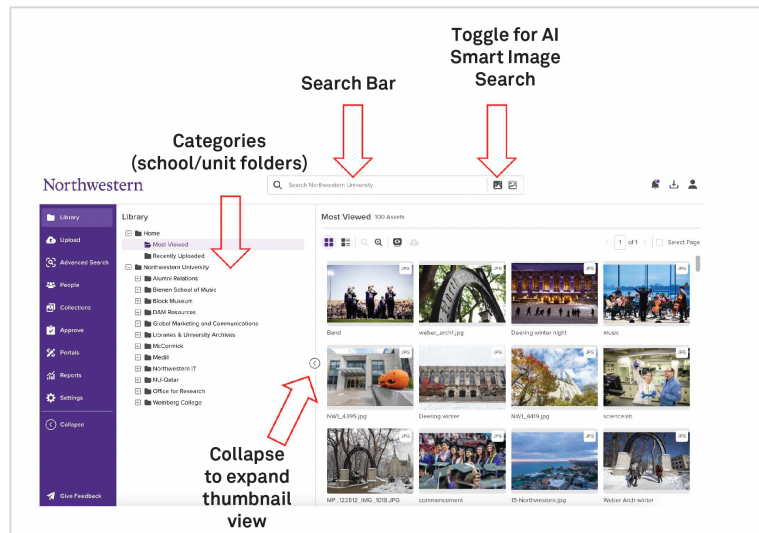


MDAM powered by MediaValet User Reference Guide

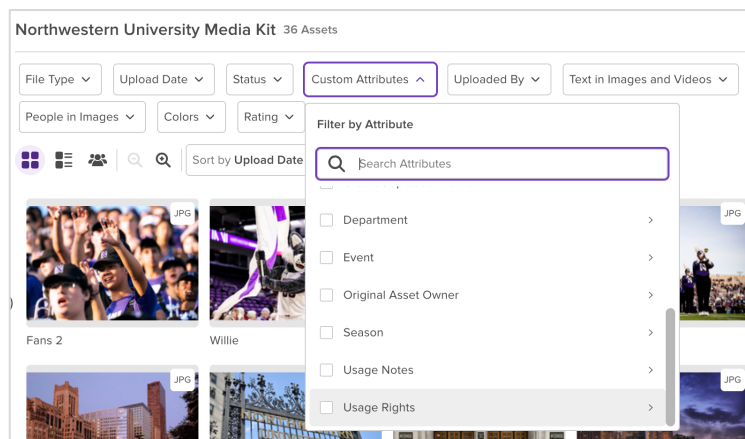
Logging In

- Access via: <https://northwestern.mediavalet.com/>
- Use your university credentials (Single Sign-On) to proceed with the Microsoft login process

Navigating MDAM



- Library Categories (i.e. folders) on the left: Browse by school/unit
- Search Bar at the top
- Enter keywords for metadata search
- Click the Smart Image Search icon  for AI-powered search
- Filters for searches
- Narrow by Category (Folder), File Type, Colors, etc.
- **Narrow by Usage Rights by clicking Custom Attributes, scroll down to Usage Rights, select desired term**



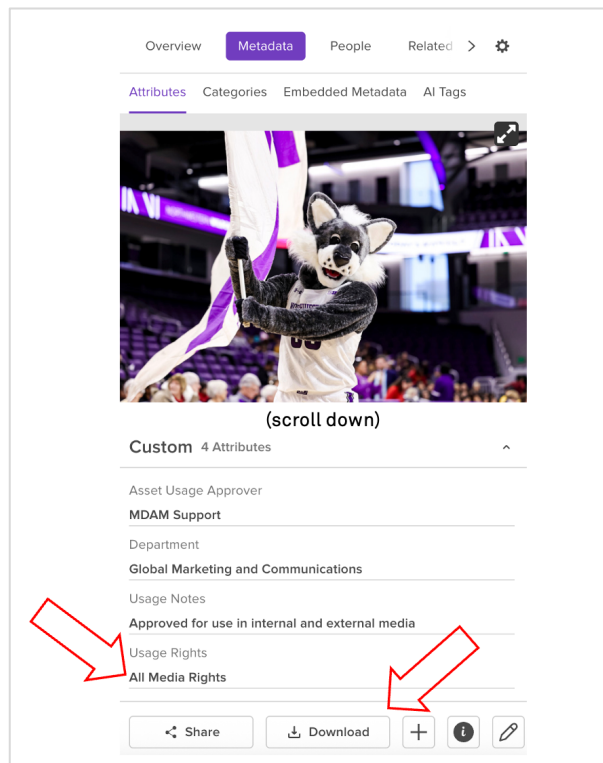
- Narrow by Created Date by clicking Custom Attributes, scroll down to Created Date, enter desired time range

Downloading Assets

Note: Please pay attention to Usage Rights before downloading assets. Assets labeled All-University Rights and All Media Rights can be downloaded without approval. Review the definitions of these on page 8. Restricted assets will require permission to download.

