

# MediaValet (Digital Asset Management) User Guide

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## Overview & Login

**MediaValet Digital Asset Management (DAM) System** facilitates the shared storage, retrieval, and management of digital assets across departments.

Users must follow the *MediaValet User Guide* document when uploading assets. The user guide ensure each asset is consistently tagged with comprehensive metadata, ensuring easy retrieval. Ideally, all assets should be search-able.

The MediaValet log-in portal provides access to Schulich's Digital Asset Management System, where users can search for and download assets or upload small batches of assets. Users can log in using either their username and password or the Passport York Single Sign-On (SSO) integration.

Click [Log-In Portal](#) to access MediaValet.

For external vendors requiring access, requests must be submitted to [alanli@yorku.ca](mailto:alanli@yorku.ca).

**All vendors and staff must ONLY use MediaValet to store and share Schulich digital assets.**

## Upload Process

Before uploading, please ensure the following:

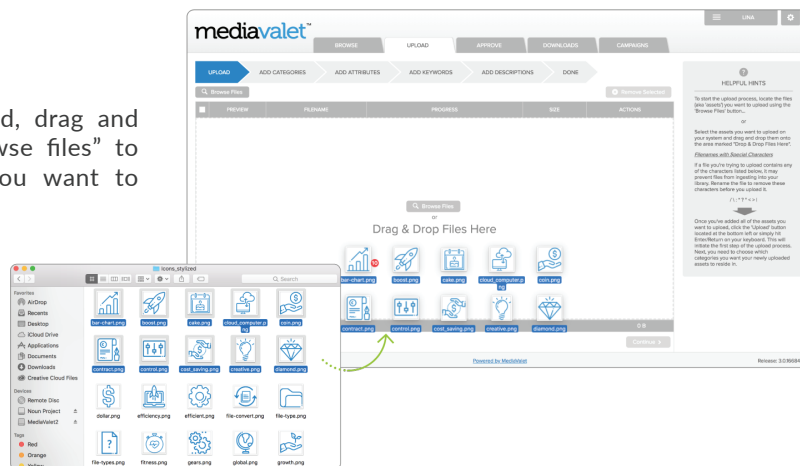
- When you have multiple shots of the same photo, only upload **the best one** or two.
- Videos **larger than 4G** need to be uploaded to **Microsoft Azure** (Please refer to [Microsoft Azure Storage Explorer](#)).
- Only upload **final products** to MediaValet, any working files or video footages should be uploaded to Microsoft Azure.
- Ensure your file is **named correctly**, using the format: ProjectName\_Date\_(original file name numbers), e.g. Convocation\_Jun2025\_1234.
- External vendors must contact MarComm team for **destination directory**.

See next page for step-by-step upload instruction.

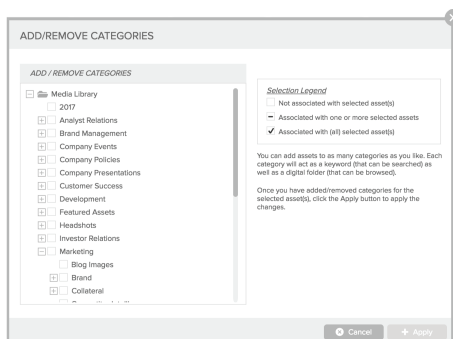
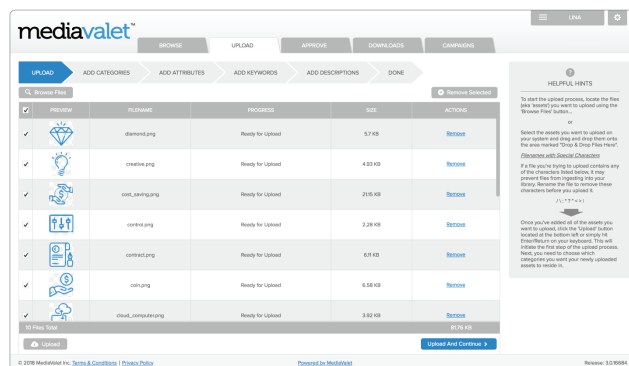
# UPLOADING ASSETS

## 1. Adding Files

- To start the upload, drag and drop or click “browse files” to choose the files you want to upload



- Next, click the blue box on the bottom right that says “Upload & Continue”



## 2. Place you Assets in Categories

- Click “add/edit” and check off the categories you want your assets to be present in, you can choose as many categories as you want!

### 3. Completing your Attributes

- Click “add/edit” and check off and fill in relevant attribute info for your asset

ADD/EDIT ATTRIBUTES

To change attributes for the selected assets, fill out the fields that you want to change. To clear an attribute, uncheck the checkbox and the field will empty. Note that any previous value on any of the selected assets will be replaced.

Note that adding or changing a lot of attributes at once can take some time. To let you continue with your work, we will do the actual changes in the background and update assets as they are processed.

