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# CCSF Digital Asset Manager Images

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Image locations by  
Component

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# Contents

What are Image components? .....	1
Image component tabs.....	1
Single image components .....	1
Three-Image, three tab components.....	2
Adding an image .....	2
Deleting an image .....	2
Uploading images: Two Methods .....	2
Naming conventions .....	3
Uploading an image to the DAM .....	3
Steps in uploading.....	3
Making a folder .....	3
Uploading a picture (jpg, gif, or png).....	3
Activating DAM content .....	4
<hr/> <hr/>	
Using this document: Browsing the DAM .....	5
One Column Generic Template .....	6
Two Column Generic A Template.....	7
Generic 2 Col B Template .....	8
Three Column Generic Template.....	9
Department Homepage Template .....	10
Department 2 Col A Template .....	11
Department 2 Col B Template .....	12
Department 1 Col Template .....	13
Department 3 Col Template.....	14

## What are Image components?

To add images to your CMS-designed web pages, you must first add a component that allows you to place an image. The main components allowing images are:

CCSF Image, CCSF Text-Image, CCSF Header Flash (and Small Flash) – in the Image or Alternate image tab

Several Templates (Dept Home page and all the Generic templates) have title/Banners supplied in the template that can hold up to 3 images.

Allowed formats for images: jpg, png, and gif.

## Image component tabs

Image components have either 2 or 3 tabs

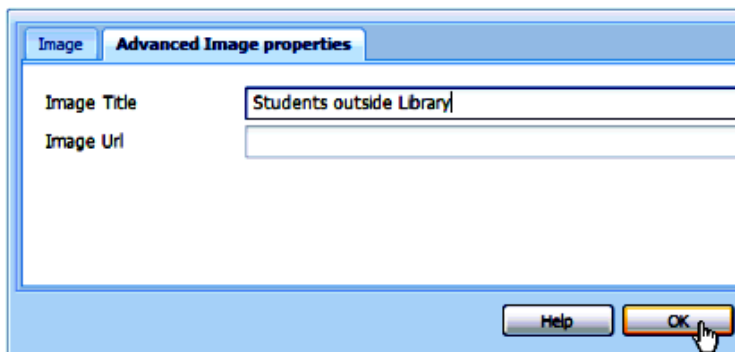
### Single image components

If only one image is allowed, there are (in most cases) 2 tabs:

**Image tab:** Where you drag images from the DAM or upload them from your computer

**Advanced Image Properties:** You must fill in the Image Title (leave image URL blank). In some components this field appears as Image Alt.

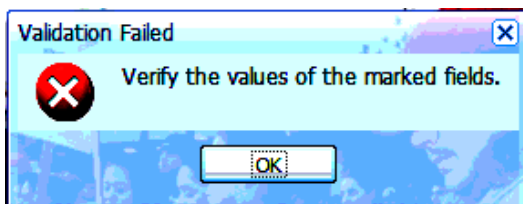
The Image Title becomes the Alternate Text (Alt text) for the image when viewed on the web. Floating the cursor over the image may (depending on browser settings) display the Alt text. More importantly, Alt text is read by screen readers, used by people who are sight-impaired. When the reader comes to the image, it reads the Alt text.



Alt text is mandated—legally required—for all images on our web site. It should be meaningful (and correctly spelled!) and helpful for disabled viewers.

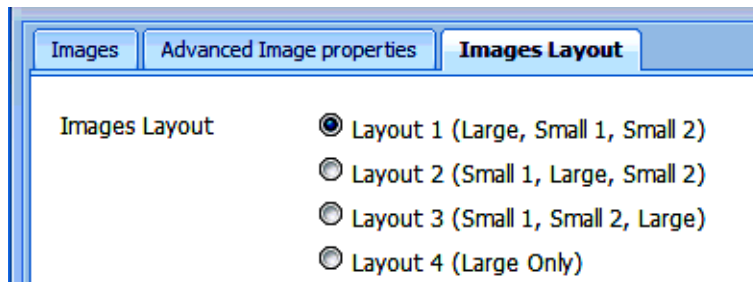
You will not be able to exit the component without adding text to the Image Title field.

