

Work with media in content items

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Media files such as pictures, videos, or documents, are an essential part of your content items. In Kontent, these media files are called assets.

You can do a lot with assets. It all depends on your content model and options available to you as a content creator. Let's get cooking!

Add assets to your content items

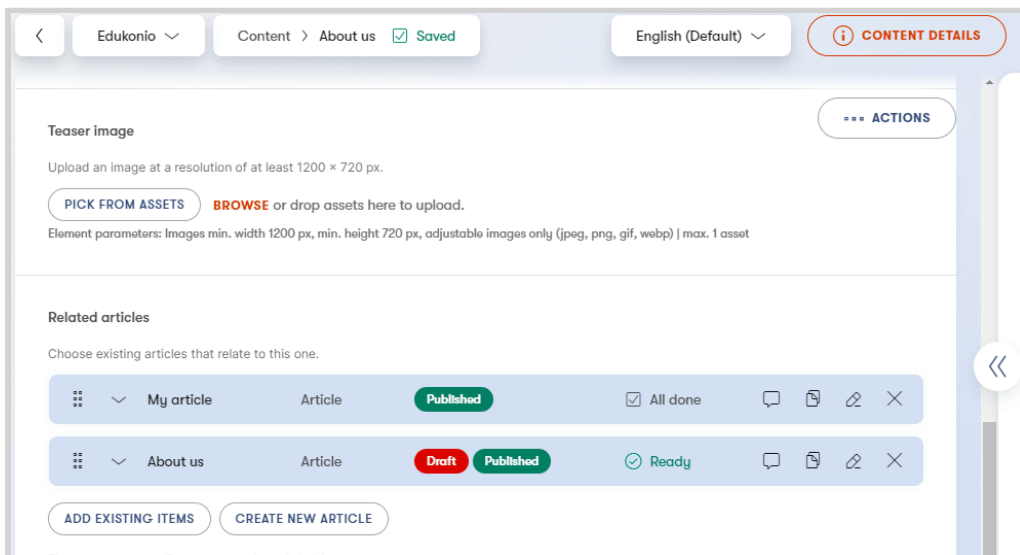
There are several ways to add assets. Which should you choose? That depends on two criteria: your intent and how your content is structured.

i Kontent automatically puts new assets in your project's [asset library](#).

Add assets in predefined fields

If your content item comes with asset elements, adding new assets is straightforward. Drag your file onto your asset element. Or click browse to select a file from your hard drive. You can also [reuse existing assets](#).

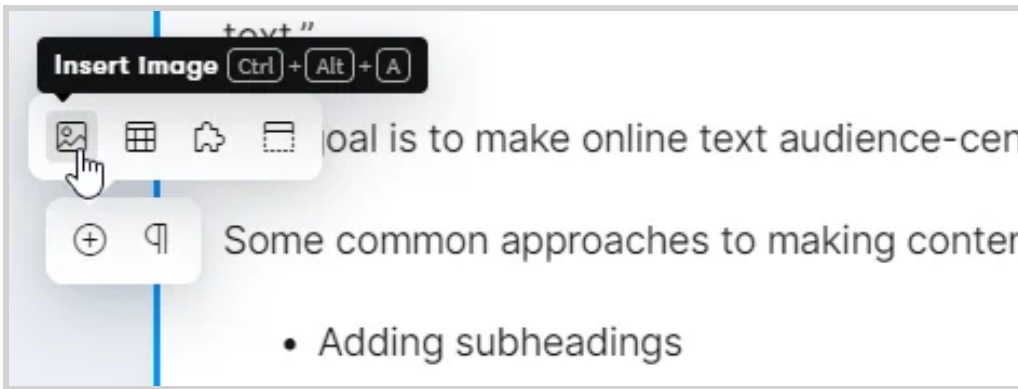
With asset elements, you can upload anything from pictures to videos, or even documents, such as PDFs. Your asset element might have guidelines that tell you what kind of assets you should use.



Add assets in text

If you need to add an image without specifying information about the image's width, alignment, or caption, go ahead and **insert the image directly** in your text.




In your rich text, click **+** and then **🖼️**. The image will be inserted at the position of the cursor.

