'Related Projects', 'Export', 'Notifications', 'Comments', and 'Security'. The bottom navigation bar includes 'Info', 'Assets', 'Participants', 'Tasks', and 'History'.

Exporting Project Assets - Browser

The delivery **Through Browser** is useful for personal review of Project Assets in a compiled list.

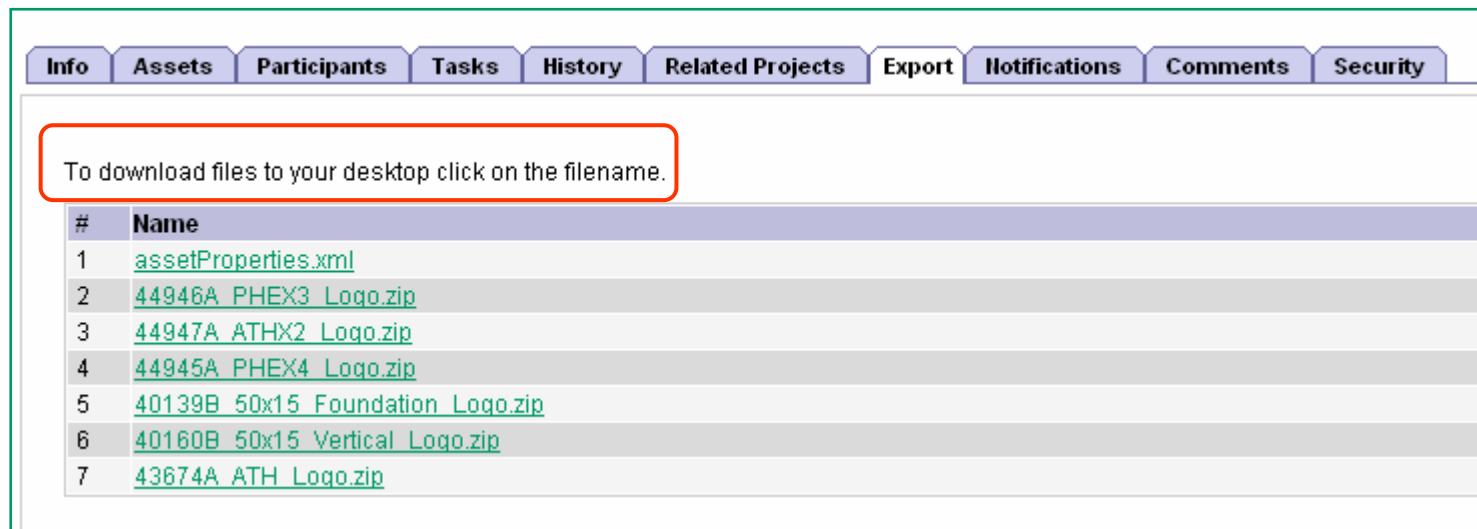
Browser Export

The screenshot shows the 'Export' tab in a web application. The 'Export' tab is circled in red. The 'Delivery' section has 'Download Through Browser' selected and circled in red. The 'Email' option is also present. The 'Compression' section has 'None' selected and circled in red. The 'Include' section has 'Files Only' selected and circled in red. A red box highlights the 'None' option with the text 'Not as critical - files will be downloaded one at a time'. A red box highlights the 'Email' option with the text 'Email does not apply to Download Through Browser'. A green box highlights a success message: 'The project has been exported successfully.' Below this is a section for 'Project Details: Generic Project'. At the bottom right, there is a green button labeled 'EXPORT PROJECT' circled in red. The top navigation bar includes 'Info', 'Assets', 'Participants', 'Tasks', 'History', 'Related Projects', 'Export', 'Notifications', 'Comments', and 'Security'. The bottom navigation bar includes 'Info', 'Assets', 'Participants', 'Tasks', and 'History'.

Exporting Project Assets - Browser

Project Assets exported via browser are listed by asset number and name for download on a desktop or storage device.

Note: Assets exported through browser appear ONLY on the workstation which initiated the export transaction; there is no email recipient.



The screenshot shows a web interface with a navigation bar containing tabs: Info, Assets, Participants, Tasks, History, Related Projects, Export, Notifications, Comments, and Security. Below the navigation bar, a red-bordered box contains the text: "To download files to your desktop click on the filename." Below this box is a table with the following data:

#	Name
1	assetProperties.xml
2	44946A_PHEX3_Logo.zip
3	44947A_ATHX2_Logo.zip
4	44945A_PHEX4_Logo.zip
5	40139B_50x15_Foundation_Logo.zip
6	40160B_50x15_Vertical_Logo.zip
7	43674A_ATH_Logo.zip

Notifications

Notifications

Editing Email Notifications is done on the **Notifications** tab; automatic notifications for listed project events can be disabled as desired. Note that a project owner can reduce “spam” by managing email participants and events.

