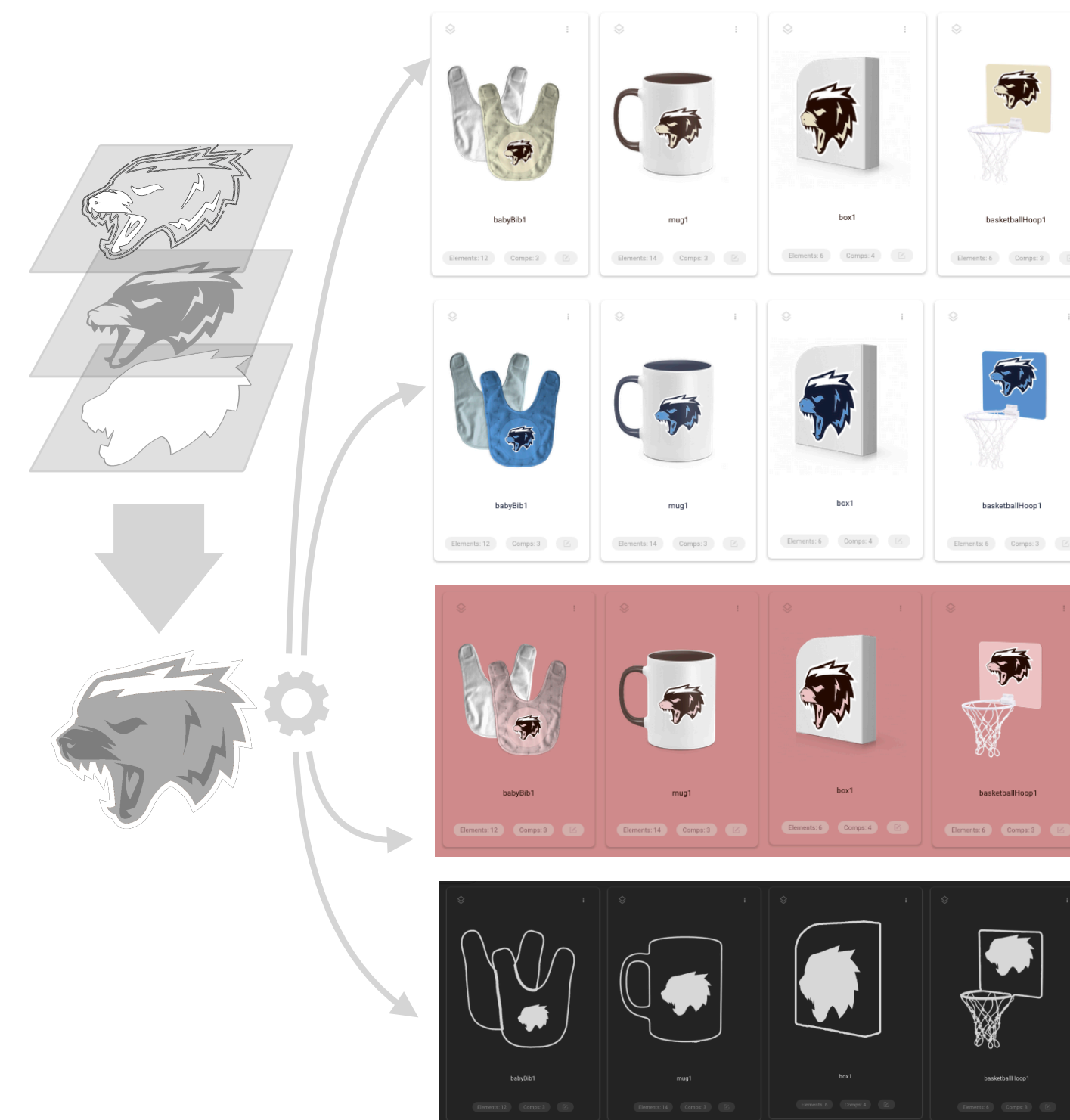
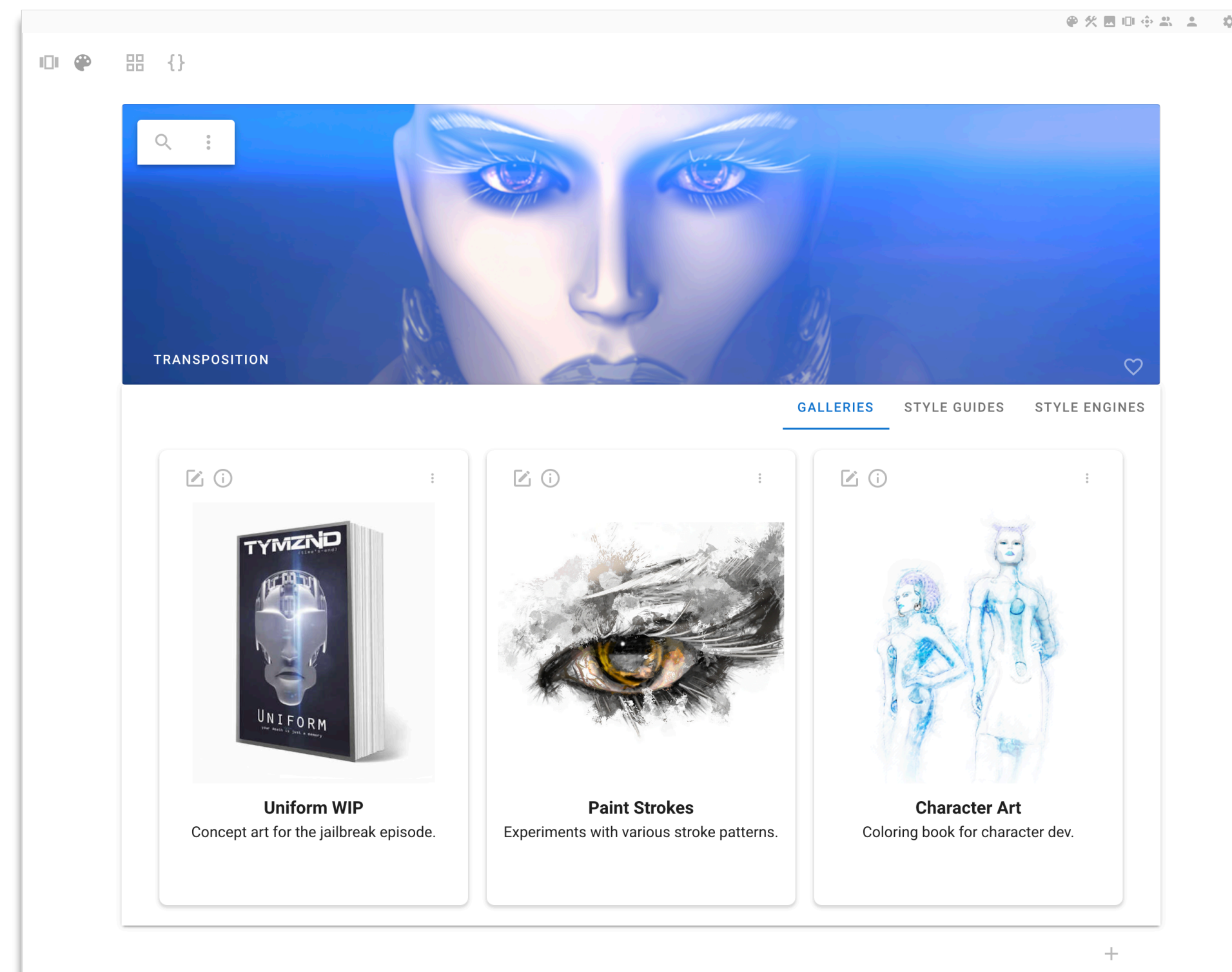
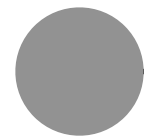


Agenda

- Debut new technology for dynamic media
 - How to scale yourself as a Designer - hands-on!!
 - Enterprise pipelines with Brand Orchestration
 - Market reactivity and spike events
- Smart images with Intelligent Compositing - styleAbleZ
 - Pixel-based design tokens - w/experience ownership
 - Dynamic personalization - stylistic time-to-market
 - Inclusive-first design principles - and problems

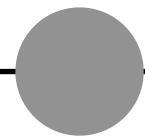


Agenda



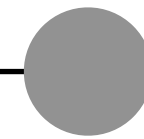
Debut New Tech

Static vs. Dynamic pixels
Smart Images



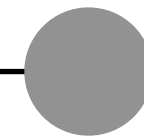
Business Cases

How to fuel sales
Creative Agility
Stylistic time-to-market



Pixels for the visually impaired

Design Tokens
Intelligent Compositing

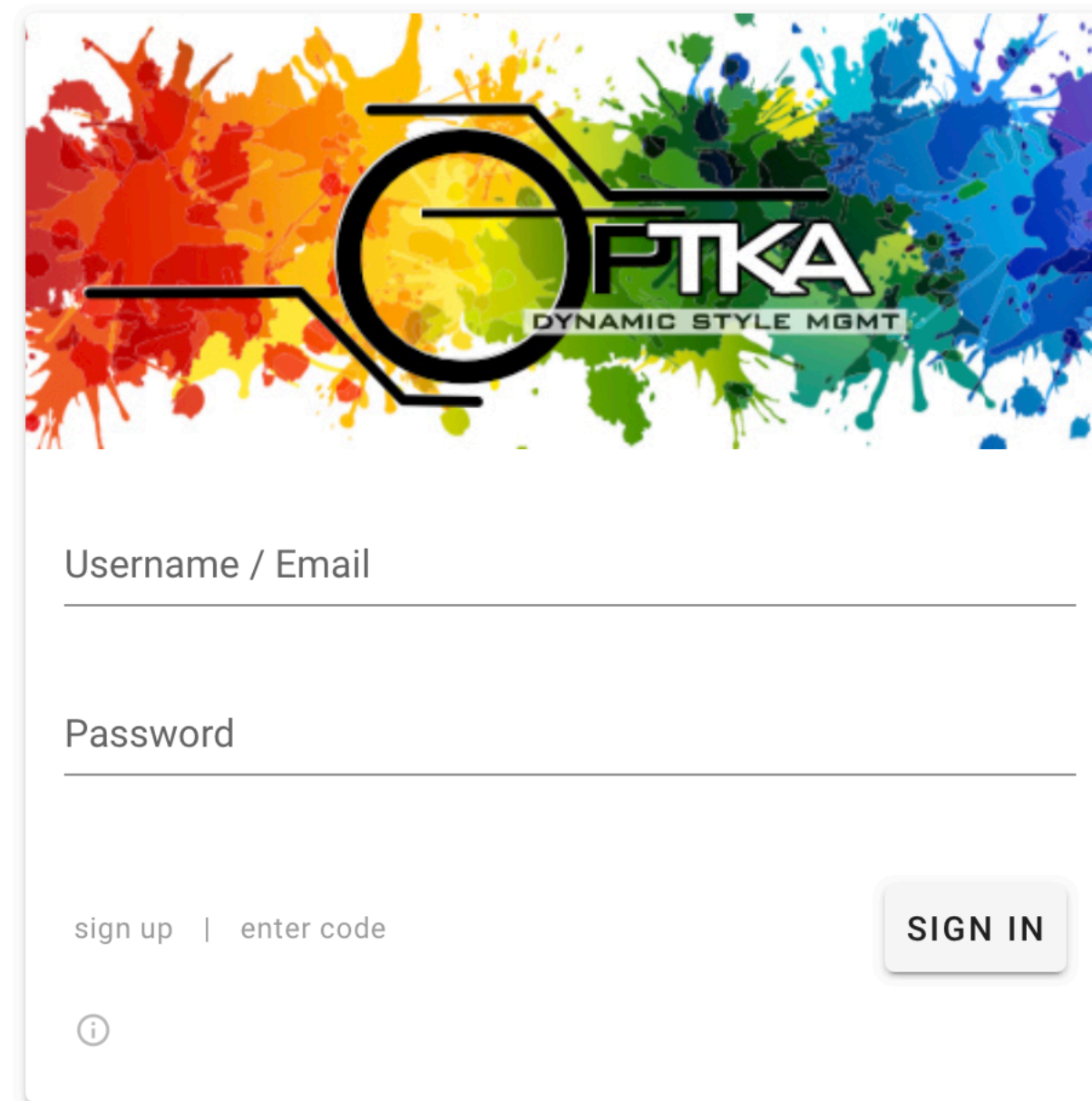


Pull back the carpet

CSS
Controlled Vocabulary

How to participate for free

optikka.com



The image shows a login form for Optikka. The header features a colorful splatter background with the Optikka logo, which consists of a stylized 'O' and the text 'OPTIKA' with 'DYNAMIC STYLE MGMT' underneath. The form has two input fields: 'Username / Email' and 'Password'. Below the password field, there are links for 'sign up' and 'enter code', and a 'SIGN IN' button. An information icon is located at the bottom left of the form.