☐ Change Agency

☐ Change Copyright

☐ Change Expiry Date

☐ Change Location

☐ Change Photographer

☒ Change Project

Cancel

Apply

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BROWSE

UPLOAD

APPROVE

DOWNLOADS

CAMPAIGNS

UPLOAD

ADD CATEGORIES

ADD ATTRIBUTES

ADD KEYWORDS

ADD DESCRIPTIONS

DONE

EDIT SELECTED ASSETS

COMMON KEYWORDS	ACTIONS
Icons, MV Icons	<a href="#">Add/Edit Keyword</a> <a href="#">Clear</a>

EDIT INDIVIDUAL ASSETS

PREVIEW	FILENAME	KEYWORDS	ACTIONS
	fileconvert.png	<div>Icons</div> <div>MV Icons</div> <div>stylized</div> <div>icon</div>	<a href="#">Clear</a>
	efficient.png	<div>Icons</div> <div>MV Icons</div> <div>stylized</div> <div>icon</div>	<a href="#">Clear</a>
	efficiency.png	<div>Icons</div> <div>MV Icons</div> <div>stylized</div> <div>icon</div>	<a href="#">Clear</a>

HELPFUL HINTS

**Add/Remove Keywords to All Assets**

To add or remove keywords to all assets, first click the “Add/Remove Keywords” button and then click the “Add/Remove Keywords” button.

**Add/Remove Keywords to Individual Assets**

To add or remove keywords to individual assets, first click the “Add/Remove Keywords” button and then click the “Add/Remove Keywords” button.

**Add Keywords to Existing Assets**

To add keywords to existing assets, first click the “Add Keywords” button and then click the “Add Keywords” button.

### 4. Adding Keywords to your Assets

- Keywords are descriptors of the essence of your asset
- You can add keywords individually or you can check off multiple assets and add the same keywords for all of them
- Just start typing keywords into the keyword box- you may see suggestions of previously used keywords pop up as you type, pick a suggested keyword by clicking on it!

ADD KEYWORDS

You can add keywords by typing them into the following text box (be sure to separate each with a comma) or by choosing them from the pre-defined keyword groups below.

MV Icons x

stylized x

icon x

blue

blue

blue ball

blue balloon

blue balloons

blue eyes

Please note, keywords highlighted in blue must be approved by an Administrator before becoming active.

Cancel

Apply

### 5. Title & Description

- Change the title of your asset, or add a short description by typing in the boxes

mediaVALET™

BROWSE

UPLOAD

APPROVE

DOWNLOADS

CAMPAIGNS

UPLOAD

ADD CATEGORIES

ADD ATTRIBUTES

ADD KEYWORDS

ADD DESCRIPTIONS

DONE

EDIT INDIVIDUAL ASSETS

PREVIEW	FILENAME	TITLE	DESCRIPTION	ACTIONS
	fileconvert.png	file convert	keyword icons file conversion	<a href="#">Clear</a>
	efficient.png	efficient	eff	<a href="#">Clear</a>
	efficiency.png	efficiency		<a href="#">Clear</a>

HELPFUL HINTS

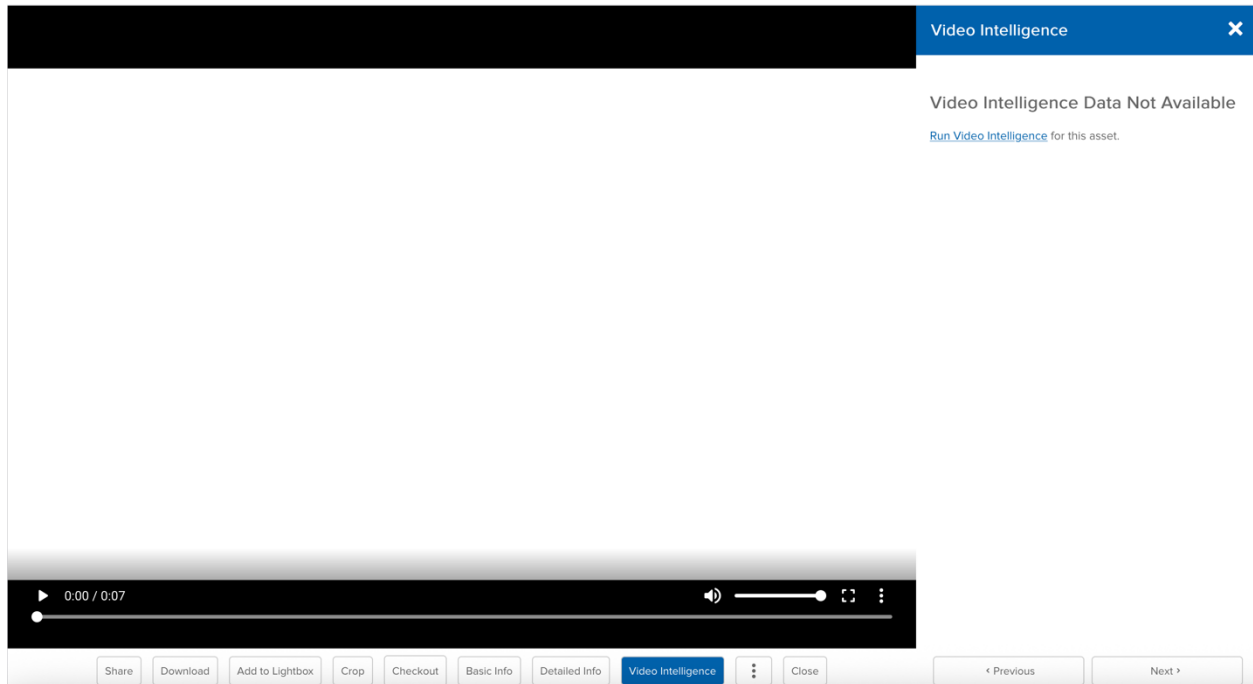
**Add Title and Description to Individual Assets**

