

## **Focal Points**

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Focal Points in Lytho DAM allow you to designate the center of an image so that you don't have to continuously crop for specific specs throughout the Asset Manager and Brand Center, ensuring the focus stays where you want it.

## Setting a Focal Point

Navigate to the appropriate asset and select **All details** in the bottom right corner.

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	AdobeStock_735242′	211
	Description No description	
	Filename	AdobeStock_73524211.jpeg
	File type	image/jpeg
	Size	1.94 MB
	Modification date	Jul 25, 2022
	Uploaded by	Natalie Williams
		All details [ ]

Within the **GENERAL** tab, scroll to the very bottom and selectSet focal point.





Click on the image to set the focal point and select**Save** when complete. You can adjust the focal point at any time. If you wish to remove a focal point, adjust the focal point back to the center of the image.



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