

Picturepark is an online digital asset management system maintained by the Marketing department. This system enables all college employees to search for, view and download digital assets, such as photos, on-demand, easily and quickly. Students do not have access to Picturepark.

Please note that media obtained from Picturepark is still property of Lethbridge College and should only be used for college business. Common uses for college-owned photos are:

- PowerPoint and slide decks
- Posters and brochures for small events
- Headers and content for email newsletters

Assets should not be given to external stakeholders for production use. Please have your area's marketing coordinator facilitate the delivery of photos to external vendors and stakeholders.

If you work with Marketing closely on a continuing basis, or are interested in access to an expanded library of assets related to your business unit, please email [digitalassetmanagement@lethbridgecollege.ca](mailto:digitalassetmanagement@lethbridgecollege.ca) or contact your marketing coordinator.

Picturepark can be used in all browsers **except** Safari on Windows and Internet Explorer 7 and 8.

Basic technical support for Picturepark is provided by the ITS Help Desk. If you have any issues, please [contact them](#).

## Picturepark functions:

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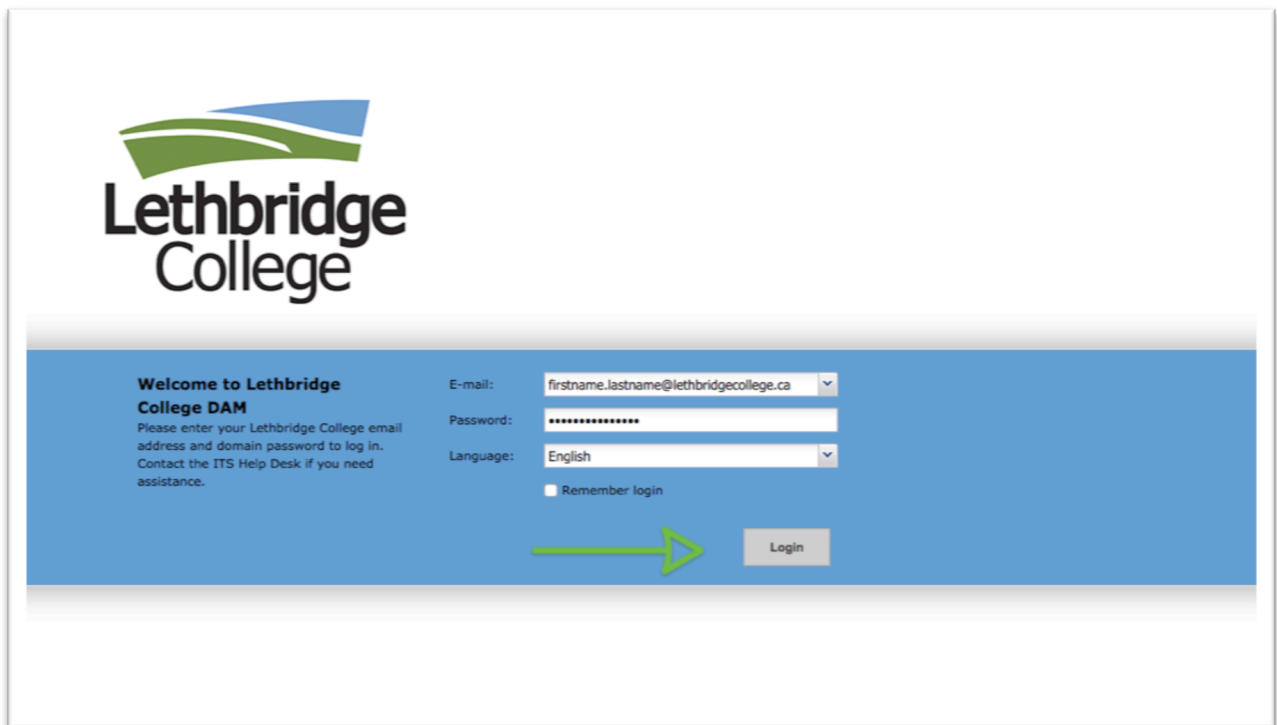
## Logging in

Staff can log into Picturepark with their Lethbridge College email address and domain password at:

[lethbridgecollege.ca/Picturepark](http://lethbridgecollege.ca/Picturepark)

Links to Picturepark are also available on the main page of the MyHorizon Portal.