Clicking OK without entering Image Title/Alt text brings up this cryptic error message:



Just click **OK** and add text to all Image Title lines in the component's Advanced Image properties tab.

## Three-Image, three tab components



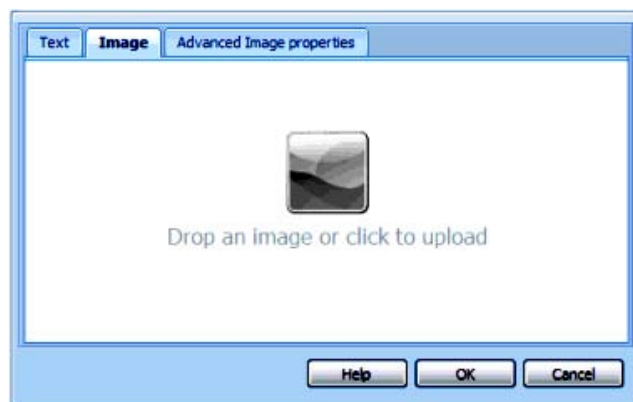
In these components, you can choose the number of images and their layout in the Images Layout tab.

**Note:** The Large image for the multiple image layouts is not the same size, or from

the same source in the DAM, as the image for Layout 4—single “Large Only” image.

## Adding an image

When you have added an image component, either right click it (control-click on a Mac) and choose Edit, or, on some components, click the Edit link.



In the component’s Image tab you will see an icon allowing you to drag an image from the DAM or upload an image from your computer.

If you want to upload one of your images, just click the icon and browse to your image.

You must have resized the image to the requirements of the component or it will look distorted and pixilated.

See the TLC documents on resizing and cropping with PhotoShop or an online tool for help getting your images in shape.

## Deleting an image

If you don’t like the image, edit the component, go into the image tab and click **Clear** or **Flush** (depending on the component) to delete it from your component (it remains in the DAM).

## Uploading images: Two Methods

In either case, images should be sized and named as outlined earlier.

1. Upload **directly from your computer** to the image component.

When you edit an image component, click the image icon to upload directly: a window opens allowing you to browse to an image anywhere on your computer. Select and OK that image and it goes right into the component on your page.

2. Upload an image **to the DAM**. Images that you upload to the DAM are available to anyone editing on the site. This can be beneficial if you have images of general interest, or if your area will use the same image multiple times. But it is an extra step.

## Naming conventions

Name images using these standard conventions:

- Use lower-case letters, dashes, no spaces or other special characters
- Make the name meaningful: not `img2544002`, but `jad-side-view-150x200`
- **Include the dimensions** of the image in pixels in the name, width first, then height
  - For example, `jad-side-view-150x200` would be 150 pixels wide by 200 tall

## Uploading an image to the DAM

If you think others may want to reuse your images, you can upload them to your own folder in the DAM. Make an effort to keep the structure of the DAM clear:

1. You can't upload to the Marketing images section (it's controlled by system admins and has officially processed and sanctioned images).
2. Make a folder with your department name or some identifier that will be clear to other users.
3. Make clearly named sub-folders if you have images in a number of categories or that fit different components.
4. Make sure to size images correctly before uploading. See the handouts on using PhotoShop or an online tool for this purpose.

### Steps in uploading

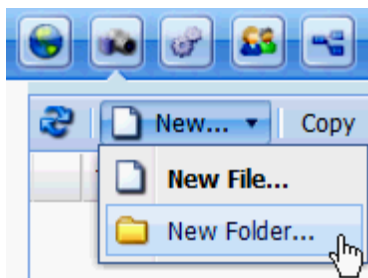


1. After logging in you can choose the DAM (Camera icon)

OR: While editing, click the Globe icon to go to Site Admin view; then click the Camera icon.

