



BYNDER DIGITAL ASSET MANAGEMENT (DAM) USER GUIDE





QA Higher Education Digital Asset Management (DAM) User Guide

The QAHE Digital Asset Management (DAM) system, powered by Bynder, serves as the central platform for accessing, managing, and distributing current, approved marketing assets from QA Higher Education and its university partners.

In this guide you will find step-by-step instructions on how to access and navigate the DAM system.

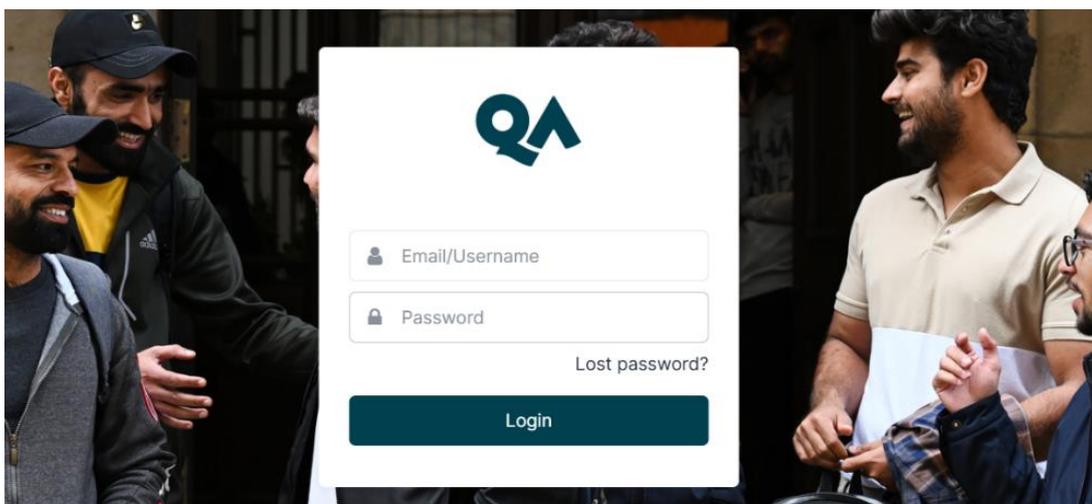
How to Log In

1. Request Access

- **Employees:** You should already have access to the DAM. Simply log in using your credentials. If you don't have a log in, please fill out a marketing request and our team will set it up for you.
- **Agents:** Approved agents will have received an email with instructions on how to sign up. New agents must first go through the marketing approval process. To begin, contact the Agent Compliance team at qaheagentcompliance@qa.com.

2. Log In

- Visit qahighereducation.bynder.com. Enter your credentials to access the platform.



3. Homepage Overview

Once logged in, you'll land on the homepage dashboard.

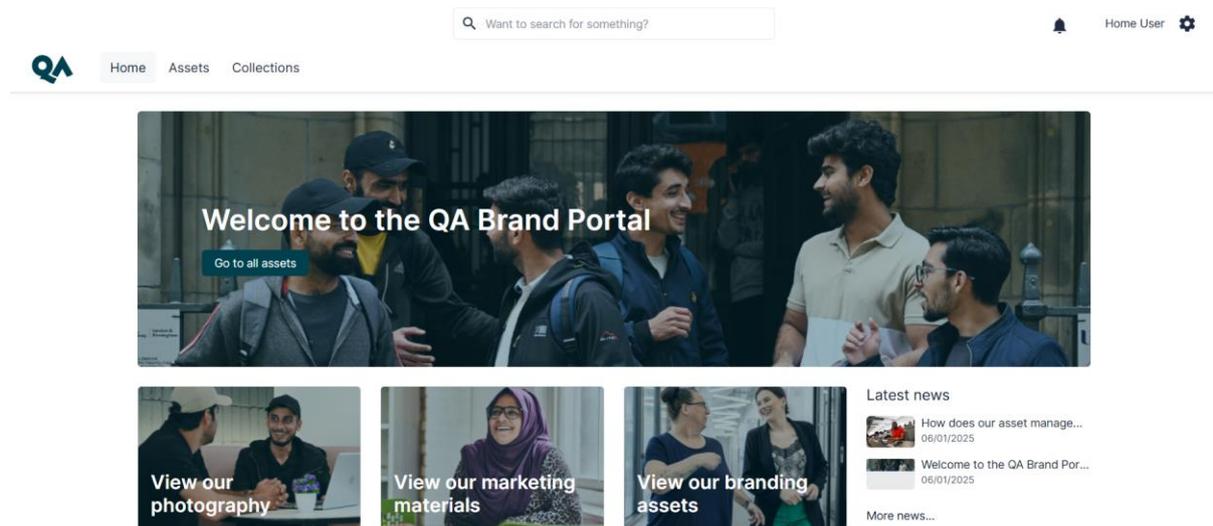
What you'll see:

- A featured area with quick links or announcements
- Search bar at the top
- Navigation menu with access to Assets and Collections