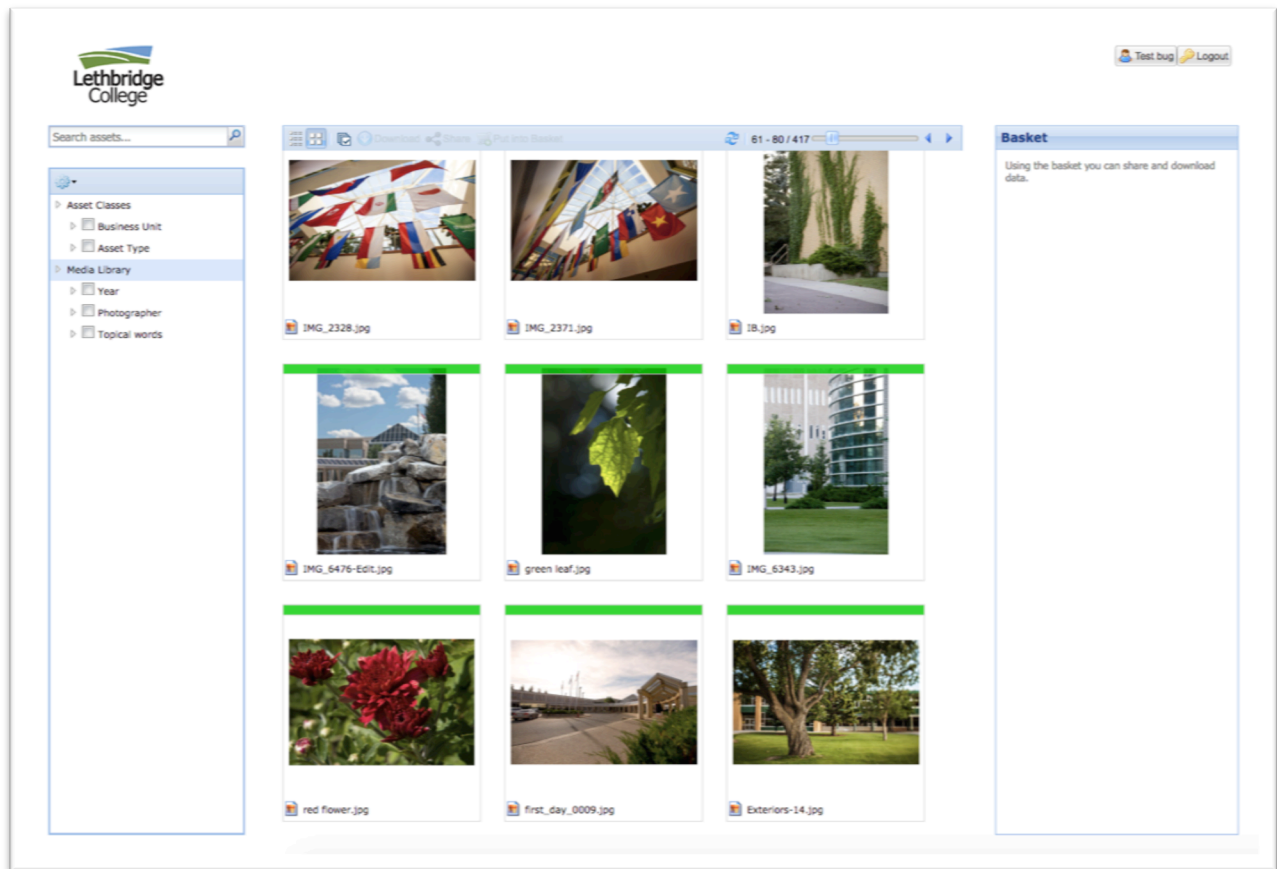
Enter your Lethbridge College email address and domain password at the login screen, and click Login.