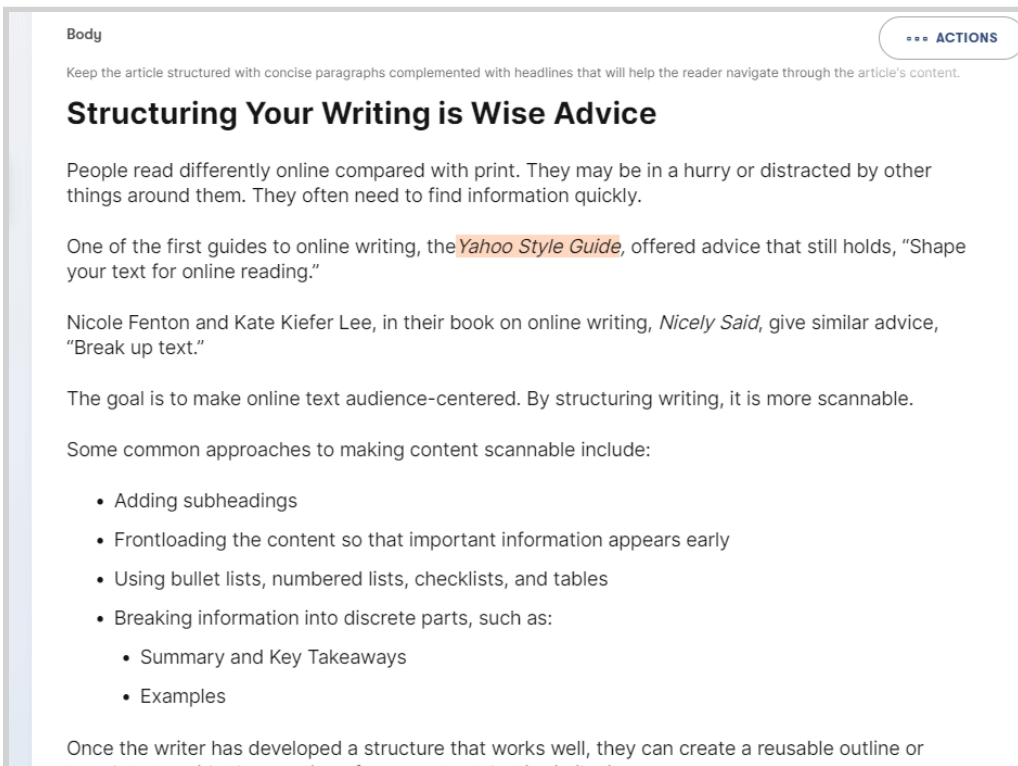


Add assets with single-use contextual information in text

If you need to specify how the image should look in context with the text around it, you'll want to **insert the image through a component**. For example, this lets you specify image metadata like width, alignment, caption, and more.

 This approach requires having a [dedicated content type for assets](#).


1. In the rich text element, click  and then .
2. From the list of types, select **Image**.
 -  Your content type for assets might have a different name.
3. Fill in the elements.



How you add an **Image component** to your content item.

Your image component with its associated information is now a part of the content item, sharing the item's [workflow](#) and [lifecycle](#).

From single-use to re-use

If you later find another use for the content in your component, you can always convert it to a content item by clicking .

This conversion cannot be undone. If done by accident, [archive](#) the new item and create your component again.


Customize assets for a better fit

With [advanced asset management](#), you can customize images used in content items within a few clicks. This is especially useful when you [add an asset to the asset element](#) and it doesn't meet the size limitations specified in your content model.


 Images fit for customization must meet the following requirements:

