

DAM Best Practices: Creative Operations with Adobe Illustrator

Greg Klebus, Peter Nam | Adobe

Agenda

1. Adobe Asset Link
2. Case Study: Retail Customer
3. General Industry Best practices
4. Product Update with AEM Assets
5. Next Steps

Keys to Creative Efficiency

1

MAKE IT SIMPLE FOR
DESKTOP USERS

2

UNLOCK ACCESS TO
DAM ASSETS

3

CONSIDER THE FULL
CONTENT LIFECYCLE



Challenges for Today's Creatives & Designers



Adobe Asset Link – Connecting Creative Work with AEM Assets



*Note: When working with non-Creative Cloud asset types on desktop there is also **AEM Desktop App***



Adobe Asset Link

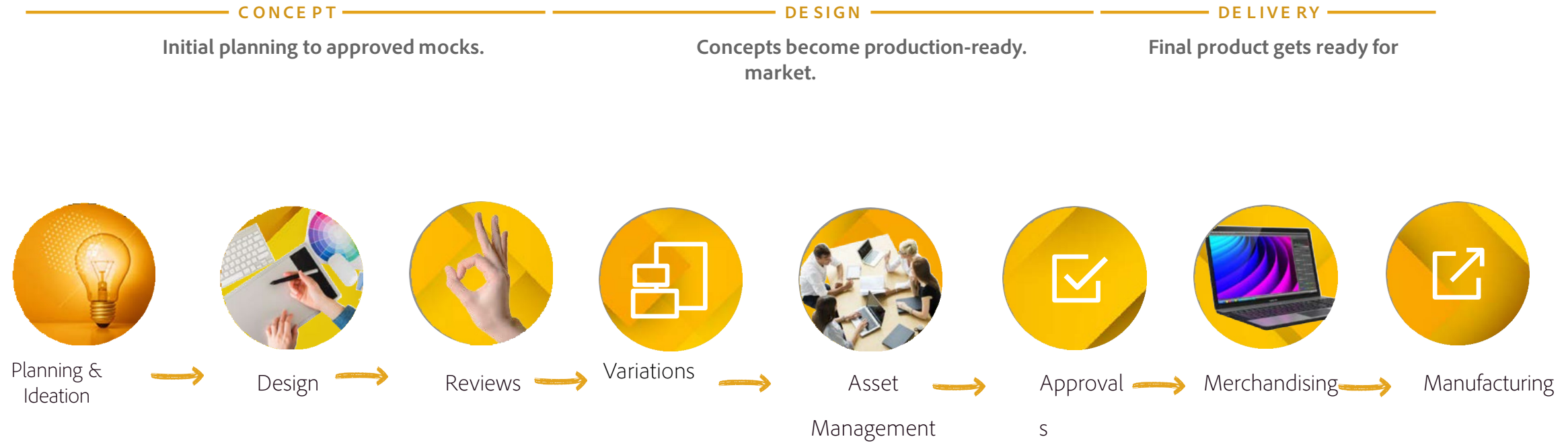


**Streamline collaboration
between creatives and
marketers in the content
creation process**

•
Creatives discover, use, edit
and upload assets from
and to AEM directly in PS,
AI, ID