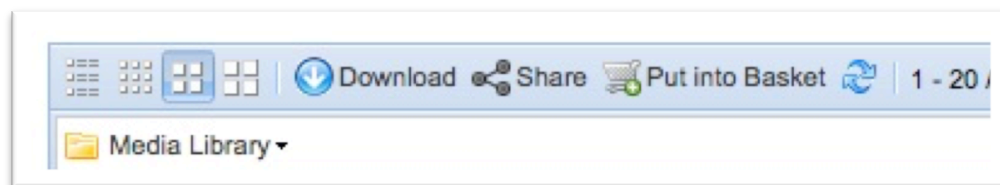
The screenshot shows the login interface for the Lethbridge College DAM. At the top left is the Lethbridge College logo, which consists of a stylized green and blue wave above the text "Lethbridge College". Below the logo, on a blue background, is the text "Welcome to Lethbridge College DAM" followed by instructions: "Please enter your Lethbridge College email address and domain password to log in. Contact the ITS Help Desk if you need assistance." To the right of this text are the login fields: "E-mail:" with a dropdown menu showing "firstname.lastname@lethbridgecollege.ca", "Password:" with a masked input field, and "Language:" with a dropdown menu showing "English". Below these fields is a checkbox labeled "Remember login". A green arrow points to the "Login" button, which is a grey rectangle with the word "Login" in black text.

## Library view

Upon logging in successfully, users will find themselves within the library.

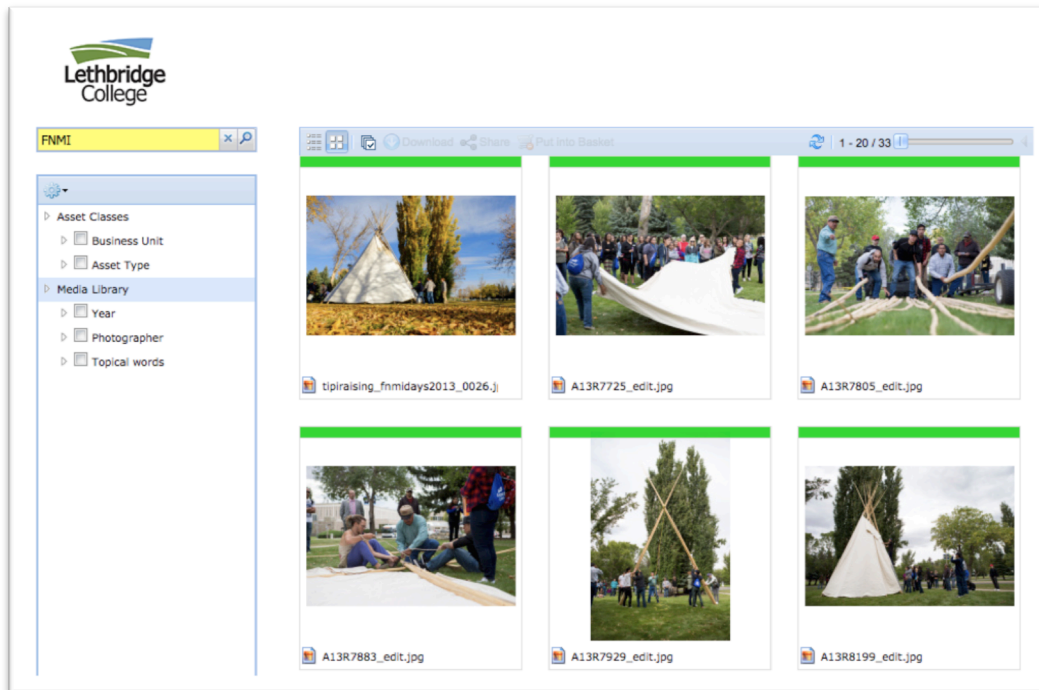


Assets such as photos are shown in the middle in the Asset Browser, with tools along the top left to change thumbnail views, download, share and add photos to a basket.