To add a title and description to individual assets, first click the “Add Title and Description” button and then click the “Add Title and Description” button.

Website: [www.mediaVALET.com](http://www.mediaVALET.com) | Email: [info@mediaVALET.com](mailto:info@mediaVALET.com) | Toll Free: 1 (877) 688 2321 | Global: 1 (604) 688 2321

After uploading, please ensure the following:

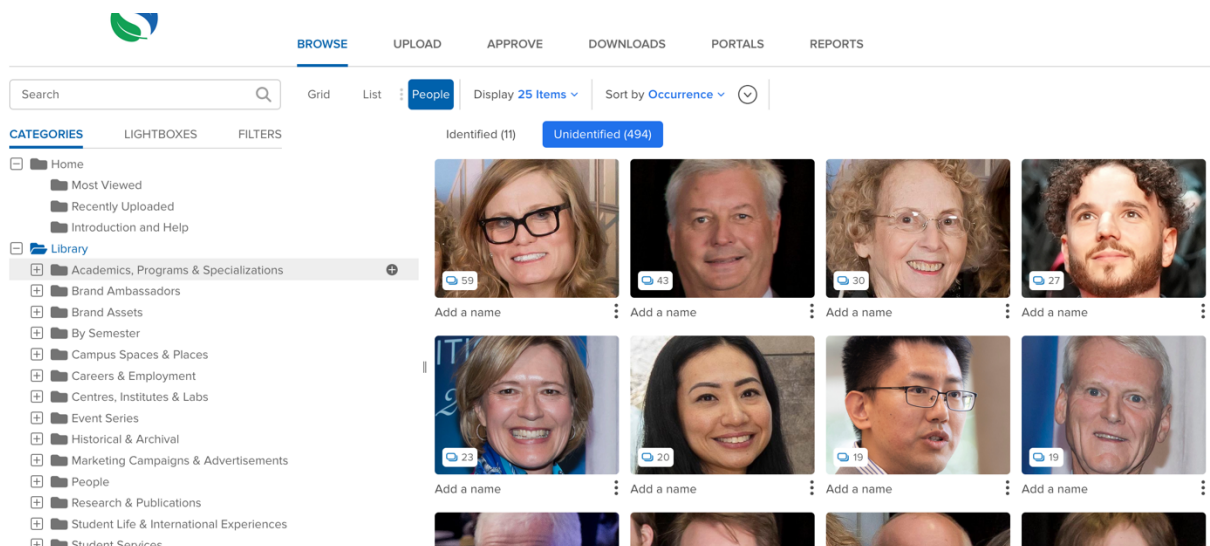
- **Tag all parent folders** (Do not only tag child folder).
- **Run Video Intelligence** to generate searchable transcripts and metadata. Open the video file → Click Video Intelligence on the bottom bar → Run Video Intelligence on the side panel. (See screenshot below)



## Facial Recognition

**It is required** to use **facial recognition tools** to tag individuals.

After uploading photos, navigate to the relevant folder where they were just uploaded. Click “People” and add a name.