Username / Email

Password

sign up | enter code

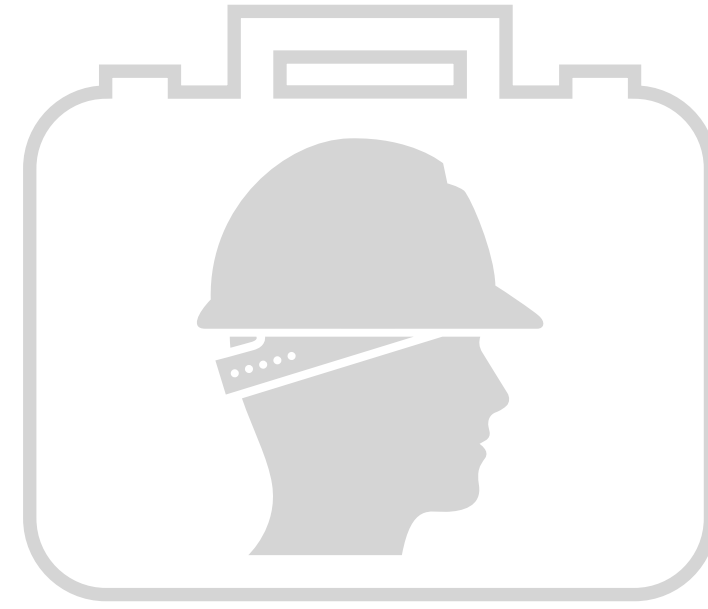
SIGN IN

i

styleAbleZ.com/shapes.psd

About...

optikka.com



(professional)

Franchise Commercialization

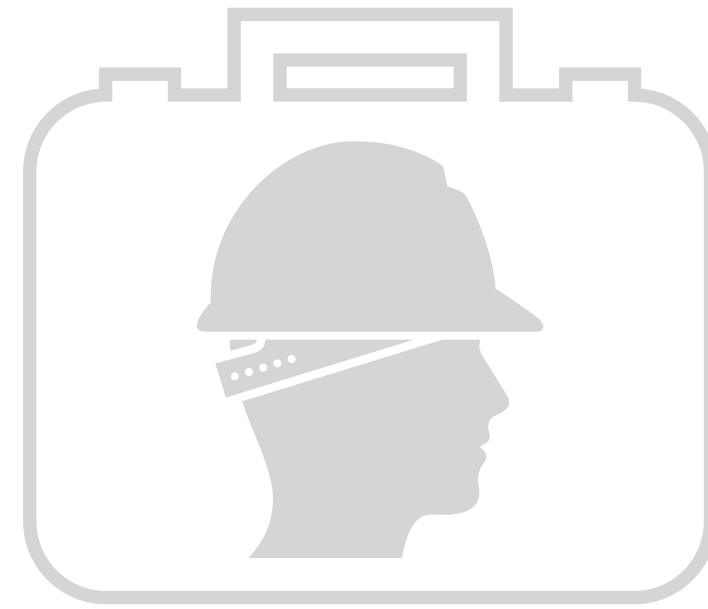
- \$20 million in DAM (digital asset management) spend
- 5 enterprise DAMs
- R&D, Licensing, Publishing, Parks & Resorts
- Global user base; including localization
- Millions of assets
- Most complex security models on the planet

Latest Project

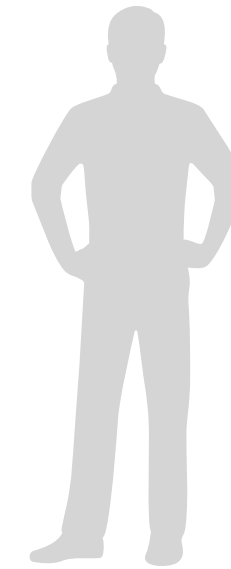
- Disney+ tax service; ensuring global scalability of largest event-driven sales spikes known to mankind

About...

optikka.com



(professional)



(personal)

Franchise Commercialization

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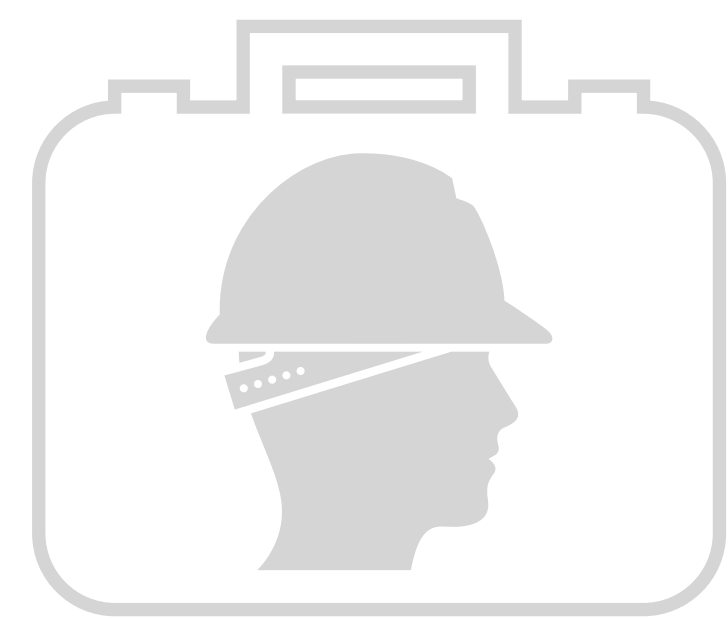
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Content Production

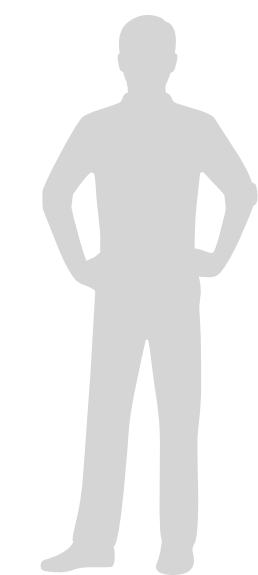
- 3D graphics
- Directed Acyclic Graphs
- Render pipelines
- Post Production Compositing

About...

optikka.com



(professional)



(personal)

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Content Production

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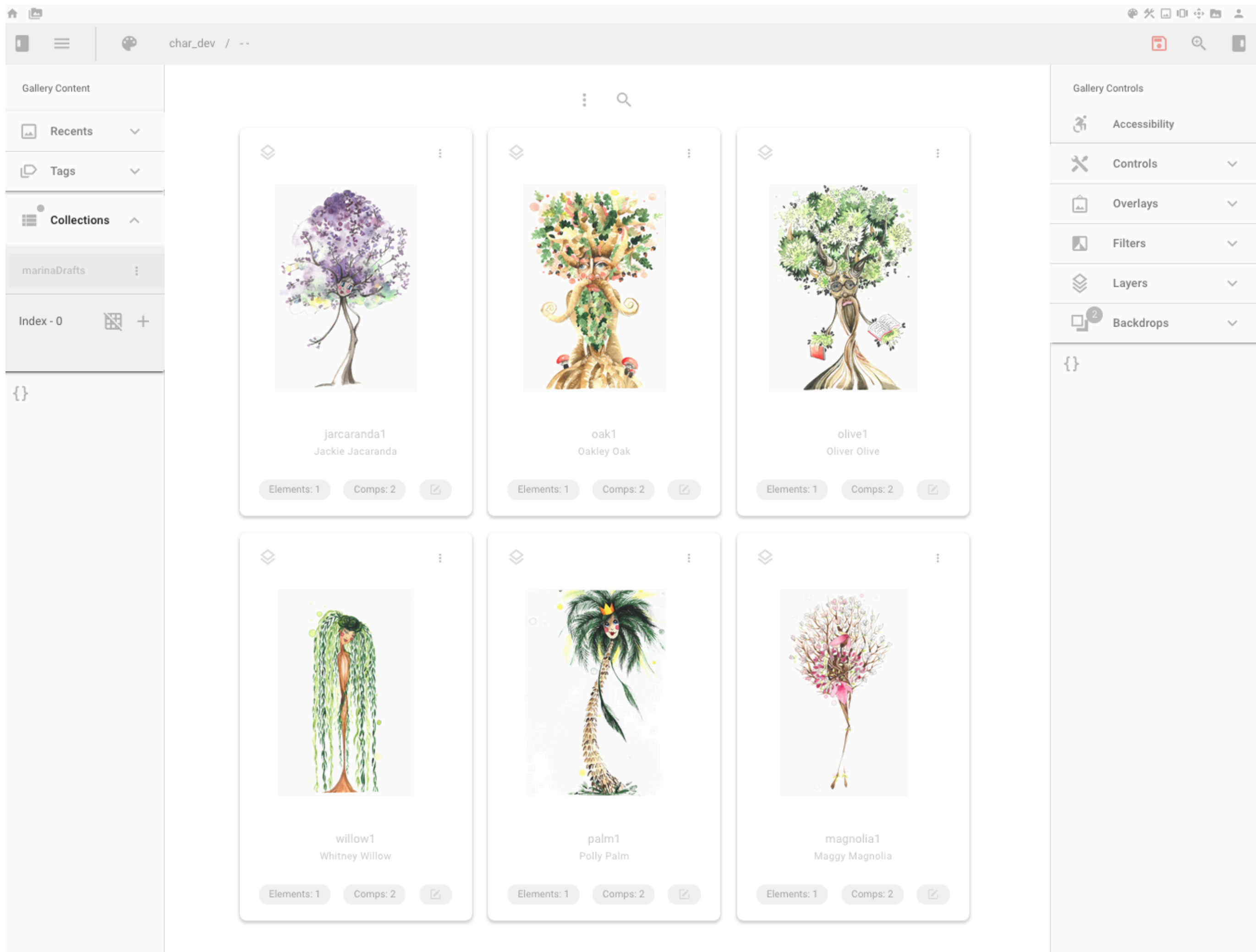


Visually impaired

Demo 1

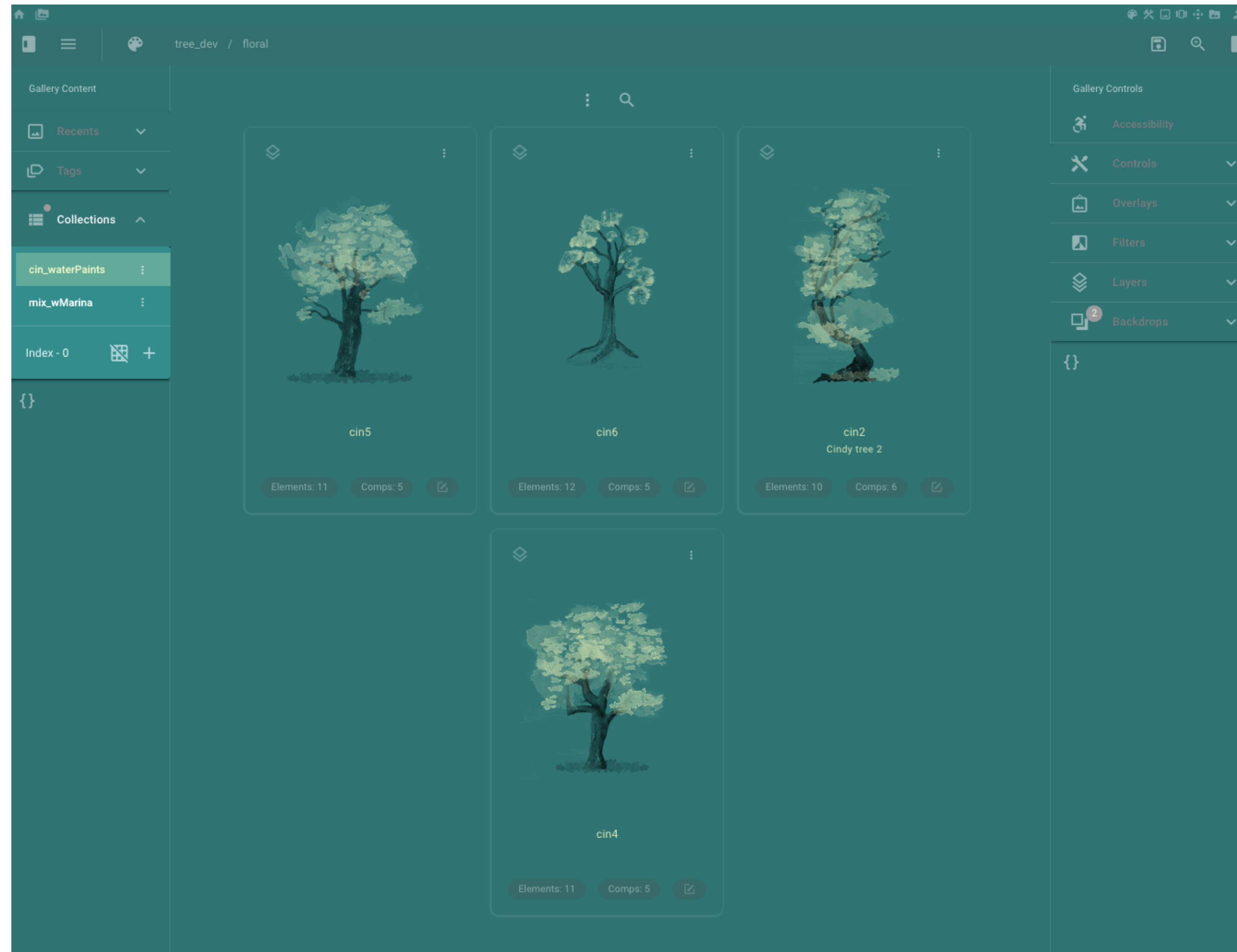
(debut new tech - 5 minutes)

Static Media



These assets remain static and are the same for all user scenarios

Dynamic Media



These assets can flex their style based upon user preference & or needs

What is dynamic enablement?