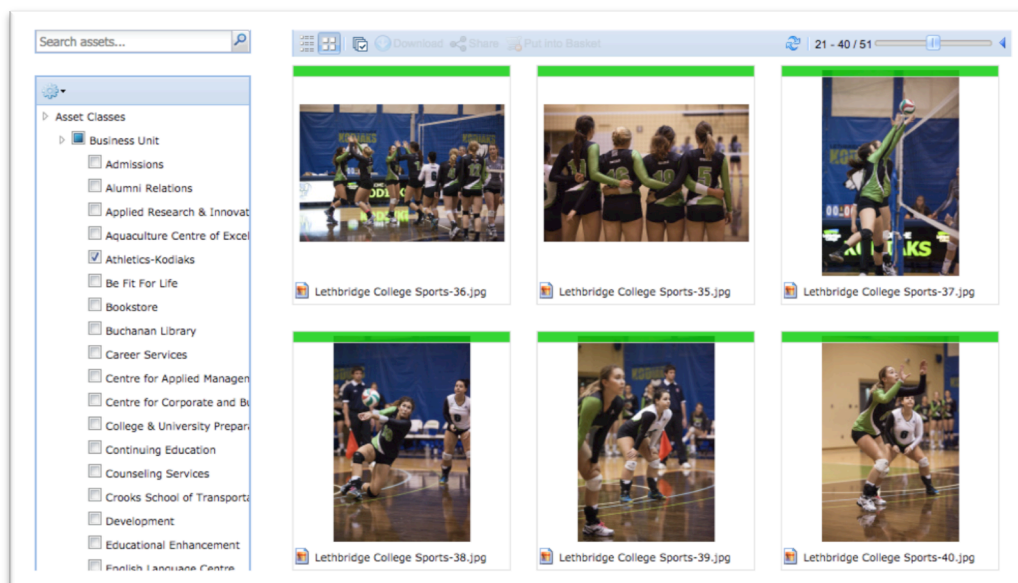


## Search and categories

Along the left, users will see a search box. Simply enter a query to search all available assets for keywords. Broad and general terms are more likely to be successful. For example, terms like "Kodiaks" or "FNMI" will net numerous results, but terms that are more specific, like "Garden Court Place Setting," may not yield results.



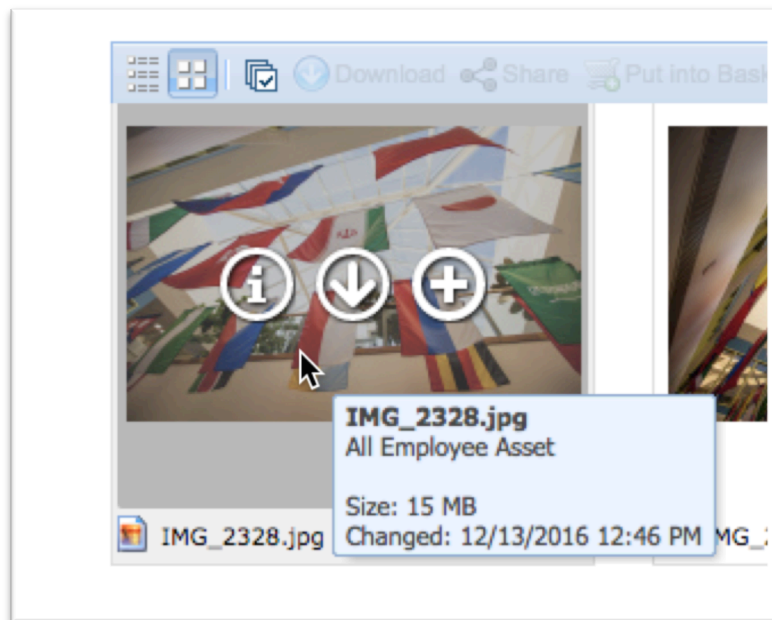
If you need to narrow results down, or would like to explore all assets available given a certain metadata field, you can use the multi-selector on the left. Note that **checking multiple boxes will always narrow (refine) results, not expand them.**