•
Native panel in creative
applications

Common stages of the Product Design Process



PRODUCT DESIGN

From napkin to finished product

1

DEVELOP YOUR
CONCEPT

2

DESIGN THE
MASTER STYLE

3

DEVELOP
COLORWAYS/VARIANTS

4

COMPILE
VISUAL ASSORTMENTS

5

ASSEMBLE DOCS FOR
MANUFACTURING

GOAL:
SEASONAL PRODUCT LINE



CREATIVE OPERATIONS

Getting from camera to web

1

STYLING OUT
OUTFITS

2

COMPILING
SHOT LISTS

3

MAKING
SELECTS

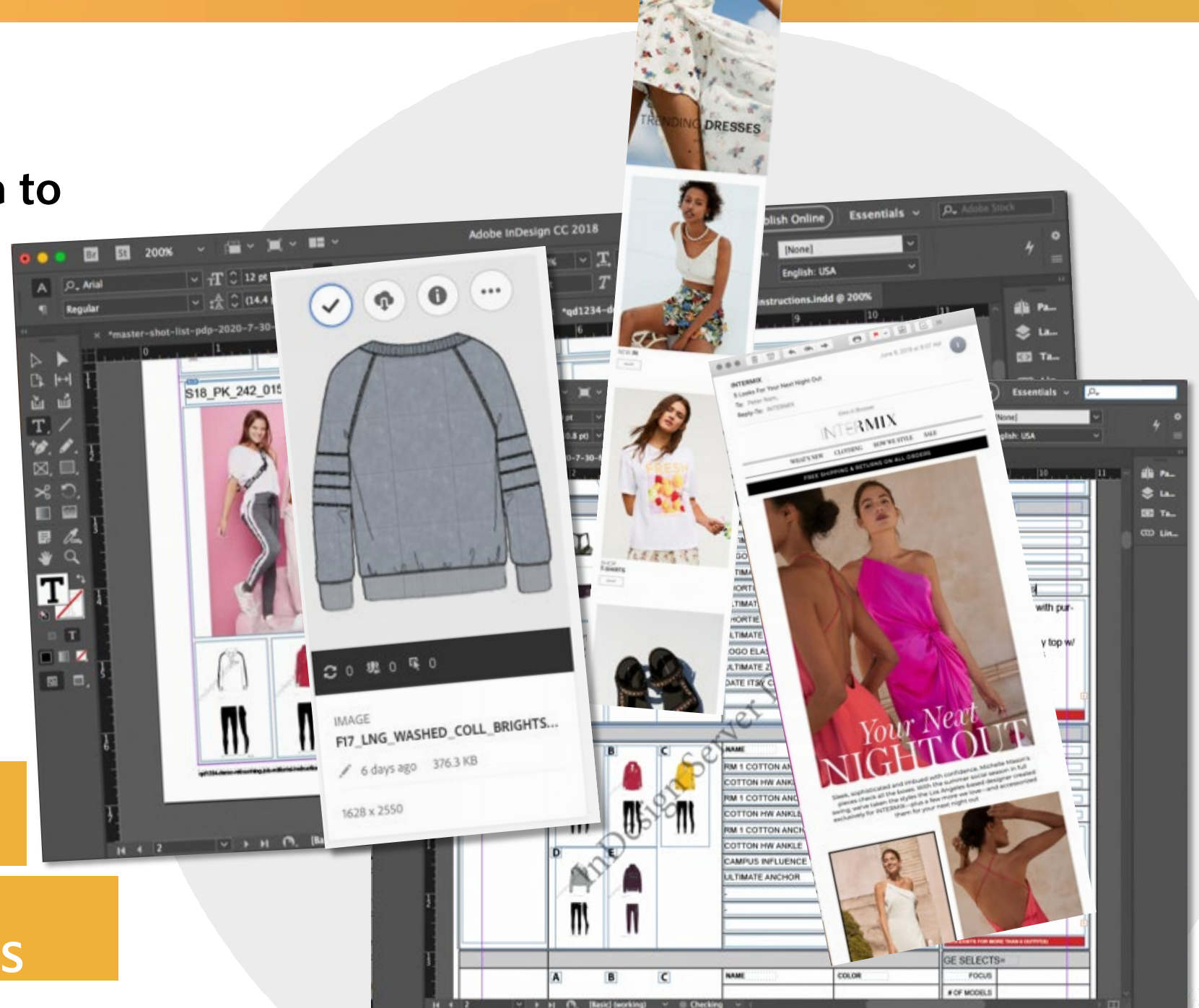
4

PHOTOGRAPHY
RETOUCH

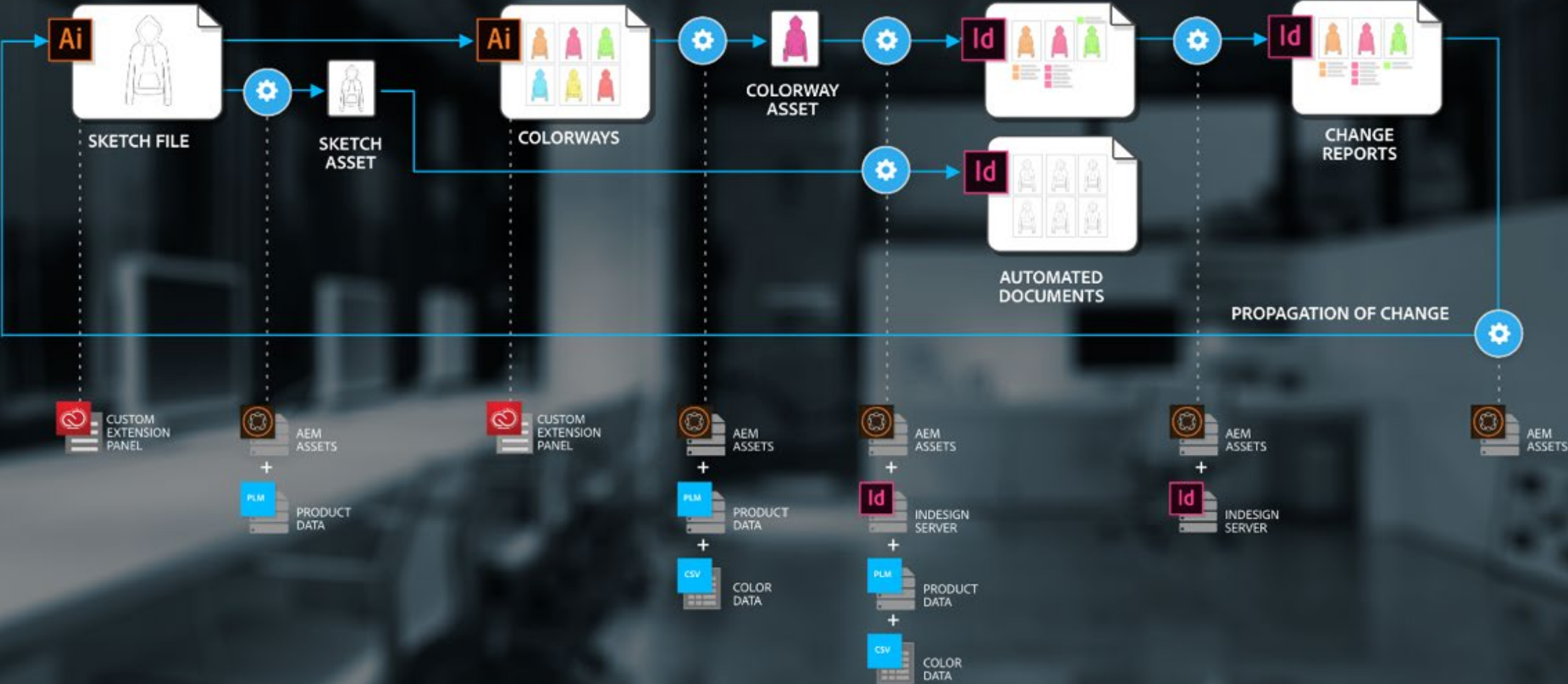
5

MARKETING ASSET
PROTOTYPING

GOAL:
MARKETING CHANNELS

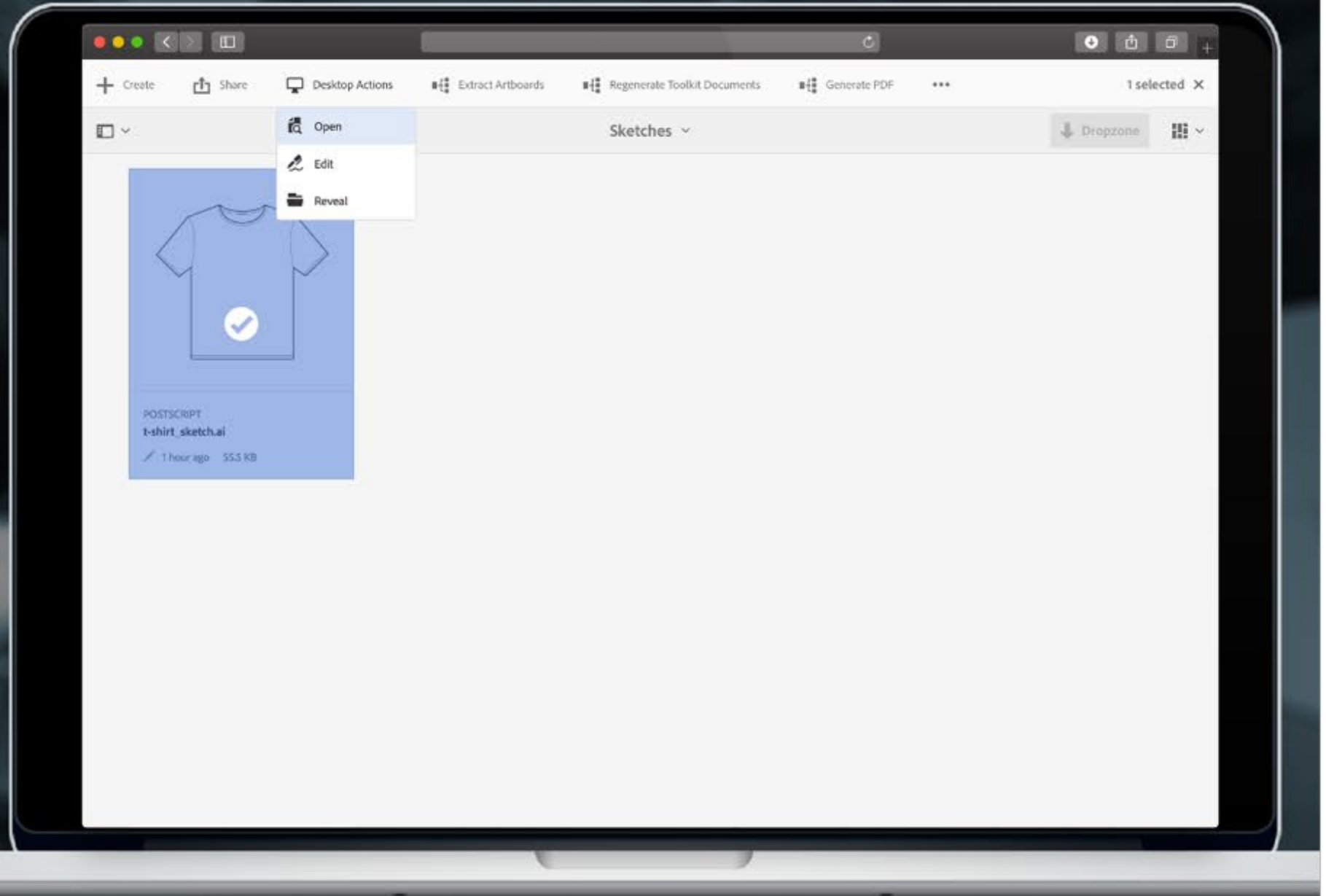


HIGH LEVEL SOLUTION OVERVIEW



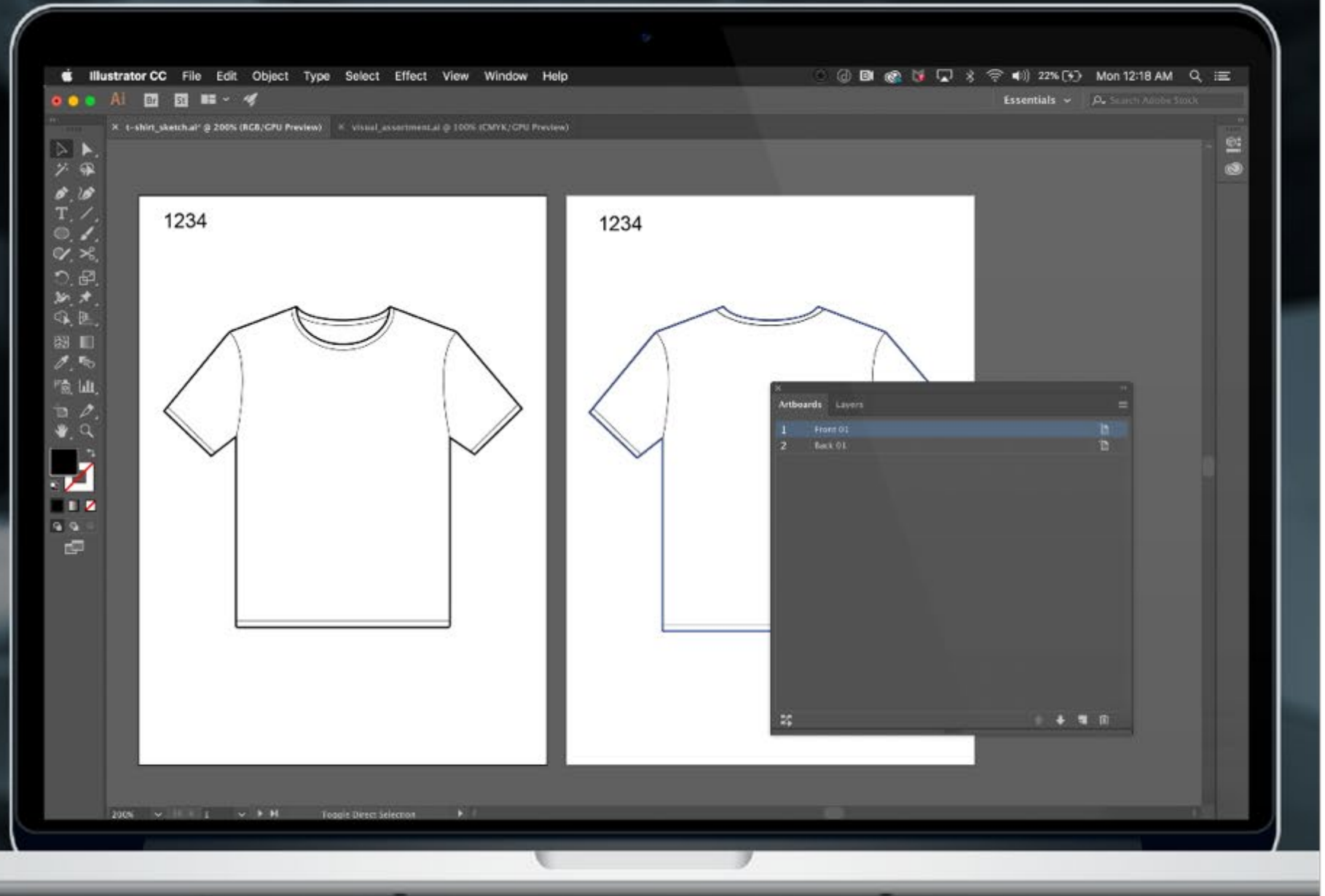


Using Desktop Actions to open the file, these are available via the integration between AEM Assets and the Creative Cloud tools.



