About our eLearning
Adobe’s eLearning is the perfect complement to instructor-led training, especially when you need flexibility and the convenience of real-time how-to’s. Course content is hosted on your learning management system or accessible directly via your web browser. Customizable targeted modules let the team refresh skills exactly when they need it.

Learn any time, any place, at any pace.

Course Overview
Manage & Deliver Digital Assets is designed for business users who need to manage digital assets effectively end to end and deliver engaging experiences, faster. This eLearning enables you to leverage the cloud to deliver rich media experiences optimized for any screen or device. Adobe Experience Manager Assets unifies Digital Asset Management and dynamic media publishing to help you optimize working across organizational silos.

After completing this course, you will be able to:
• Navigate through the Adobe Experience Manager user interface
• Organize assets
• Manage assets metadata
• Manage assets
• Create and manage collections
• Create and manage workflows
• Create and manage projects
• Map Adobe Experience Manager assets with Adobe Experience Manager Desktop App

Prerequisites
There are no prerequisites for this course. However, it is recommended you have prior knowledge of Digital Asset Management.

Your Benefits
• **Save time.** Easily deploy real-time 24/7 training to your teams across multiple sites.
• **Save money.** A great solution when travel budgets are tight.
• **Stay productive.** Quick targeted hits of training mean your team has the right resources at the right time to feel confident in their skills.
Manage & Deliver Digital Assets Using Adobe Experience Manager
[3 hour eLearning]

Course Outline

1. Navigating Through the AEM User Interface
   - Introduction to the AEM User Interface
   - UI Elements
   - Adobe Experience Manager Consoles

2. Organizing Assets
   - Assets Console
   - Organizing Assets
   - Asset Files and Formats
   - Uploading Assets
   - Exercise 2.1: Create a Private Folder with Assets
   - Reorganizing Assets
   - Downloading Assets
   - Exercise 2.2: Reorganize Assets and Download to the Local System

3. Managing Assets Metadata
   - Assets Metadata
   - Exercise 3.1: Edit Assets’ Metadata and Add Common Metadata to Multiple Assets
   - Create and Manage Tags
   - Exercise 3.2: Create an Assets Tag
   - Create and Manage Metadata Profiles
   - Exercise 3.3: Create a Metadata Profile and Apply it to an Asset Folder

4. Managing Assets
   - Assets Renditions
   - Edit Images
   - Exercise 4.1: Relate and Unrelate Assets
   - Searching Assets
   - Exercise 4.2: Search for Assets and Add a Search Promote Keyword to Assets
   - Generating Asset Reports
   - Exercise 4.3: Create an Asset Report
   - Exercise 4.4: Personalize the Assets Home Page

5. Working in Collaboration
   - Exercise 5.1: Add Annotations to an Asset
   - Reviewing Tasks
   - Asset Versioning
   - Exercise 5.2a: Check Out and Check-in Assets
   - Exercise 5.2b: Create Review Tasks for an Asset Folder
   - Exercise 5.2c: Create an Asset Version

6. Publishing and Sharing Assets
   - Exercise 6.1: Publishing and Unpublishing Assets
   - Sharing Assets
   - Exercise 6.2: Share an Asset using Share Link

7. Creating and Managing Collections
   - Overview of Collections
   - Accessing Collections Console
   - Creating and Adding Assets to Collections
   - Performing Actions on Collections
   - Exercise 7.1: Create a Collection with Static References
   - Exercise 7.2: Create a Smart Collection and Edit the Collection Metadata

8. Creating and Managing Workflows
   - An Overview of Workflows
   - Components of Workflows
   - Workflow Console
   - Workflow Steps
   - Default Workflows
   - Starting Workflows and Completing Workflows
   - Exercise 8.1: Add a workflow to delete assets
   - Exercise 8.2: Publish multiple assets
   - Exercise 8.3: Add a workflow to publish multiple assets

9. Creating and Managing Projects
   - Overview of Projects
   - Performing Actions on Projects
   - Exercise 9.1: Create a project and add tiles to it
   - Exercise 9.2: Assign a workflow to a project and perform the associated tasks

10. Working with AEM Desktop App
    - Adobe Experience Manager Desktop App: An Overview
    - Enabling Desktop Actions for AEM Assets
    - Performing Actions on Assets
    - Exercise 10.1: Install the AEM Desktop App
    - Exercise 10.2: Map AEM author instance with Desktop App
    - Exercise 10.3: Enable desktop actions for assets
    - Exercise 10.4: Check out and in assets onto your system

Final Assessment
- Manage & Deliver Digital Assets Using AEM