

ADAM (Amnesty Digital Asset Management) User Manual

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ADAM DEVELOPMENT

1. Brief summary of ADAM development

The ADAM (Amnesty Digital Asset Management) still image database was launched to all AI Sections and IS staff through the AI Intranet in June 2005. ADAM was launched with exactly 3,000 images and now holds close to 20,000. ADAM allowed users to search and to download images, to check details (metadata) and copyright and other restrictions on subsequent use of the image(s).

Over the last couple of years the Audiovisual Resources (AVR) Team at the IS have been developing a new version of ADAM. This ambitious project set out to improve upon existing features and to add new ones. The new web based version of ADAM now offers access to video and audio materials in addition to images. This audiovisual content can be downloaded but ADAM can be used to host audiovisual content that can be embedded into external websites.

New ADAM also provides 'Team Collections', a simple tool for Sections, Structures, Offices and Teams to organise and share their own audiovisual materials. 'Team Collections' are areas under the umbrella of ADAM. Material added to a Team Collection can be made available just to users from that team or to the AI movement as a whole.

New ADAM can be found at:

adam.amnesty.org (a preceding 'www' is not necessary)
ADAM is also accessible via the Amnesty International Intranet

Your existing Amnesty International OpenID login and password is all that is required to access the database. **You do not need to register.**

2. New features of ADAM v.3

Audio and Video

ADAM now offers access to video and audio materials, as well as images, these can be previewed online.

Users can Upload content

All ADAM users can now upload image files, video files or audio files to their Team Collection(s), using the 'Add Assets' function in the menu on the left of the screen.

Downloading / Embedding

Each audiovisual 'asset' can be downloaded to your computer, emailed from ADAM or embedded directly into a website. The buttons to the right of the thumbnail at the top of each record begin the process of downloading or embedding.

A huge range of customisations are possible using new ADAM, including cropping and resizing.

Team Collections

Team Collections are areas within ADAM for Sections, Structures, AI Offices or Teams to manage their own collections of audiovisual materials and to make them available across the Movement should they choose to.

The AVR (AudioVisual Resources) team can create a 'Team Collection' on request.

Lightboxes

Lightboxes can be compared to internet site shopping baskets. Users can create lightboxes and store records within them. As many lightboxes can be created as are necessary. They can be

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shared with other ADAM users or the contents can be emailed to other users. The Lightbox function in the left menu accesses all of these features (see separate section on **lightbox** **page 27**).

Many useful new features such as **Batch Download** and **Batch Editing** are enabled using lightboxes

Advanced search

Searching in new ADAM has been vastly improved, for example it is now possible to search all fields and to exclude keywords, this search for images of Darfur excludes AI actions concerned with the Darfur:

<http://tinyurl.com/ADAM-Darfur-Not-AI-Action>

Print record details

New ADAM offers users the option of printing out record details together with pre-selected information from the record. An image, together with a caption can now be printed off for reference purposes.

Publicly available

It is possible to make audiovisual assets held in ADAM accessible to the public, for example videos and images can be made available to the press to coincide with the launch of a report.

ADAM: LOGGING IN

Screenshot 1

The screenshot shows the ADAM (Amnesty Digital Asset Management) home page. At the top left is the Amnesty International logo. To the right are links for 'Register >', 'Log In >', and 'Help ?'. Below these is a search bar with a dropdown menu set to '[any type]' and a 'Search' button. The main content area is titled 'Welcome to ADAM' and includes a navigation menu on the left with options like 'Home', 'Advanced Search', 'Browse', 'Lightbox', and 'My Lightbox:'. The main text says 'Amnesty International's archive of images, videos and audio' and 'You are not currently logged in. To view the full catalogue of assets please login or register.' There is a search bar with a 'Go' button and an 'Advanced search >' link. Below this is an 'About' section and a 'Contact' section with the email 'audiovis@amnesty.org'. On the right, there is a 'News & Announcements' section with a '2009 Annual Report' dated 11 Mar, 2009 and 'Test News' dated 06 Oct, 2008. At the bottom, there is a copyright notice: '© 2007 Bright Interactive. Terms & Conditions & Privacy Statement | About Asset Bank.'

Screenshot 1. New ADAM home page (before logging in).

This is the page found via this link: <https://adam.amnesty.org>
Click on 'Log In' at the top right of the screen to enter ADAM

Screenshot 2

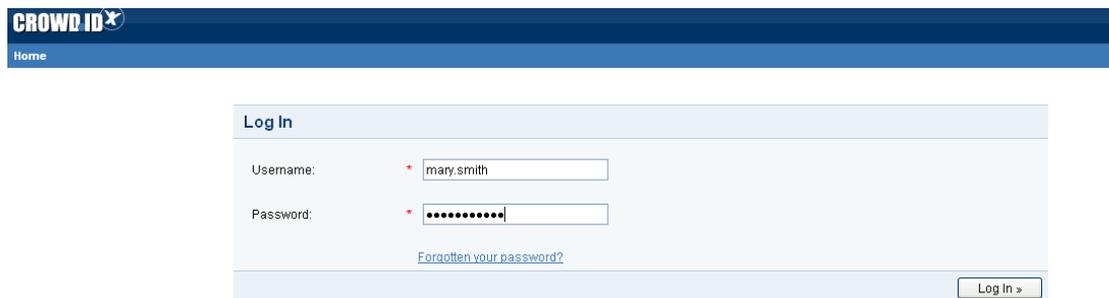
The screenshot shows the ADAM login page. It features the Amnesty International logo at the top. Below the logo is the heading 'Login' and a paragraph: 'We have given all intranet.amnesty.org users an Amnesty OpenID, and it is similar to your current username.' There are two instructions: 'IS staff - please use your windows name and password.' and 'All other intranet users - please make your name like mary.smith, no spaces, and lowercase.' A link 'here' is provided for help. Below this is a URL 'https://openid.amnesty.org/users/' followed by a text input field containing 'mary.smith'. A 'Login' button is positioned below the input field. At the bottom, there is a link: 'Login using username and password >>'

Screenshot 2. ADAM Login page

Enter your Amnesty OpenID username in the box. For non International Secretariat (IS) users the name must be entered as 'firstname.lastname' with a 'dot' and no spaces in between.