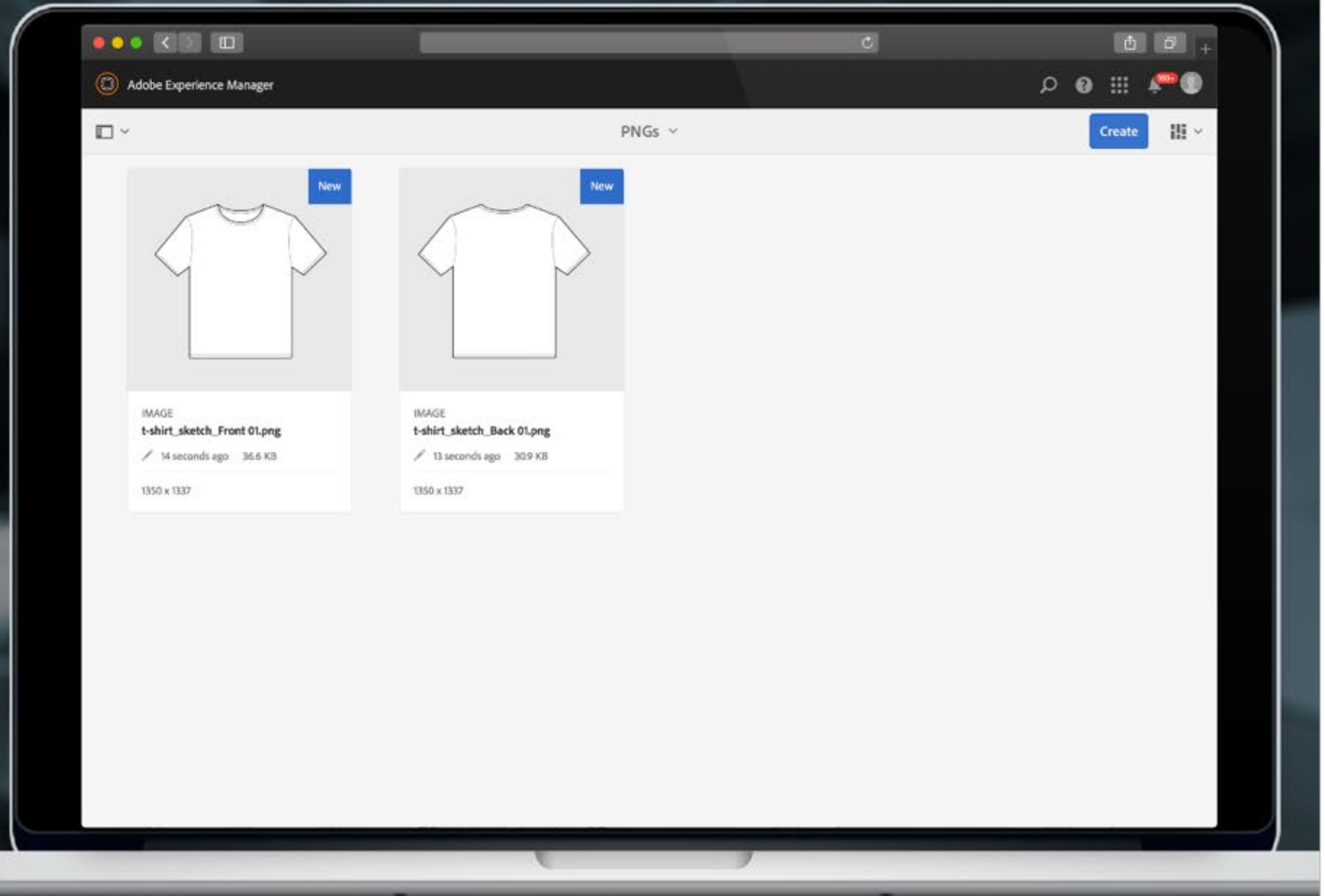
Ai ILLUSTRATOR

The solution requires adopting drawing standards, this example shows the naming convention for Artboards.



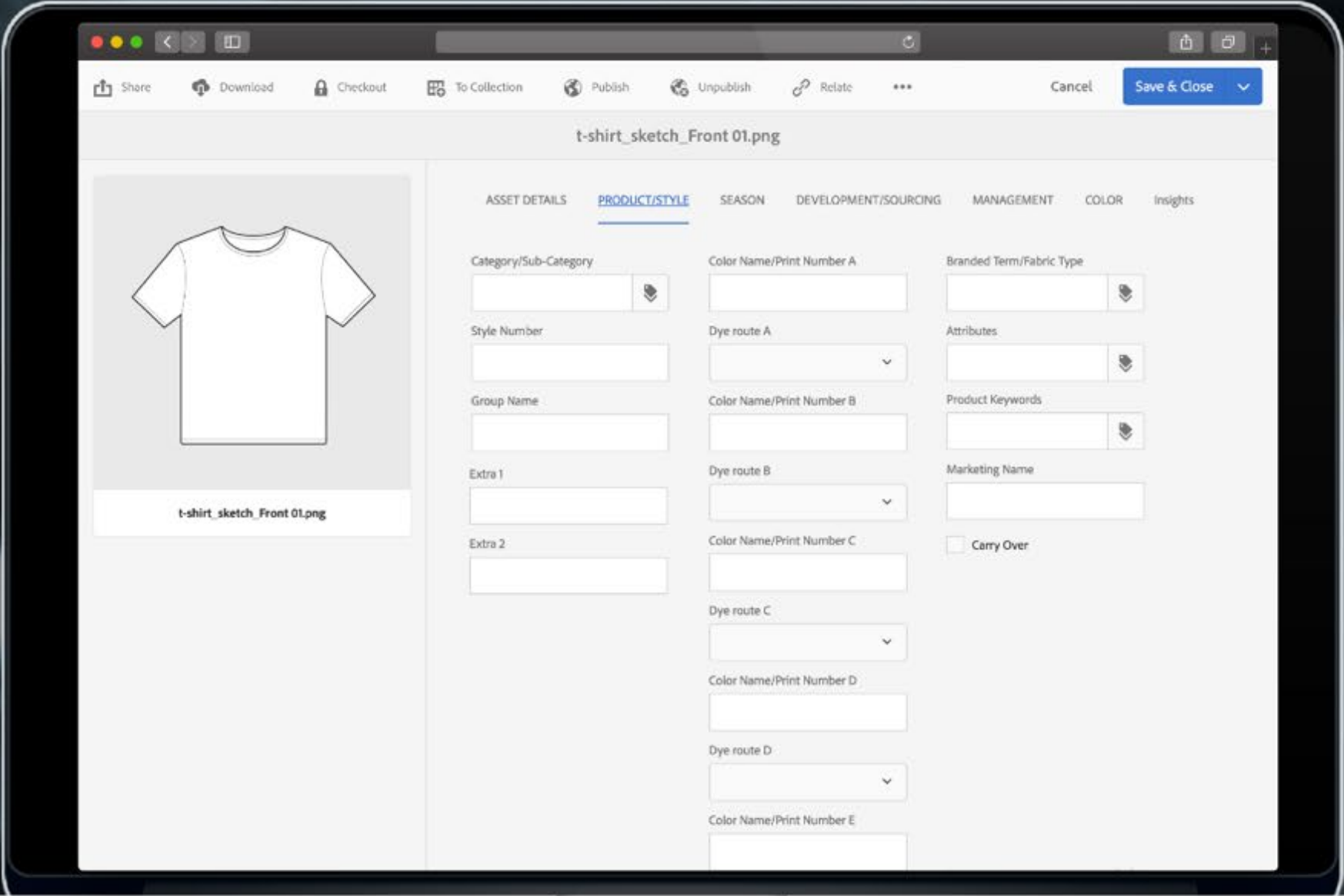


Viewing the newly created sketch assets. Note - an individual asset is created for each named artboard within the Illustrator file.



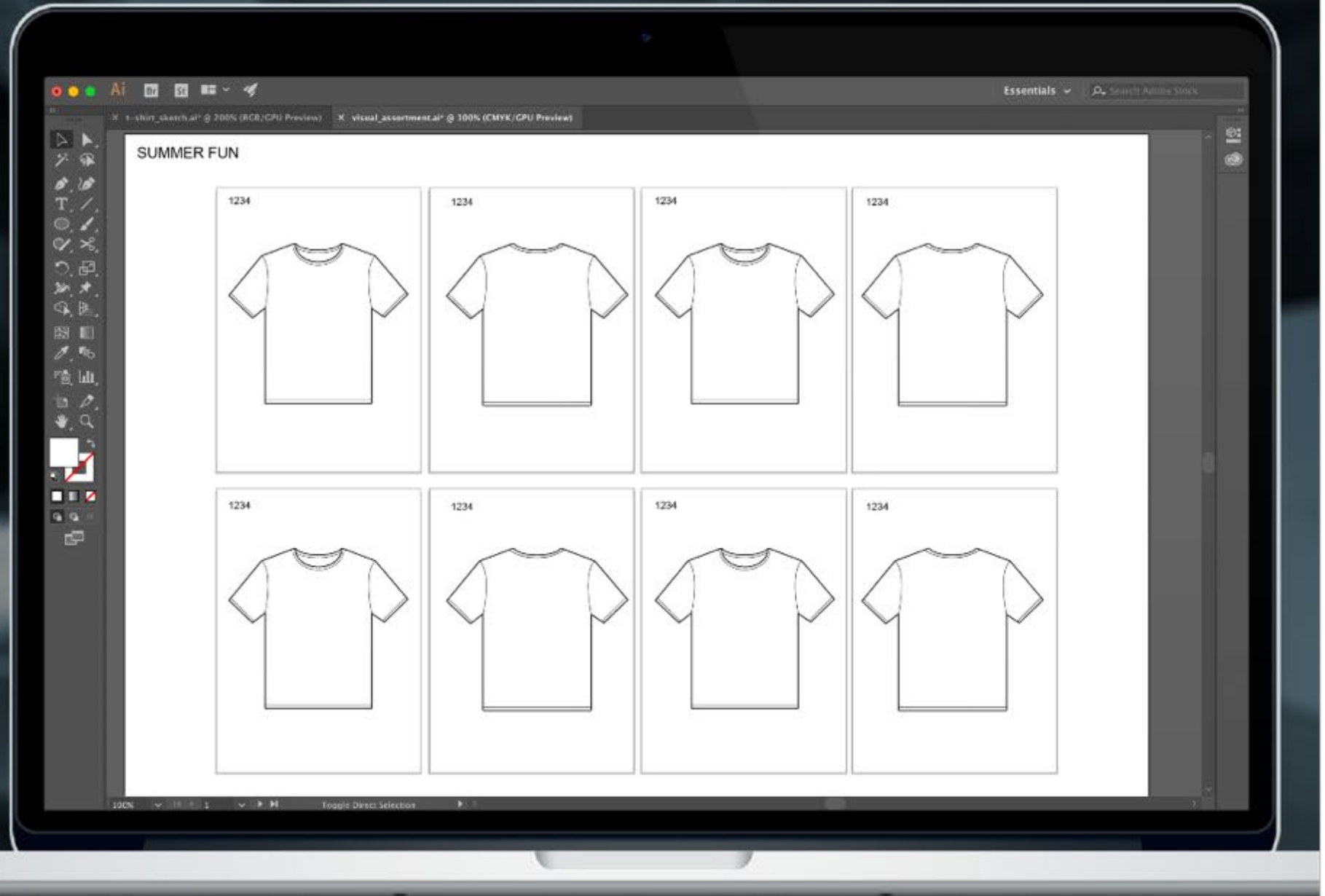


Viewing the Product/Style metadata for a selected sketch asset.



