



Brandeis University

Library & Technology Services

Digital Initiatives

A Vision and Scope Document for:

Digital Asset Management project

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Vision Statement

Digital assets are increasingly vital for teaching and learning, scholarship, communication, and preservation at Brandeis. A number of solutions for digital asset storage currently exist at the university, but they will not scale to serve current or future needs. We seek to design a well-managed and sustainable digital asset storage environment in which assets are retrievable through simple, user-friendly interfaces and which provides reliable and maintainable storage of digital assets.

This environment will support storage, discovery, and maintenance of digital assets for

- **teaching and learning** (e.g., materials made available in the course management system, e-portfolio)
- **scholarship** (e.g., publication and communication within institutional repositories)
- **communications and public relations** (e.g., media from special collections and campus events displayed on the public website)
- **preservation** (e.g., digital copies of deteriorating archival materials)
- **student life** (e.g., student photo-sharing communities)
- **business needs** (e.g., materials organized in a record management system)

Scope

This will be a phased project. For each phase of the results will be:

1. Analysis of Brandeis University's business, functional, and technical requirements for digital asset management (DAM).
2. Review of existing DAM solutions that meet the university's requirements.
3. Selection of a DAM solution for Brandeis.
4. Implementation of this solution and development of corresponding business practices and workflow.

Assumptions

1. This project and the course management system selection process will inform one another.
2. Close integration with existing tools will be required in order to
 - Produce and clarify consistent business processes
 - Provide a smooth user experience