MARKETING HUB Quick Reference Guide

Managing Renditions

HOW TO ...

- View Renditions
- Add New Renditions
- Edit Rendition Titles

Assets added to the Marketing Hub's Digital Asset Management module have an original representation of the file that was uploaded. Quite often, it is necessary to add renditions of that asset with some changed characteristic of the original such as a different size, resolution, color model, or file format.

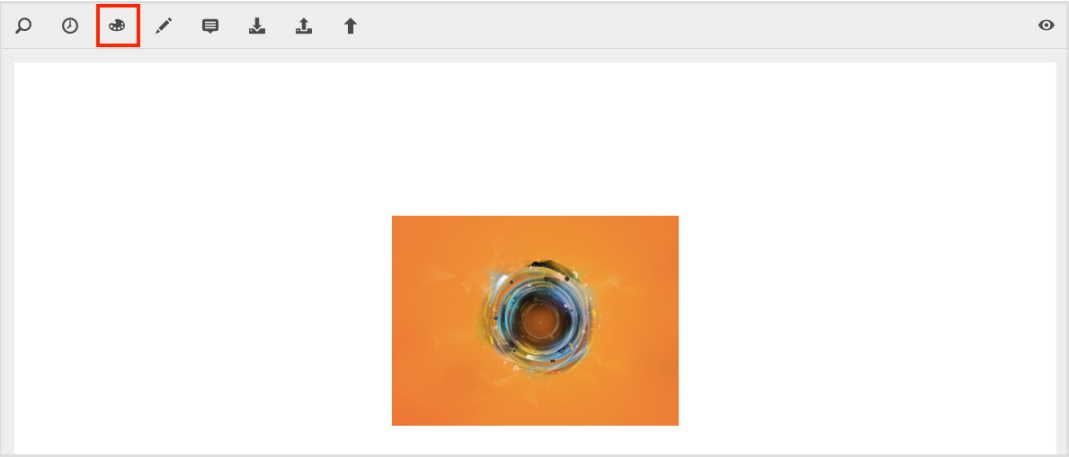
Before starting, prepare the files for upload by renaming them on your hard drive. The naming convention to use for your renditions should adhere to the "Adobe's Digital Asset Naming Guidelines" (see page 4 of the *Quick Reference Guide: Adding and Editing Assets*).

Step 1: View Renditions

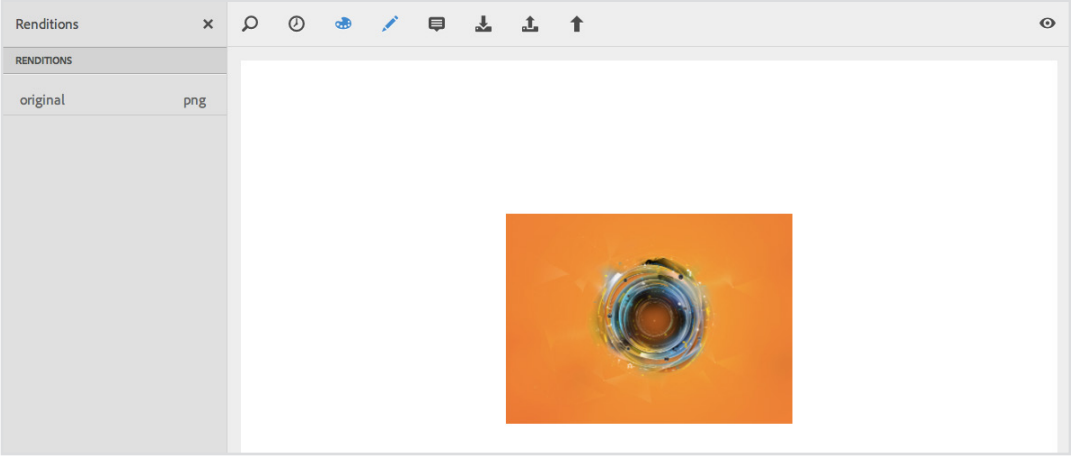
The following picture shows the asset details page. The Renditions icon is outlined in red.

1. Navigate to the folder where the asset is stored.
2. Click the asset to open the asset details page.
3. Click the **Renditions** icon to display the Renditions panel.
4. In the Renditions panel, view the list of renditions for the asset.

TIP:
From the asset properties page, click the **Eye** icon and then select the file type listed (Document, Image or Multimedia) to navigate to the asset details page and display the Toolbar.



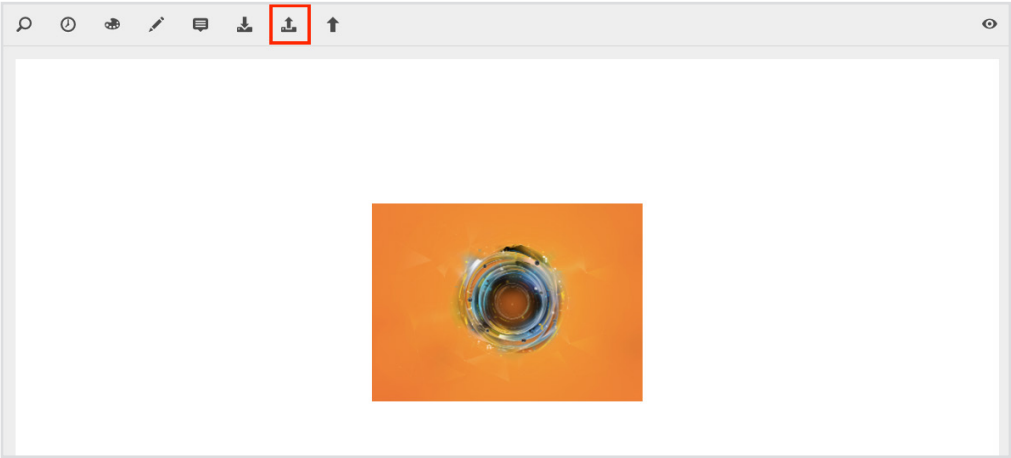
The following picture shows the asset details page with the Renditions panel displayed. Only the original rendition, which is generated by the system when the asset is created, is listed.



