

The screenshot displays the 'Assets Manager' interface for 'ACME Creative Agency'. At the top, it shows 'Total Assets: 218', 'Total Size: 167.3 MB', 'Images: 210', and 'Videos: 8'. The main area is a grid of asset thumbnails, each with a title and file size. The assets are organized into folders, with some folders marked as 'Favorites'. The interface includes a sidebar with navigation options like 'Dashboard', 'Assets Manager', 'Accounts', 'Collections', 'Catalogue', 'Workflow', 'Downloads', 'Collaboration', 'Lightboxes', 'Newsletter', 'State', 'Permissions', 'Website', 'Settings', and 'Platform'. The grid contains various types of assets, including images and videos, with titles such as 'Laurent phone 0001.mov', 'Laurent phone 0002.mov', 'Laurent phone 0003.mov', etc., and 'acme-0001-events-1001_2024...'. Each asset card shows a small preview image and the file name and size.

The Assets Manager is Pilot's digital asset management (DAM) system — your central library for all media files: images, videos, audio, and documents. For ACME Creative Agency, every campaign image, client photo, and brand asset lives in one searchable, organized place.

Key Features

- **Grid & List Views:** Switch between a visual thumbnail grid and a detailed list view using the toggle in the top-right corner
- **Stats Dashboard:** See total asset count, storage used, and image/video breakdowns at a glance (collapsible to save screen space)
- **Cloud Storage:** All assets are stored on Wasabi S3 for reliable, fast delivery
- **AI Image Generation:** Create images from a text prompt using DALL-E 3 (5 credits) or Gemini (3 credits) — your credit balance is shown before you generate
- **Collections:** Organize assets into named Collections, Galleries, Campaigns, Catalogs, Albums, or Projects — click any collection card to drill into its contents
- **Content Provenance (C2PA):** Automatically validates the digital origin of each asset — see whether an image was human-captured, AI-generated, or AI-edited, and filter your library by provenance
- **Metadata & EXIF:** Each asset stores title, alt text, description, tags, copyright, and usage rights; photos include extracted camera data with a full EXIF/IPTC viewer
- **Usage Rights Tracking:** Flag assets as Commercial, Editorial, Restricted, or Unknown
- **Feature Image Assignment:** Set any asset as the cover image for a Campaign, Gallery, or Catalog directly from the asset detail panel

How to Use

Uploading Assets

1. Click **Import Assets** in the top-right
2. Optionally assign to a Campaign, Gallery, or Catalog before uploading
3. Drag and drop files or click to browse — supports JPG, PNG, GIF, WebP, and common video formats
4. Use the **Server Import** tab to scan and bulk-import files already stored on the server

Generating Images with AI

1. Click **AI Generate** (wand icon) — your current credit balance is shown
2. Choose **DALL-E 3** (5 credits, HD option available) or **Gemini** (3 credits, more aspect ratios)

3. Enter a description up to 4,000 characters and adjust size or quality settings
4. Click **Generate Image** — DALL-E also shows how it interpreted your prompt; the result saves directly to your library, tagged with the AI provider

Finding Assets

- Use the **search bar** to find files by name, title, tags, or description
- Filter by **type** (images, videos, audio, documents), **site**, or **collection**
- Filter by **provenance** to show only AI-generated, human-captured, or unverified assets
- Use **Group By → Collection** to browse collection cards — click any card to drill into its assets

Viewing & Editing an Asset

1. Click any asset to open its detail panel
2. See file info: filename, type, size, dimensions or duration, site, collections, uploader, and date
3. Edit the **filename** directly, or update metadata: title, alt text, description, tags, copyright, and usage rights
4. View **content provenance** (C2PA) — source classification and signer information
5. Expand **Raw EXIF / IPTC Data** to view full technical camera metadata from a photo
6. Use **Set as Feature Image** to assign the asset as the cover for a Campaign, Gallery, or Catalog
7. Copy the asset's direct URL, download the file, or click **Save Changes** to apply edits

Batch Actions

Select multiple assets using the checkboxes, then choose:

- **Delete Selected** — permanently removes the files
- **Add Tags** — applies tags to all selected assets at once (merges with existing tags)
- **Assign to Collection** — moves selected assets into a collection (create a new one inline if needed)

Tips

- Assign assets to a site at upload time — they'll be available across Site Builder, Airmail campaigns, AirGallery, and AirCatalog
- Use the C2PA provenance filter to quickly separate ACME Creative Agency's original photography from AI-generated work

- Toggle the stats panel off to maximize screen space when browsing large libraries
- AI-generated assets are automatically tagged with the provider name for easy filtering later
- Use consistent tags across your library to make search more effective