One Asset

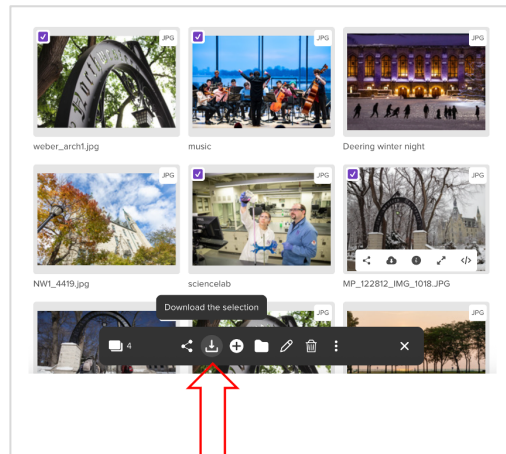
- Click the asset's thumbnail
- Check Usage Rights Terms: Open the asset's Metadata tab, click on Attributes, scroll down to Custom, review the Usage Rights. If it has All Media or All-University Rights, it can be downloaded.



- Click Download → Select Quick Download (fastest option), Advanced Download (to pick a file type or size), or Crop and Download

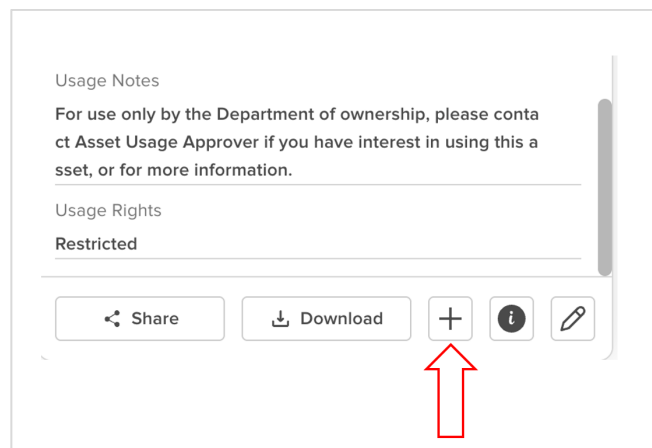
Group of Assets

- We recommend filtering by Usage Rights Terms first when searching for assets
- As shown on page 1, filter by Usage Rights by clicking Custom Attributes, scroll down to Usage Rights, select desired term
- Hover thumbnails → Select desired assets by clicking their checkbox in the upper left corner
- Click the download icon  at the bottom of the page

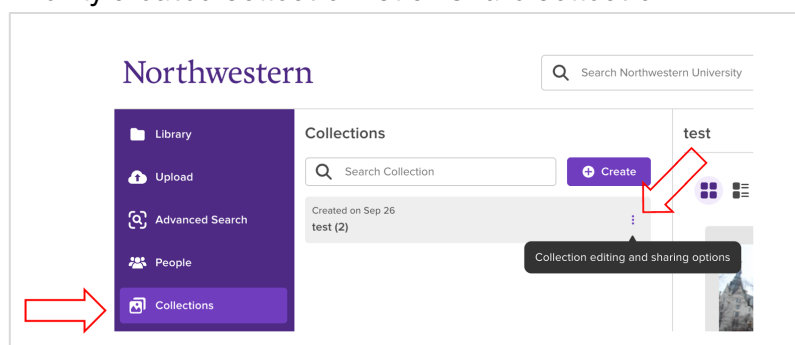


If assets are Restricted

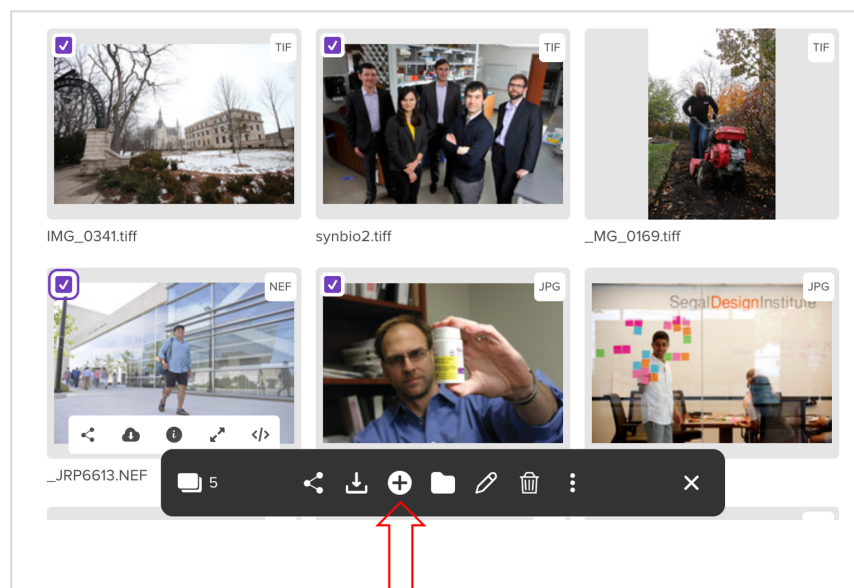
- **Option A: Use the in-system request download workflow**
 - **For one asset**
 - Determine the Asset Usage Approver: Click the asset's thumbnail, Open the asset's Metadata tab, click on Attributes, scroll down to Custom, review the Asset Usage Approver
 - Click the + button to add the asset to a Collection.



