



Adobe Experience Manager

Manage and Deliver Digital Assets Using Adobe Experience Manager

Course description: Manage and Deliver Digital Assets Using Adobe Experience Manager is a two-day, instructor-led in (classroom and virtual) course that covers the capabilities of the Adobe Experience Manager Assets. In this course, you learn how to manage, share, and deliver digital assets across all customer-facing touchpoints.

Prerequisites

There are no specific prerequisites for this course.

Target audience:

Content Authors and Business Users, which include Marketers, Creative Practitioners (Photographer, Designer, and Retoucher), Copywriter, Librarian, Metadata Manager, Reviewers, Marketing Manager, Category Manager, and Channel Producer

Objectives

After completing this course, you should be able to:

- Navigate through the Experience Manager user interface
- Organize assets
- Manage assets' metadata
- Manage assets
- Create and manage collections
- Create and manage workflows
- Create and manage projects
- Map Experience Manager assets with Adobe Experience Manager Desktop App
- Share assets with Marketing Cloud and Creative Cloud
- Publish Experience Manager assets to Brand Portal
- Create digital print media by using asset templates
- Create catalogs by using InDesign templates
- Create and deliver rich visual and dynamic assets

Course Materials

- Manage and Deliver Digital Assets Using Adobe Experience Manager Student Workbook

TOPICS

- Experience Manager user interface
- Assets console
- Asset folders
- Copy assets
- Move and rename assets
- Delete assets
- Download assets
- Assets metadata
- Relate assets
- Search for assets
- Annotations
- Versions
- Asset reports
- Publish assets
- Personalize Assets home page experience
- Workflows
- Projects
- Collections
- Adobe Experience Manager Desktop App
- Share assets
- Publish assets to Brand Portal
- Create digital print media assets and product catalogs
- Working with Dynamic media

Start Learning Today

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