Adobe Experience Manager
Manage and Deliver Digital Assets

Course description: Manage and Deliver Digital Assets is a 2-day instructor-led (classroom or virtual) course and is relevant for all deployment methods. Adobe Experience Manager (AEM) enables you to import, organize, and manage digital assets, manage metadata, and deliver these assets to your website, dynamic media, brand portal, or any external channel. In this course, you will learn how to use the tools required to manage, share, and deliver digital assets across all customer-facing touchpoints.

Valid for AEM deployments:
- Cloud Service
- Managed Services
- On-Premise

Prerequisites: None

Target audience: Content Authors and Business Users, which include Marketers, Creative Practitioners (Photographer, Designer, and Retoucher), Copywriter, Librarian, Metadata Manager, Reviewers, Marketing Manager, Category Manager, and Channel Producer

Objectives

After completing this course, you will be able to:

- Navigate through the AEM user interface
- Organize assets
- Manage assets metadata
- Manage tags
- Search assets by using different options
- Manage assets
- Work collaboratively among different teams within an organization
- Create and manage workflows
- Create and manage projects
- Explain the use of Adobe Stock with assets
- Explain the use of Adobe Asset Link with assets
- Map AEM assets with Adobe Experience Manager Desktop App
- Create and deliver rich visual and dynamic assets

Course Materials

- Manage and Deliver Digital Assets Using Adobe Experience Manager Student Guide and PPT (PDF format)

TOPICS

- AEM User Interface
  - › Assets Console
  - › Asset Folders
- Organizing Assets
  - › Uploading Assets
  - › Collections
  - › User Permissions
  - › Reorganizing Assets
  - › Downloading Assets
- Assets Metadata
  - › Editing Assets Metadata
  - › Exporting/Importing Metadata
  - › Tagging Assets
  - › Smart Tags
- Searching Assets
- Managing Assets
  - › Asset Details
  - › Versioning Assets
  - › Publishing Assets
  - › Asset Annotations
  - › Asset Share Links
- Review Tasks and Workflows
- Projects
- Creative Tools
  - › Adobe Stock
  - › Adobe Asset Link
  - › Adobe Experience Manager Desktop App
- Dynamic Media
  - › Dynamic Renditions and Viewers
  - › Smart Crop Image Profile
  - › Dynamic Media Asset Sets

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Global (except EMEA): 877-722-7088 (phone) • 801-406-4566 (fax) • adls@adobe.com
EMEA: phone +44 (0)1784 476556, ext 256 • fax +44 (0) 1784 476501 • adlsemea@adobe.com
learning.adobe.com

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