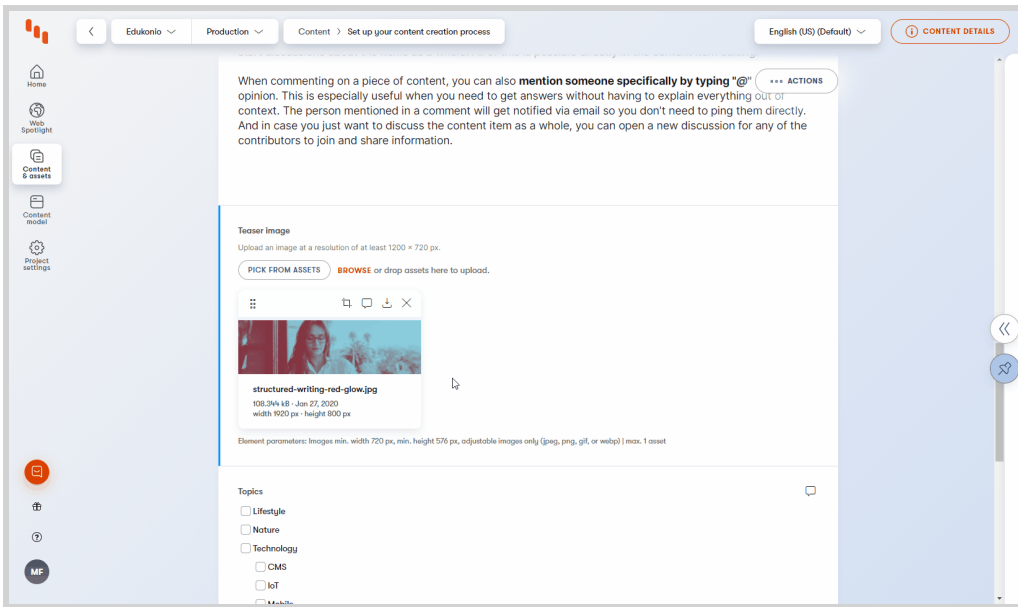
- Image format needs to be jpeg, png, gif, or webp.
- Image dimensions must be smaller than 12001 x 12001px.
- Image size can't exceed 50 MB.

To customize an image:

1. Navigate to the asset element that holds the image.
2. Click  in the image's top-right corner.
3. Customize the image dimensions to fit your needs.
 - If there are any limitations set for the element, customized dimensions are prefilled to fulfill them.
4. Scale the image as needed by moving the slider.
 - You can't scale the image beyond its original size.
5. On the left, move the image selection to get the desired part of the image.
6. (Optional) Click **Preview** to see what your customized image looks like.
7. Click **Save**.


Your customized image is now used in the asset element of the specific content item. The original image is not affected by this change.

 To display customized images on your website or an app, developers first need to apply custom query parameters to the asset's original URL. Find the details about the customized images in the [Asset element object](#) of the Delivery API.




Customizing image in the Kontent UI

Remove customized image

To remove a customized image, click  and then **Delete customized image** in the lower-left corner. The customized image will be deleted and replaced by the original image.



Replace assets

Replacing assets is similar to adding new ones. After you upload a new asset, remove the outdated one by clicking  in the top right corner.

 We recommend deleting the old asset afterward to avoid cluttering your project's [asset library](#).

If you convert your [image component](#) to a content item, you can replace the asset across your entire project. You only need to replace it in one content item and it will be updated everywhere.

To replace one image with another:

1. In  **Content & assets**, enter the name of the image item in the filter at the top.
2. Open the filtered out content item.
3. (If your item is published) Click [Create a new version](#) at the top.
4. Remove the current image and add a new one.
5. (Optional) Click  **Publish...** at the top of the page.

Now your asset will be automatically replaced wherever it is used (you can see where under *Used in* in the right sidebar).