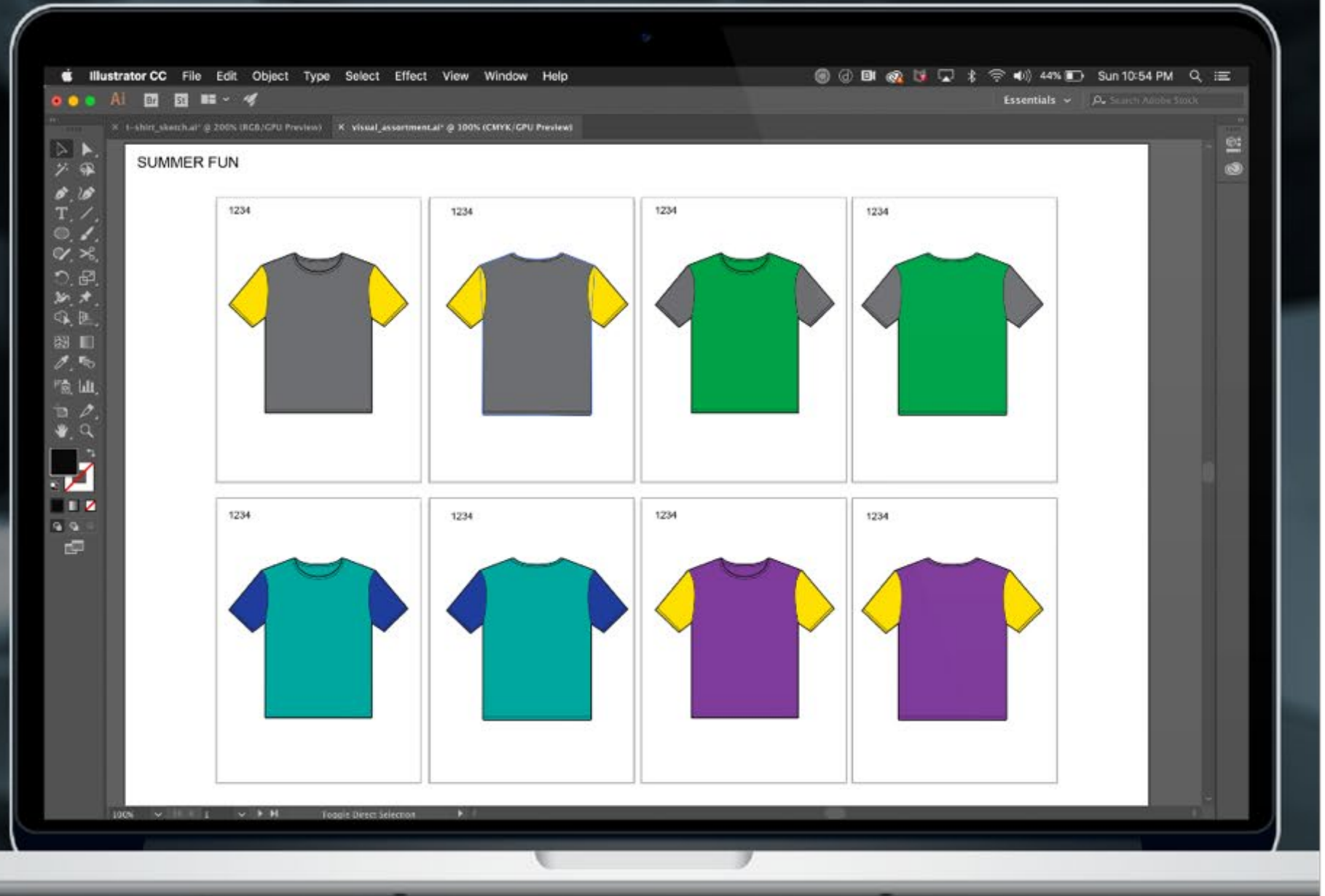
Ai ILLUSTRATOR

Sketch artwork is placed into an Illustrator deck for colorway definition. This is done via the application of color and print swatches to named parts within the artwork.



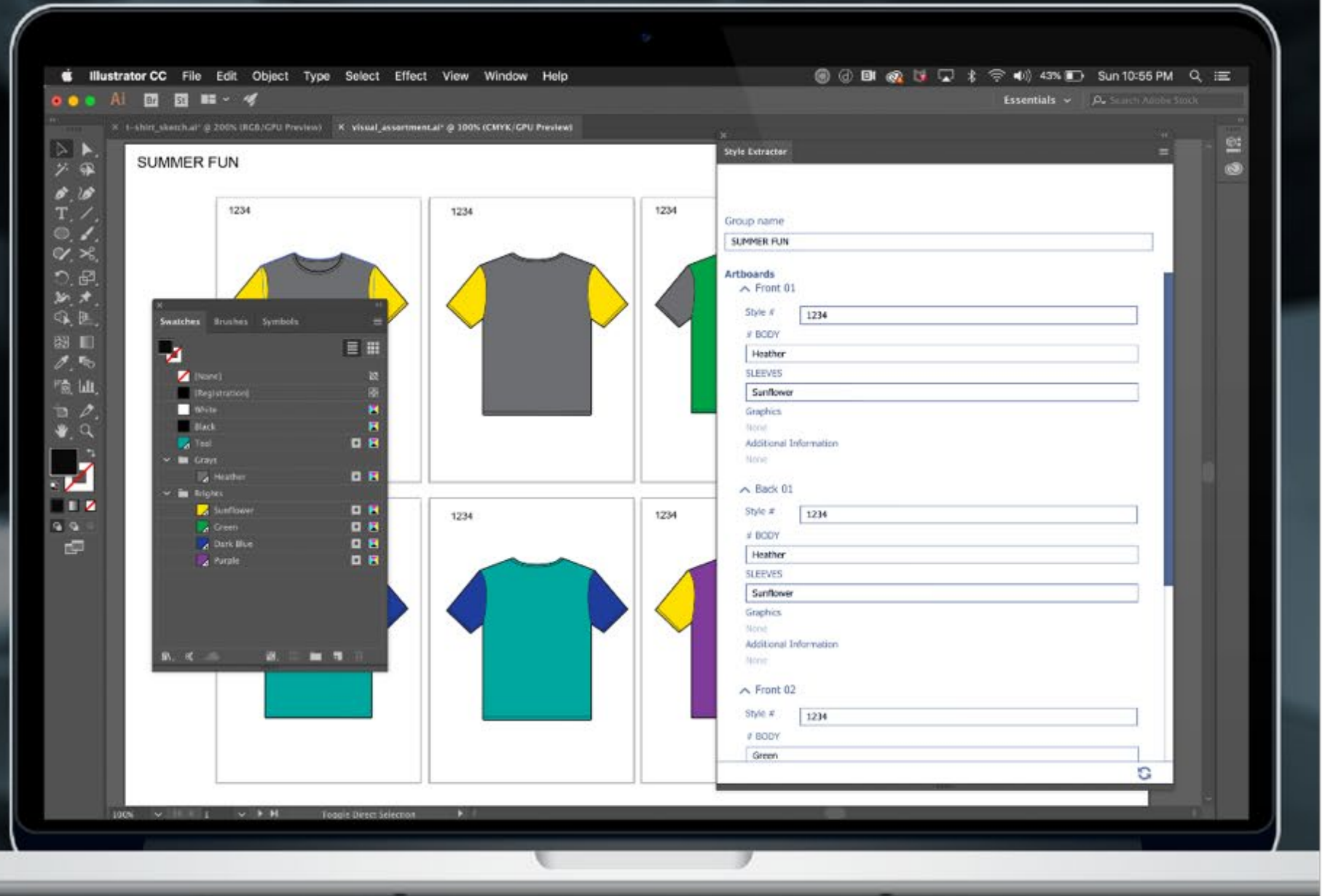
Ai ILLUSTRATOR

Colorways are variations of a style containing multiple color/print/ graphic combinations.



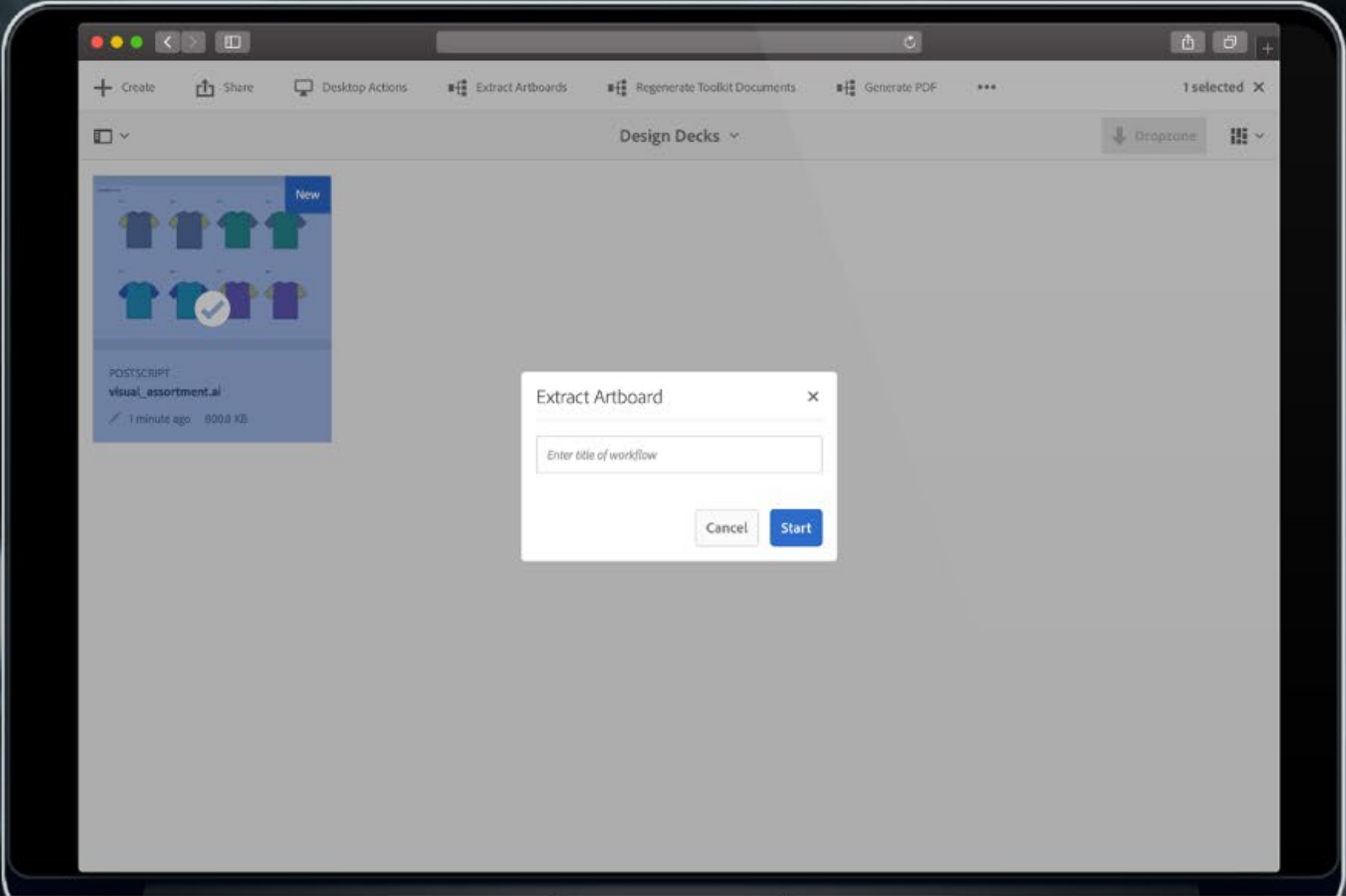


Standardized naming of the color and print swatches allows for mapping the values and associated data back to properties in AEM.



