What was the problem?
The iSchool Communications Department had amassed over 5,000 photo images. These images had no naming, metadata, or organizational standards making them difficult to locate for use.

What needed to be done?
- Define brand guidelines
- Set naming standards
- iSchool Digital Asset Management System
- Create organizational hierarchies
- Compose controlled vocabulary for search
- Apply metadata
- Render & Deliver

What was accomplished?
- Images are now browsable & searchable.
- Hierarchical organizational structure allows for facilitated navigation.
- Metadata is shared among Adobe applications.

What are the benefits?
Through the use of a digital asset management system, the iSchool Communications Department is better able to search, locate, and organize their digital assets; thus promoting efficient and effective workflow and collaboration as they strive to promote and propel the iSchool brand.

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