(its speed and agility)

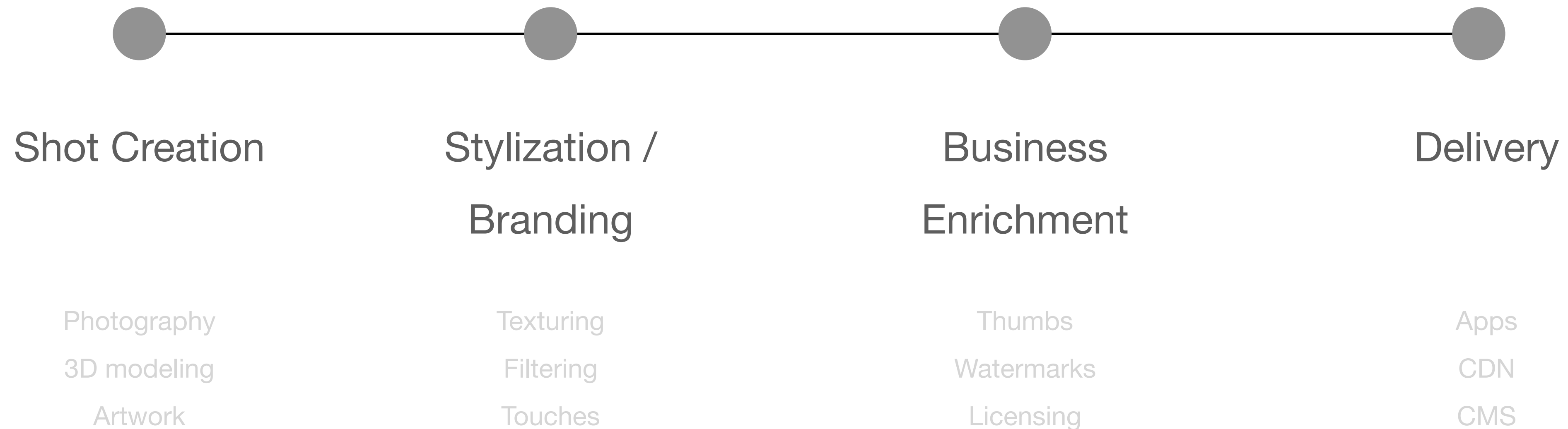
Creative Agility

The challenge is that we need: personalization / localization / accessibility



Stylistic time-to-market

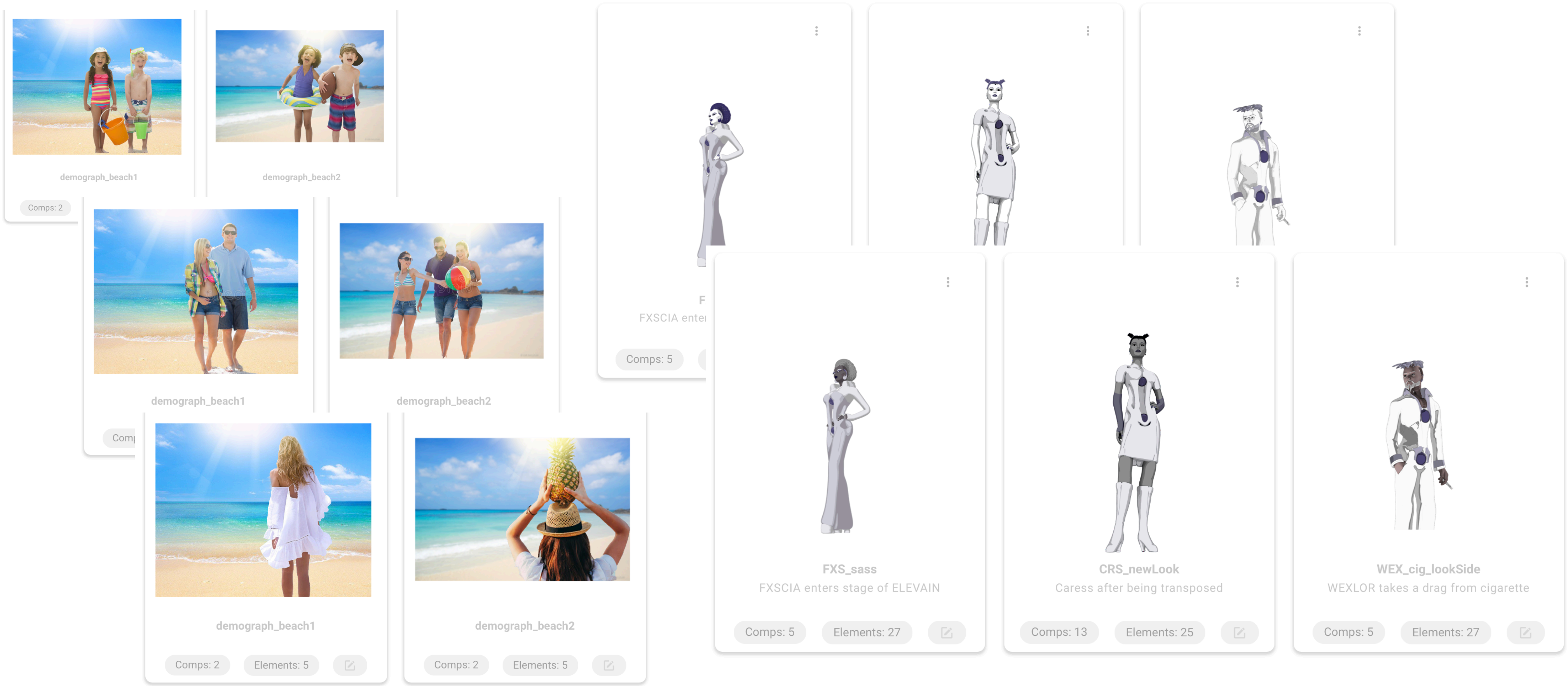
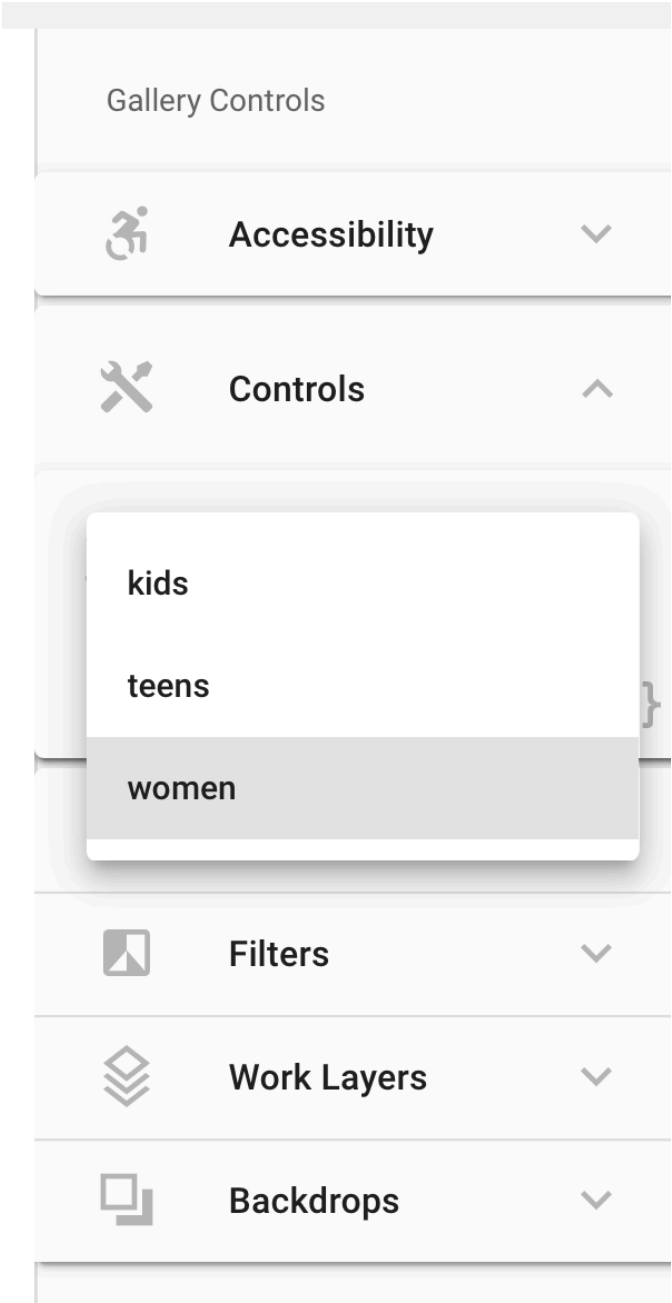
...but most pipelines are manual today



Demo 2

(business cases - 5 minutes)