Project Details: Generic Project

Info Assets Participants Tasks History Related Projects Export **Notifications** Comments Security

Event	Email Owners	Email Involved Participants	Email Entire Project
Task Due Date Passed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project Removed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project Due Date Passed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Item Removed from Project	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project Created	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
New Version of Asset in Project Checked-In	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Participant Removed from Project	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project Comment Added	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Item Added to Project	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Participant Added to Project	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project State Changed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

CANCEL SAVE

Adding Comments

Adding Comments

Comments or questions about a project can be shared with the project team by selecting the **Comments** tab.

Project Details: Generic Project

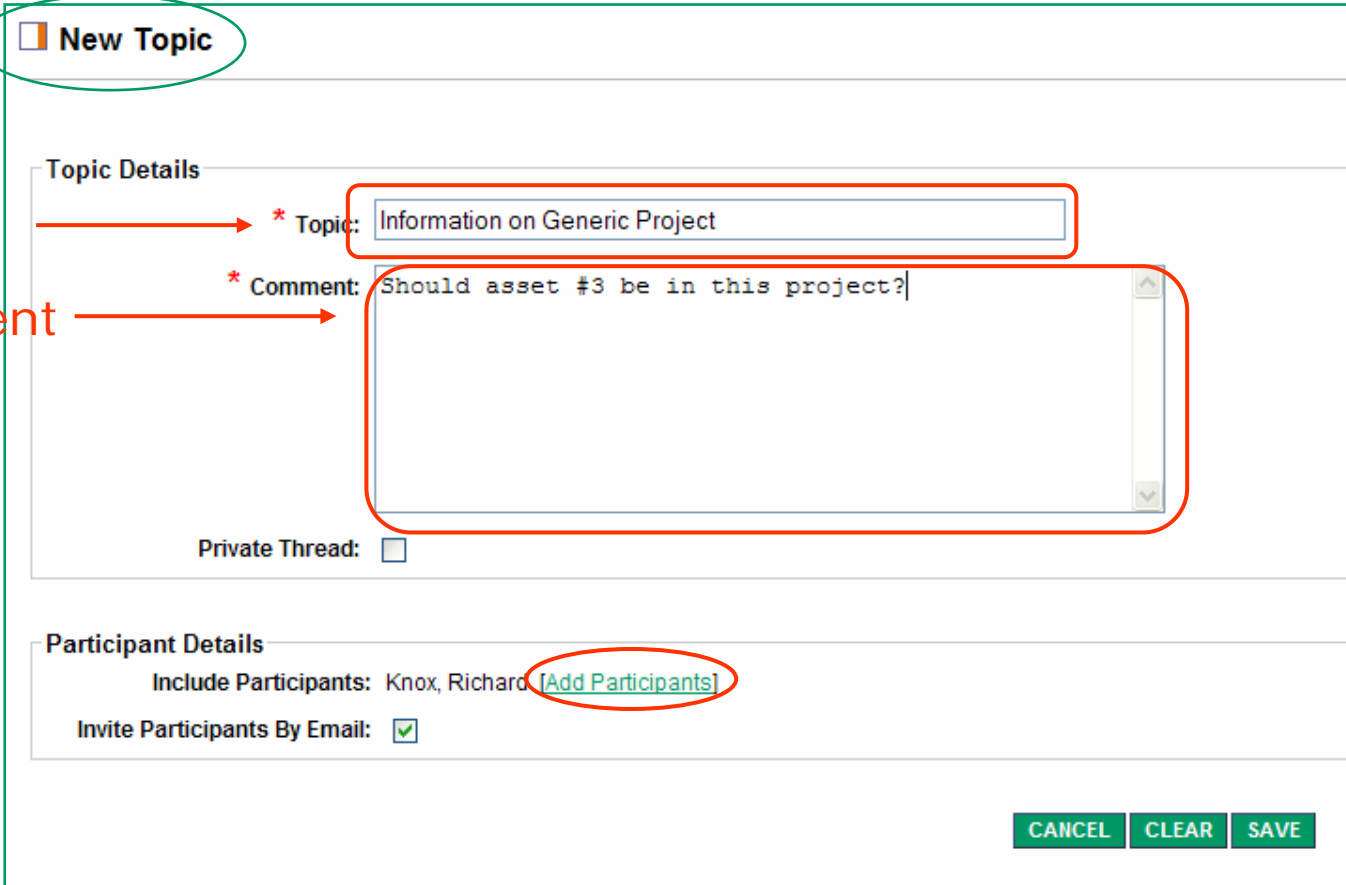
Info Assets Participants Tasks History Related Projects Export Notifications **Comments** Security