Navigating the DAM

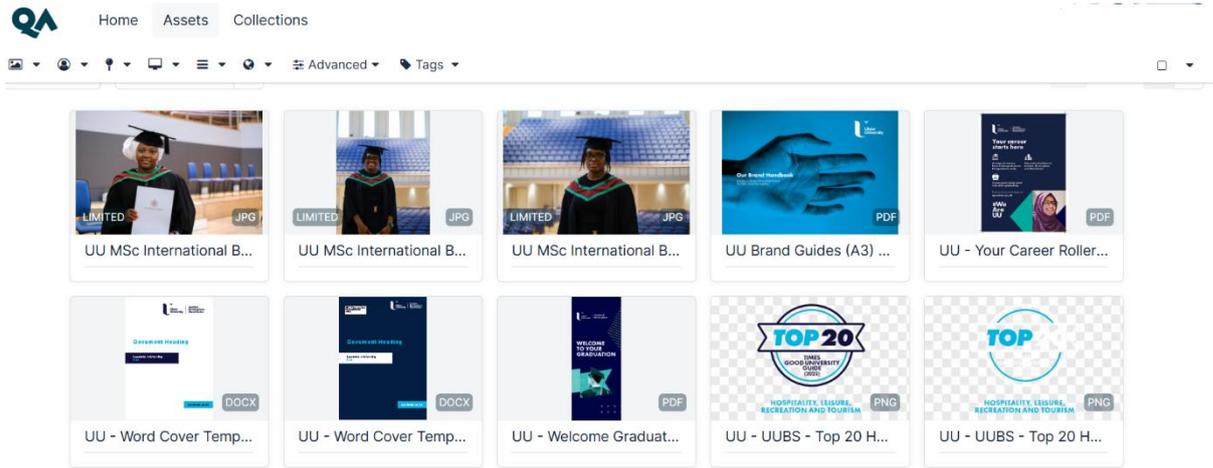
1. Homepage Features

- Recent uploads
- Quick links to popular folders or brand guidelines
- Articles with useful information or announcements (e.g. newly added partner assets)
- Collections – this is where you will find latest materials collated for quick access



2. Asset Page Overview

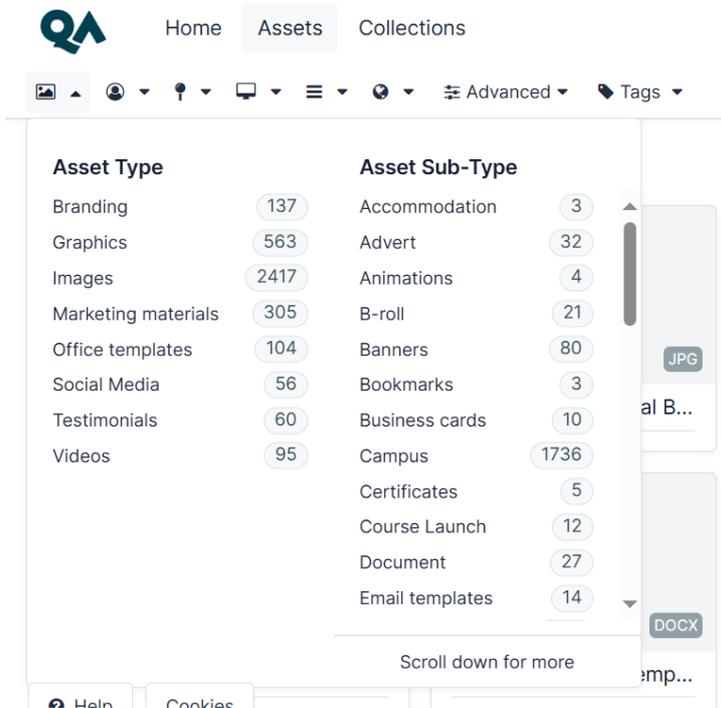
Click on "Assets" from the top navigation menu. This is your unsorted library of images, videos, documents, and templates. You'll find branded and approved materials that you can download.



3. Filters

Use filters to quickly narrow down your search. Filter by:

- Asset type
- Partner institution
- Campus location
- Study type and subject
- Department (internal use only)
- Region or language specific
- Upload date, resolution, tags, and more