2. If it's not already open, click the Plus sign beside Digital Assets to open it.
3. Open the `ccsf`, `Organizational Assets` or `Organizational Images`.

### Making a folder



1. Either keep the top highlighted, or click a subfolder to create a folder inside it—Department or Individual under Organizational Images, for example.
2. Click the New button and choose **New Folder**.
3. Name your folder— preferably for your department or project, your name if under Individual.

### Uploading a picture (jpg, gif, or png)

- Click to highlight the folder to which you want to upload.

- Click the **New** button again, but this time, choose **New File**.
- In the Upload Asset window, click Browse, find your picture, and click OK. Don't forget to add Title text before you try OK the component.

## Activating DAM content



When you upload pictures or documents to the DAM, you must put them into the workflow just as you do CMS pages.

What happens if you don't?

When you create a CMS page, you can use your image from the DAM or create a link to your document in the DAM. When you activate the page, the page itself will show up in the public web site. However, if you have not also activated the DAM content, your images will not show up, and your document link will be broken.

To activate DAM content:

1. First open the DAM by clicking its camera icon immediately after logging in or from Site Admin view (the view that appears when you click the Globe icon).
2. Then navigate to your images or documents in the DAM. One by one, highlight each one and repeat the steps described in the **Activating** handout for activating a page:
3. With the DAM item highlighted, click Workflow.
4. Click the pulldown arrow and choose Request Activation.
5. In the Comments field, enter the name of the person who approves your content.
6. When finished, send them an email reminding them to check the Workflow queue.

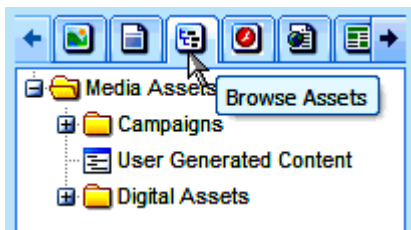
## Using this document: Browsing the DAM

The rest of this document concentrates on helping you find images in the DAM that correspond with image components.

When you are editing a page in the CMS the DAM area is a column at the left of your page. In order to browse the images this document lists instructions in this form:

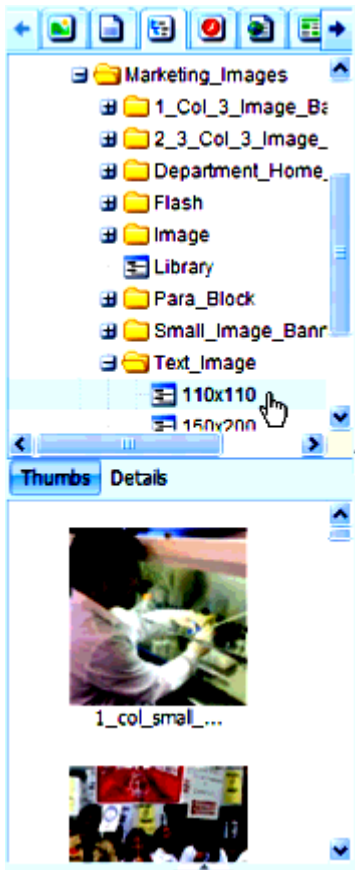
Browse Assets > Digital Assets > Marketing Images >

1 Col 3 Image Banner > 620x151



This means:

1. Click the Browse Assets icon to see the DAM structure.
2. Then click the Plus signs beside the listed folders.
3. When you see the lowest level folder (620X151 in the path listed above), double-click to open it.



Thumbnails (“Thumbs”) of the images in the folder open below.