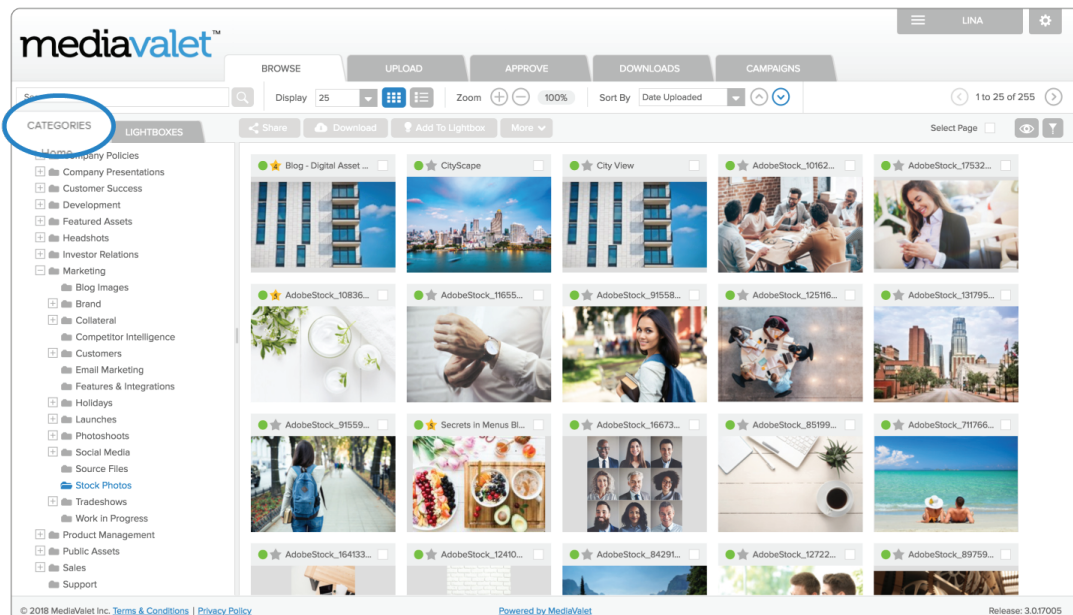
# Assets Categorization



## CATEGORIES

- Categories are a way to group your assets into subjects for users to navigate through
- They are similar to computer folders with the difference that one asset can be present in multiple categories
- Your taxonomy is hierarchically grouped into main categories (parent categories) and sub categories (child categories)
- Create as many layers of folders as you like – though we recommend sticking to a lower number that is still easy to navigate!

Categories are the foundation of your digital asset management system – get them right and you will have the foundation to grow and manage your DAM for years to come. Get them wrong, well, lucky we provide unlimited support.



## Table of Current Categories

CATEGORY NAME	PURPOSE
Academics, Programs & Specializations	Use this category for assets related to the school's academic offerings, including degree programs, specializations, and executive education. This includes promotional materials, program brochures, course descriptions, and other content that highlights academic pathways at Schulich. If your asset provides information about the structure, curriculum, or unique features of a program or specialization, tag it here.
Brand Assets	Use this category for all official brand-related materials that define the Schulich School of Business identity. This includes stock assets, logos, approved templates, brand guidelines, and other visual elements that maintain consistency across communications.
By Semester	This category is intended for assets organized around the academic calendar. It covers materials such as events, semester-specific promotions, academic calendars, and other content tied to a particular academic term.
Campus Spaces & Places	Tag assets in this category when they showcase the physical environment of the school. This includes photos, videos, or virtual tours of classrooms, study areas, common spaces, landmarks, and other facilities that make up the campus.
Careers & Employment	This category encompasses all assets related to professional development, job opportunities, and career support. Include job postings, career fair materials, employer partnerships, recruitment event images, and related career service content here.
Centres, Institutes & Labs	Use this category for assets associated with the school's specialized research units—centres, institutes, and labs. This includes promotional materials, event imagery, and content that highlights research initiatives or innovations emerging from these entities.
Event Series	This category is designed for assets linked to recurring or singular event series hosted by the school. It covers promotional materials, photos, videos, and program brochures related to lectures, workshops, symposiums, and other events.
Historical & Archival	Reserve this category for legacy content that documents the history and evolution of the Schulich School of Business. Assets such as historical photographs, archival documents, and memorabilia that tell the story of the school's past belong here.
People	Tag all assets that feature individuals associated with the school in this category. This includes portraits, interview clips, group photos, and any content that spotlights faculty, staff, students, alumni, or notable visitors.

Research	This category is for academic and scholarly outputs. Include journal articles, white papers, research presentations, and other academic content that showcase the intellectual work of the school.
Student Life & International Experience	Use this category to capture the dynamic experiences of students both on campus and abroad. This includes images and videos of student events, exchange programs, cultural activities, and other content that reflects the diverse student experience and international engagements.
Student Services	This category encompasses assets related to the support services provided to students. It includes materials on counseling, academic advising, wellness programs, financial aid, and other initiatives designed to assist and enhance the student experience.
Uncategorized	All remaining assets that do need to be organized and accessed using a folder structure can be tagged in this category.