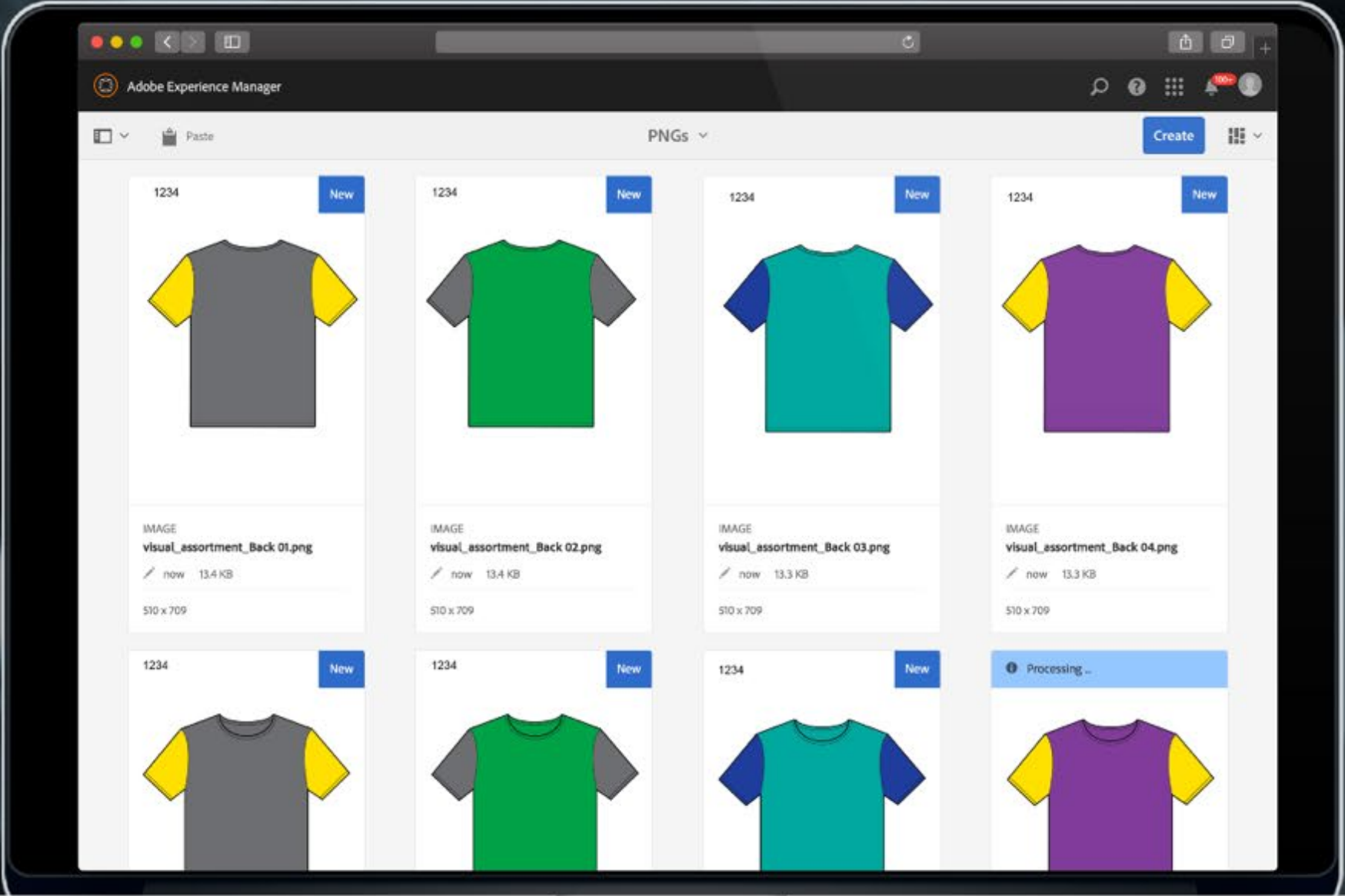


Extracting the colorway assets from the Artboards in the Illustrator file.



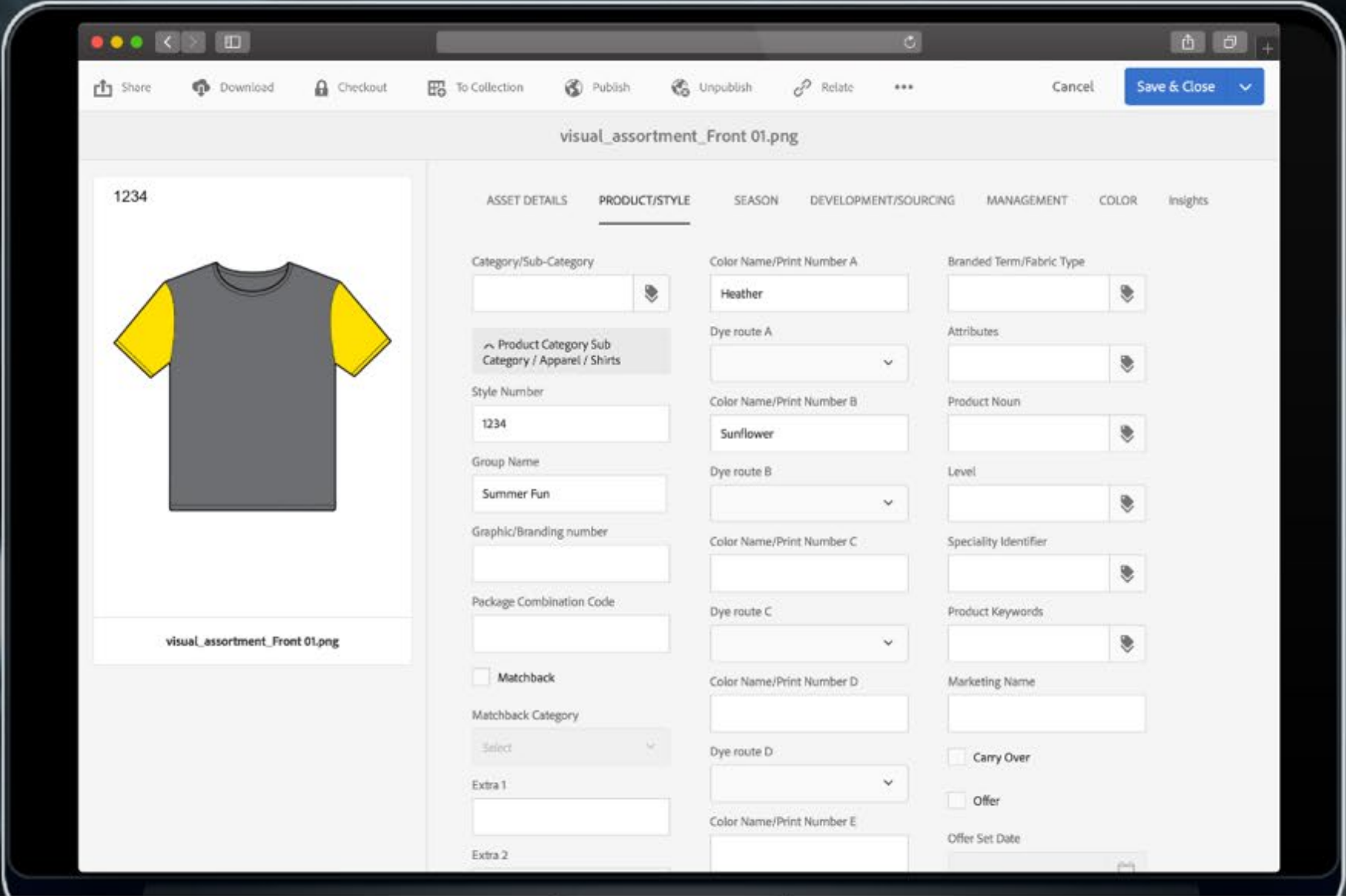


Viewing the colorway assets created by the system.