Pixel-personalization at scale

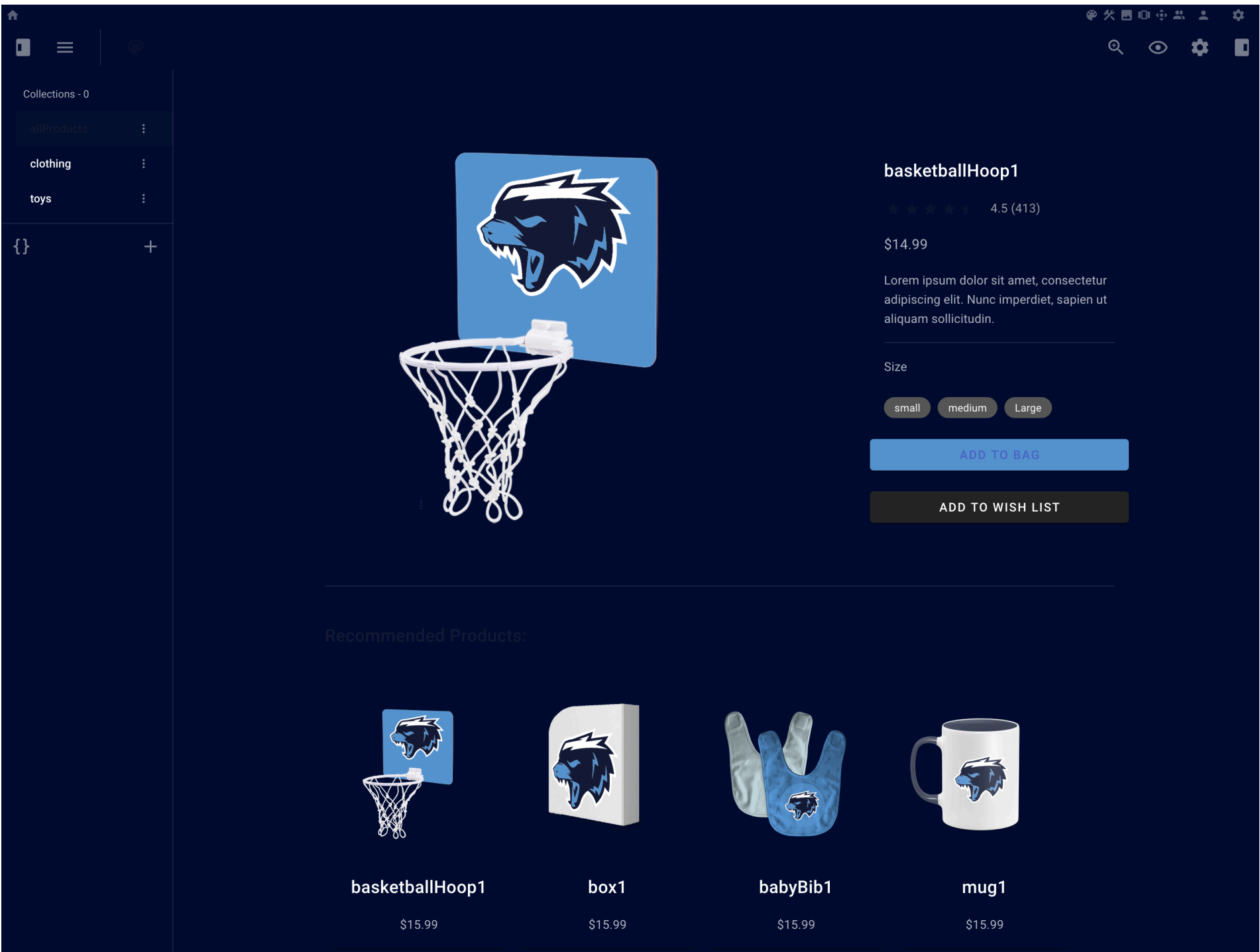
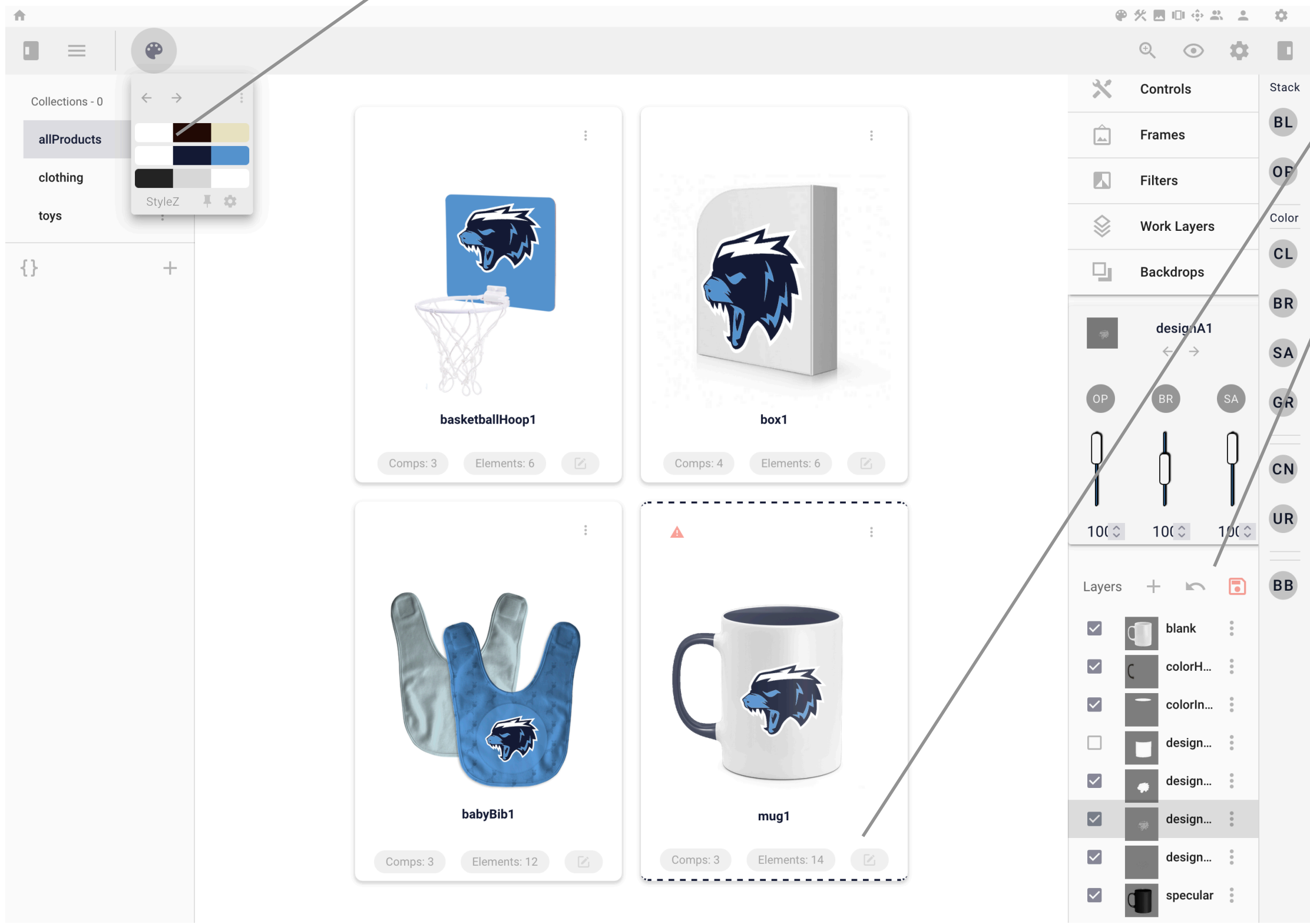


These assets are changing in ethnicity and customer demographics

Brand Orchestration

Branding adjustment

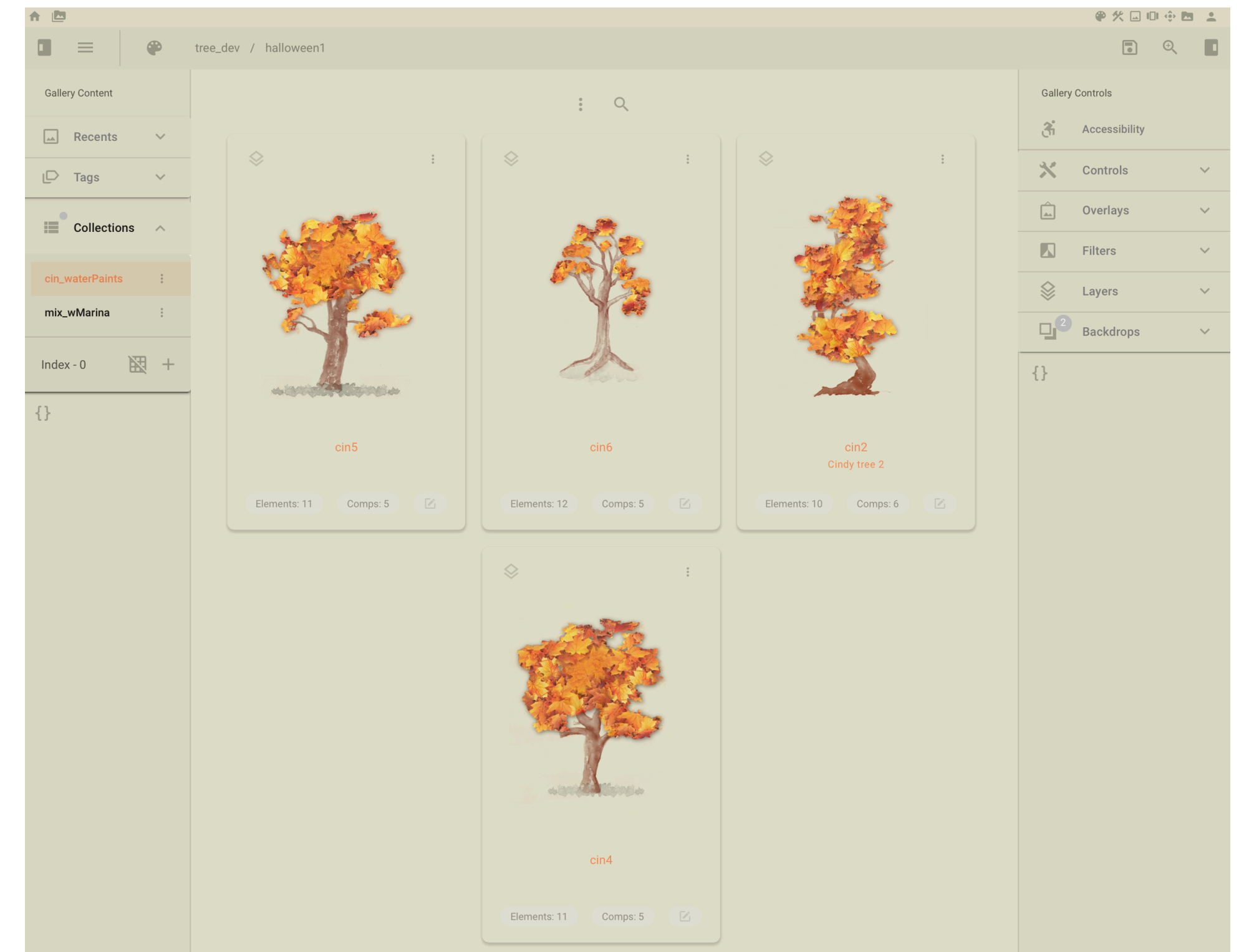
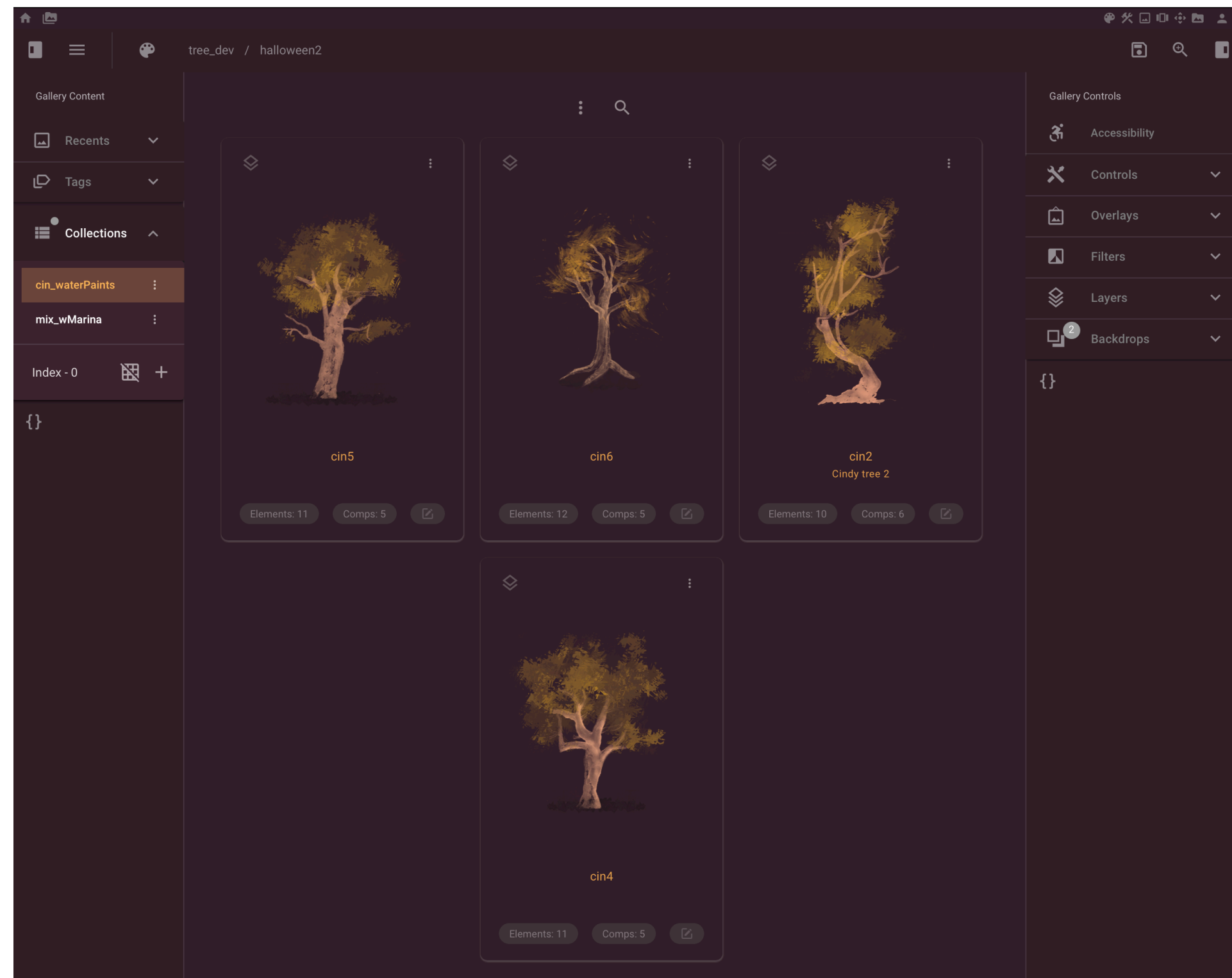
Layer Control



