

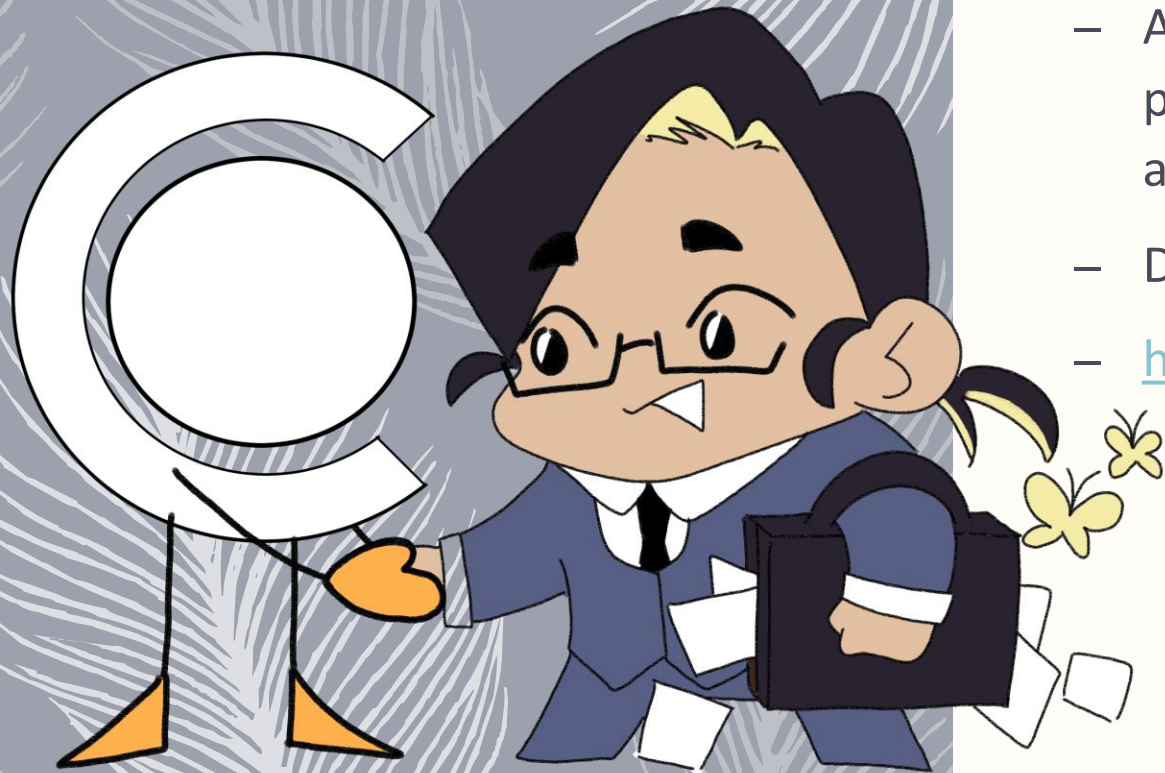


Small Trip to the
Digital Zoo:
Exploring Canto Portals

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What is Canto?

-
- A digital asset management (DAM) system
 - All in purpose site to store various files such as assets, photos, videos, audio, documents, PowerPoint, etc. Which are then tagged and sort through folders and albums.
 - Different role level: Consumer, Contributor, Admin
 - <https://butterflypavilion.canto.com/allfiles?viewIndex=0>




Why did we choose Canto?

- Stores a lot of different kind of digital files
- Easy organization with smart tag, folders, and albums
- Easy navigation and workspace
- Has multiple features like portals, share links, style guide, and connection to other sites like Mailchimp, Dropbox, etc.



What are Portals?



- Built in Canto features
 - Acts like "portals" that allows anyone with the link to get certain files from Canto due to restricted access
 - Looks like a landing page and works similarly
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Where did we get all this stuff?

- From YOU! (Just kidding...kinda)
- We pulled from various places such as sharepoint, dropbox, p drive, and whatever we were given through share links
- Some were even provided from different departments here



Portal Showcase: Animals

- **Goal:**
 - To create a Portal that contains the Animal media within Canto which can be accessed, easy to navigate, and appealing to look at
 - <https://butterflypavilion.canto.com/v/Animals/landing?viewIndex=0>
- **Inspiration:** Natgeo animals' pictures and facts:
 - <https://www.nationalgeographic.com/animals/topic/facts-pictures>

Building the Portal

- **Step 1: Organization**

- First, I collected and organized the available Animals files into their correspondent folder and albums. I organized each folder based on animals I commonly ran into. I also tried to group similar creatures since it was very often that there were few files on certain animals.
- Next, I started building up the portal, linking with the Animal folder in Canto.



