DAM Appraisal

What digital assets go in your DAM?

bynder

Ready to do DAM? You might not yet have the full understanding of all the different types of digital assets you may have at your organization.

This one-pager will help you ask the right questions to identify records that have enduring value to your organization and help you refine which assets make sense to go in your DAM and which may be out of scope.

Rights, Ownership and Retention

- What legislation, regulations, rights and/or standards pertain to your digital assets? For example, are there contracts for stock art or specific photographer or model rights?
- Who is responsible for managing and maintaining your digital assets and what is their department, office and job title?
- How long do your digital assets have a business purpose? When should they be archived?

Access

- Who and what departments at your company have access to your digital assets? Who at your department should not have access to your digital assets?

Digital Asset Creation and Workflow

- What function or activities do these digital assets support at your company?
- What is the procedure for creating your digital assets? What workflows or processess are involved?

Asset Types and Metadata

- Describe the categories of digital assets do you have? For example, are they reports, images, graphics, books, logos?
- What are the types of digital assets? For example textual, graphic, audio. Include the original file formats.
- What metadata exists for your digital assets? Describe the metadata attached or embedded.