Visualizer can display overall palette updates and emulate product views (in this case an eCommerce product page)

Market Reactivity - Spike Events

(everyone is involved in the bottom line)

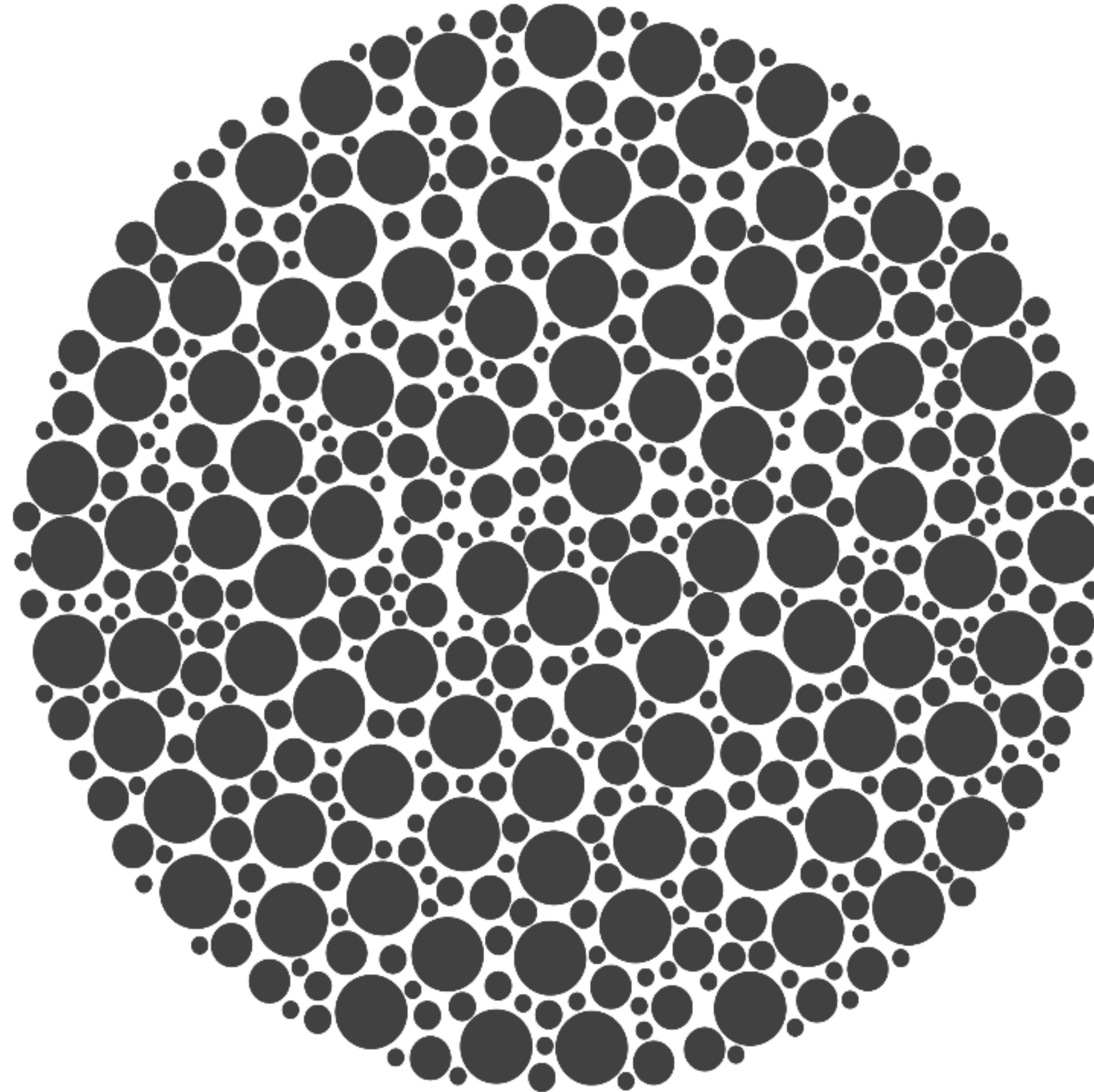


We can quickly shift the entire collection and publish a new style

**What does this have to do with
Accessibility?**

What is this?

...and why does it matter?



Demo 3

(Colorblindness - 5 minutes)

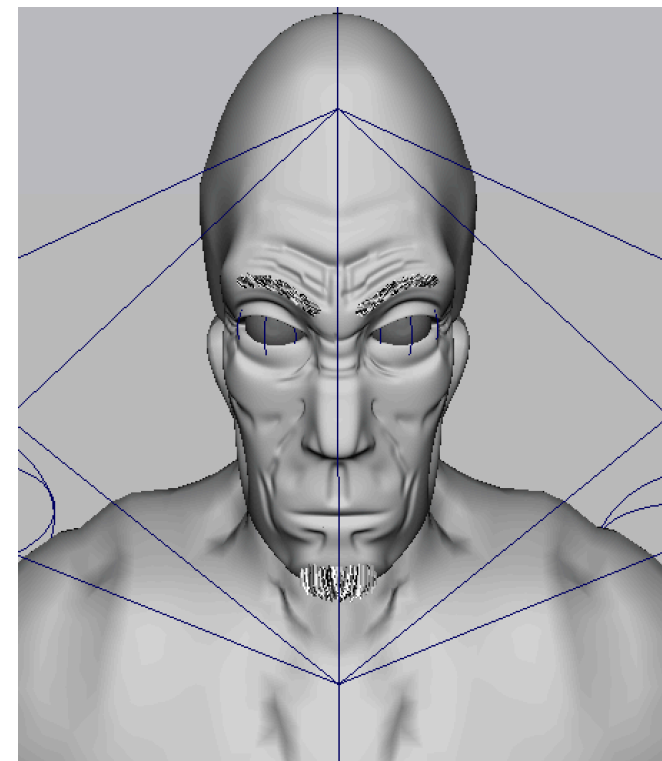
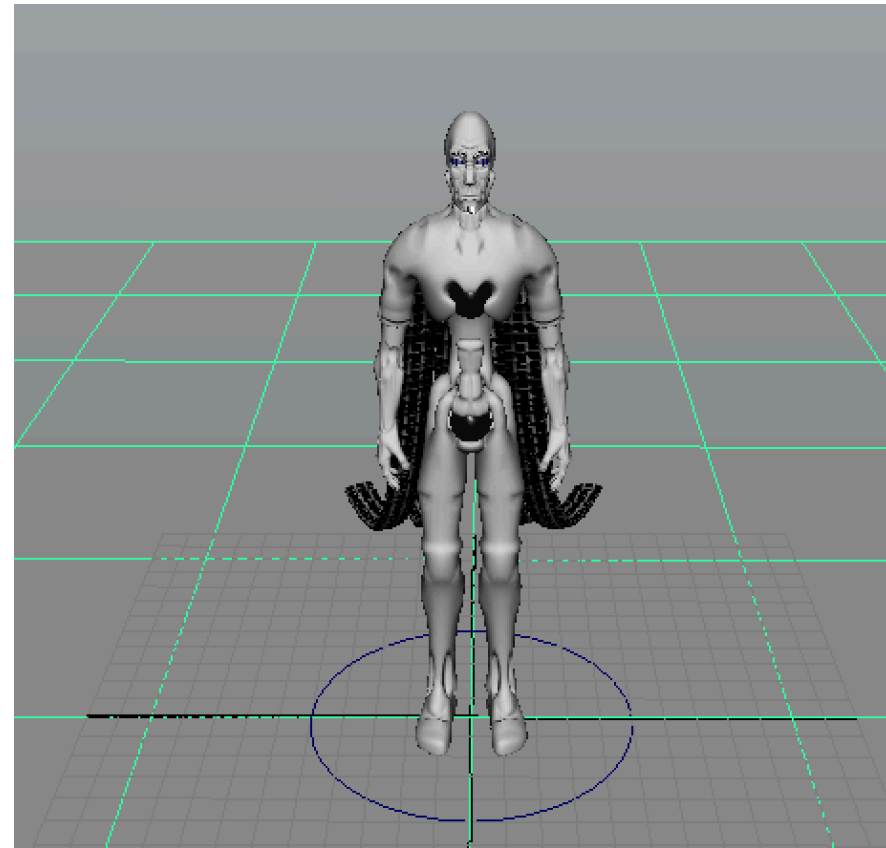
So how does this work?

(first we need to understand our pipeline)

Franchise Commercialization

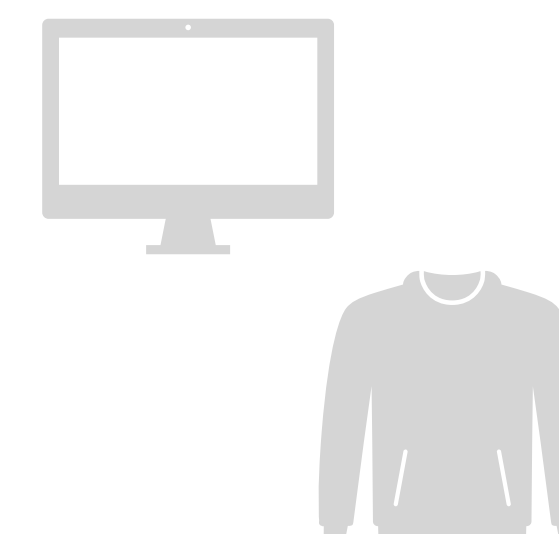
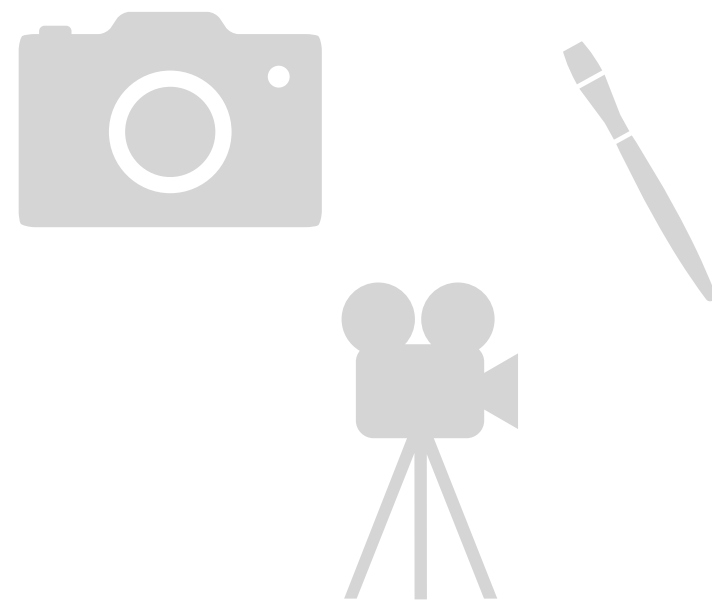
(scaling your role as a Designer)