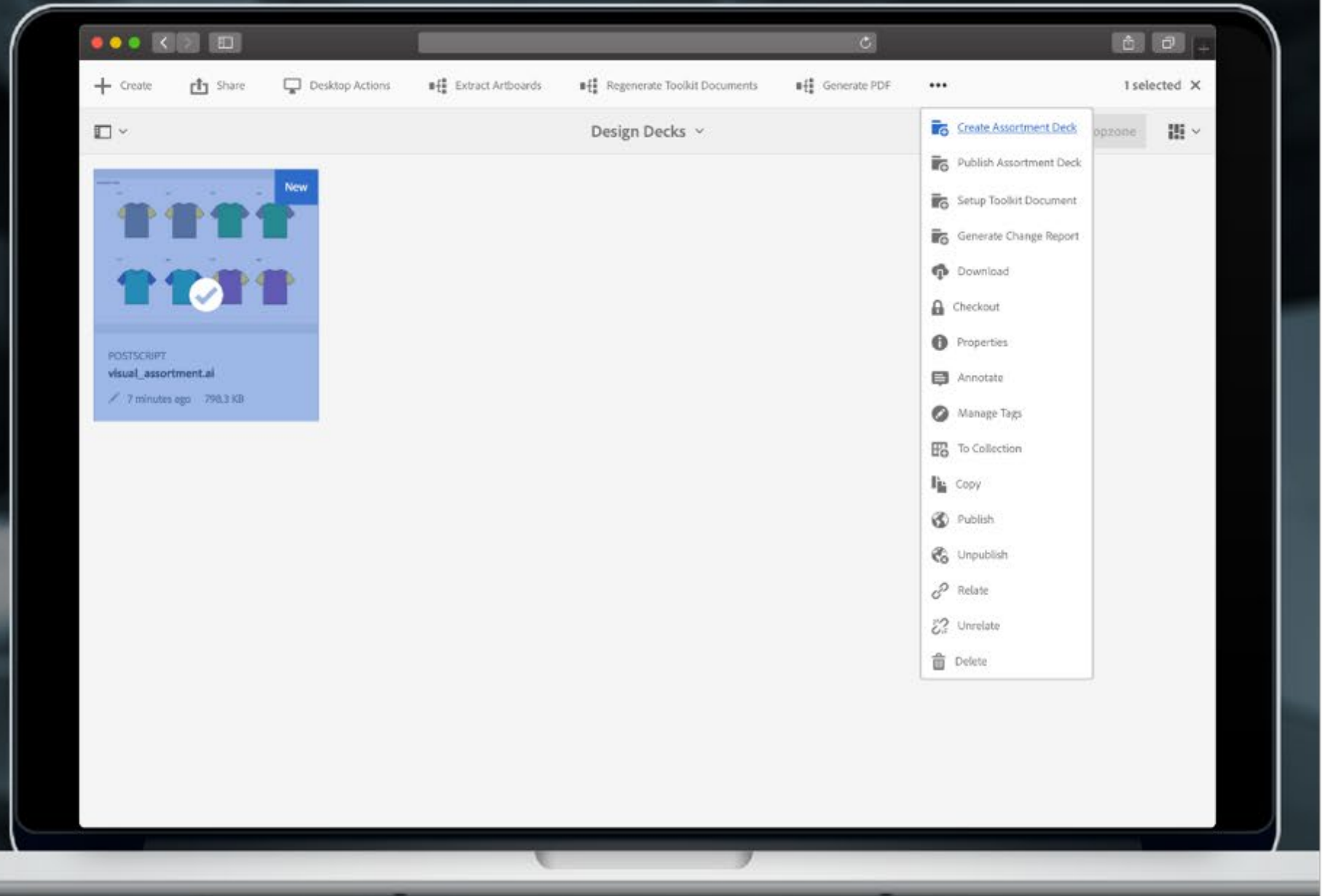


Viewing the Product/Style metadata, note the added color values for each part within the silhouette.



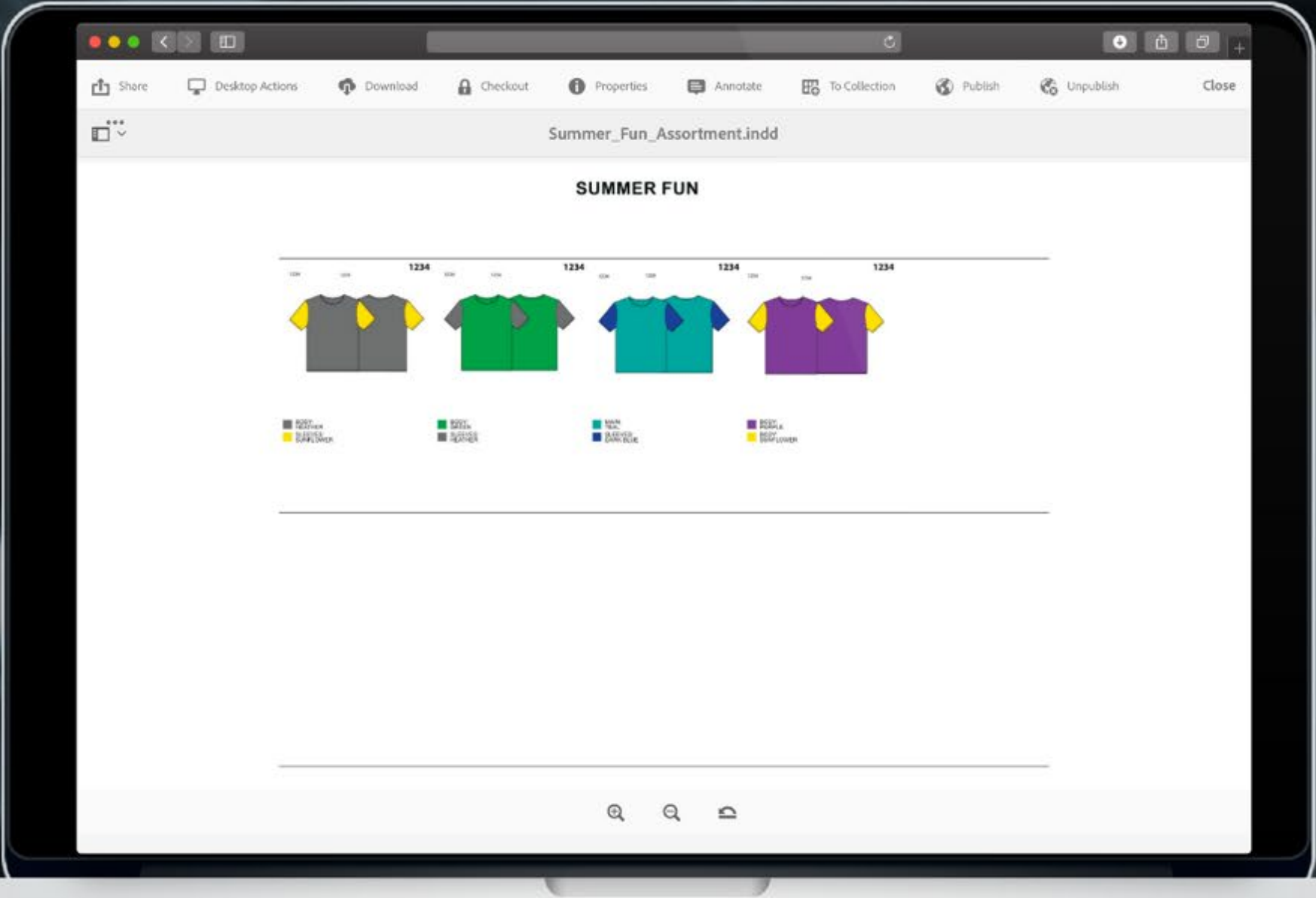


The newly generated colorway assets and corresponding metadata are then used to populate an assortment deck. This is done via an automation between AEM Assets and Indesign Server.



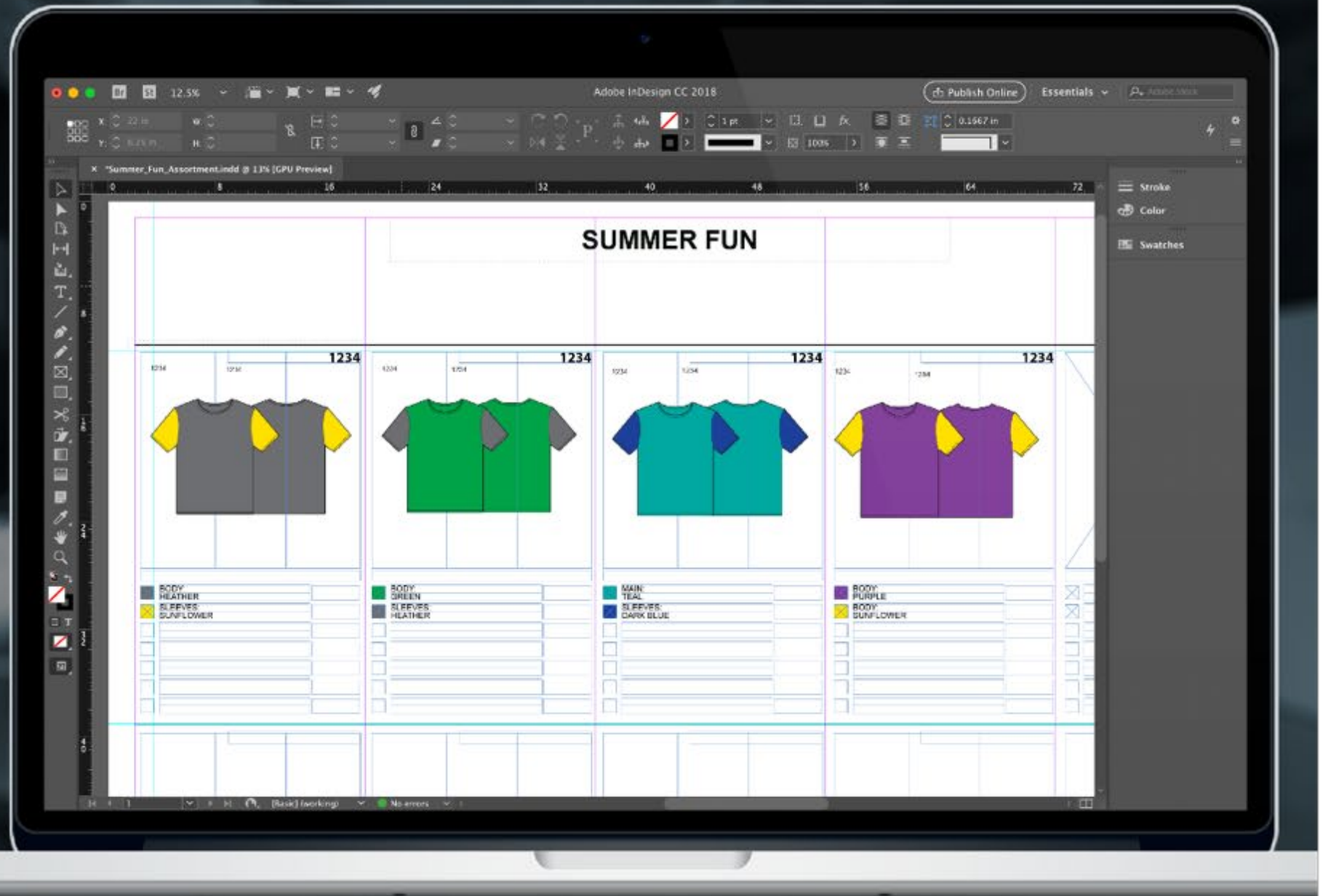


Viewing the Asset Details of an automated assortment deck.