Name: Generic Project
Description: Examples for DAM training
Type: ---
Owners: [Knox, Richard](#)
Is Active: Yes
Is Done: No
Start Date: 07/02/2008
Due Date:
Completed Date:
Asset Count: 6
Active Task: --- [Start Project](#)
Active Participant(s):
Default Metadata Profile: ---
Except with the following Content Types:

For Content Type	Use Metadata Profile
There is no data to display.	

Adding Comments

The **New Topic** window opens with **Topic** and **Comment** fields. To add other project participants to the notification, select **Add Participant**.



The screenshot shows the 'New Topic' window with the following elements:

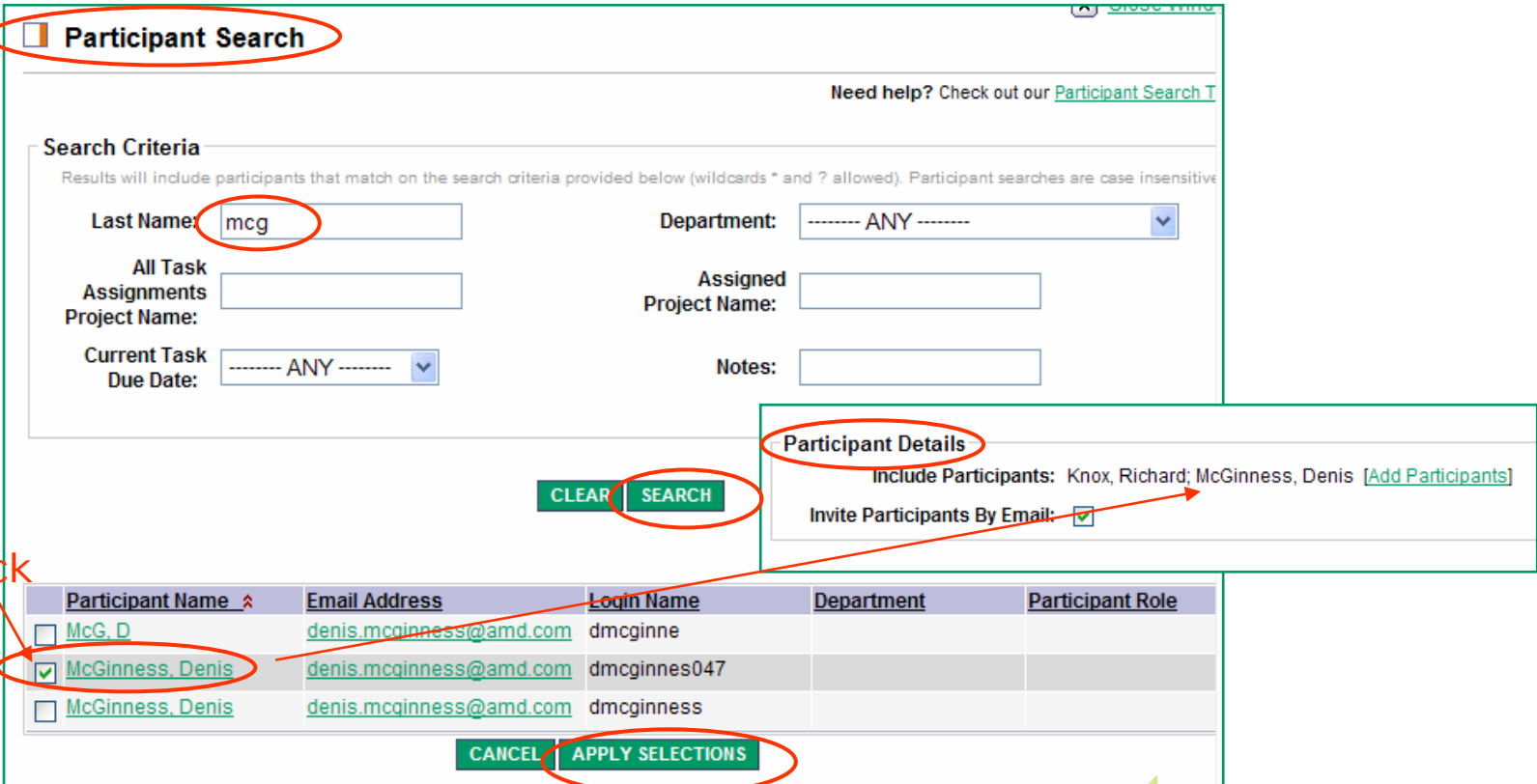
- Topic Details**
 - * Topic:** Information on Generic Project (circled in red)
 - * Comment:** Should asset #3 be in this project? (circled in red)
 - Private Thread:
- Participant Details**
 - Include Participants: Knox, Richard [Add Participants](#) (circled in red)
 - Invite Participants By Email:
- Buttons: CANCEL, CLEAR, SAVE