ADAM: LOGGING IN

Screenshot 3



The screenshot shows the 'Log In' page of the CROWD ID system. The page has a dark blue header with the 'CROWD ID' logo and a 'Home' link. Below the header is a light blue box containing the login form. The form has two input fields: 'Username:' with the text 'mary.smith' and 'Password:' with a masked password '*****'. There is a red asterisk next to each field. Below the password field is a link that says 'Forgotten your password?'. At the bottom right of the form is a 'Log In »' button.

Screenshot 3. Amnesty OpenID Verification page

Again type your Amnesty OpenID username in the same way (dot in the middle and no spaces). This screen may then appear (below, 4)

Screenshot 4



The screenshot shows the 'My OpenID' page of the CROWD ID system. The page has a dark blue header with the 'CROWD ID' logo, a 'Home' link, and user information: 'User: Philippa Ellerton', 'Log Out', and 'Change'. Below the header is a light blue box containing the 'My OpenID' section. On the left is a sidebar with 'My Identity' and sub-links: 'My OpenID', 'Profiles', 'Approved Sites', and 'Login History'. The main content area shows the Amnesty OpenID logo (a blue star with arms and legs) and the URL 'https://openid.amnesty.org/users/pellerto'. Below the URL is the text 'Use this URL to log in to websites that support OpenID.'.

Screenshot 4. OpenID Confirmation page

If you are then sent to this page please visit the original link to ADAM again, <https://adam.amnesty.org> and you should be able to login using your Amnesty OpenID username (eg: mary.smith)

Please do be persistent if you experience problems logging into new ADAM for the first time, it may take a few attempts. If you are still unable to access new ADAM then you may need a new Amnesty OpenID username and password set up. Please contact your local IT department.

ADAM USER GUIDE

Introduction

Amnesty Digital Asset Management (ADAM) is the term used to refer to Amnesty's online archive of digital and physical audiovisual materials. ADAM is an integrated application that serves the audiovisual needs of Amnesty International worldwide and the general public. This document provides guidelines for the general user of ADAM. It explains the following:

- ADAM terminology and concepts
- Login (see separate guide also – page 4)
- Finding audiovisual materials
- Downloading and embedding audiovisual materials
- Further information

ADAM terminology and concepts

Assets & Items

To help organise archive content, ADAM uses the relational concepts of 'Assets' and 'Items'.

Assets

An Asset refers to a unique piece of media content. It may be a video, an image or an audio recording. An Asset will have the descriptive information contained within the record; the title, description, agreements (terms of use) etc. If the Asset has been edited or altered in any way it becomes a new Asset, a new piece of media content. If the only difference (for audio and video) is the language then this remains as the same Asset but the different language versions available are noted in the cataloguing

Items

An Item is linked to one asset only. An Item refers to a physical or digital item that exists for real-world use. e.g. a photograph, JPEG, DVD, Quicktime Movie, Beta SP tape, VHS, etc. It shares all the descriptive and administrative details of its parent asset but differs from other related items by its technical characteristics. For example a Video Asset may have several Items linked to it indicating that the video is available as a DVD, as a Quicktime Movie and/or on a broadcast quality format (DVCam, Digibeta etc).

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Login

You can log in to ADAM at the following address:

<https://adam.amnesty.org>

You must login with your Amnesty International OpenID, see page 3 for a step by step guide.

The ADAM Homepage

The ADAM homepage has four sections.

1. Left: Menu options
2. Centre: Simple Search and Browse
3. Right: News and featured assets
4. Top: Profile, Logout and Help.

Finding audiovisual materials

Simple search

You can perform a simple search from the centre search box or on any ADAM page using the box on the top-right. By default **Simple Searches** search all types of asset, they can be narrowed by asset type, for example only searching for videos, use the dropdown list to the right of the search box to choose the assets you want to search through.

Advanced Search

There are two ways to perform an Advanced Search in ADAM.

1. **Search Builder:** You can create an advanced search by building clauses into a search. For example, you may wish to search for the keywords 'women' and 'china'. In addition, you may wish to only search for assets which are copyright Amnesty International. In that case, you can add the Copyright Type clause and select © Amnesty from the drop down menu. You may then wish to restrict the search to just image assets by selecting the Category **Still Image** and clicking **Add**. Finally, you may only wish to search for images that are available in a specific collection. This is done by selecting the appropriate **Access Level**.
2. **Search Form:** You can also perform an advanced search by using a form. This form provides a list of the most common fields used for searching. You can refine the search by Category of Asset and the Access Level.

To switch between the search builder and search form, click on the appropriate link to the right of the search page.

Search results page

amnesty international

Welcome Philippa Ellerton | Your Profile | Log Out | Help

[any type] Search

Home
Advanced Search →
Browse
Lightbox
Approve items
Batch Update
Add Assets
Contact Us
Admin

My Lightbox:
There is 1 item in your Lightbox.
View contents »

Search

Advanced Search | Saved & Recent Searches

You are here: Advanced Search > Search Results
Your search returned 3 results | New Search » | Save search » | Refine results »

Sort by: Default ordering | Ascending | Go

add all to Lightbox

Indigenous Pinong people...
Copyright Credit: AI ID: 65948
View details | Add to My Lightbox

AI Philippines launch...
Copyright Credit: AI ID: 61315
View details | Add to My Lightbox

Gertrude Hambira -...
Copyright Credit: AI ID: 57135
View details | Add to My Lightbox

New Search » | Save search » | Refine results » | Export all results...