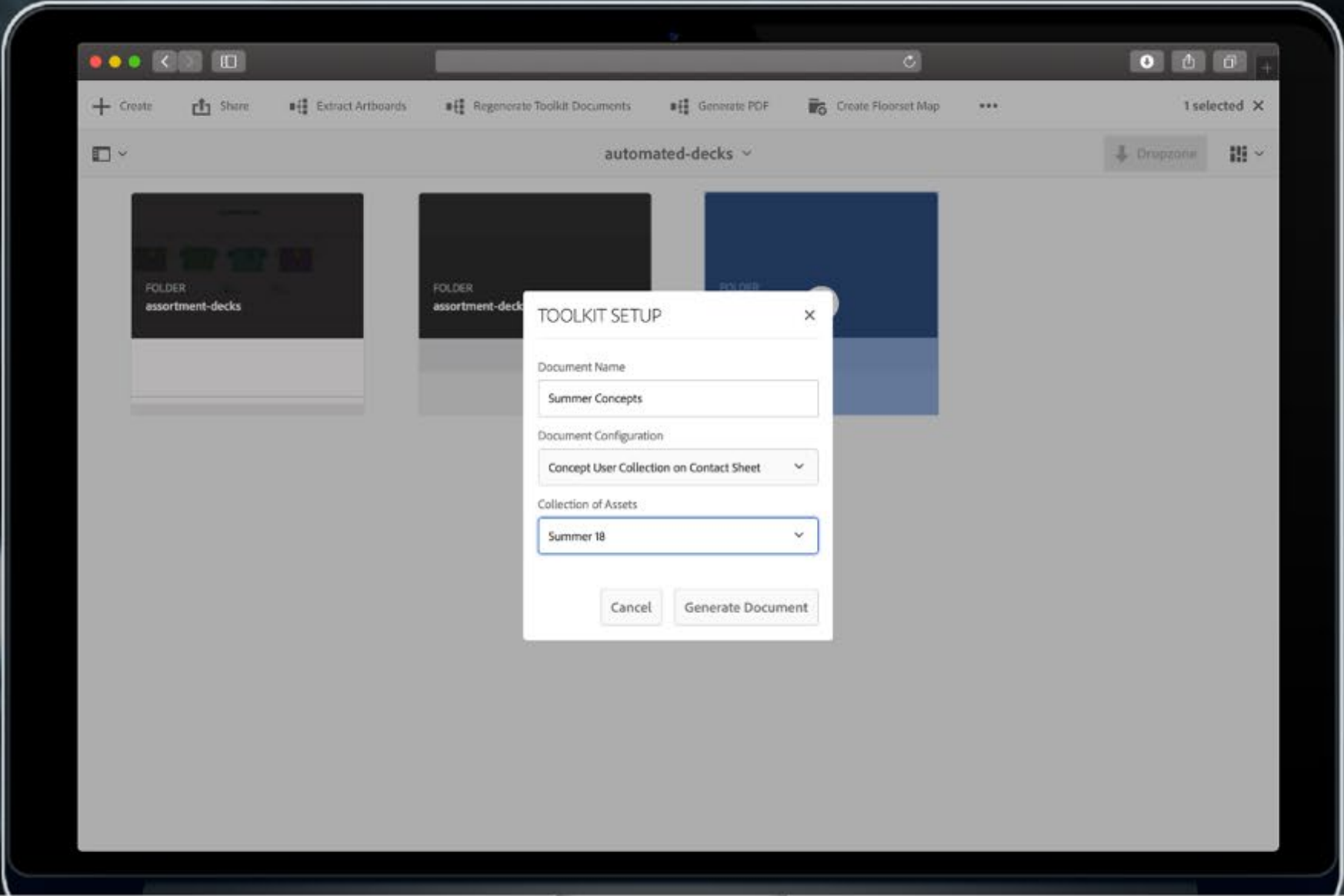


Viewing the assortment deck in InDesign, layout, structure and data definition are done in the document template used in the automation.



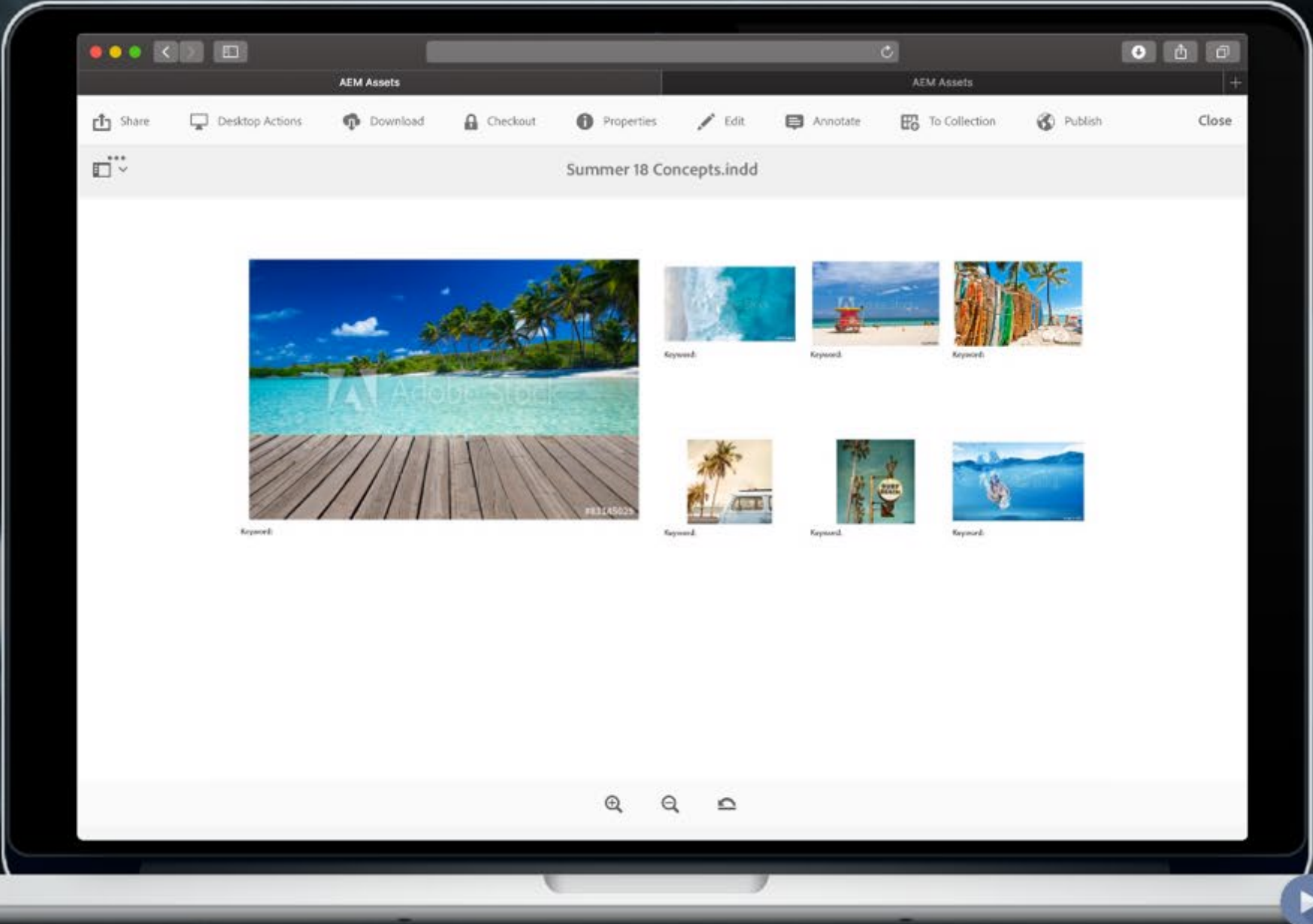


Modal dialog for entry of document name, selection of the automation configuration and asset collection for population in to the document.





Toolkit documents are fully customizable by the end users and only require basic knowledge of structured Indesign documents and XML.



Questions to think about

- Where are the sources of data in your org?
 - Is there a global unique identifier for your asset type
- Which processes / assets / documents need to make use of this data?
 - Can this data be used to drive an automated process?
- How much of that data is manually aggregated?
- How often does that data change midstream?
 - Can your system be flexible with either technical process or people process to account for this?

Illustrator in 2D/3D colorway workflow

Master



Variants



Assortments in 2D



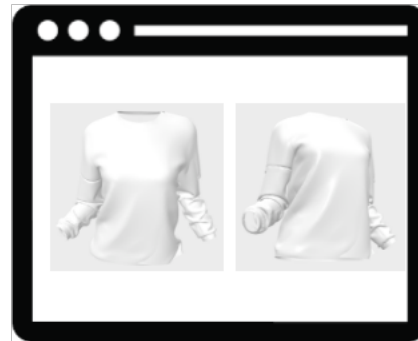
UV Map



UV Map variations



3D modelling



Visualization in Dn

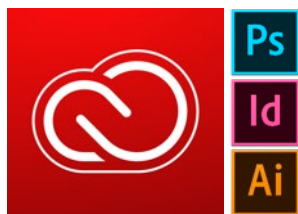
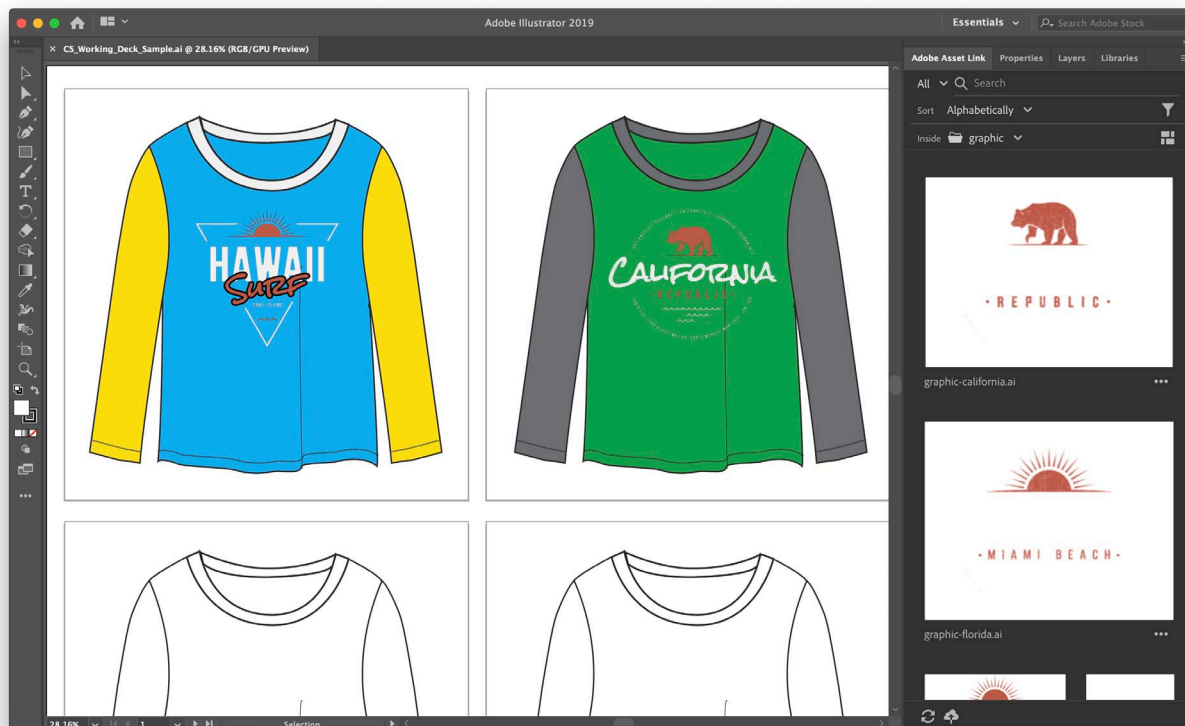