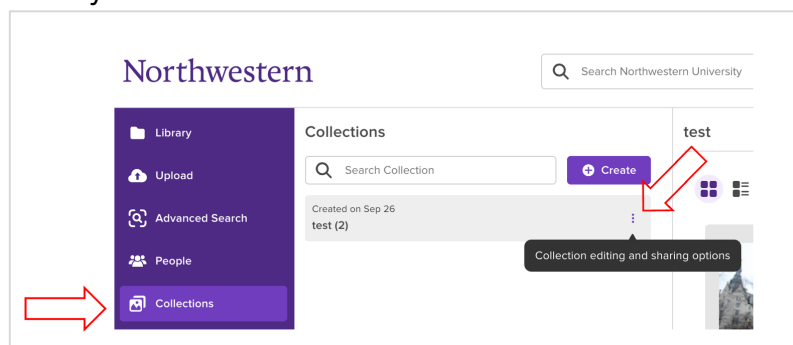
- This will prompt you to create a collection for the access request. Give it a name and description, then click Create and Add.
- Go to Collections in the left menu bar. Click on the three dots next to your newly created Collection. Click Share Collection.



- Share it with the Asset Usage Approver. Leave the option for the recipient to add/remove assets. **In the Message field, enter details regarding how you plan to use the asset AND your email address.**
- The Asset Usage Approver will either approve or reject your request. If approved, you will receive the assets via email as a Web Gallery.
- **For multiple assets**
 - Determine the Asset Usage Approvers: One asset at a time, click on the asset's thumbnail, open the asset's Metadata tab, click on Attributes, scroll down to Custom, review the Asset Usage Approver
 - If all of the assets have the same Asset Usage Approver:
 - Select them all by clicking the small box in the upper left corner of the thumbnails.
 - Click the + button in the black menu bar at the bottom of the screen to add the assets to a Collection.



- This will prompt you to create a collection for the access request. Give it a name and optional description, then click Create and Add.
- Go to Collections in the left menu bar. Click on the three dots next to your newly created Collection. Click Share Collection.



- Share it with the Asset Usage Approver. Leave the option for the recipient to add/remove assets. **In the Message field, enter details regarding how you plan to use the asset AND your email address.**
 - The Asset Usage Approver will either approve or reject your request. If approved, you will receive the assets via email as a Web Gallery.
 - If the assets have different Asset Usage Approvers, follow the process as outlined above, but for each approver. (i.e. approvers can only approve download requests for assets that belong to them, so you will have to submit multiple requests).
- **Option B: Email the Asset Usage Approver offline**
 - Open an asset's metadata, scroll down to Custom, review the Asset Usage Approver.
 - Email the individual in Outlook with your request. Include the asset's File Name or Object ID.
 - The individual will contact you with the asset if approved.

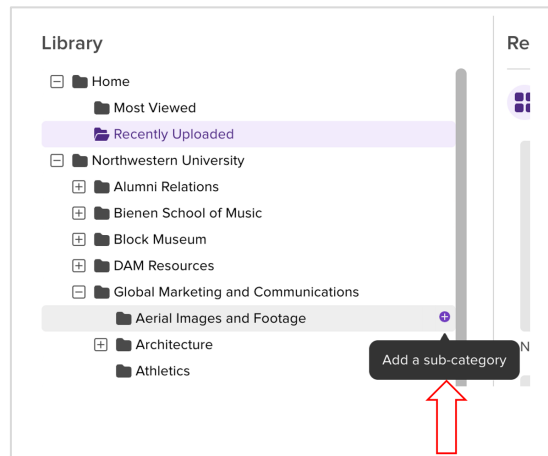
Sharing Assets

- Hover over an asset's thumbnail and click the Share icon 
 - or select multiple assets and click the Share icon in the black bar at the bottom of the page
- Share Options:
 - As an Asset Link: ideal for sharing internally with your team, enter the name of a fellow MediaValet user and an optional message.
 - As a Web Gallery: for internal or external sharing (i.e., vendors), select desired options for allowing downloads, setting a password, setting an expiry date, showing most recent versions and share via Link or Email.
 - As a Zip File: ideal for sharing large batches of assets externally for download, enter the email address of the recipient and an optional message.