Franchise Commercialization

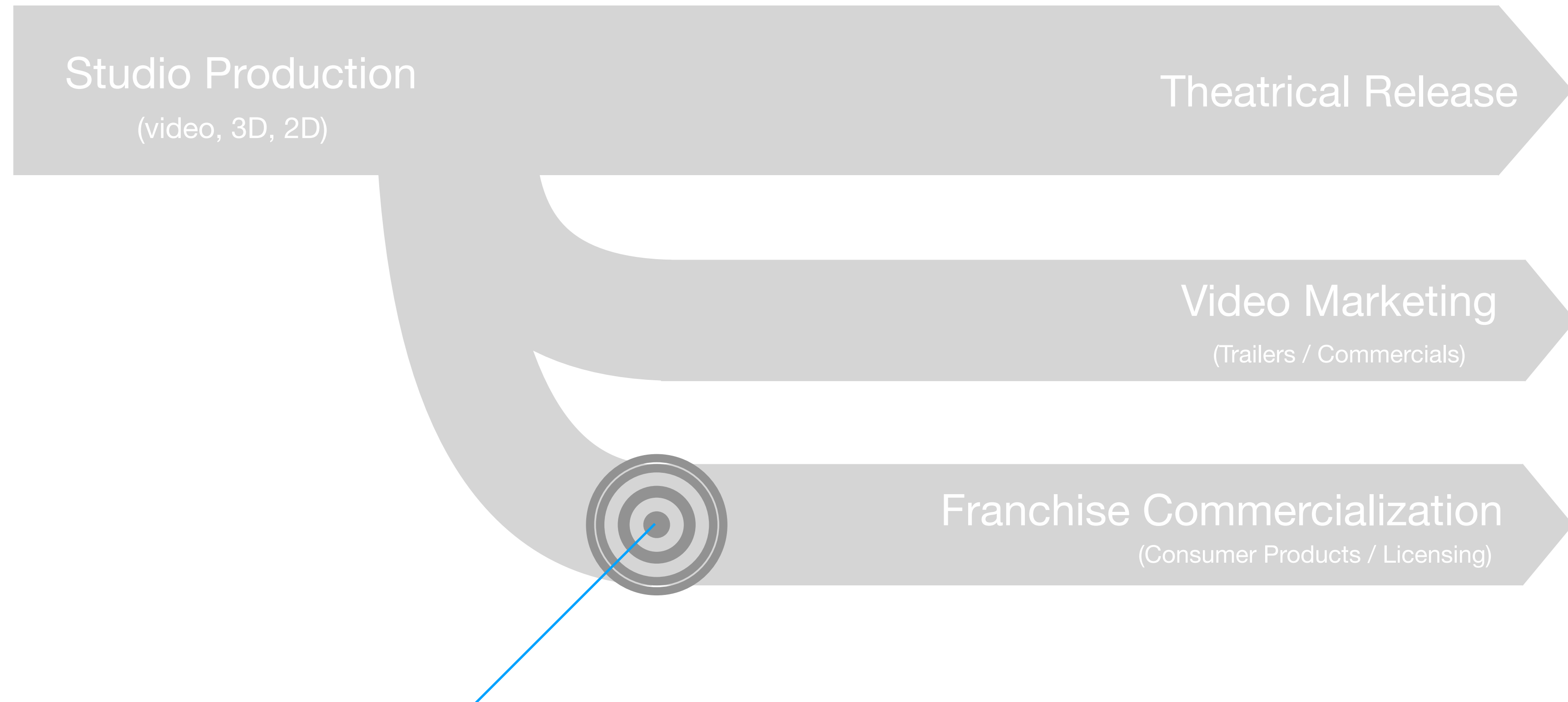


Studio Production
(video, 3D, 2D, photography)

Digital / Physical Product
(including licensing)



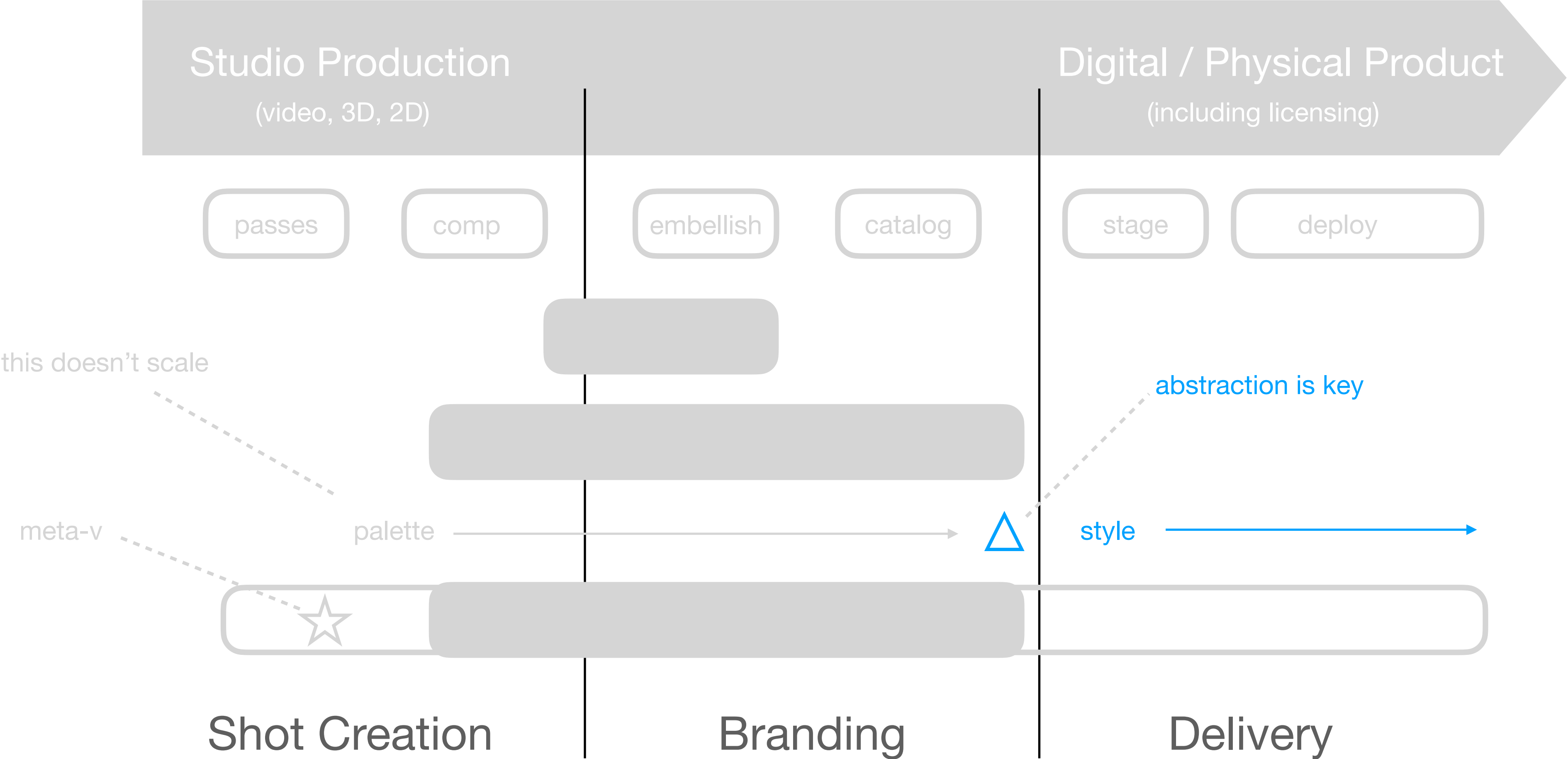
Franchise Commercialization



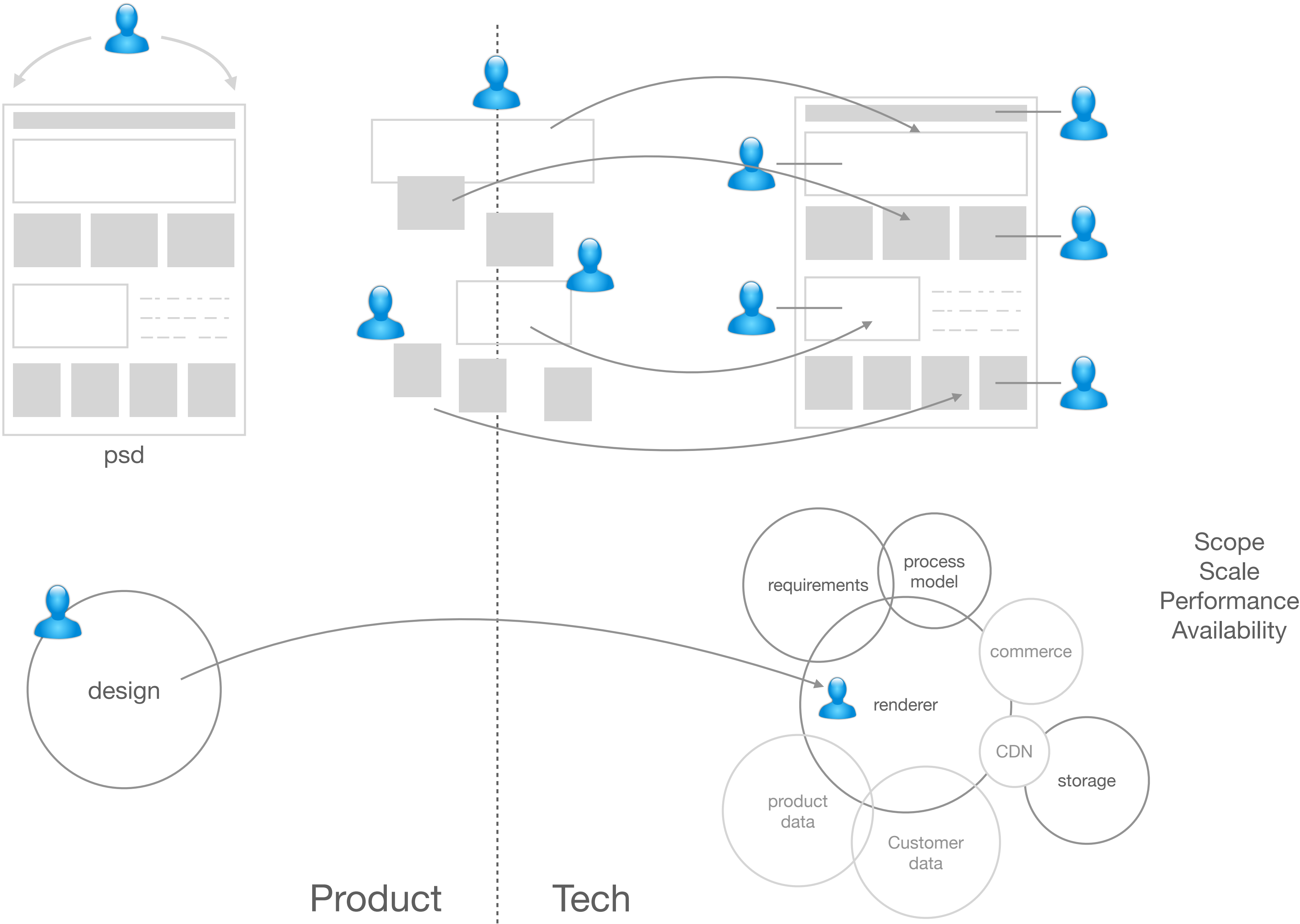
... lets unpack this

Creative Pipeline

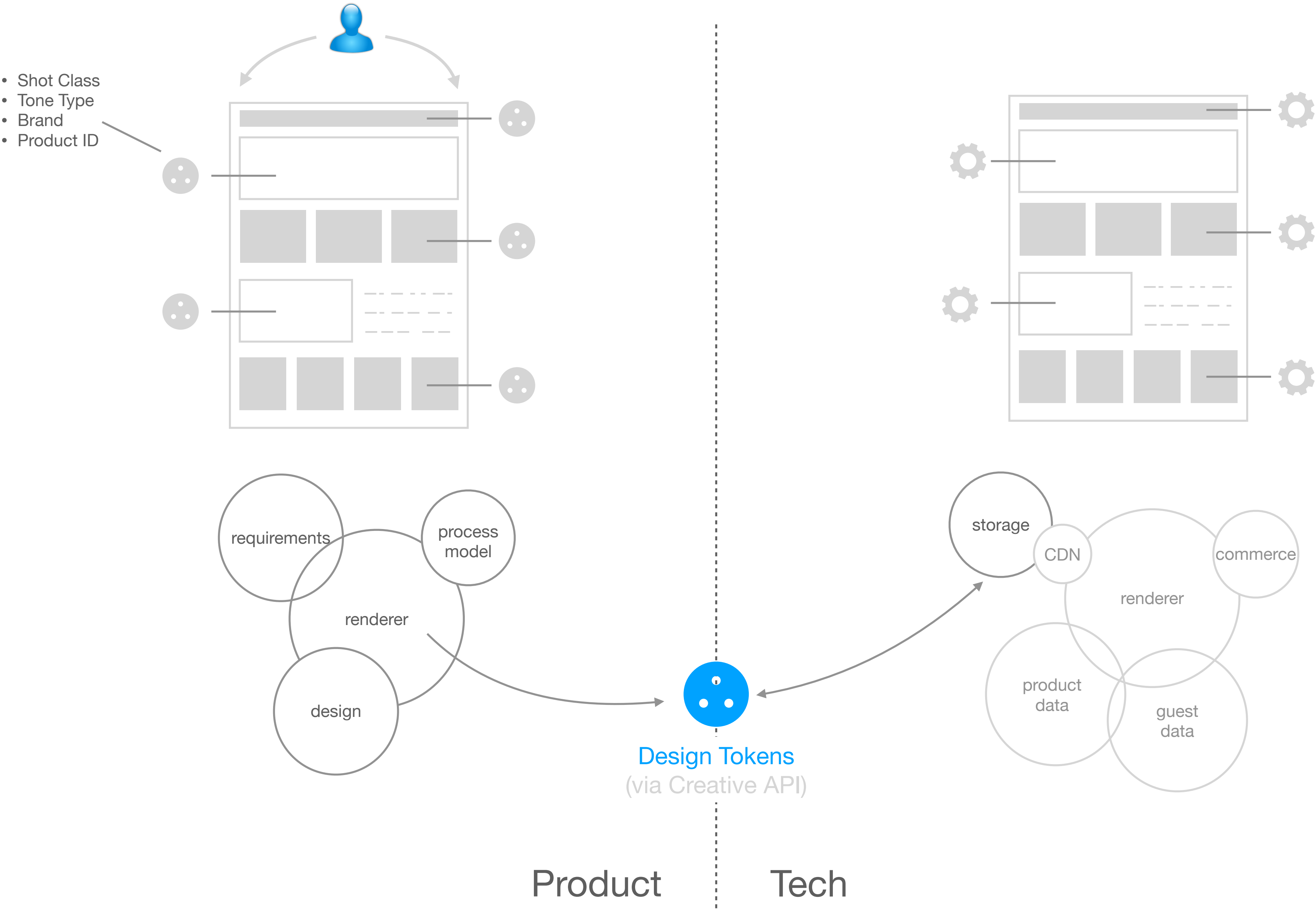
(Scaling your Design role)