Colorways in 3D w/metadata



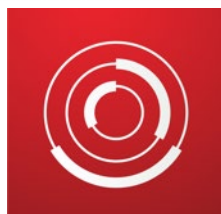


Adobe Asset Link









Creative Cloud

+



Experience Cloud

Streamline collaboration between creatives and marketers in the content creation process

-  **DISCOVER** - Search AEM Assets & CC Assets, access collections, preview assets & basic metadata
-  **USE** - Place assets in your designs, download a copy
-  **EDIT** - Check out/in assets stored in AEM Assets directly from PS, ID and AI into CC Assets
-  **WORK-IN-PROGRESS** - Keep WIP assets and final production assets in separate locations
-  **UPLOAD** - Add new assets to AEM directly from CC apps
-  **SSO** - Single Sign On with your Creative Cloud SSO credentials for access to digital assets from AEM Assets



Adobe Asset Link + Adobe Experience Manager

Asset Collaboration – Work-in-Progress Workflow Support



Using the Adobe Asset Link extension, designers search or browse for assets in the DAM **without ever leaving Adobe Illustrator.**

To begin editing, **designers “check out” assets**, locking them from being edited by others. The lock icon is visible to other designers with Asset Link..

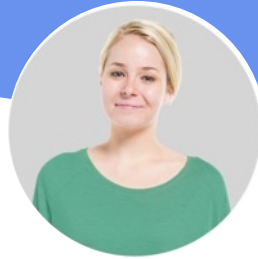
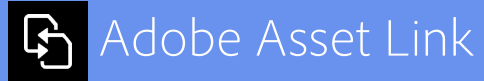
Designers use Creative Cloud collaboration capabilities to **share with other CC users** to request feedback, make comments, and get creative approvals easily.

Approved, creative-ready **assets are “checked in”** to the DAM and ready for delivery to channels to create customer experiences. Asset now is unlocked” again both in the DAM as well as in the Asset Link panel in Adobe Illustrator.

DEMO



Creative connections for AEM: what to use



CC Enterprise User
Working in CC apps

Creative Cloud in-app experience

I want to discover, use & edit assets from AEM directly within Creative Cloud desktop apps (PS, AI, ID)



Creative / Business User
Working on desktop

Generic desktop integration for AEM

I want to upload a number of files / nested folders to AEM from Finder/Explorer



Asset Link Best practices

DISCOVER

- Search is executed on the AEM server
- Uses metadata & indexing configuration from AEM
- Search & browse honors access control in AEM
- Use filtering, sorting, different views for efficient discovery

CHECK-OUT

- Check-out stores asset in user's Creative Cloud synced folder by default
- Leverage CC rich collaboration capabilities
- Check-in asset to AEM when ready
- AEM creates a version to track major changes to assets

ADMIN

- AEM needs to be configured for Asset Link SSO login from Creative Cloud desktop apps
- Ensure your network bandwidth is good
- Deploy Asset Link to creative users using Adobe Admin Console packaging
- AEM provides rich configuration options (e.g., approval workflows, visual search)

Keys to Creative Efficiency

1

MAKE IT SIMPLE FOR
DESKTOP USERS

2

UNLOCK ACCESS TO
DAM ASSETS

3

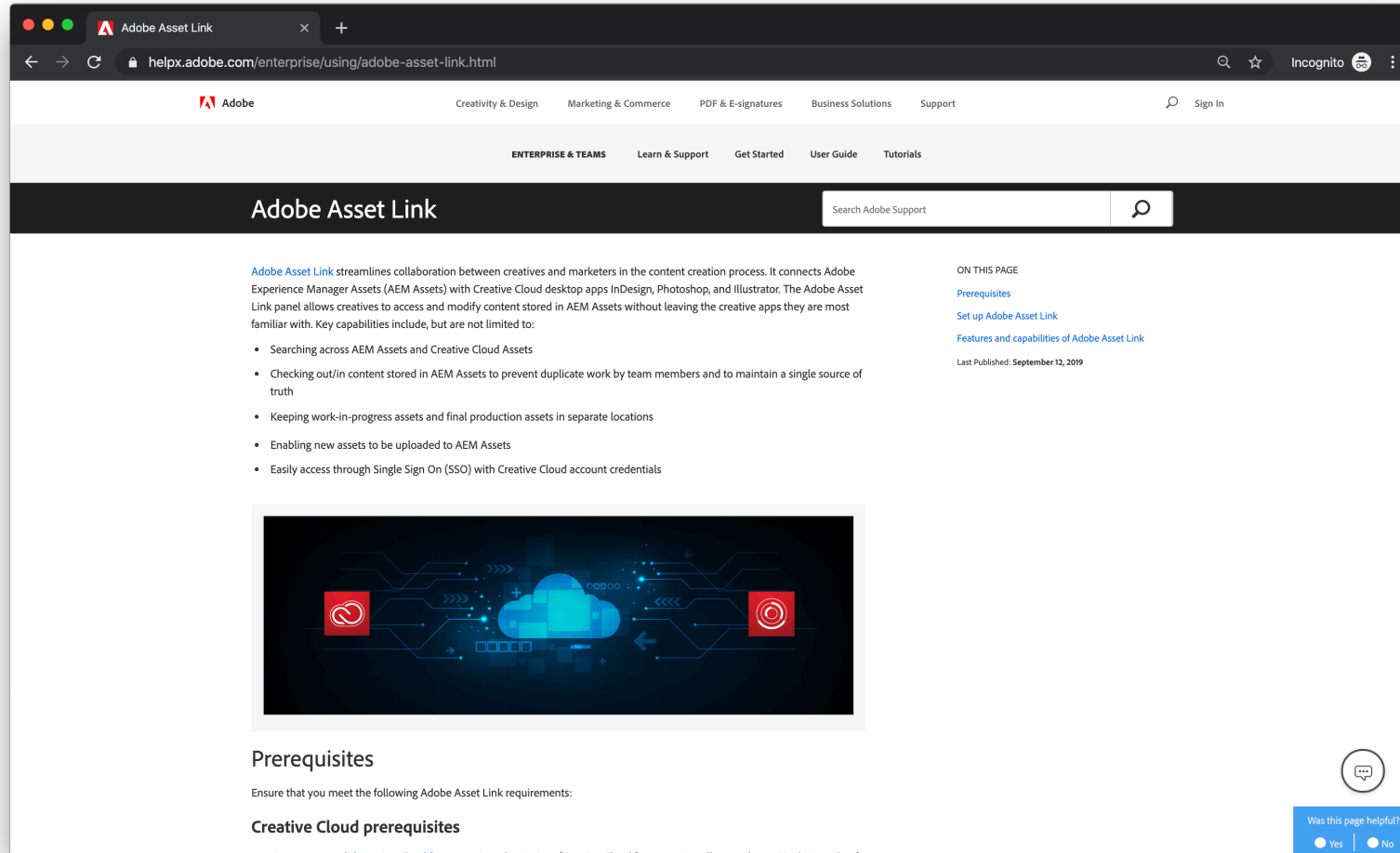
CONSIDER THE FULL
CONTENT LIFECYCLE



IMAGE
F17_LNG_WASHED_COLL_BRIGHTS...
6 days ago 376.3 KB
1628 x 2550

Want to learn more?

<https://helpx.adobe.com/enterprise/using/adobe-asset-link.html>



The screenshot shows a web browser window with the URL `helpx.adobe.com/enterprise/using/adobe-asset-link.html`. The page is titled "Adobe Asset Link" and features a navigation bar with links for "Enterprise & Teams", "Learn & Support", "Get Started", "User Guide", and "Tutorials". The main content area includes a search bar and a list of links: "Prerequisites", "Set up Adobe Asset Link", and "Features and capabilities of Adobe Asset Link". A paragraph describes the service, and a bulleted list outlines its capabilities. A diagram illustrates the integration between Adobe Experience Manager Assets and Creative Cloud apps. The "Prerequisites" section is partially visible at the bottom.

Adobe Asset Link

Search Adobe Support

[Prerequisites](#)


[Set up Adobe Asset Link](#)

[Features and capabilities of Adobe Asset Link](#)

Last Published: September 12, 2019

Adobe Asset Link streamlines collaboration between creatives and marketers in the content creation process. It connects Adobe Experience Manager Assets (AEM Assets) with Creative Cloud desktop apps InDesign, Photoshop, and Illustrator. The Adobe Asset Link panel allows creatives to access and modify content stored in AEM Assets without leaving the creative apps they are most familiar with. Key capabilities include, but are not limited to:

- Searching across AEM Assets and Creative Cloud Assets
- Checking out/in content stored in AEM Assets to prevent duplicate work by team members and to maintain a single source of truth
- Keeping work-in-progress assets and final production assets in separate locations
- Enabling new assets to be uploaded to AEM Assets
- Easily access through Single Sign On (SSO) with Creative Cloud account credentials



Prerequisites

Ensure that you meet the following Adobe Asset Link requirements:

Creative Cloud prerequisites

- One or more valid [Creative Cloud for enterprise](#) subscriptions (Creative Cloud for enterprise All Apps plan or Single App plan)

Was this page helpful?

Yes No