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1. **Sorting:** Search results can be sorted by many different attributes. The default method of sorting search results is by ADAM ID. However, you may also wish to sort the results by Date Created, Copyright Type, Campaign, etc.
2. **Saving a search:** You can click on **Save search** to save searches you commonly perform. Searches can be given titles and can also be turned into RSS news feeds which you can view in a news reader for convenience.
3. **Refining searches and new searches:** If you wish to refine your search, click on **Refine results**. This will return you to your original search criteria. If you wish to perform an entirely new search, click on **New search**, which will return you to a new advanced search page.

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Viewing Assets

Assets can be previewed from the search results page and added to your lightbox by clicking the 'Add to lightbox' link on each asset thumbnail. Basic information about each asset can be viewed under each thumbnail.

Detailed information, including the Terms of Use, can be viewed by clicking on the asset.



The Asset and Item details page

An asset record provides descriptive details about the Asset such as Title, Description, Copyright information and the asset's Terms of Use. If there are items attached to the asset, these will be displayed at the bottom of the asset page and can be viewed by clicking on the item. The Item page displays technical information about each item.

Image Asset Details

You are here: [Advanced Search](#) > [Search Results](#) > 76470 (1 of 1)

[« Prev](#) | [Next »](#)

76470



- Download
- add to my lightbox
- view larger size
- embed

This item has 1 Item.

Descriptive	
Title:	Woman in Kabul
Title Language:	eng
Description:	Woman in burka walking in Kabul - in the background a building - old police headquarters - destroyed during the civil war.
Keywords:	CONCERN: POLICE CONTEXT: ARMED CONFLICT COUNTRY: AFGHANISTAN GENRE: DAILY LIFE SUBJECTS: WOMEN
Copyright Type:	AMNESTY
Copyright Credit:	AI
Copyright Notice:	© Amnesty International, all rights reserved
Date Created:	01/05/2003

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Browsing

If you click on the Browse menu item, you are able to browse by category of Asset. For example, clicking on Still Image will show you all images available to you in ADAM, sorted by ADAM ID.

Similarly, you can browse by AI Keyword and by Popularity.

Lightbox

Each ADAM user can have one or more lightboxes. Lightboxes are similar to internet 'shopping baskets' where you can collect assets that you wish to view or download later. You can have more than one lightbox, to create a new lightbox click on **Manage lightboxes** and enter a name in the **Add a new Lightbox:** box. Existing lightboxes can be shared with other ADAM users. Lightboxes can be emailed to members of the public although larger files (video etc) cannot be sent via an emailed lightbox. A link back to ADAM will be sent instead (see separate section on **lightbox**s).

Printing Image Details

New ADAM offers users the option of printing out record details together with pre-selected information from the record. An image, together with a caption can now be printed off for reference purposes. Select **Print Image Details** from the options to the right of the thumbnail display. Select the information that you would like to have printed together with the low resolution version of the image. Select **print**.

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Downloading and Embedding Audiovisual Materials

ADAM allows image and video assets to be downloaded to your computer or embedded in external websites. Embedding content means that you do not need to download the asset, but can instead display an ADAM asset on an external website from ADAM. Providing there is a digital file attached to the record, all content can be downloaded or embedded (unless restricted). The buttons to do this are always on the right hand side of the thumbnail image, audio or video file.



This item has **5 Items**.

Downloading

To download an asset, click on the **Download** button next to the asset thumbnail. You must agree to the Terms and Conditions of use and for some assets, read the agreement to check that your intended use is permitted. You can choose to compress the asset before it is downloaded. You may download the original asset or convert the asset to an appropriate format for your use. You can also send the asset in an email, either as a link or an attachment. Further options are available if you click **Advanced Options**.

When downloading an image or video you are must describe the use that the Asset is being put to:

Download Image

[« Back to Image Asset details](#)

80291



Quick Download

Advanced Download

Please select your intended usage for this asset:

- Select -
- Select -
Advertisement
MS Word
MS PowerPoint
Printed Publication
Website

If the 'Quick Download' option is selected ADAM will automatically select the best format and size to download the image. For video the format (WMV, MPEG, FLV) and the video quality can be selected.

For images the pre-determined formats and sizes offered if Quick Download is selected are:

Advertisement:	JPEG 'Small ad' max 800 pixels 'Large ad' max 6000 pixels
MS Word:	JPEG 'Small ' max 400 pixels 'Large' max 800 pixels
MS PowerPoint:	JPEG 'Small ' max 200 pixels 'Large' max 600 pixels
Printed Pub:	JPEG 'Small pub' max 2000 pixels 'Large pub' max 5000 pixels
Website:	JPEG 'Small web' max 300 pixels 'Large web' max 600 pixels

For images you can also choose the **Advanced Download** option, this allows you to: download the original image, convert the file format, to crop the image, to resize the image, and change the resolution and compression.

See the section on lightboxes for further details of downloading Assets in bulk.

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Embedding

Once you have found the video or image you want, the embedding process is quite simple, just cut and paste:

1. Search for video on ADAM:

Search

Advanced Search | Saved & Recent Searches

Keywords contains "DEATH PENALTY"

add clause »

Type:

2. The search results: some videos have not yet been digitised eg: the Hong Kong Death Penalty videos. These records will have a video camera icon instead of a thumbnail; if you want to show any of these on your page ask us, and we will digitise them and upload them onto the database.