Building the Portal

- **Step 2: Design**

- Then, I began playing with the color scheme, logo, and overall design of the page. I used a blue and white palette since I believed it was the easiest on the eyes while also being appealing.

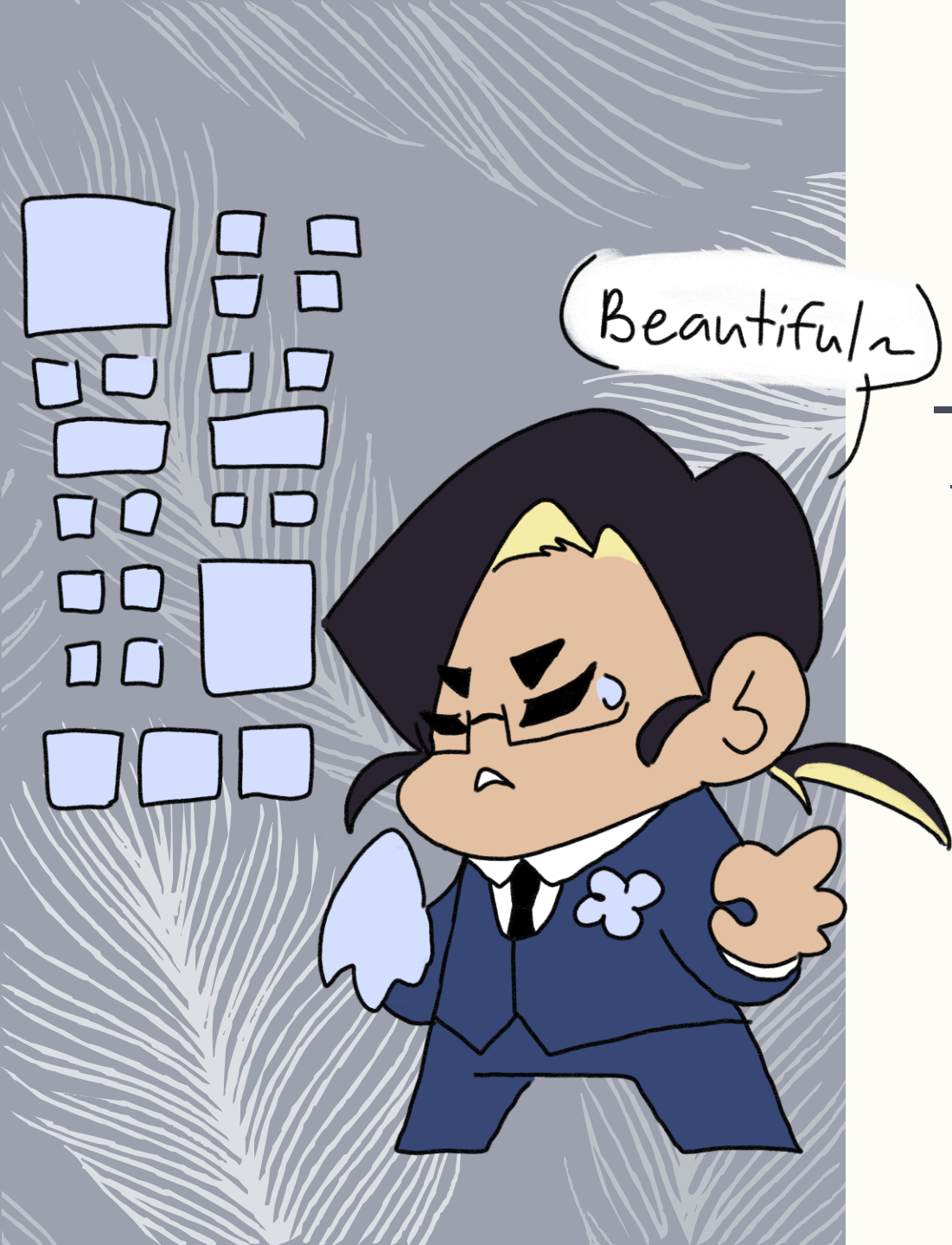


Building the Portal

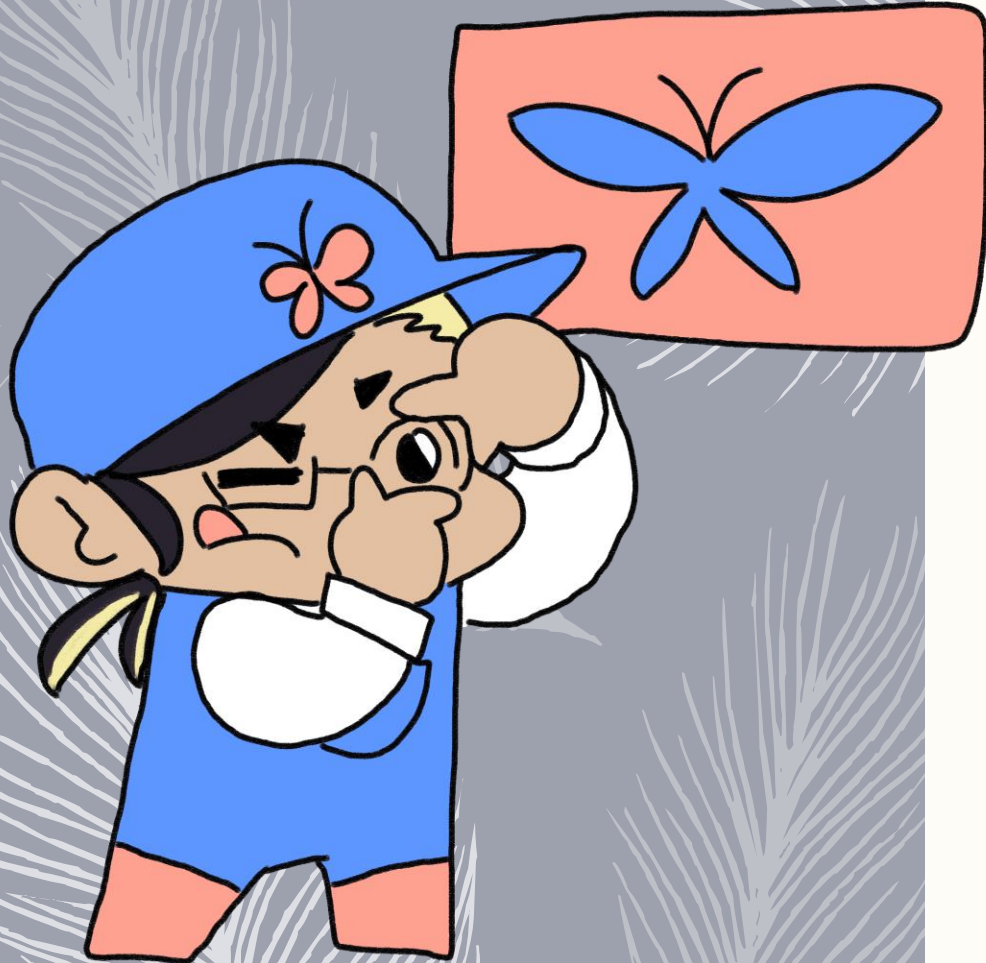
(Beautiful~)

– Step 3: Layout

- I soon started putting the section on the page and began messing around with the layout to be organized but interesting to go through. I also divided the page itself into groups that start with the insects, then aquatics, and finally with other animals. I did this to put the most frequently used animals on top and move the way down. I also broke its page design by having the boxes follow a pattern of ABCBAD. I finally landed on the pattern and then used excellent quality images of the animals for their sections.



Building the Portal



– Step 4: Header

- I finally made the header, and after some trial and errors, landed on one I like. For the header, I used Adobe Express and used a few photos we had to create the collage. I went to a collage to show diverse types of animals' media that will be on the page. I had to work what was a good number of animals and what a good size of the header would be as Canto Portals only allowed a certain file size. I often ran into the problem of having the file being too large to be a header.



The Header

Final Thoughts

- **Key Take Aways**
 - What is Canto and Portals
 - How and Why we use them
 - Where to find media for Animals assets
 - See how easy it is to use and navigate