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# **ACTIVE CONTENT MANAGER (ACM)**

## **Managing the Digital Asset Library**



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# Managing the Digital Asset Library

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- Digital Assets Overview
- Creating Digital Asset Folders
- Adding, Editing, Re-uploading, Restoring & Deleting Digital Assets
- Viewing Usage Information
- Image Optimization
  - GIF vs. JPG
  - IrfanView
- Working with Digital Assets



# Digital Assets Overview

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- Digital Assets consist of all of the digital files used throughout your site(s)
  - images
  - PDFs
  - text files
  - PowerPoint presentations
  - audio and video
- Files are uploaded into the Digital Asset Library and are made available to users across one or more sites



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## Digital Assets Manager

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- allows you to add new digital assets into the Digital Asset Library, or to edit, download, or delete existing digital assets.
- On the Admin toolbar, click **Admin Center**
- In the Admin Center, click on the **Digital Assets Manager** link



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## Creating Digital Assets Folders

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- Digital Assets organized in a file folder structure similar to Windows Explorer
- Folders for each Site, then each type of Asset, including Documents, Images and Audio Files.
- maximum of 5 folder levels



## Adding Digital Assets to the Library

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- Users cannot add digital assets to their pages unless the assets have first been uploaded (added) into the Digital Assets Library
- Be sure a digital assets folder structure has already been created so that you can add the asset to the desired folder
- Add multiple digital assets at a time by uploading a ZIP file



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## Editing & Re-uploading Digital Assets

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- To edit digital assets, download and edit the file and then re-upload the file using the Digital Asset Manager
- Re-uploading a digital asset will replace the earlier version throughout your site.



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# Restoring Digital Assets

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- Restore an earlier version of a digital asset
- History tab displays all versions of the asset
- Restored asset becomes a new version with:
  - new version number
  - date and time of the restoration



## Deleting Digital Assets

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- remove a digital asset from the digital asset library
- You must remove digital assets from the pages they are used on before you can delete them.
  - If you are not sure what pages they are used on, view asset usage information
  - **Usage** tab displays site, page and location information for the asset.



# Working with Digital Assets

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- All digital assets are contained in the Digital Asset Library
- To insert a digital asset:
  - Place your cursor at the location where you want to insert the asset.
  - On the toolbar, click the **Insert Digital Asset** button.
  - Locate the image in the **Asset Library**.
  - Click on the asset.
  - Select whether you want the asset to open in the **Same Window** or **New Window**.
  - Click **Insert**.
  - Click **Save** once the asset is inserted into your web page.
  - Make other edits, **Save** and submit for publication.



# Image Optimization

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- The web seems slow today...
- Optimization features built into applications such as Adobe Acrobat and PowerPoint
- Create the smallest possible image files
  - Minimize dimension and maximize crop
  - Choose appropriate file type



# Image Optimization

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- ideal median between image quality and file size
- two principal formats used for web graphics are JPG and GIF
  - Both JPG and GIF compress file size, but each is suited for different types of images
  - Determining which format to use depends on the characteristics of the image



# GIF vs. JPG

- GIFs work well for images with large blocks of color and sharp edges
- Notice the difference in file size – 3 KB vs. 16 KB
- Using GIF format for this type of image produces a small file



rose.gif  
GIF Format, 3 KB



rose.jpg  
JPEG Format, 16 KB



Zoom of rose.gif



Zoom of rose.jpg



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## GIF vs. JPG

- JPGs work well for images with continuous tones, such as photographs.
- Again, notice the file size. In this case, the JPG is smaller.



sunset.gif  
GIF Format, 38 KB



sunset.jpg  
JPEG Format, 20 KB



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## IrfanView

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- IrfanView is a compact, easy to use image viewer
- You can also edit images directly in IrfanView



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## Edit Menu

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- Undo
- Create custom crop selection
- Insert text into selection
- Cut – selection/leave selection
- Crop selection
- Copy/Paste
- Delete (Clear display)
- Clear Clipboard



# Image Menu

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- Information
  - File name / Directory name / Full file path
  - Compression method
  - Original size (width/height in pixels)
  - Current size (width/height in pixels)
  - Original colors (color depth, BitsPerPixel)
  - Current colors (color depth, BitsPerPixel)
  - Number of unique colors in the image
  - File disk size (in KB)



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## Image Menu

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- Create New (empty) image
- Create Panorama image
- Rotate Left / Rotate Right
  - Turn image 90 degrees
- Custom/Fine rotation
  - Enter a special degree (range: -360 - +360) for the image rotation.
- Vertical Flip / Horizontal Flip



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# Image Menu

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- Resize/Resample
- Canvas size
- Increase / Decrease Color Depth
- Convert to Grayscale
- Negative
  - reversed color version of the original
- Enhance colors
  - Change settings for more or less brightness / contrast / saturation and RGB balance



# Image Menu

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- Sharpen
- Red Eye Reduction (selection)
  - reduces the red color values in the selected area (usually the eye).
- Effects
  - Apply various effects to entire image or selection
- Swap Colors
- Palette



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# Image Compression Tools

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- Free online tools for compressing GIFs and JPGs available
- Useful for automatically reducing file size and comparing different levels of quality



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# **QUESTIONS?**