The videos that have a thumbnail image are embeddable straight away:

Search

Advanced Search | Saved & Recent Searches

You are here: [Advanced Search](#) » [Search Results](#)

Your search returned 258 results | [New Search](#) » | [Save search](#) » | [Refine results](#) » « Back 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

Sort by:

 <p>Kim Dae Jung NAT ENGLISH, INTERNATIONAL ID: 85698 DVCam:...</p> <p>View details Add to Lightbox </p>	 <p>Kim Dae-Jung Webclip ENGLISH, INTERNATIONAL ID: 85660 DVCam:...</p> <p>View details Add to Lightbox </p>	 <p>China: Death By Numbers ENGLISH ID: 84347 Betaca...</p> <p>View details Add to Lightbox </p>	 <p>Memento ID: 83373</p> <p>View details Add to Lightbox </p>	 <p>Execution of Ivan Ray Stanley ID: 81946</p> <p>View details Add to Lightbox </p>
 <p>Message from Kenny Richey ENGLISH ID: 81944 DVD-Wi...</p> <p>View details Add to Lightbox </p>	 <p>The Murderer ID: 81941</p> <p>View details Add to Lightbox </p>	 <p>Colonel Oleg Alkaev Full Interview INTERNATIONAL, RUSSIAN ID: 77158 DV Mini</p> <p>View details Add to Lightbox </p>	 <p>Irene Khan Death Penalty Webclip - ... ARABIC, ENGLISH, FRENCH,... ID: 76549 Quickt...</p> <p>View details Add to Lightbox </p>	 <p>Death Penalty Webclip - Dr. Mohamed... ARABIC, ENGLISH, FRENCH,... ID: 76511 DVCam:</p> <p>View details Add to Lightbox </p>

ADAM USER GUIDE

3. Click on the thumbnail to view the record of a video you are interested in embedding.

Video Asset Details

You are here: [Advanced Search](#) » [Search Results](#) » 81941 (7 of 258)

[« Prev](#) | [Next »](#)

81941



[Download](#)

[embed](#) 

[add to lightbox](#) 

4. Then click on **embed**

[Download](#)

[embed](#) 

[add to lightbox](#) 

5. Copy the code in the box:



[Shown smaller than actual size.]

[View details or resize »](#)