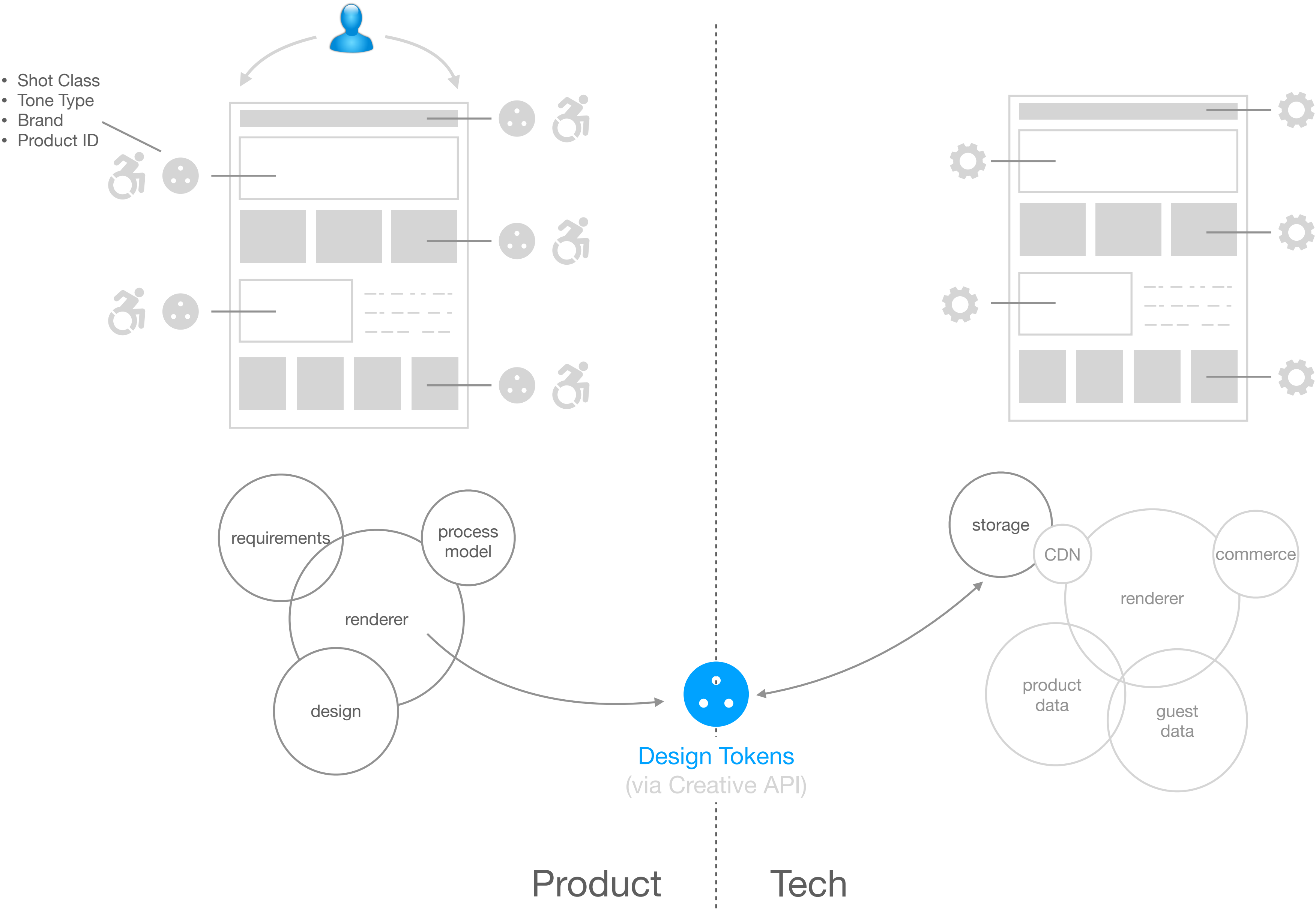
Current Processes



Acceleration



Inclusive First Design

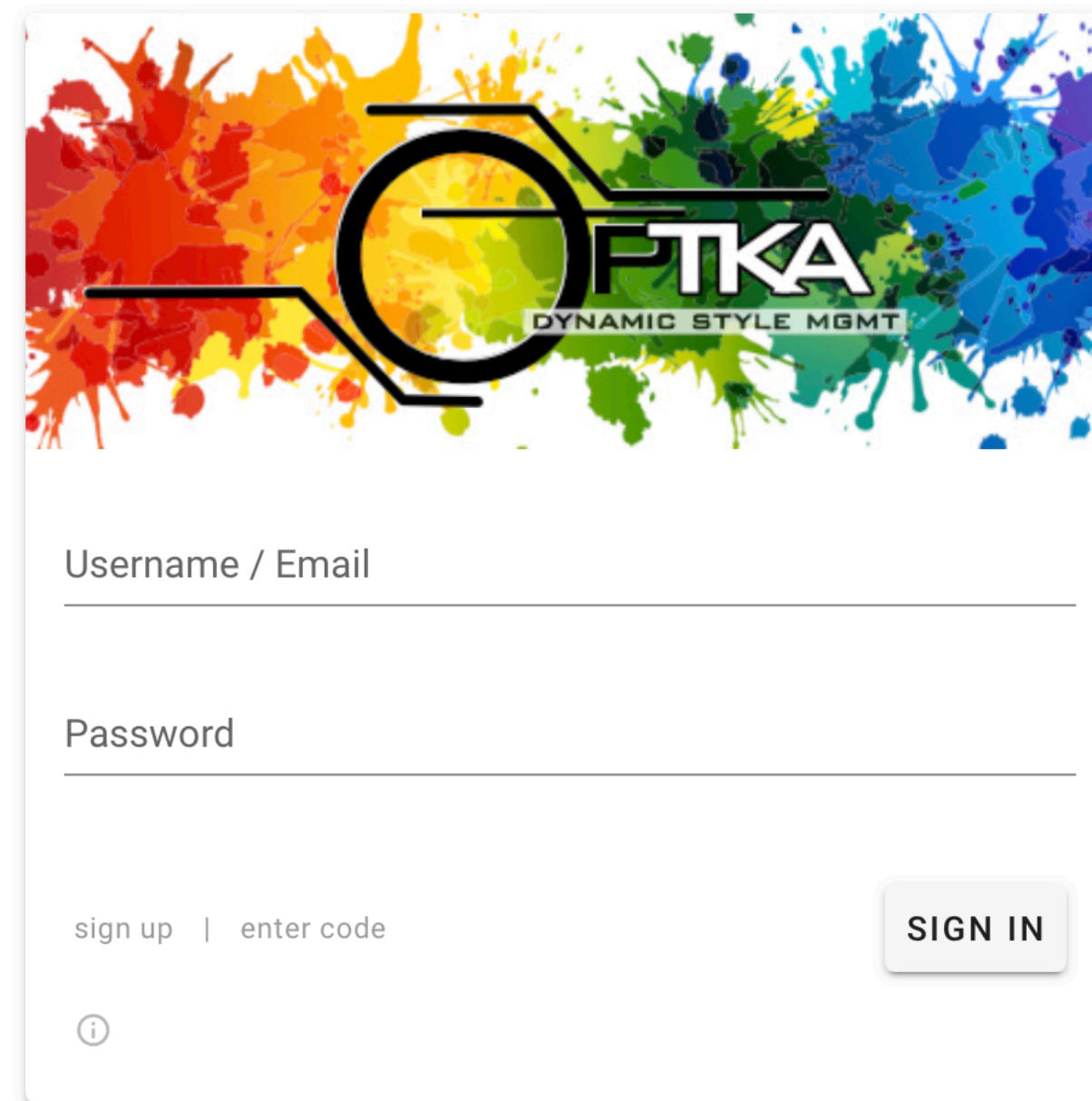


Inclusive-First Design Principles

(and problems)

How to participate for free

optikka.com

A login form for Optikka.com. The header features a colorful paint splatter background with the Optikka logo, which consists of a stylized 'O' and the text 'PTKA' with 'DYNAMIC STYLE MGMT' underneath. Below the header, there are two input fields: 'Username / Email' and 'Password'. At the bottom left, there are links for 'sign up' and 'enter code'. At the bottom right, there is a 'SIGN IN' button. A small information icon is located at the bottom left of the form.

Username / Email

Password

sign up | enter code

SIGN IN

i

styleAbleZ.com/shapes.psd

What is this?



Warning



...and who owns your experience?

What is this?