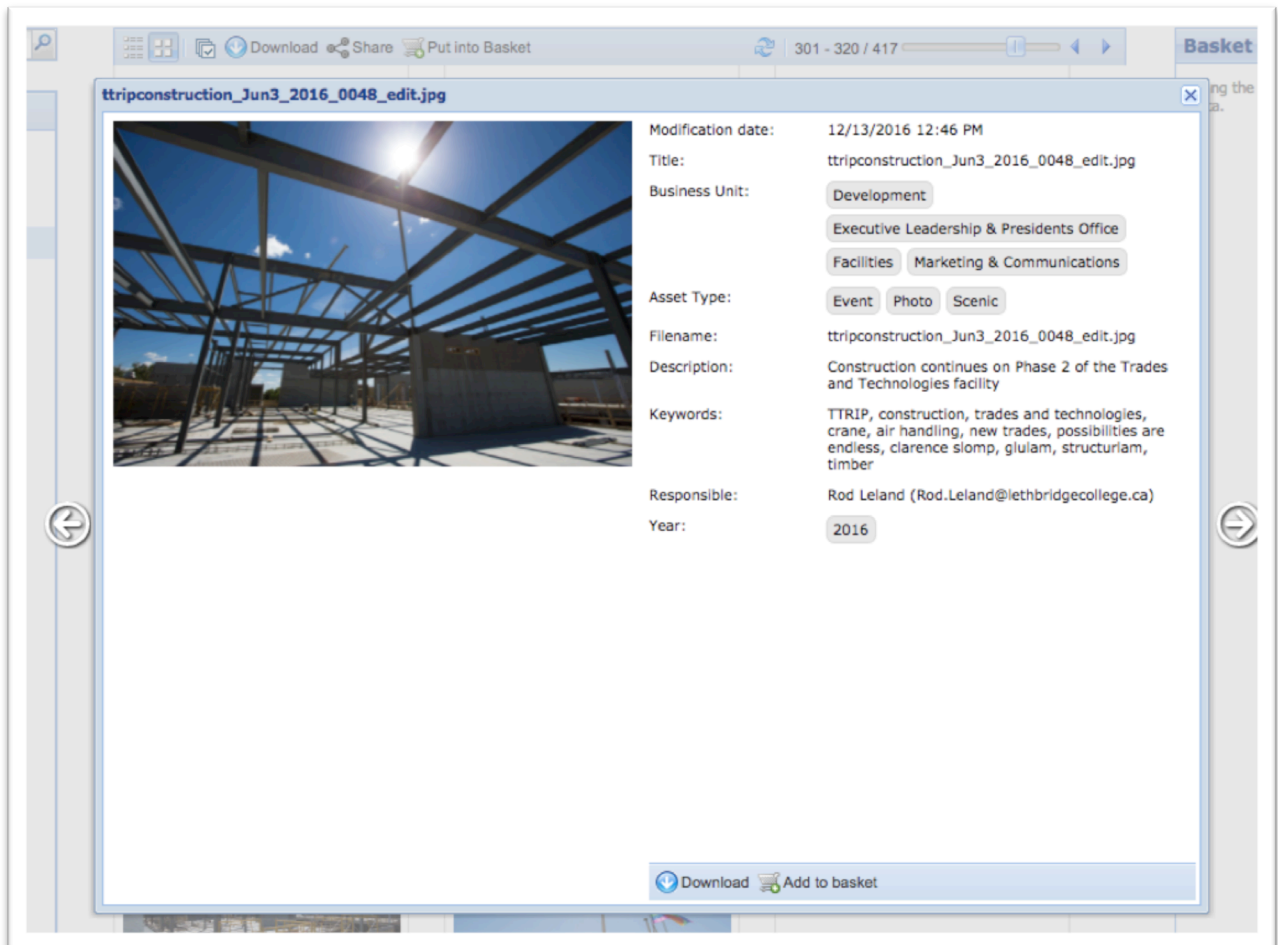
## Asset actions

Hovering over an asset will show three icons. From left to right: Information, Download and Add to Basket.



## Asset information

Double clicking or clicking the information button will expand a single asset so a user can view its information. Information available includes the business unit that an asset may pertain to, the type of asset, its filename, description keywords, as well as responsibility and date information. Users may download or add an asset to a basket from this view.