720 (w) x 576 (h) , 69 seconds - Version created on 25/06/2009

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" width="720" height="604"><param name="movie" value="https://adam.amnesty.org/tools/flow-player/FlowPlayerLight.swf?config=%7Bembedded%3Atrue%2CbaseUrl%3A%2Fhttps://adam.amnesty.org/tools/flow-player" data-bbox="177 813 774 852"/>
```

[« Back to item details](#) | [Create new version...](#)

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6. Paste the code into your web page

7. If the video appears too big on the page use the resize function:

i) Click on **View details or resize**:



[Shown smaller than actual size.]

View details or resize »

720 (w) x 576 (h) , 69 seconds - Version created on 25/06/2009

ii) then enter the size you want:

Video url:

Width: pixels

Height: pixels

Lock Aspect Ratio

Note, changes to the size will only affect this page, and will not affect the way this video ap

HTML code:

iii) then click **update**:

iv) copy and paste the code again:

Help

ADAM has in-built Help documentation covering all aspects of use. You can access this at the top-right of any page and find information specific to the page you are on.

If you require further help, please contact the Audiovisual Resources Team at the I.S. audiovis@amnesty.org

ADDING IMAGES

A Note on Image File Specifications:

Before you add any images, here are AVR's minimum requirements for images for ADAM, if possible you should add images that meet these standards. There can be exceptions to these guidelines for example, when the content of the image overrides the quality (if the image is of a unique, news worthy event). Images which meet the standards below can be put to the most uses (as banners, posters, published in reports and books, used in documentary films).

Image Standards:

Minimum Size: 25MB/8MP

Colour Space: Adobe RGB (1998), 24bit

Target file type: Colour corrected, maximum quality JPEG and .DNG raw image file (convert .NEF, .CR2 etc to .DNG format)

OR

Colour corrected, maximum quality JPEG and original uncorrected JPEG (Colour correction must be done on a calibrated monitor)

Here is an outline of an Image Workflow; from camera to ADAM:

CAMERA SETUP:

RAW

or

JPEG

Maximum quality and size on digital SLR

Fine quality and 6MP or above on compact digital camera

DELIVERY:

RAW

Convert raw image to .DNG format

Process raw image

Save as Adobe RGB (1998) colour, maximum quality and full size JPEG

Upload this JPEG to ADAM as Asset

Add .DNG image to Asset as Item

JPEG

Upload original JPEG from camera memory card as Asset

or

If colour correction is needed - for example if image is too dark

Colour correct image only enough to make it usable

Save colour corrected image as maximum quality and full size JPEG

Upload this as Asset

Upload original uncorrected JPEG as Item

Colour correction must be done on a monitor that has been calibrated and colour profiled

Do not manipulate the images; this means do not add or remove people, objects or logos from images.

If you make a CMYK version of the image for printing this can also be added as an Item, but do not add CMYK images as Assets.

Raw images are the equivalent of negatives and should be kept.

ADDING IMAGES

Create an Image Asset Record:

- Select the asset type: in this case an **Image Asset**.
- Click the **Browse** button and select the file from your PC.
- Click the **Upload** button. This stage may take a few moments depending on the size of the file.

Step 1: Upload File

Please click "Browse" to locate the file you want to add, and then click "Upload" to upload the file. Once the file has been uploaded you will be able to enter metadata about the item, and add it to categories.

Alternatively check the 'Add file later' checkbox to move to the next step and enter metadata for an image that you plan to upload at a later date.

Type:

No file to upload:

File: (for larger files you may use the **flash/java uploader** instead)

When the file has finished uploading ADAM will automatically proceed to **Step 2** 'Add Metadata (Image Asset)

Individual Fields –What to include in each field:

Graphic Image?: If the still image is of a disturbing nature (for example shows torture injuries) please tick this box and provide an explanation in the box that appears, the image will then appear on ADAM with a placeholder image covering the graphic image.

Embargo Date: Enter a date here if the image is not allowed to be published or displayed before a specific date.

Title: The title of the still image. For some images a title may not be apparent. Do try and indicate the content if you're devising a title.

Title: *

Alternative Title:

Alternative Title: This may be the title translated into another language.

Description: This needs to be a clear and concise description of the still image. Include details of the issue / event, contributors featured, location, date the image was taken etc.

Description: *

ADDING IMAGES

Keywords: Choose from official AI keywords. If you know the keywords they can be typed in separated by a comma. If you don't know them click on the keyword chooser this will reveal the list of all the official AI keywords.

Keywords: ? *

Official Amnesty International keywords

Keyword Chooser...

Campaigns: Global AI campaigns (can be typed or use the dropdown menu). Use if the image is associated with a specific campaign.

Tags: Keywords / Campaigns that are used locally not globally. Use where keywords and campaigns are not featured within the official AI lists. Tags will link to other assets with the same tags. Separate each tag with a comma.

Copyright Type: Copyright **must** be assigned to any media asset. Pick from these general categories.

- © *Amnesty International* – an image that is owned by and/or has been shot exclusively for Amnesty International.
- © *Third Party* – images that belong to another entity.
- © *Private* – images that belong to an individual who does not want to be identified for various reasons including issues of personal safety.

Copyright Credit: If the image is published this is the text that must be used to accompany the item.

Agreement Notes: This field is very important. It is the area to enter any details on restrictions in reuse. For example indication must be displayed here to show if Amnesty International can use the still image internally (on the web, public showing at AI events etc), externally (external website). Also list any specific restrictions or problems with the image **and** if there are no restrictions or problems at all. This information will ensure that still images are used only when the use adheres to the agreement. Bear in mind that **ANY STILL IMAGES UPLOADED ONTO ADAM WITHOUT THIS INFORMATION CANNOT BE USED AGAIN BY OTHERS WITHIN THE MOVEMENT IN ANY WAY. COPYRIGHT INFRINGEMENT IS TAKEN VERY SERIOUSLY AND DIGITAL TRACKING TECHNIQUES ALLOW COPYRIGHT HOLDERS TO CHECK UNAUTHORISED USE VERY CAREFULLY.**

If the copyright details are not known please indicate in the **Agreement Notes**. Until this information has been entered accurately then the material will only be viewable by members of the local Team Collection.

Agreement Notes: ? *

Details of any reuse restrictions. Source contact details etc

ADDING IMAGES

It may be helpful to try and answer the following questions when adding the Agreement Notes:

- Can this material be distributed to external organisations by AI?
- Can this material be used in printed AI internal and campaigning materials?
- Can this material be used on AI internal and campaigning websites?
- Can this material be used in AI membership recruitment, fund-raising and/or advertising printed materials or websites?
- Can this material be used by AI indefinitely? Is there a date after which it cannot be used?
- Can this material be altered or edited?
- Can this material be sold?

Documents: If the image was used in an AI indexed document, enter the index number here, for example: ACT 35/003/2009. The index number will link to other records with the same index number. To enter the title of the document the following format must be used: EUR 04/001/2009==Civilians in the aftermath of war: The Georgia-Russia conflict one year on