Attributes are structured metadata fields that describe important details about an asset. **Please fill in the attribute field to the best of your knowledge and ability. The same rule applies to the keywords.**

## Retrieve Assets

- Browsing Categories
  - Click on the **Folders** or **Categories** on the left-hand side.
  - Navigate through folders to locate your asset.
- Search Bar or Advanced Search
  - Type keywords related to the asset's name, tags, or description into the **Search Bar** at the top.
  - Filter results by using advanced search.
- Face Recognition
  - In any folder or category, click **People**, select a face thumbnail, and view images featuring that person within that category



# Sharing and Download

## Simple Sharing

- Select multiple assets using checkboxes → click Actions button → click “Share”  
*You can also select all by clicking “Select Page” next to Actions button.*

UPLOAD   APPROVE   DOWNLOADS   PORTALS   REPORTS   Touch Friendly ☐

People | Display 200 Items | Sort by File Name | Zoom | 1 to 15 of 15 | Select Page | Actions

Schulich SCAN 2025 104   Schulich SCAN 2025 103   Schulich SCAN 2025 102   Schulich SCAN 2025 101

Schulich SCAN 2025 099   Schulich SCAN 2025 097   Schulich SCAN 2025 094   Schulich SCAN 2025 093   Schulich SCAN 2025 092

Schulich SCAN 2025 088   Schulich SCAN 2025 086   Schulich SCAN 2025 074   Schulich SCAN 2025 073   Schulich SCAN 2025 072

- Choose whether you want to share as an online gallery (view only or downloadable) or as a downloadable zip file. Then choose whether you want to share original

assets. You can also set password or expiry date if you want.

Share Assets

Share assets via

☒ Web Gallery

☐ Zipped File

☐ Lightbox

☐ Asset Link(s)

Share a curated set of assets with external users, they can preview and download if you've permitted them to.

Asset Settings

Allow Downloads?

☒ Yes

☐ No

Always show most recent versions?

☒ Yes

☐ No

Photos / Illustrations / Graphics

Share

☐ Large (max 1504px)

☐ Thumbnail (max 200px)

☒ Original

☐ Custom

Password Settings

Set a simple gated password to view the shared assets within your Web Gallery.

Enter password

Cancel

Share

## Branded Portal

Branded Portal is used for creating a personalized online gallery with title, logo, description, cover image, and search bar. Add assets from various categories, with or without syncing. Organize your assets into sections and sort them as needed.

- Navigate to “PORTALS” page → Create Portal

Experience the New MediaValet

BROWSE

UPLOAD

APPROVE

DOWNLOADS

PORTALS

REPORTS

Touch Friendly

All Portals

Search Portals

Create Portal

Name	Last Updated By	Created Date	Page Views	Downloads	Status	Actions
Schulich 2025 Employer Appreciation Awar	sissis@yorku.ca	Jun 26, 2025 11:22 AM EDT	142	100	Live	<div><div></div><div></div><div></div><div></div><div></div></div>
Viewbooks	alanli@yorku.ca	Jun 24, 2025 10:21 AM EDT	2	0	Unpublished Changes	<div><div></div><div></div><div></div><div></div><div></div></div>
S.C.A.N. Reception	sissis@yorku.ca	Jun 23, 2025 12:25 PM EDT	15	0	Live	<div><div></div><div></div><div></div><div></div><div></div></div>
Spring Convocation	alanli@yorku.ca	Jun 18, 2025 03:58 PM EDT	177	17	Unpublished Changes	<div><div></div><div></div><div></div><div></div><div></div></div>
Schulich Startup Night 20	sissis@yorku.ca	Jun 16, 2025 05:24 PM EDT	47	9	Live	<div><div></div><div></div><div></div><div></div><div></div></div>
CONNECT 25	alanli@yorku.ca	May 16, 2025 05:50 PM EDT	1	0	Unpublished Changes	<div><div></div><div></div><div></div><div></div><div></div></div>

- On the banner section, add a title and a description → Click “Select Image” on the bottom right corner → Add assets in section (you can edit the name of a section or add a description, you can also create a new section) → Once you finish creating

the page, click “Next” on top right corner.

The screenshot shows the MediaValet portal editor. At the top, there's a navigation bar with links: BROWSE, UPLOAD, APPROVE, DOWNLOADS, PORTALS (highlighted), and REPORTS. On the right, there are icons for 'Experience the New MediaValet', a bell, a menu, and a gear. Below the navigation bar, there's a header area with a 'Back to Portals' link, the portal name 'Branded Portal 2025/06/30 - 11:43:00 AM', a 'Draft saved Jun 30, 11:43AM' message, and a 'Next >' button. The main content area is a large gray rectangle with a dashed box for a 'Title' and a larger dashed box for a 'Description'. In the bottom right corner of this area, there are two buttons: 'Select Image' and 'Enable Overlay' (which is toggled on). Below the main content area, there's a 'Section' header with a search bar and a 'Section' title. Underneath, there's a large gray box with a placeholder image icon and the text 'Click Here to Add Assets to This Section'.

