

Asset logs

Asset logs are a **pre-production document**

They are created during the **planning stage** of a product's development and used throughout the development of the product

They are usually tables or databases showing details about all of the assets that might be used during the development of a product

Asset logs

Asset	Properties	Source	Legal issues	Use
Lion Image	77.96 cm x 54.125 cm 72 ppi	Roaring Lion Free Stock Photo picjumbo	Free to share and use Public domain	Resized to 300 ppi Resized to fit in loading screen/poster Cropped down and combined with a black box image Used in 'History of The Isles' visual identity
Medieval Bridge	21 cm x 14.8 cm 72 ppi	https://www.shutterstock.com/ (Unable to access direct link due to blockings on CPOA school computers)	Image originally comes from Shutterstock - My client Midnight Games would be required to purchase the image	Resized to 300 ppi Cropped down to fit within the dimensions of the graphics Used in 'History of The Isles' loading screen
Medieval Knight	14.8 x 21 cm 72 ppi	Medieval knight PNG transparent image download, size: 1430x2893px (pngimage.com)	Free to share and use Attribution-Non-commercial - My client Midnight Games would be required to purchase the image	Resized to 300 ppi Used in 'History of The Isles' loading screen
History of The Isles visual identity	15.17 x 6.71 cm 300 ppi	I made this myself using the lion image from PicJumbo	None	Used in 'History of The Isles' loading screen
Midnight Games Logo	13.92 x 12.48 cm 300 ppi	I made this myself	None	Used in 'History of The Isles' loading screen

Anyone in a team might use an assets log. **Researchers** or **content creators** might add assets to the log. **Graphic artists, video editors, web designers, and audio editors** might use the assets directly.

And senior roles like **production managers** and **campaign managers** might use the copyright information contained in them

Purposes:

- helps teams keep track of assets produced or sourced
- this helps keep things more organised and makes sure assets aren't lost or time isn't wasted
- can be used for assets produced by the team – video, audio, images
- and for assets sourced from elsewhere
- helps manage **copyright information**

Asset logs

An **asset log** records information about each asset that might be used in a project

An asset is anything that might be used – an image, a video clip, some audio etc...

The log includes details such as where the file is saved, the filename used, file properties and **copyright information**

Asset ID	Filename	Description	Properties	Source	Legal issues	Cleared for use	Use
hop_001	aerialhop.jpg	Aerial still image of Hopton	2000 x 3400px 300ppi JPG image	Sky Cam East (website)	Copyright Standard fee agreed with company	Yes	Cover of video box First section of video
hop_002	hop_logo.png	Logo for Hopton Tourism	1000 x 1000px 300ppi PNG image	Created by project team	None	Yes	Cover of video box Website

Asset logs

Assets log – Hopton Tourist video

Asset ID	Filename	Description	Properties	Source	Legal issues	Cleared for use	Use
hop_001	aerialhop.jpg	Aerial still image of Hopton	2000 x 3400px 300ppi JPG image	Sky Cam East (website)	Copyright Standard fee agreed with company	Yes	Cover of video box First section of video
hop_002	hop_logo.png	Logo for Hopton Tourism	1000 x 1000px 300ppi PNG image	Created by project team	None	Yes	Cover of video box Website
hop_003	history.jpg	Still image of Hopton from 1923	2000 x 1240px 300ppi JPG image	Historic Photos Online (website)	Copyright Needs to be cleared with payment required	Awaiting clearance	First section of video
hop_004	hop_vid01.avi	Video of beach	1920 x <u>1080px</u> AVI file 72 seconds	Created by project team	Local council approached for permission to film – granted	Yes	Second section of video
hop_005	hop_vid01.avi	Video of holiday park	1920 x <u>1080px</u> AVI file 54 seconds	Created by project team	Local council and holiday park owner agreed to filming	Yes	Second section of video
hop_006	hop_audio.flac	Audio of interview with tourist board manager	FLAC file 134 seconds	Created by project team	Audio release form needs completing	Awaiting clearance	Second section of video

Asset logs

Source	Legal issues	Cleared for use
Sky Cam East (website)	Copyright Standard fee agreed with company	Yes
Created by project team	None	Yes
Historic Photos Online (website)	Copyright Needs to be cleared with payment required	Awaiting clearance
Created by project team	Local council approached for permission to film – granted	Yes
Created by project team	Local council and holiday park owner agreed to filming	Yes
Created by project team	Audio release form needs completing	Awaiting clearance

For commercial projects,
copyright information is
crucially important

Using copyrighted assets
without permission could
mean that the production
company is fined or that the
product is unusable

Large companies often
employ specialists just to
deal with copyright issues

Asset logs

Software for digital asset logs:

- word processing software etc...
- database software
- spreadsheet software (has a grid already)
- project management software (e.g. [Microsoft Project](#))
- specialist asset management software or web apps
 - such as [MediaBeacon](#) or [Bynder](#)
- collaborative online tools (such as Google Docs) can work well to create this sort of product in a team

Physical asset log:

- paper file or book
- whiteboard

These could be turned into a digital version with a digital camera or scanner

Hardware:

- mouse, keyboard, monitor, trackpad, touch screen

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