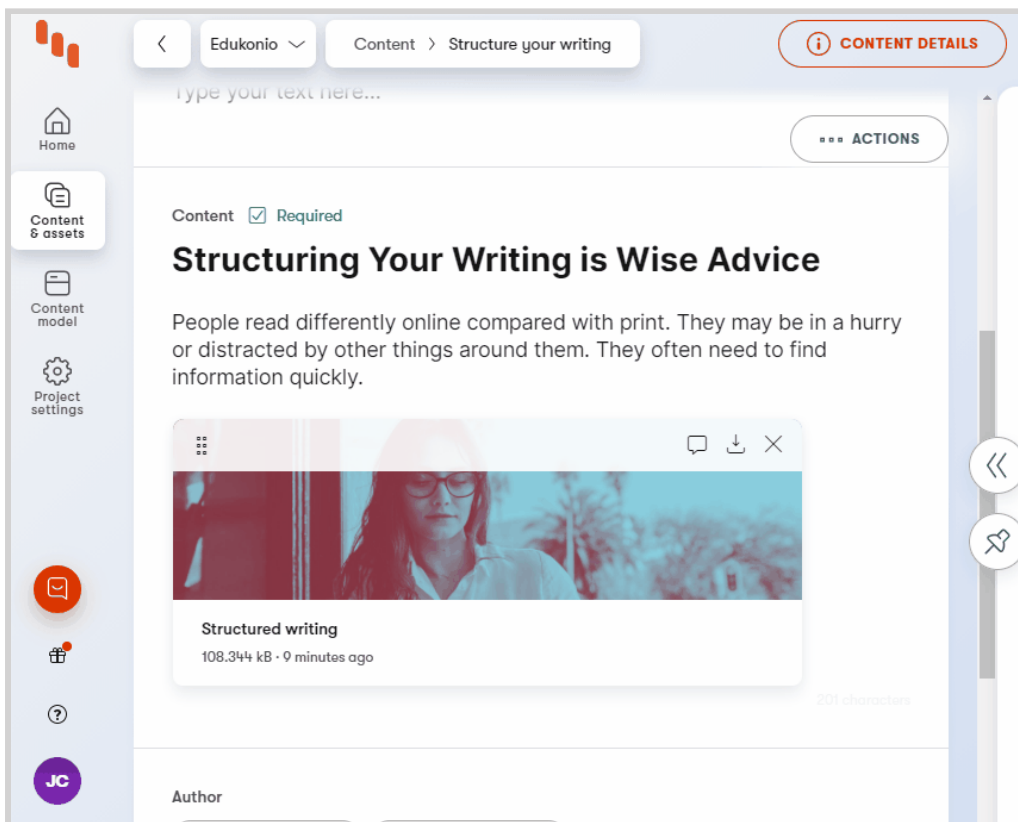
Tag assets

Tagging your assets is like brushing your teeth. You may find it a chore at first, but everyone will be grateful if you keep at it in your day to day. Tagging helps you keep your library organized and the asset easy to find.

Put a shiny smile on your assets with [asset taxonomies](#).


1. In your content item, click on one of the [added assets](#).
2. Fill in the asset taxonomies that you see under localized descriptions.

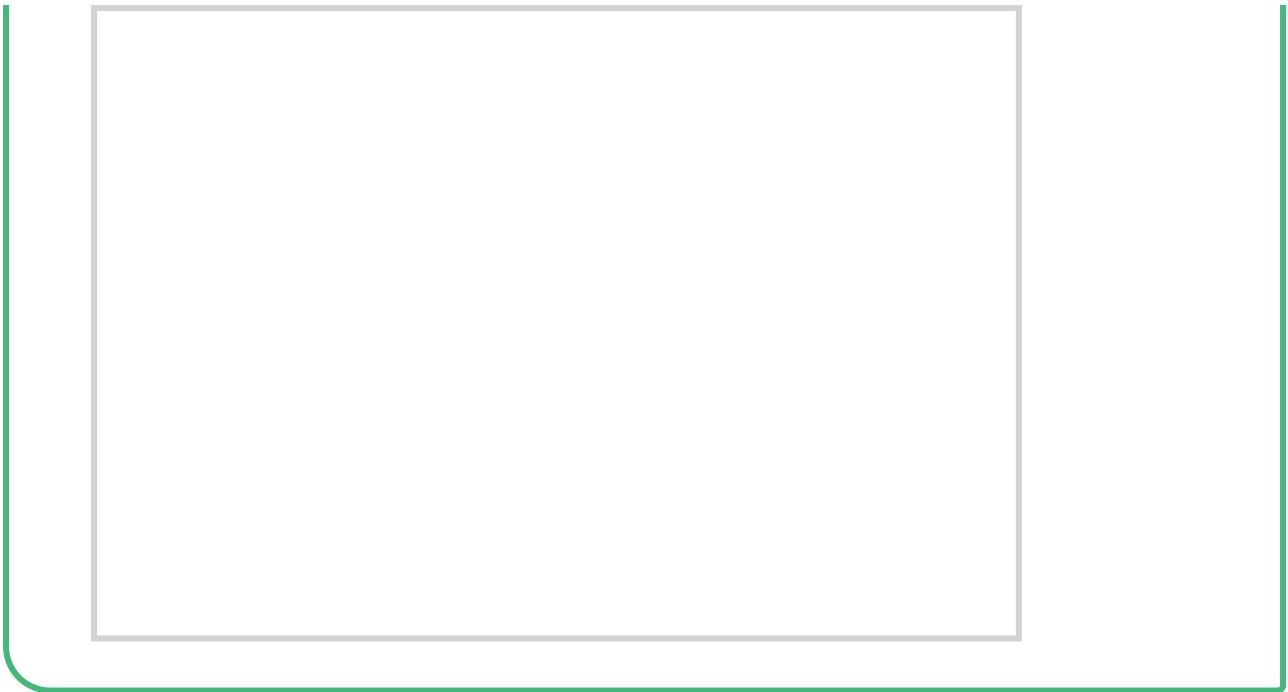
If you need to tag multiple assets, use your [asset library](#). In  **Content & assets > Assets**, select a few assets, and click **Assign taxonomy terms**.