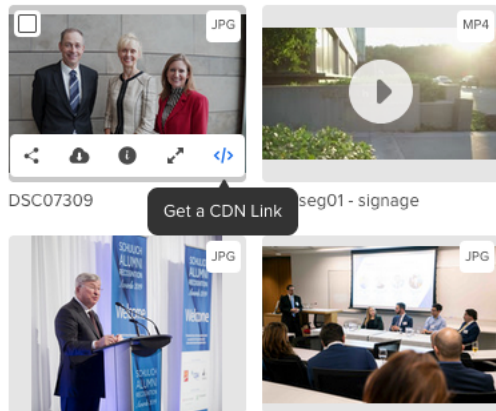
- Choose whether you want to make your asserts downloadable or require access key or add a search/navigation bar → Give your URL a unique name! and hit publish → Copy and share your URL.

The screenshot shows the settings panel for a portal. It has four sections: 'DOWNLOAD' with a toggle for 'Allow Downloads'; 'RESTRICT ACCESS' with a toggle for 'Require Access Key'; 'SEARCH AND NAVIGATION' with two toggles: 'Allow Assets to be Searchable' and 'Show Navigation Bar'; and 'URL' with a 'URL Settings' section containing a text input field with the value 'https://schulichschoolofbusiness.mediavalet.com/portals/branded-portal\_2025-06-30\_11-59-34am' and a 'Publish' button at the bottom.

## CDN Links

CDN stands for Content Delivery Network. It’s a fast, global network that hosts your asset so it can be delivered quickly to your website, social media, or other digital channels. When you use a CDN link, the file stays on MediaValet’s servers. You’re just embedding or linking it instead of downloading and uploading it somewhere else.

- Navigate to the asset you want to share → Click “</>” → Choose the format and size → Copy URL



## Microsoft Azure Storage Explorer

Microsoft Azure Storage Explorer is used for storing high-resolution files, raw files, and full albums that exceed the storage limits of the MediaValet system. Users will log-in using their Passport York credentials.

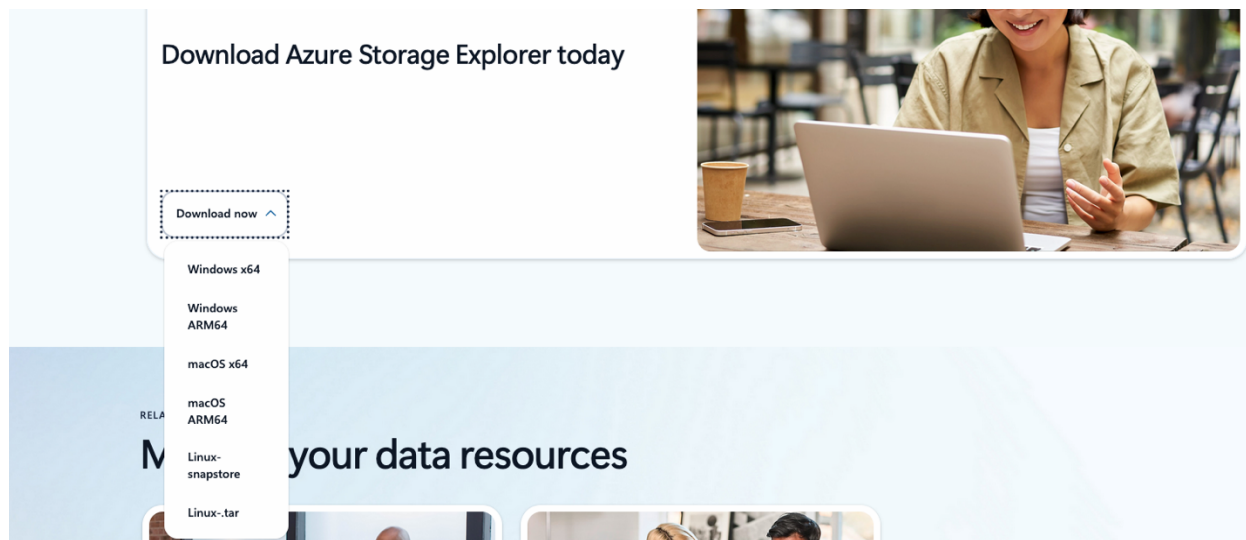
**Please note:** *We are still finalizing the best practices for sharing folders and files on Azure. In the meantime, we strongly encourage you to upload large files directly to Azure and save the corresponding URL in MediaValet for easy access and reference.*

Before downloading, ensure you have the necessary permissions.