The two equals signs separate the index number from the title.
If the image is used in more than one document put this on a new line.

Date Created: Enter the date that the image was taken on, use the format dd/mm/yyyy
If you do not know the day the image was taken put 01, if you do not know the month put 01, if you do not know the exact year estimate the year or decade.

Creation Date Accuracy: If you know when the image was taken select 'Known Day', Month or Year, if you do not know the exact date estimate the year or decade and choose accordingly.

Date Created: *  (dd/mm/yyyy HH:mm)

- select -
Known Year
Known Month
Known Day
Known Decade
Estimated Year
KNOWN_DAY
KNOWN_MONTH
KNOWN_YEAR

Thumbnail: Does not apply to images

Categories: This should already be selected for you – do check to ensure the correct Asset Type is selected.

Categories

Available categories (remember to click Add to add the category):



Categories to be included:



ADDING IMAGES

Submit Action / Access Levels: Unless you are a member of more than one Team Collection you will not be given a choice as to which Access Level you can submit content to. If you are a member of more than one you will need to tick one or all of the boxes so that the content appears in the selected Team Collection(s).

Slight changes will occur to this method in the future. At the moment, to have an image, video or audio file added to the main ADAM site please email audiovis@amnesty.org with the ID numbers and they will be added to the main Collection.

Bulk Uploading Images:

Use the **Bulk Upload** option to add more than one (related) asset; for example if a series of photographs have been taken of the same subject or event it is possible to add them all to ADAM in one go.

- Click on **Add Assets** - in the menu on the left
- To upload more than one image click on **Bulk Upload**
- Then click on **Start a new bulk upload** button
- Click on **Upload files** button
- In the popup window find the files you want to upload, click on them and click on **Open**
- If you need to add more files you can click on the **Upload files** button more than once
- If upload stops, click **Cancel Upload** button and then click on **Upload files** button and choose the files that failed to upload.
- Click **Next** - when upload has finished
- On the new page that opens Add metadata (information about the image) to the boxes, the ones you must complete have an * next to them.
- The grey circles with the ? marks explain what information is needed.
- For bulk upload remember to select **Submit to selected Team Collection(s)** (if displayed) - this is at the bottom of the page
- Finally click on the **Start Import** button
- When Bulk upload has finished the Import log says **Finished Import**
- The images are now in your Collection

When Bulk uploading **Do not submit yet** is selected by default, if you do not change this to **Submit to selected Team Collection(s)** the assets will go into unsubmitted assets (This can be found in the **Add Assets** part of the menu).

Assets that are Unsubmitted do not appear in your collection, and you might think that you have lost them. All you need to do is go into Unsubmitted and Submit them to the Collection. This feature is actually useful when you are Bulk uploading, as it prevents Assets with incomplete metadata appearing on ADAM or in your collection. If you perform the Bulk upload, but don't submit the assets, after the upload has finished choose the Batch edit option which will allow you to finesse the description, keywords, etc for the Asset; you can then submit it to the collection.

ADDING VIDEO

A Note on Video File Specifications:

We are uploading video material at DVD quality.

The specifications listed are for PAL

Codec - MPEG LAYER 2
Frame Size - 720x576
Audio Sample Rate - 48khz

If you will have trouble producing video files to this specification please do not upload them to ADAM they will not be published. You can email audiovis@amnesty.org and we can arrange to convert your video for you and upload it to ADAM at DVD quality.

We will only accept inferior quality footage if it is particularly relevant, for example because of what it contains; a specific incident or secret filming. The content must be reusable. There is no way that poor quality video footage can be digitally manipulated in order to improve the quality of the footage.

Create a Video Asset Record:

- Select the asset type: in this case a Video Asset.
- Click the 'Browse' button and select the file from your computer.
- Click the 'Upload' button. This stage may take a few minutes depending on the size of the file – using the flash/java uploader allows you to monitor the progress of the uploading file

Step 1: Upload File

Please click "Browse" to locate the file you want to add, and then click "Upload" to upload the file. Once the file has been uploaded you will be able to enter metadata about the item, and add it to categories.

Alternatively check the 'Add file later' checkbox to move to the next step and enter metadata for an image that you plan to upload at a later date.

Type: 

No file to upload:

File: (for larger files you may use the **flash/java uploader** instead)

You can create an Asset without uploading a file. For example, you may wish to create the Asset before having the file ready for sharing. To create an Asset without uploading a file, click 'No file to upload' and click the 'Next' button.

You will see the blank video asset record ready to be completed

Work through the fields ensuring that the mandatory fields (those marked with an asterix) are filled.

ADDING VIDEO

Individual Fields –What to include in each field:

Title: The title of the video. For some videos a title may not be apparent. Do try and indicate the content if you're devising a title.

Title: ? *

Alternative Title:

Alternative Title: This may be the title translated into another language.

Description: This needs to be a clear and concise synopsis of the video. Include details of the issue / event, contributors featured, location etc.

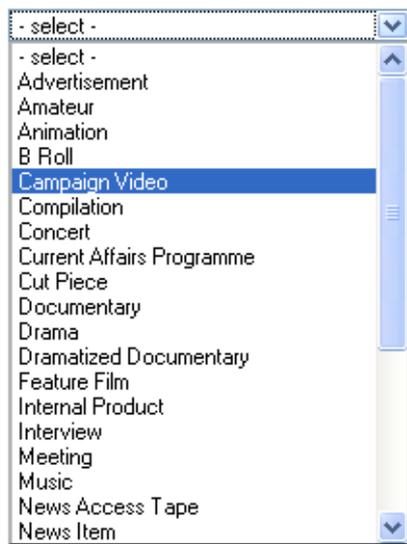
Description: ? *

Duration: The default format for inputting the duration is HH:MM:SS:FF (HH=hours, MM=minutes, SS=seconds and FF=frames - this last element is optional).

Duration: ? *

Category: Select the type of video being uploaded (a dropdown menu).

Category: *



A screenshot of a dropdown menu for video categories. The menu is open, showing a list of options. The top option is '- select -'. Below it are: Advertisement, Amateur, Animation, B Roll, Campaign Video (highlighted in blue), Compilation, Concert, Current Affairs Programme, Cut Piece, Documentary, Drama, Dramatized Documentary, Feature Film, Internal Product, Interview, Meeting, Music, News Access Tape, and News Item. The menu has a scroll bar on the right side.

ADDING VIDEO

Language Notes: Use this field to indicate if any of the speech is subtitled, if various languages are spoken.

Keywords: Choose from official AI keywords. If you know the keywords they can be typed in separated by a comma. Clicking on the keyword chooser will reveal the list of all the authorised Amnesty International keywords.

Keywords: ? *

Official Amnesty International keywords

Keyword Chooser...

Campaigns: Official AI campaigns (a dropdown menu). Use if the video is associated with a specific campaign.

Copyright Type: Copyright **must** be assigned to any media asset. Pick from these general categories.

- © *Amnesty International* – video that is owned by and/or has been shot exclusively by Amnesty International.
- © *Third Party* – video that belongs entirely to another entity.
- © *Private* - video that belongs entirely to an individual who does not want to be identified for various reasons including issues of personal safety.
- © *Mixed* – video that has footage or other material from a variety of sources. For example a documentary may feature news footage from APTN in addition to specially shot material from Amnesty International.