Tip: Tag your assets right after you add them to your project.

Quickly spot untagged assets

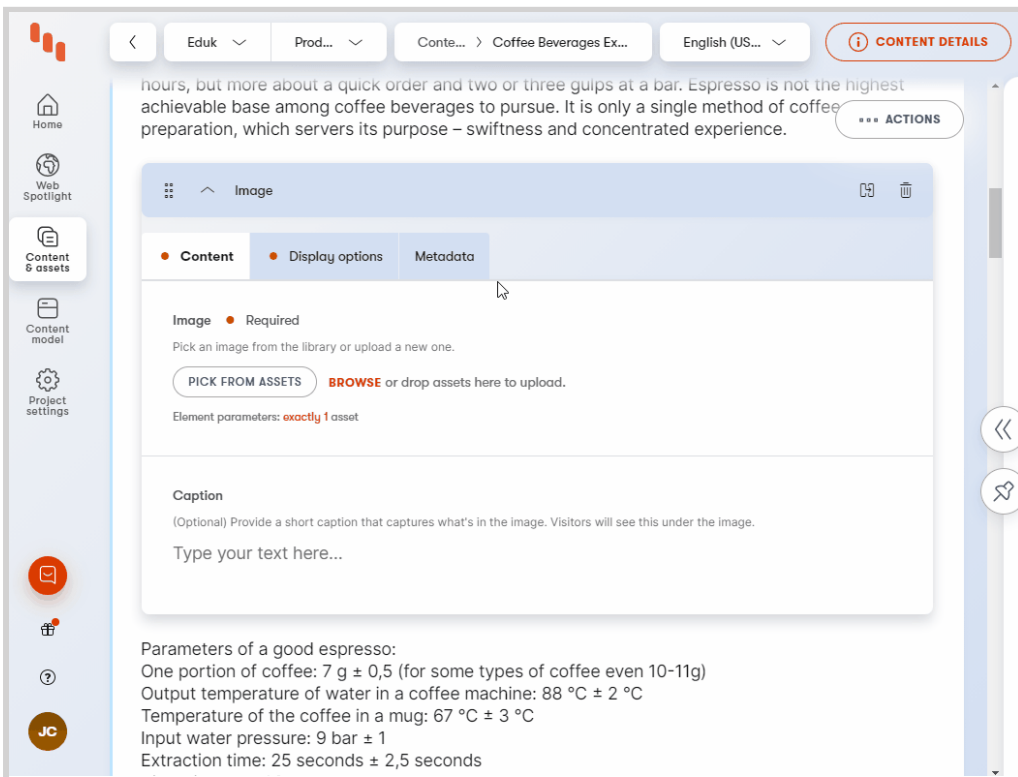
When [editing your content items](#) (or going through your [asset library](#)), look for the  icon to find uncategorized assets.



Find your assets

Find the assets you need using the search bar. The search looks into the titles and descriptions of your assets.

With [advanced asset management](#) you also get to filter assets by your asset taxonomies. For example, you can quickly find assets based on what they contain, which department they belong to, or where they're used on your site. The exact options will depend on how your taxonomies are set up and whether all assets are tagged.



How to find your asset with taxonomies.

Reuse assets

Nobody likes duplicate content, much less duplicate assets.

To re-use some of the existing assets from your project in your new content item:

1. In your asset element or [content type for assets](#), click **Pick from Assets**.
2. Use search and filters to [find the assets](#) you want.
3. Choose the assets you want to use.
4. Click **Insert**.

To change the order of an asset in an asset element, **drag** the asset by grabbing the  button in its top-left corner.

Remove assets

You can remove an asset from the content item by clicking  in the asset's top right corner.

When you remove an asset from your content item, the asset itself is still kept in your project's [asset library](#). Make sure you [delete the asset](#) if you don't need it anymore. Less clutter helps in the long run.

What's next?

- [Organize your assets](#) with asset taxonomies.
- [Tag your assets](#) with real user intents at scale with advanced asset management.
- Not familiar with authoring content yet? Get an [introduction to content items](#) to learn the ins and outs.
- Dive into the [details of asset library](#).