4. Browse the thumbnails and drag any image to your component.

## One Column Generic Template

CCSF Three Image Banner 3 Col Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 1 Col 3 Image Banner &gt; 158x151 (small/fits OK), 620x151 (large/doesn't fit)</p> <p>Note: This works better: Use the 2-3 Col 3 Image Banner &gt; Large 3 Col (233x151)/ Small (117x151)</p>
CCSF 3 Image Title Banner	<p>1 Large format: Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 1 Col 3 Image Banner &gt; 620x151</p> <hr/> <p>1 Large, 2 Small format:          Large: Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 2_3_Column_3_image_Banner &gt; Large_2_Col_455x151          Small: 1 Col 3 Image Banner &gt; 158x151</p>
CCSF Text Image Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Text Image &gt; 110x110 (small)/ 160x160 (medium)/ 150x200 (large)</p>
CCSF Image Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Image &gt; 467</p>
CCSF Flash Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Flash &gt; alt-image 470x250 (no picture in this folder now)</p> <p>Note: Flash folder is empty</p>
CCSF Header Flash Component	<p>Browse Assets &gt; Digital Assets &gt; CCSF &gt; Homepage &gt; Homepage 277x509</p> <p>Note: Flash folder is empty</p>

## Two Column Generic A Template

<p>Title/Image Banner ( the component is already there)</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Title Image Banner &gt; 550x196 (large)/ 213x196 (small)</p>
<p>CCSF Three Image Banner 3 Col Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 1 Col 3 Image Banner &gt; 158x151 (small/fit), 620x151 (large/doesn't fit)</p> <p>Note: works better 2-3 Col 3 Image Banner &gt; Large 3 Col (233x151)/ Small (117x151)</p>
<p>CCSF Text Image Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Text Image &gt; 110x110 (small)/ 160x160 (medium)/ 150x200 (large)</p>
<p>CCSF Small Image Banner Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Small Image Banner &gt; 199x118</p>
<p>CCSF Image Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Image &gt; 467/689</p>
<p>CCSF Header Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; CCSF &gt; Homepage &gt; Homepage 277x509</p> <p>Note: Flash folder is empty now</p>
<p>CCSF Small Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Flash &gt; alt-image 205x164</p> <p>Note: Flash folder is empty now</p>

## Generic 2 Col B Template

<p>Title/Image Banner ( the component is already there)</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Title Image Banner &gt; 550x196 (large)/ 213x196 (small)</p>
<p>CCSF Text Image Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Text Image &gt; 110x110 (small)/ 160x160 (medium)/ 150x200 (large)</p>
<p>CCSF Small Image Banner Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Small Image Banner &gt; 199x118</p>
<p>CCSF Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Flash &gt; alt-image 470x250 (no picture in this folder now)</p> <p>Note: Flash folder is empty now</p>
<p>CCSF Header Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; CCSF &gt; Homepage &gt; Homepage 277x509</p> <p>Note: Flash folder is empty now</p>
<p>CCSF Image Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Image &gt; 467</p>
<p>CCSF Small Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Flash &gt; alt-image 205x164</p> <p>Note: Flash folder is empty now</p>
<p>CCSF Three Image Banner 3 Col Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 1 Col 3 Image Banner &gt; 158x151 (small/fit), 620x151 (large/doesn't fit)</p> <p>Note: works better 2-3 Col 3 Image Banner &gt; Large 3 Col (233x151)/ Small (117x151)</p>

## Three Column Generic Template

<p>Title/Image Banner ( the component is already supplied in the template)</p>	<p><b>1 Large format:</b> Large: Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Title Image Banner &gt; 982 x 196 might work (no images there yet)</p> <p><b>1 Large, 2 Small format:</b> Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Title Image Banner &gt; 550x196 (large)/ 213x196 (small)</p>
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<p>CCSF Three Image Banner 3 Col Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 2-3 Col 3 Image Banner &gt; Large 3 Col (233x151)/ Small (117x151)</p>
<p>CCSF Text Image Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Text Image &gt; 110x110 (small)/ 160x160 (medium)/ 150x200 (large)</p>
<p>CCSF Small Image Banner Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Small Image Banner &gt; 199x118</p>
<p>CCSF Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Flash &gt; alt-image 470x250 (no picture in this folder now)</p> <p>Note: Flash folder is empty now</p>
<p>CCSF Header Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; CCSF &gt; Homepage &gt; Homepage 277x509</p> <p>Note: Flash folder is empty now</p>
<p>CCSF Image Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Image &gt; 467</p>
<p>CCSF Small Flash Component</p>	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Flash &gt; alt-image 205x164</p> <p>Note: Flash folder is empty now</p>