Copyright Credit: If the video is used or a copy is made this is the text that must be used to accompany the item.

Agreement Notes: This field is very important. It is the area to enter any details on restrictions in reuse. For example indication must be displayed here to show if Amnesty International can use the video internally (on the web, public showing at AI events etc), externally (a television broadcast or an external website). Also list any specific restrictions or problems with the footage **and** if there are no restrictions or problems at all. This information will ensure that video is used only when the use adheres to the agreement. Bear in mind that **ANY VIDEO UPLOADED ONTO ADAM WITHOUT THIS INFORMATION CANNOT BE USED AGAIN BY OTHERS WITHIN THE MOVEMENT IN ANY WAY. COPYRIGHT INFRINGEMENT IS TAKEN VERY SERIOUSLY AND DIGITAL TRACKING TECHNIQUES ALLOW COPYRIGHT HOLDERS TO CHECK UNAUTHORISED USE VERY CAREFULLY.** If the copyright details are not known please indicate in the **Agreement Notes**. Until this information has been entered accurately then the material will only be viewable by members of the local Team Collection.

Agreement Notes: ? *

Details of any reuse restrictions. Source contact details etc

ADDING VIDEO

It may be helpful to try and answer the following questions when adding the Agreement Notes:

- Can this material be distributed to external organisations by AI?
- Can this material be used in printed AI internal and campaigning materials?
- Can this material be used on AI internal and campaigning websites?
- Can this material be used in AI membership recruitment, fund-raising and/or advertising printed materials or websites?
- Can this material be used by AI indefinitely? Is there a date after which it cannot be used?
- Can this material be altered or edited?
- Can this material be sold?

Producer: Add name if available

Documents: The video may have been produced to accompany an Amnesty International published document (report, press release etc). If it has been and the AI Index number of the document is available, including it will create a hypertext link to the ALFRESCO document database and the specific text. The AI Index number must be entered in this form:
ACT 35/003/2009

Shotlist / Transcript List Public: A shotlist is a written description of the footage contained within a video usually in chronological order. An in depth shotlist may look like this (with timecode):

*10:07:45:19
Afghanistan
W/S of camp near Khandahar
M/S right to left pan showing children and shelter in camp
W/S two small children in distance walking towards camera
M/S two women pumping water in camp (children in background)
C/U containers filling with water
M/S women in burkas handling clothes in a Kabul market
M/S two soldiers at a stall same Kabul market ends on L to R pan*

A transcript is a written record of spoken language and may include an interview or a speech. Anything relevant to the content of the video here will aid searching as this is an area that will be covered by searches undertaken in the general search box. Do remember that an effective shotlist will ensure that the video is available for the widest possible use.

Date Created / Creation Date Accuracy: We do not always know the exact date of production or the day of filming so this gives some flexibility if the exact dates are unknown.

ADDING VIDEO

Date Created: *  (dd/mm/yyyy HH:mm)



- select -
- Known Year
- Known Month
- Known Day
- Known Decade
- Estimated Year
- KNOWN_DAY
- KNOWN_MONTH
- KNOWN_YEAR

Place Created: This should refer to the location of the film – if filmed in one place. For videos that include content from across the globe this should be the place the video was edited / completed / produced.

Thumbnail: Use only if different from video already uploaded

Embargo Date: Enter a date here if the video is not allowed to be shown before a specific date.

Graphic Image?: If the video contains images of a disturbing nature please tick this box.

Categories: Choose from the dropdown menu (select images) and remember to click the 'add' button also.

Categories

Available categories (remember to click Add to add the category):



Categories to be included:

Submit Action / Access Levels: Unless you are a member of more than one Team Collection you will not be given a choice as to which Access Level you can submit content to. If you are a member of more than one you will need to tick one or all of the boxes so that the content appears in the selected Team Collection(s).

Slight changes will occur to this method in the future. At the moment, to have an image, video or audio file added to the main ADAM site please email audiovis@amnesty.org with the ID numbers and they will be added to the main database.

CATALOGUING: HINTS & TIPS

In order to find media using ADAM a search must be carried out on the metadata. Metadata is often defined as 'data about data' and can include technical, administrative and descriptive data. In the wordless medium of pictures and video this metadata is vitally important. We must add words to pictures in order to find them and the quality of this information is the difference between retrieving media easily or losing it forever. All of the fields within ADAM are fully searchable either individually or across all at once.

Title

The Title will be visible within the thumbnail search results displayed during a search. A clear, useful title will help users select the asset.

Description

The description (or caption) is the most important area to add information. This is the factual and contextual information about the asset and will often be reproduced alongside a printed asset (a photograph) or released with a copy of the film or audio recording. This information must be correct: places and names should be the authoritative spelling, acronyms and abbreviations should be explained, local shorthand should be avoided – the description will be consulted by colleagues from all over the world and must be understandable to all.

The description is also an opportunity to have the asset(s) put to the widest possible use. By adding useful, unambiguous and detailed information the asset will be returned in many more searches. Try to think how media and the content being looked for may be approached. What words would be used to try and find it and add those to the description also.

Keywords and Campaigns

These are selectable from a pre-determined list and they allow us to control some of the language used in ADAM. Add as many as are relevant.

Tags

These are not predetermined so any can be added. Tags act in the same way as the keywords and campaigns – any entered will automatically link to the same tag within other records. Phrases can also act as tags. ADAM will consider words to be a phrase unless they are separated by a comma. Add tags like this: **childbirth, maternal mortality, motherhood**, separating each with a comma.

Shotlists / Transcripts

If a documentary film or audio recording has a script then this should be included in this field. The narration can be searched and will help to identify very relevant content. If the film is quite long and on a number of different subjects then a shotlist is advisable. The shotlist does not need to be very detailed. Again try and think about why someone may want to use the footage and include useful information.

In summary

Despite some digital media producing its own metadata (IPTC, XMP etc) and having the ability to embed assigned cataloguing details within the digital file there is no substitute yet for putting words to pictures in order to find them again. Detailed cataloguing will allow full access to the content provided by ADAM. People's names, locations, dates are all searchable - this is where attention to detail is key. Spelling mistakes / typing mistakes can render the assets effectively invisible. For example, if I am searching for footage of Peter Benenson then I will not search for Peter *Beneson* or Peter *Benson*.

LIGHTBOXES