Step 2: Adding Renditions

The following picture shows the asset details page. The Upload Renditions icon is outlined in red.

1. Click the **Upload Rendition** icon to upload a new rendition for the asset.
2. A pop-up window will display asking you to browse to the file that you wish to upload. To select multiple files, press and hold the Cmd or Ctrl key and select the desired renditions in the file picker dialog window.

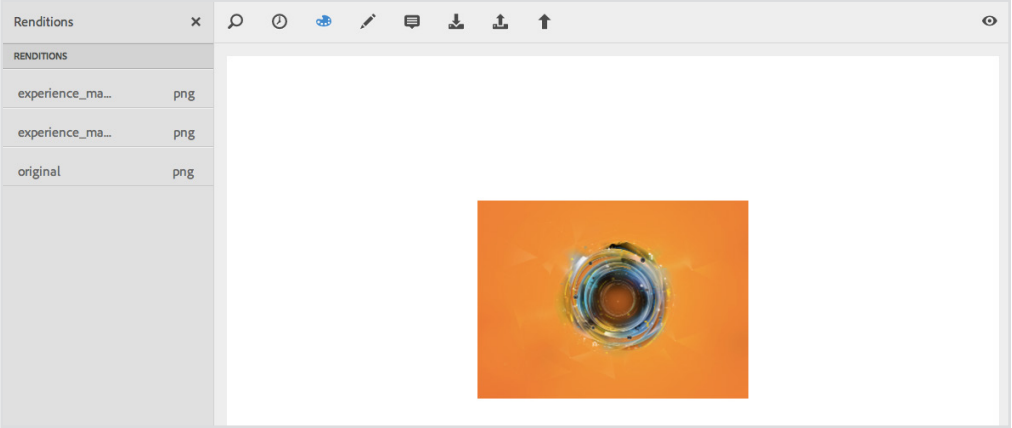


NOTE:
If you select a rendition from the Renditions panel, the Toolbar changes context and displays only those actions that are relevant to renditions. Select features, such as the Upload Rendition icon, are not displayed. To view these features in the Toolbar again, refresh the browser window.

Step 3: Renaming Rendition Titles

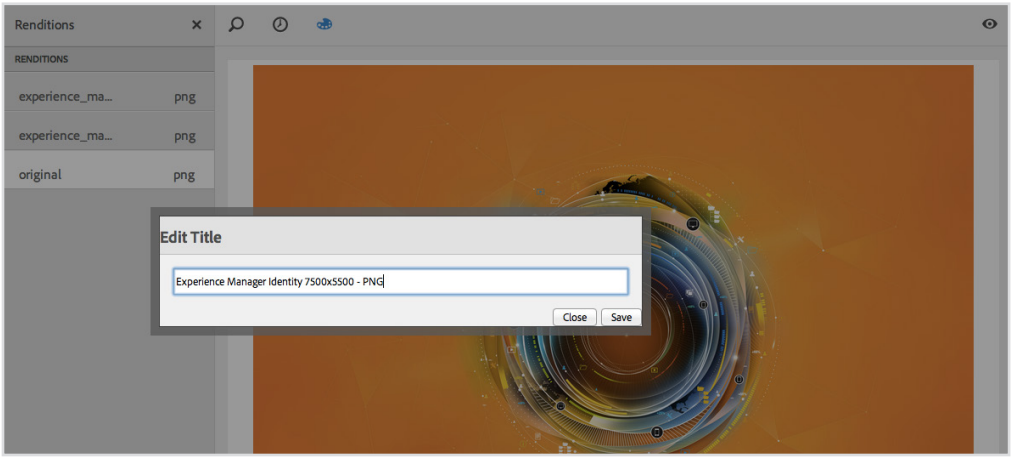
The following picture shows the asset details page with the Renditions panel displayed. The original rendition and the additional renditions uploaded are listed.

1. If not already open, click the **Renditions** icon to view the Renditions pane. (See Step 1)
2. Double click on a rendition listed in the Renditions pane to open the Edit Title window.
3. Following the Marketing Hub's rendition title guidelines, enter the proper Rendition Title.
4. Click **Save**.
5. Repeat this process for each rendition, including the rendition titled original.



NOTE:
A single click, instead of a double click, opens a preview of the rendition in the window. For file types that can not be previewed (e.g., .psd, .ai, .zip) a single click causes the rendition to download.

The following picture shows the Edit Title box that appears when you double click a rendition listed in the Renditions pane.



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