For Power Users and Department Admins

Uploading Assets

- First, create a Category/folder for your assets to belong to by navigating to your school/unit's folder in the Library.
- Click the + where you would like to add a new subcategory/folder → Enter New Category Name → Save



- Click Upload on the left menu bar → Drag and drop or choose files, Click Continue
- Next is Adding Categories. Categories are folders that assets belong to.
- Select the full list of assets or individual ones to add/edit categories. Select your school/unit category and any subcategories desired. An asset can live in multiple categories.
 - **NOTE: If the assets will have Restricted Usage Rights, add them to your school/unit's Restricted Assets folder in addition to other categories.** This is the only way that downloads will be restricted for these assets.
 - Click Continue.
- Next is Attributes. Click Add/Edit at the top right corner to have attributes apply to all assets.
 - Required attributes are indicated with a red asterisk.
 - Choose the Asset Usage Approver for your school/unit. See the For Reference section on page 8 if you are unsure who this is.
 - Creator/Uploader → enter your name
 - Department → select your school/unit
 - Usage Rights → select one of the three options. Definitions of the terms can be found in the For Reference section on page 8. Note that Restricted assets should also have been added to your school/unit's Restricted Assets folder in the previous step.
 - Although other attributes aren't required, the more details you provide, the better the metadata.
 - Click Apply → Continue
- Next is Keywords. Since MediaValet has AI tagging and categories also act as metadata, only enter keywords that are specific to your work that AI won't pickup (i.e., Weber Arch).

- When inputting a new keyword that does not exist in the system, hit Enter so that it gets added. Click Continue.
- The last step is adding Descriptions. This can be helpful for differentiating assets from another.
 - By default, the Title will be the file name. Editing this is optional.
- Click Done.
- **NOTE:** Power users will be prompted to Submit Assets for Approval.
 - Add assets to a New or Existing Collection. This will be a temporary holding space for the assets until they are approved by an Admin.
 - Select your Department Admin as the Approver. The contact list for school/unit Department Admins can be found on page 8.

For Department Admins

Approving Download Requests for Restricted Assets

- Open the email received from MediaValet that reads “<Name> shared a Collection with you.”
→ Click View.
- The Collection should open in MediaValet.
- **If there are any assets you do not wish to approve:**
 - Select them by clicking the checkbox in the upper left of the thumbnail.
 - Click the three dots at the bottom of the screen for More Options.
 - Click Remove from Collection → Remove
- **If you approve the use of all assets and want to grant permission to download them:**
 - Select the page by clicking the checkbox in the upper right corner
 - Click Share at the bottom of the page → As Web Gallery
 - In the pop-up, keep Allow Downloads selected. You can also share different renditions of the asset, set a password or an expiry date.
 - Select Share via Email to have the Web Gallery link sent directly to the requestor. Enter their email address.

Need Help?

View the recorded MDAM walkthrough:

https://northwestern.zoom.us/rec/share/h3T0F0_pvLXQk4sWxJ-LDnvn2gzyBBIHuKBC_1NYIN6VrEQAFQXGIdaI0Pqc41Sb.NY6MFsPWiaC2vF7h

For more, check out the MediaValet website:

https://medialibrary.mediavalet.com/portals/branded-portal_the_new_mediavalet_experience

Email mdam-support@northwestern.edu with additional questions or feedback.

For Reference

Asset Usage Approvers

School/Unit	Asset Usage Approver/Department Admin
Admissions	Andrew Linnehan
Alumni Relations	Tim Cahill
Bienen	Katelyn Balling
Block Museum	Lindsay Bosch
HR	Noelia Vargas
Libraries & University Archives	Clare Roccaforte
McCormick	Brian Sandalow
Medill	Mackenzie Warren
Northwestern IT	Steve Christensen
NU Qatar	Abrara Rageh
Office of the Provost	Gina Bazer
SESP & CTD	Julie Deardorff
Trienens Institute	Stephanie Teterycz
Weinberg	TBD

Usage Rights Terms

- All-University Rights: For use in University-related media only (e.g., flyers, brochures, videos, and other marketing materials). Most assets in MDAM are All-University Rights.
- All Media Rights: Approved for both University-related and external media use (e.g., news outlets, media kits).
- Restricted: Limited to use by the department that owns the asset. To use or download these assets, you'll need to contact the designated Asset Usage Approver for permission.

Updated October 2025