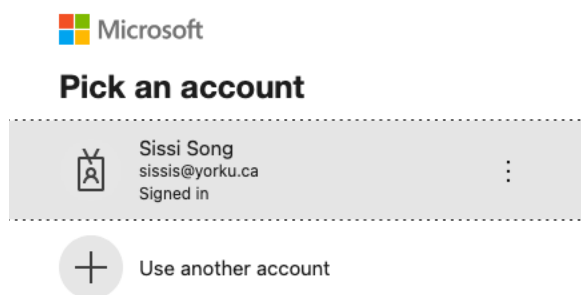
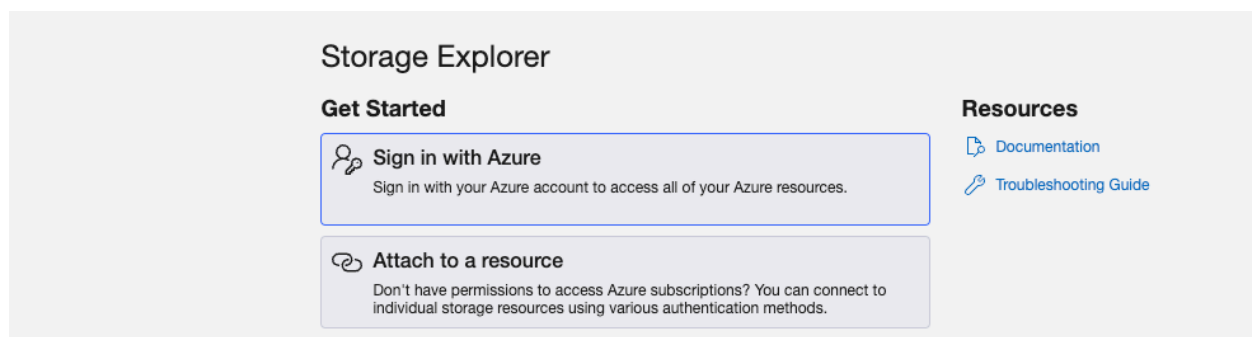
- If you are a Schulich internal employee, please consult the IST Help Desk.
- All others, contact Alan Li at [alanli@yorku.ca](mailto:alanli@yorku.ca).

## Download and Sign-in

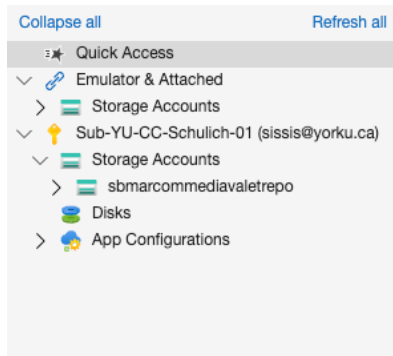
1. Go to this page <https://azure.microsoft.com/en-us/products/storage/storage-explorer/#Download-4>.
2. Scroll down to locate the download section → Click “Download Now”.
3. Select and click the correct application based on your computer operating system.



4. Double-click the downloaded file to extract the application. Then, launch the application.
5. In the Storage Explorer interface, click on the Add Account or Connect to Azure Storage option. You will be prompted to sign in with your Azure account credentials. (your YorkU email followed by your PY password)

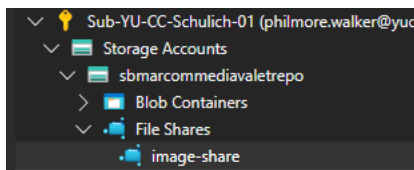


6. Once you signed in, you should be able to see the sidebar below



## Upload Steps

- Make sure there will be a version of the video uploaded in MediaValet where the Azure link can be stored.
- On the left panel, navigate to Sub-YU-CC-Schulich-01 → click the arrow to expand all dropdown menus → File Shares → click “image-share”



- You can now create, delete, or manage files within your Azure File Shares. Right-click on a file share to see options such as uploading files, downloading files, or managing access policies. You can also drag files and folders into this space to be uploaded to the file share.
- Each file should be stored in a designated folder structure reflecting the project, department, or event name. Please use the format: [DATE OF UPLOAD] – [FOLDER NAME] (See screenshot below).

EXPLORER

Search for resources

Collapse all

Refresh all

Quick Access

Emulator & Attached

Storage Accounts

Sub-YU-CC-Schulich-01 (sisiss@yorku.ca)

Storage Accounts

sbmarcommediaialetrepo

Blob Containers

File Shares

image-share

Queues

Tables

Disks

App Configurations

image-share

Upload

Download

Open

Preview

New Folder

Select All

Copy

Paste

Clone

Rename

Move

Connect VM

Delete

View Share Snapshots

Directory Statistics

Refresh

Current

image-share

Filter by prefix (case-insen)