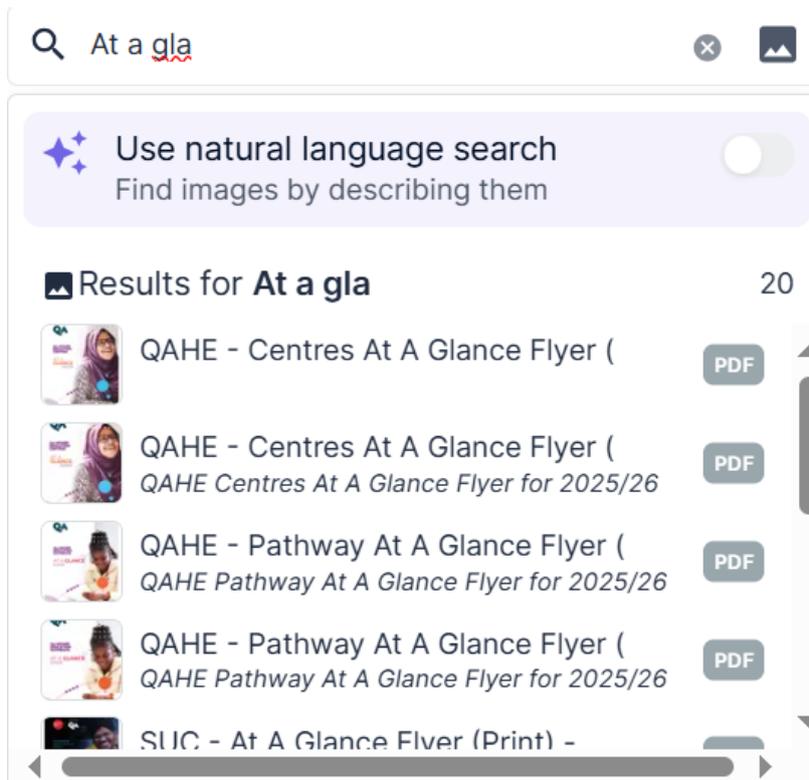


4. Searching for an Item

Use the smart search bar at the top of any page. You can search by:

- File name
- Keywords
- Tags
- File type or resolution

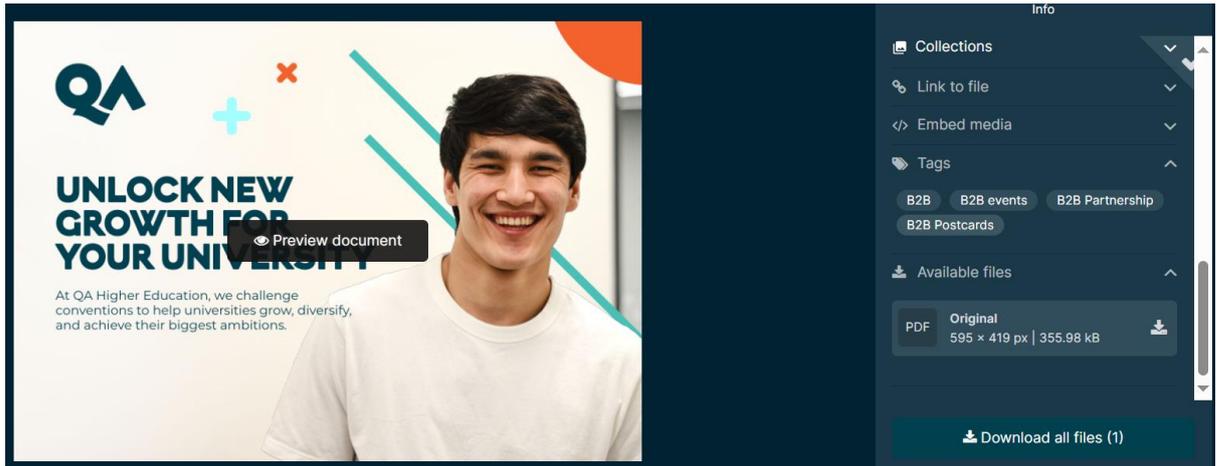
Tip: Start typing and suggested matches will auto-populate.



5. Downloading Items

Once you've found your asset:

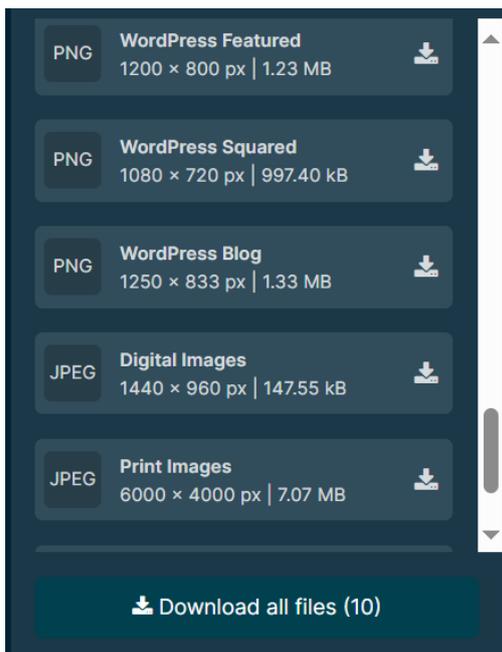
- Click the thumbnail
- Select the Download button at the bottom corner of the information box
- Files consisting of different sizes will appear in the box on the right, you can choose to download the required option



6. Downloading in Different Sizes

For images, you can download them in multiple pre-set sizes:

- Web
- Print
- Digital



This ensures you're using the right version for your intended use.

Need Help?

If you're stuck, unsure, or need a new asset uploaded:

✉ Email: qahemarketing@qa.com

We're here to support you at every step.