## Department Homepage Template

Title/Image ( the component is already there)	Browse Assets > Digital Assets > CCSF > Homepage > Homepage 277x509
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CCSF Small Image Banner Component	Browse Assets > Digital Assets > Marketing Images > Small Image Banner > 199x118
CCSF Small Flash Component	Browse Assets > Digital Assets > Marketing Images > Flash > alt-image 205x164  Note: Flash folder is empty now

## Department 2 Col A Template

CCSF Header Flash Component	Browse Assets > Digital Assets > CCSF > Homepage > Homepage 277x509  Note: Flash folder is empty now
CCSF Image Component	Browse Assets > Digital Assets > Marketing Images > Image > 467/689
CCSF Text Image Component	Browse Assets > Digital Assets > Marketing Images > Text Image > 110x110 (small)/ 160x160 (medium)/ 150x200 (large)
CCSF Three Image Banner 3 Col Component	Browse Assets > Digital Assets > Marketing Images > 1 Col 3 Image Banner > 158x151 (small/fit), 620x151 (large/doesn't fit)  Note: works better 2-3 Col 3 Image Banner > Large 3 Col (233x151)/ Small (117x151)

## Department 2 Col B Template

CCSF Header Flash Component	<p>Browse Assets &gt; Digital Assets &gt; CCSF &gt; Homepage &gt; Homepage 277x509</p> <p>Note: Flash folder is empty now</p>
CCSF Text Image Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Text Image &gt; 110x110 (small)/ 160x160 (medium)/ 150x200 (large)</p>
CCSF Three Image Banner 3 Col Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 1 Col 3 Image Banner &gt; 158x151 (small/fit), 620x151 (large/doesn't fit)</p> <p>Note: works better 2-3 Col 3 Image Banner &gt; Large 3 Col (233x151)/ Small (117x151)</p>
CCSF Three Image Title Banner	<p>Don't use it</p>

## Department 1 Col Template

CCSF Header Flash Component	<p>Browse Assets &gt; Digital Assets &gt; CCSF &gt; Homepage &gt; Homepage 277x509</p> <p>Note: Flash folder is empty now</p>
CCSF Text Image Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Text Image &gt; 110x110 (small)/ 160x160 (medium)/ 150x200 (large)</p>
CCSF Three Image Banner 3 Col Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; 1 Col 3 Image Banner &gt; 158x151 (small/fit), 620x151 (large/doesn't fit)</p> <p>Note: works better 2-3 Col 3 Image Banner &gt; Large 3 Col (233x151)/ Small (117x151)</p>
CCSF Image Component	<p>Browse Assets &gt; Digital Assets &gt; Marketing Images &gt; Image &gt; 467/689/714(no pictures)/936</p>
CCSF Three Image Title Banner Component	<p>Don't use it</p>

## Department 3 Col Template

CCSF Header Flash Component	Browse Assets > Digital Assets > CCSF > Homepage > Homepage 277x509  Note: Flash folder is empty now
CCSF Text Image Component	Browse Assets > Digital Assets > Marketing Images > Text Image > 110x110 (small)/ 160x160 (medium)/ 150x200 (large)
CCSF Three Image Banner 3 Col Component	Browse Assets > Digital Assets > Marketing Images > 2-3 Col 3 Image Banner > Large 3 Col (233x151)/ Small (117x151)
CCSF Image Component	Browse Assets > Digital Assets > Marketing Images > Image > 467
CCSF Small Image Banner Component	Browse Assets > Digital Assets > Marketing Images > Small Image Banner > 199x118