

# DAM Migration Preparation Checklist

Use this checklist to decide which assets should be migrated into your MediaValet DAM. Treat it as a curation exercise, not just a bulk transfer.



## 01 | TIMEFRAME



### How far back should we go? (Choose one)

- Include all assets (full history)
- Include only recent assets (e.g., last 3–5 years)
- Exclude legacy files except those needed for compliance/legal purposes

## 02 | WORK-IN-PROGRESS (WIP) FILES



### Should the DAM contain drafts and working files, or only final versions? (Choose one)

- Include WIP files (You can always hide them from certain user types)
- Exclude WIP files; migrate only final, approved assets
- Keep some WIP Files

## 03 | SOURCE / PRODUCTION FILES



### Should master/source files be included? (Choose one)

- Include all source files (e.g., PSD, AI, INDD)
- Include only commonly re-used source files
- Exclude source files

## 04 | FILE VERSIONS




### Do we need multiple versions or only the most recent? (Choose one)

- Include every version (with clear naming conventions)
- Include only the most recent approved version
- Exclude near-duplicates and outdated drafts

**05 | LOW-VALUE / SYSTEM FILES** **Should temporary or low-quality files be migrated? (Choose one)**

- Include all (no filtering)
- Exclude system/junk files (.\_, Thumbs.db, temp files, etc.)
- Exclude low-res, compressed, or test files

**06 | RIGHTS & LICENSING** **Do we want to migrate assets with limited or expired usage rights? (Choose one)**

- Include all assets regardless of rights status
- Include only assets with current/valid rights
- Exclude expired/restricted assets, or flag them separately

**07 | BUSINESS RELEVANCE** **Does this content support current/future work? (Choose one)**

- Include all assets regardless of relevance
- Include only content aligned with current branding, campaigns, or business needs
- Department leads decide what's essential and exclude the rest