Name	File Extension	Size	File ID	Creation Time
2025-03-12 Alumni Excellence Photography - Dan Magliocco			13835173504003080192	2025-03-12, 12:01 PM
2025-03-12 PDMF Photography			11529227140696375296	2025-03-12, 12:05 PM
2025-04-01 ILN - CN Groupshots, Classroom			13835171854735638528	2025-04-02, 11:42 AM
2025-04-01 SS VP - Eva Lau - CN Photos Groupshots, Classroom			11529225491428933632	2025-04-02, 11:39 AM
2025-04-02 PTMF Launch Event - CN			13835091590386810880	2025-04-02, 11:32 AM
2025-04-15 2025 GradBrochure_DIGITAL_OUT Folder			12970430973370346432	2024-08-22, 1:42 PM
2025-04-15 2025 IMac_Vuebook_DIGITAL_ISSUU_OUT Folder			11529326202088223744	2024-07-29, 10:23 AM
2025-04-15 2025 MBA_Tech_Vuebook_OUT_DIGITAL			979905082047725668	2024-10-21, 3:43 PM
2025-04-15 2025 MBA_Vuebook_DIGITAL_OUT Folder			12682201146983448576	2024-08-22, 2:05 PM
2025-04-15 2025 MBAN_MMA_Vuebook_DIGITAL_ISSUU_OUT Folder			16140326078385389668	2024-07-29, 10:24 AM
2025-04-15 2025 MF_Vuebook_DIGITAL_AODA_OUT Folder			16429141061374312448	2024-09-25, 12:03 PM
2025-04-15 2025 MHA_Vuebook_DIGITAL_AODA_OUT Folder			11817490777074827264	2024-09-25, 12:04 PM
2025-04-15 2025 MMgt_Vuebook_DIGITAL_AODA_OUT Folder			13835083069171696616	2024-09-25, 12:04 PM
2025-04-15 2025 MMKG_Vuebook_DIGITAL_ISSUU_OUT Folder			12970451864100274176	2024-10-03, 11:15 AM
2025-04-15 2025 MREL_Vuebook_ISSUU_DIGITAL_OUT Folder			15276268485034901504	2024-10-03, 11:14 AM
2025-04-15 2025 MSCM_Vuebook_DIGITAL_ISSUU_OUT Folder			10088085430420373504	2024-07-29, 10:25 AM
2025-04-15 2025_BBA_Vuebook_DIGITAL_ISSUU_OUT Folder			13835061078939140096	2024-08-16, 2:44 PM
2025-05-06 Undergraduate Teaching Excellence Awards			13835067160612831232	2025-05-06, 2:57 PM
2025-05-06 Wissam's interview and meeting with Dean			14411558699241832448	2025-05-06, 8:45 PM
2025-05-13 BMO Future Leaders Finance Labs -PHOTOS FULL RESOLUTION			13835136429845381120	2025-05-13, 11:49 AM
2025-05-13 BMO Future Leaders Finance Labs -Videos			13835078568045969408	2025-06-11, 10:47 AM
2025-05-13 Connect 2025			1383511608880267264	2025-05-13, 1:14 PM
2025-05-13 INEO 2025 Group photos			13835197452740722688	2025-05-13, 12:48 PM
2025-06-11 Dean's Leadership Dialogues - Photos			13835140140697124864	2025-06-11, 11:20 AM
2025-06-11 Dean's Leadership Dialogues - Videos			13835141240208752640	2025-06-11, 11:36 AM
2025-06-12 Connect 2025 - Highlight Videos			13835158832394797056	2025-06-12, 2:16 PM
2025-06-12 Schulich Startup Night 20			14988087758705131520	2025-06-16, 1:31 PM
2025-06-16 Convocation Photos			13835136842162241536	2025-06-16, 1:20 PM
2025-06-16 First photos - convocation ceremony #3, Schulich			11529252876140412928	2025-06-16, 4:38 PM
Brand Ambassadors (insert names) photos in Schulich Merch, outdoor, library, reading, fac			13835148387034333184	2025-05-30, 11:24 AM
Brand Ambassadors (insert names) videos in Schulich Merch, outdoor, library, reading			14988046801896996864	2025-05-30, 11:46 AM
Questions for the Dean Raw clips			11529354855843889152	2025-05-30, 11:40 AM
Y14-Y24A (General Assets)			13835075647468208128	2025-02-26, 12:41 PM

- Right click the folder to “Copy URL” → Open MediaValet → Select the file you want to add the link → Actions → Add/Edit Attribute → Paste the link

QUESTION

QUESTION

Add/Edit Attributes

To change attributes for the selected assets, fill out the fields that you want to change. To clear an attribute, uncheck the checkbox and the field will empty.

**Note that any previous value on any of the selected assets will be replaced.**

Note that adding or changing a lot of attributes at once can take some time. To let you continue with your work, we will do the actual changes in the background and update assets as they are processed.

Required Attributes

☐ \* Access level
 

Select

☐ \* Approval Status
 

Select

☐ Asset Contact

☐ Creator(s)

☐ Date Created/Modified

☐ Expiry Date

☐ Originating Department / Asset Source

☐ Outdated?
 

Select

☐ Uncompressed Asset Link

Cancel

Apply