Annotations on the left side of the form:

- New Topic** (circled in green)
- Topic** (with an arrow pointing to the Topic field)
- Comment** (with an arrow pointing to the Comment field)

Adding Comments

The **Participant Search** window opens; enter the first letters of a participant's last name and select **Search**. Check the **box** next to the correct name in the search results then **Apply Selections**; the name will be displayed in **Participant Details**.



The screenshot shows the 'Participant Search' window. The 'Participant Search' title bar is circled in red. Below it, the 'Search Criteria' section contains several input fields: 'Last Name' with 'mcg' entered (circled in red), 'Department' set to 'ANY', 'All Task Assignments' (empty), 'Assigned Project Name' (empty), 'Current Task Due Date' set to 'ANY', and 'Notes' (empty). Below the search criteria are 'CLEAR' and 'SEARCH' buttons, with 'SEARCH' circled in red. To the right, the 'Participant Details' section is circled in red and shows 'Include Participants: Knox, Richard; McGinness, Denis' with an 'Add Participants' link. Below this is 'Invite Participants By Email:' with a checked checkbox. At the bottom of the search window is a table with the following data:

Participant Name	Email Address	Login Name	Department	Participant Role
<input type="checkbox"/> McG, D	denis.mcginness@amd.com	dmcginne		
<input checked="" type="checkbox"/> McGinness, Denis	denis.mcginness@amd.com	dmcginnes047		
<input type="checkbox"/> McGinness, Denis	denis.mcginness@amd.com	dmcginness		

Below the table are 'CANCEL' and 'APPLY SELECTIONS' buttons, with 'APPLY SELECTIONS' circled in red. A red arrow points from the 'APPLY SELECTIONS' button to the 'Add Participants' link in the 'Participant Details' section. A red arrow also points from the word 'Check' to the checked checkbox in the table. The word 'Check' is written in red text to the left of the table.

Adding Comments

The Comment will be added to the **Comments** string for the Project and an email will be forwarded to the selected participants.

Your comment has been added.

Project Details: Generic Project Comment added to Project Comment string

Info Assets Participants Tasks History Related Projects Export Notifications Comments Security

Topic	Comments	Author	Created	Last Modified	
Information on Generic Project	1	Knox, Richard	07/02/2008	07/02/2008	X

[Add Topic](#)

This is an email notification sent to you because you are a participant on an Artesia project.

Project: Generic Project
 Triggered By: Knox, Richard
 Event: Project Comment Added
 Topic: Information on Generic Project

Comment:
 Should asset #3 be in this project?

If this message reached you in error, or you have further questions about this notification, please contact the project owners:

Name: Richard Knox
 Phone:
 Email: <mailto:rjknox@gmail.com>

If you are an Artesia user, you can find out more about this project by logging into Artesia and viewing this project using <http://ausartsappv01/teams/Login.do?action=6&forwardAction=%2FProject.do%3faction%3d20%26projectID%3d407f353ff8e73d7d524cf5049c159447961cdbe4>

This notification was sent: Wed Jul 02 12:21:38 CDT 2008

Please do not reply to this message. It is an automated email from the Artesia system.

Comment emailed to selected participants

Project Security

Project Security

Security Policies are selected under the **Security** tab. The ADAM team has configured your project security according to your project request. Security Policies should not be changed without ADAM team guidance.

Project Details: Generic Project

Info Assets Participants Tasks History Related Projects Export Notifications Comments **Security**

Security Policies

Security Policy	Description	Adm
<input 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. Do not remove this policy without re-configuring the system to use a different logged video policy by default. Refer to documentation for instructions on how to configure the system.	
<input type="checkbox"/> Policy for Everyone	General default security policy. Policy cannot be removed.	
<input type="checkbox"/> Test Assets Only	Assets to use for testing only.	

CANCEL **SAVE**