## Downloading assets

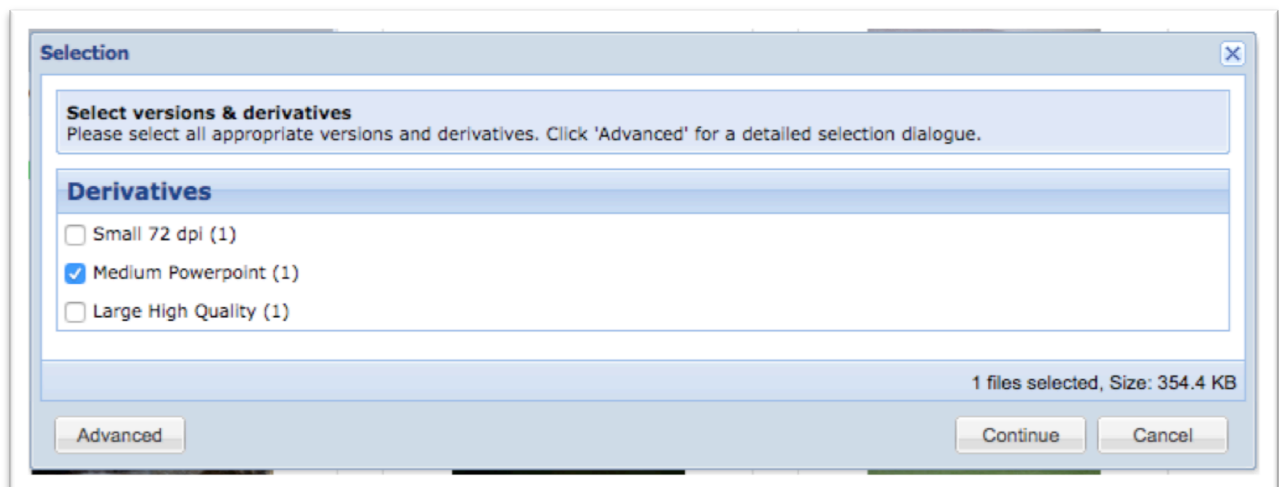
Clicking the download icon or button will pull up a download dialog. Users may select one or multiple derivatives (different sizes) to download.

“Small 72 dpi” derivatives are 600px in the longest dimension and are suitable for email and general web use.

“Medium PowerPoint” derivatives are 1050px in the longest dimension and suitable for most PowerPoint and slide decks.

“Large High Quality” derivatives are 2000px in the longest dimension and suitable for small posters, but not suitable for printing large posters or reproduction in magazines or publications. Please contact Marketing if you require an original or full-resolution image.

Downloading more than one asset will automatically generate a .zip file for the user to expand once the download is complete, containing the requested assets.

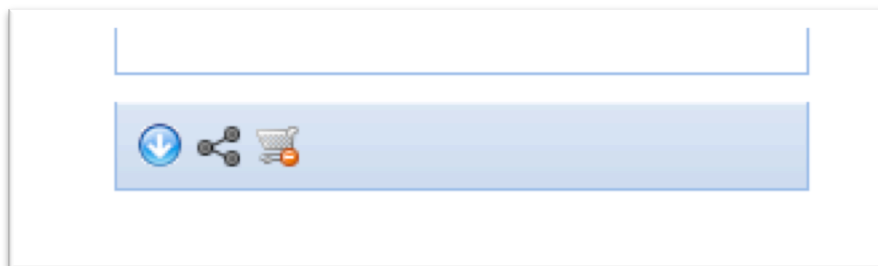


## Basket

When sorting or downloading multiple assets, users may add assets to the Basket, which appears on the right sidebar. Clicking and dragging or clicking the “+” icon will add an asset to your basket.



When your basket is complete, you may download, share or clear the assets within a basket using the corresponding download, share and clear buttons (left to right) at the bottom of the right sidebar.



## Sharing assets

If a selection of assets is too large to email, or you'd like to share them directly from Picturepark to another employee, you can share a basket. Click the share button at the bottom of the basket, select the size of derivatives that you'd like to share, and specify a recipient, subject line and body just as you would a normal email. When you're ready to send, click "share" and an email will be sent to the recipient(s) with a link to download the selected assets in your basket. Please note that assets should not be given to external stakeholders for production use. Please have your area's marketing coordinator facilitate the delivery of photos to external vendors and stakeholders.

**Share**

**Mail** | **Link**

**Share by email**  
The assets are made available through a download portal for which an access link is mailed to any recipients.

To:

Subject:

**Body:**

Hi Firstname,

These are the assets we can use for the slide deck.

Regards,

-Firstname

Language:

Expires: ☐ Unlimited accessibility ☒ Send through system ☐ Copy to sender

**Assets**