Lightboxes are an online area for compiling images to be viewed or emailed later. They are similar to internet shopping sites and the 'shopping basket' function.

A lightbox is a convenient way to store a selection of images, video or audio assets for a particular project or to share with a colleague or colleagues. Lightboxes act like a holding area for assets you select as you browse the collection. Lightboxes can be named and renamed, edited any time, shared with or emailed to another person, or deleted completely using the attached features.

None of the content contained within a lightbox will exist *only* in that lightbox. Assets must already be stored within a Team Collection or within main ADAM. A lightbox is not the area to create a private collection that you wish to share with selected colleagues.

The contents of a lightbox can be emailed to a non-ADAM user but only the image files will be sent – all associated metadata (description, agreements etc) does not travel with the image file. If you are emailing the contents of lightbox to a non-ADAM user you need to be confident that that person will not attempt to use them without authority. You will be required to indicate that you have read the Terms and Conditions and also confirmed that your intended use is permitted by the Agreement.

In the **Manage Lightbox** area you can create new lightboxes and choose to share them with existing ADAM users. You can also create more lightboxes.

Lightbox

Current Lightbox	Manage Lightboxes
------------------	-------------------

Here you may add, remove, rename and reorder Lightboxes. You can also share your Lightboxes with other users.

Note, when you only have one Lightbox it will appear as "My Lightbox". You may rename it if you wish any sharing users to see a different name.

Name	# Sharing	Actions
My Lightbox	0	[up] [down] [rename] [delete] [share]
AI@50 Project	0	[up] [down] [rename] [delete] [share]
BBC project	0	[up] [down] [rename] [delete] [share]

Add a new Lightbox:

If you click **share** ADAM will ask you to find the ADAM user(s) that you wish to share the lightbox with. The next time the user(s) logs in, your lightbox will appear in their **Manage Lightbox** area and be included in the dropdown choice of lightboxes (see picture below). There is also the choice to allow others to edit the contents of the shared lightbox or not – if you check this box that will be able to add assets the lightbox.

To navigate between lightboxes during research you can select which destination lightbox to send selected assets to by selecting from the dropdown menu on the left hand side.

LIGHTBOXES



Many useful new features such as **Batch Download** and **Batch Editing** can be accessed using lightboxes

New ADAM is a system that will be subject to ongoing development and improvements. Lightboxes are one of the areas where some subtle changes will be seen. The principles will however remain the same. They will remain the area to store Asset records and to share selected Assets with colleagues.

ADMINISTRATING A TEAM COLLECTION

Team Collections: what are they?

Team Collections are areas within ADAM for Sections, Structures, AI Offices or Teams to create and store their own collections and to make them available across the Movement should they choose to. All Amnesty International Users will be able to access the main ADAM collection, administered here at the IS, and whichever Team Collection(s) that they belong to. For larger Team Collections an ADAM Administrator will need to oversee the collection locally. For smaller Team Collections the AVR Team at the IS will administrate.

Team Collections are becoming the quickest and simplest way of sharing audiovisual content throughout Amnesty International and beyond. An image uploaded in Australia can be used by colleagues in France almost immediately. The added metadata allows everyone to see straight away what the material is and how it can be used.

Everybody using new ADAM should be a member of a Team Collection (TC). To become a member either an AVR administrator or an administrator from the relevant TC must assign the user to the TC.

If you are a TC Admin User then you will be responsible (or one of those responsible) for overseeing the membership of that TC.

The functions that a Team Collection Administrator has responsibility for are:

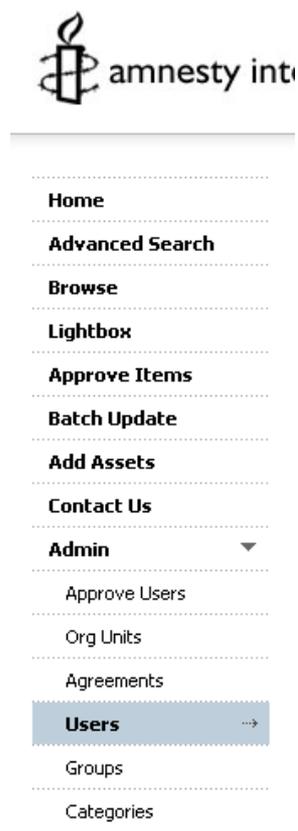
- Adding colleagues to the local TC
- Creating sub collections if necessary
- Keeping up with new ADAM developments, suggesting improvements etc

ADAM users can be permanent or temporary members of a TC and can belong to more than one at a time. All of these settings can be set and altered in the Admin area on the left hand side menu.

ADMINISTRATING A TEAM COLLECTION

ADAM functions

The menu bar on the left side of the ADAM screen (always visible) is a short cut to all of ADAM's functions. 'Admin' will be displayed **only** if you are a designated Team Collection Admin User.



From here all of the administrative functions can be accessed. Admin tasks performed in this area will only apply to the Team Collection that you are a member of.

The access rights of Users can be set in **Groups**.

Sub collections within the Team Collection can be created in **Org Units**.

Admin Users do not have to **Approve Users** as all Amnesty Users should be accessing new ADAM using OpenID which will bypass the approval stage. If any Users appear here please notify the AVR Team

Please do not alter anything within **Agreements** or **Categories** without first consulting with the Audiovisual Resources Team at the International Secretariat.

Adding Users to Your Team Collection

To add ADAM users to a TC click on **Admin** and then **Users**. Use the form to find the person you want to add to / remove from the TC. They must have registered as an ADAM user already.

ADMINISTRATING A TEAM COLLECTION

Once you have found them click **edit**

Find Users

Forename:	<input type="text" value="wayn"/>	Surname:	<input type="text"/>
Username:	<input type="text"/>	Email:	<input type="text"/>
Organisation:	<input type="text"/>		
Group:	<input type="text" value="[any]"/> ▼		
	<input type="button" value="Find"/>		

Users:

	Name ↑↓	Username ↑↓	Email ↑↓	
	Minter, Wayne	wminter	wminter@amnesty.org	[edit] - [message]

In the **User in Groups** item tick whether they should be a **User** or an **Admin** user of the relevant TC.

Edit User

Username:	tdarach
Remote Username:	<input type="text" value="tdarach"/>
Forename:*	<input type="text" value="Tim"/>
Surname:*	<input type="text" value="Darach"/>
Email Address:*	Tim.Darach@amnesty.org
Organisation:	<input type="text"/>
Address:	<input type="text"/>
Telephone:	<input type="text"/>
Fax:	<input type="text"/>
Website:	<input type="text"/>
Admin Notes:	<input type="text"/>

User in Groups:	<input type="checkbox"/> AI Norway : Admin
	<input type="checkbox"/> AI Norway : Users

Suspend User?:	<input type="checkbox"/> *The user will not be able to login until the suspension has been removed.
Hide User?:	<input type="checkbox"/> *The user will not be able to login and they will not be displayed in the user list.

Email user?:	<input checked="" type="checkbox"/>
Optional Additional Message:	<input type="text"/>

|

ADMINISTRATING A TEAM COLLECTION

A **User** can add, view and download content from that Collection

An **Admin** user will be able to upload assets, edit all content, download and add people to the Team Collection.

Sharing media from your Team Collection

At the moment there are two ways of sharing these images with other ADAM users:

1. Tell us, the Audiovisual Resources (AVR) team, that you have images, videos or audio that you want to be part of the main ADAM collection, we will then transfer them to the main collection; we may ask you questions about copyright.
2. Add the person you want to be able to see the images, videos or audio as a user of your collection; this is done under the Admin option in the menu, see above.

Please contact audiovis@amnesty.org for more information and practical help in developing your Team Collection.