Warning

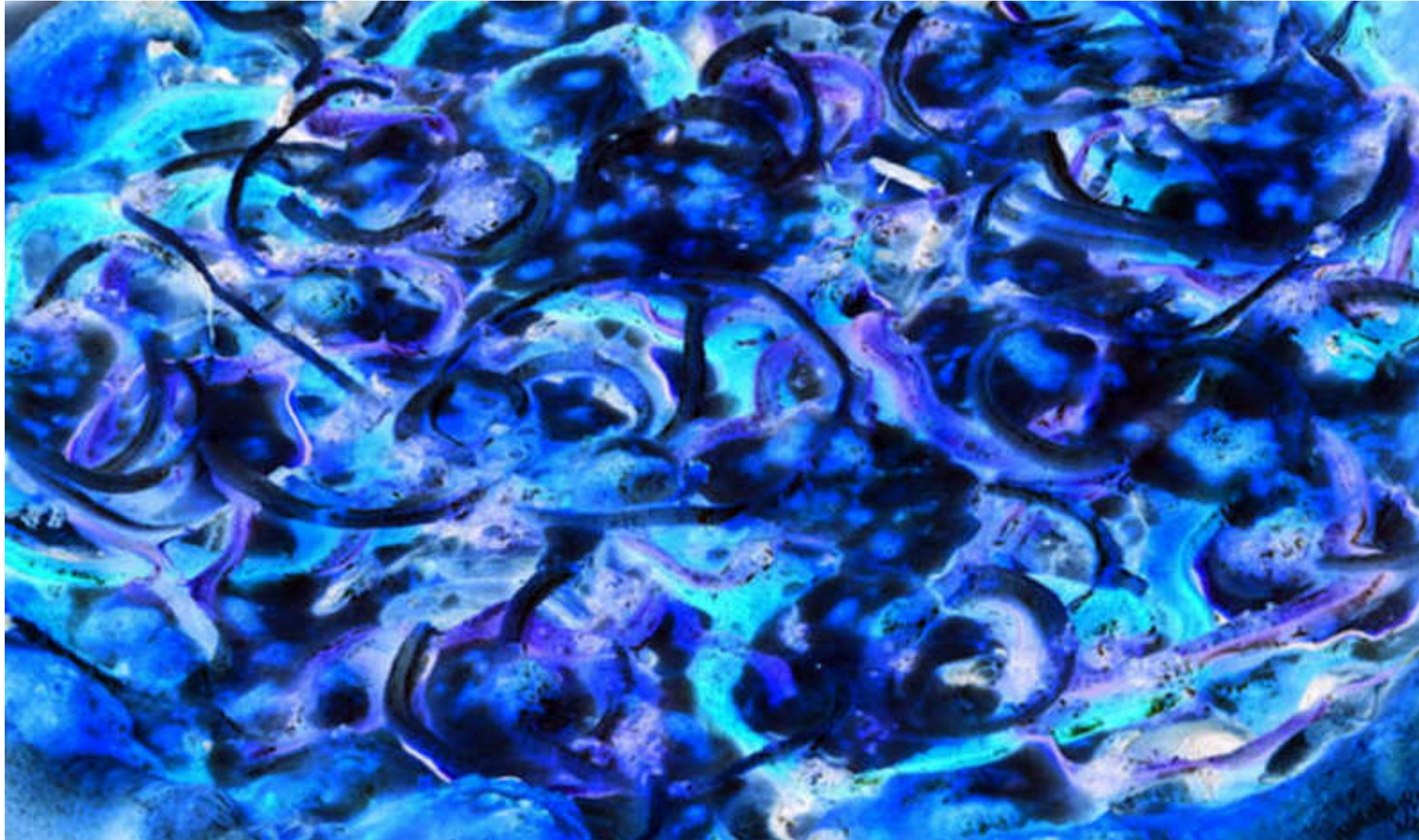


Warning

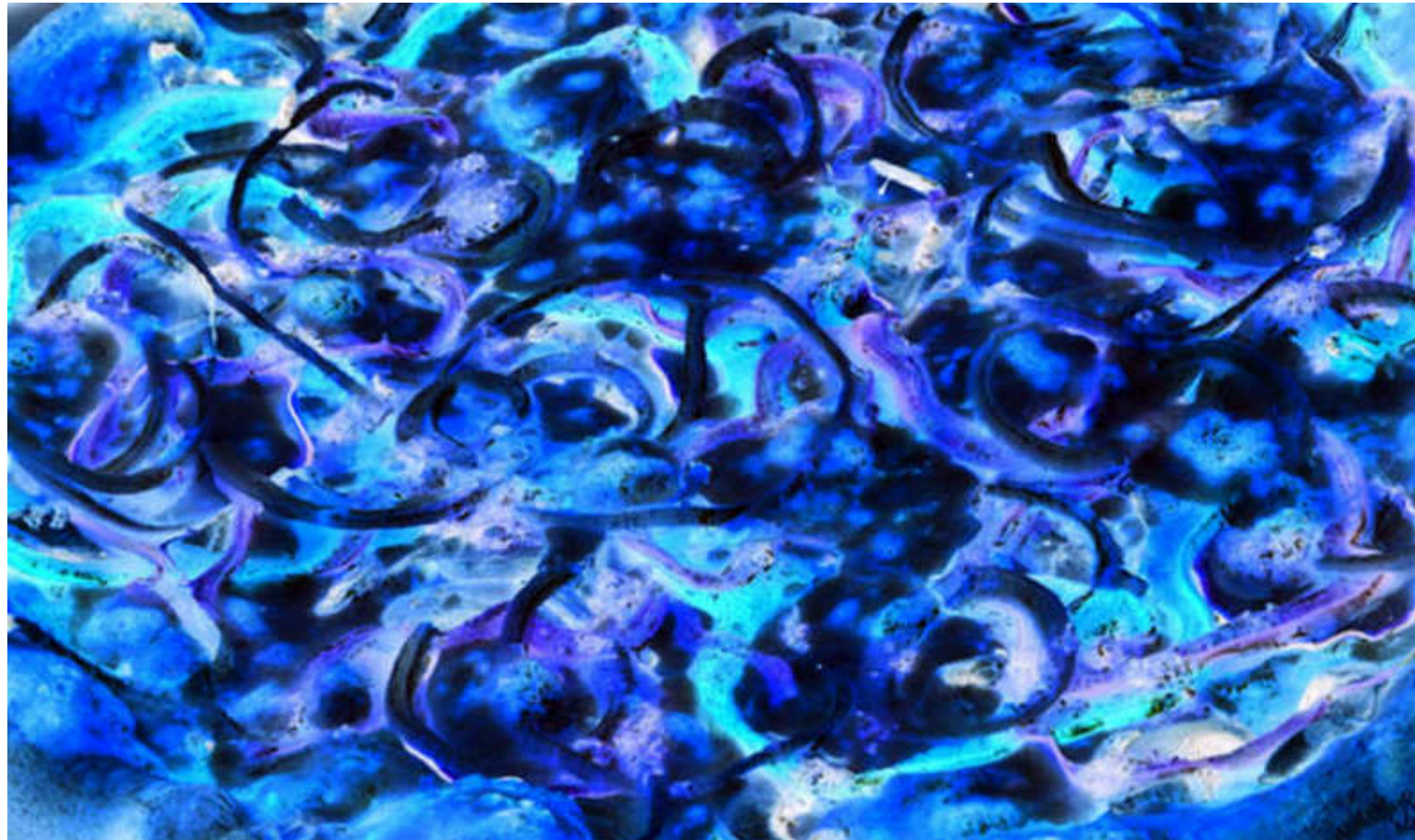
The product you selected
may be harmful to teens.
[Click here for help.](#)



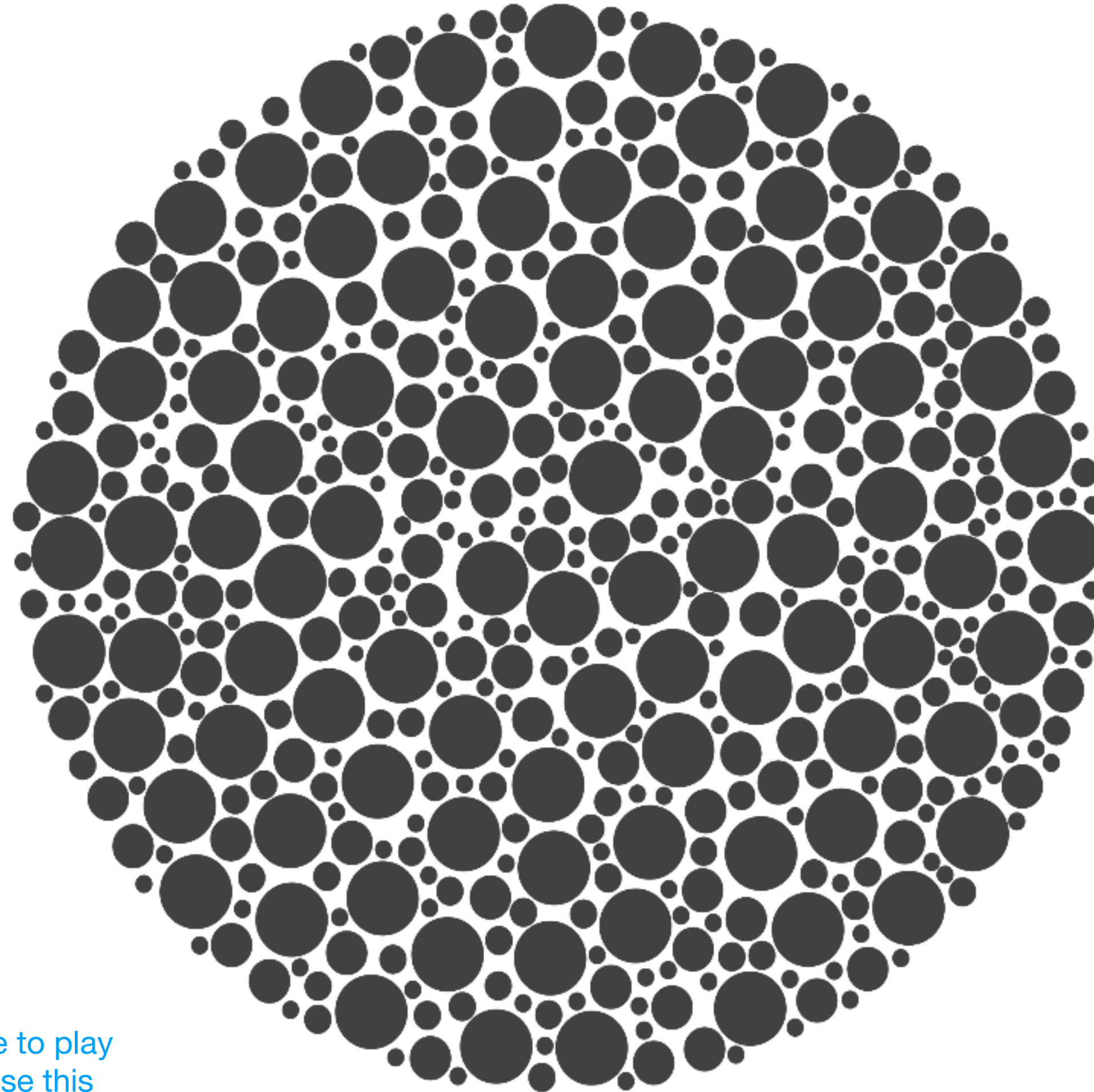
What is this?



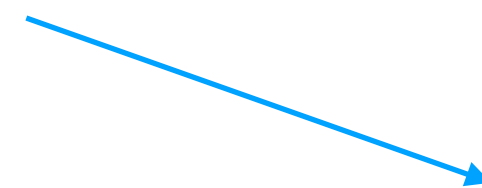
What is this?



What is this?



If you need a file to play
with you can use this



styleAbleZ.com/shapes.psd

We need a business solution

(it must support the company bottom line)

Return on Investment

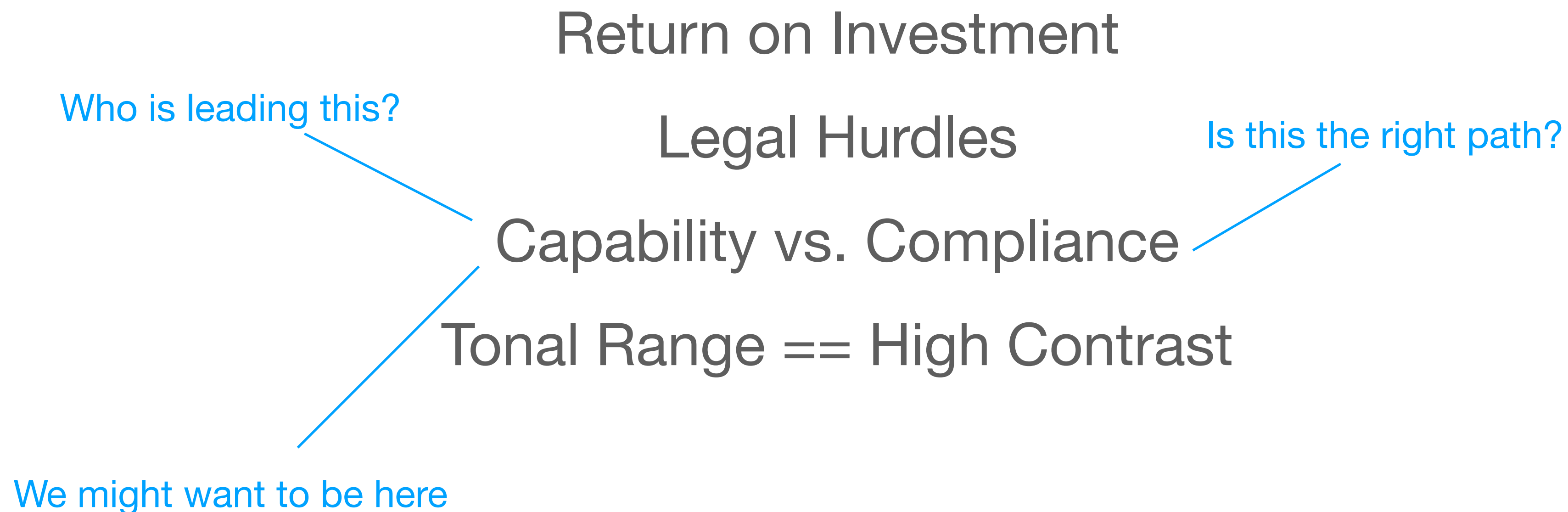
Legal Hurdles

Capability vs. Compliance

Tonal Range == High Contrast

We need a business solution

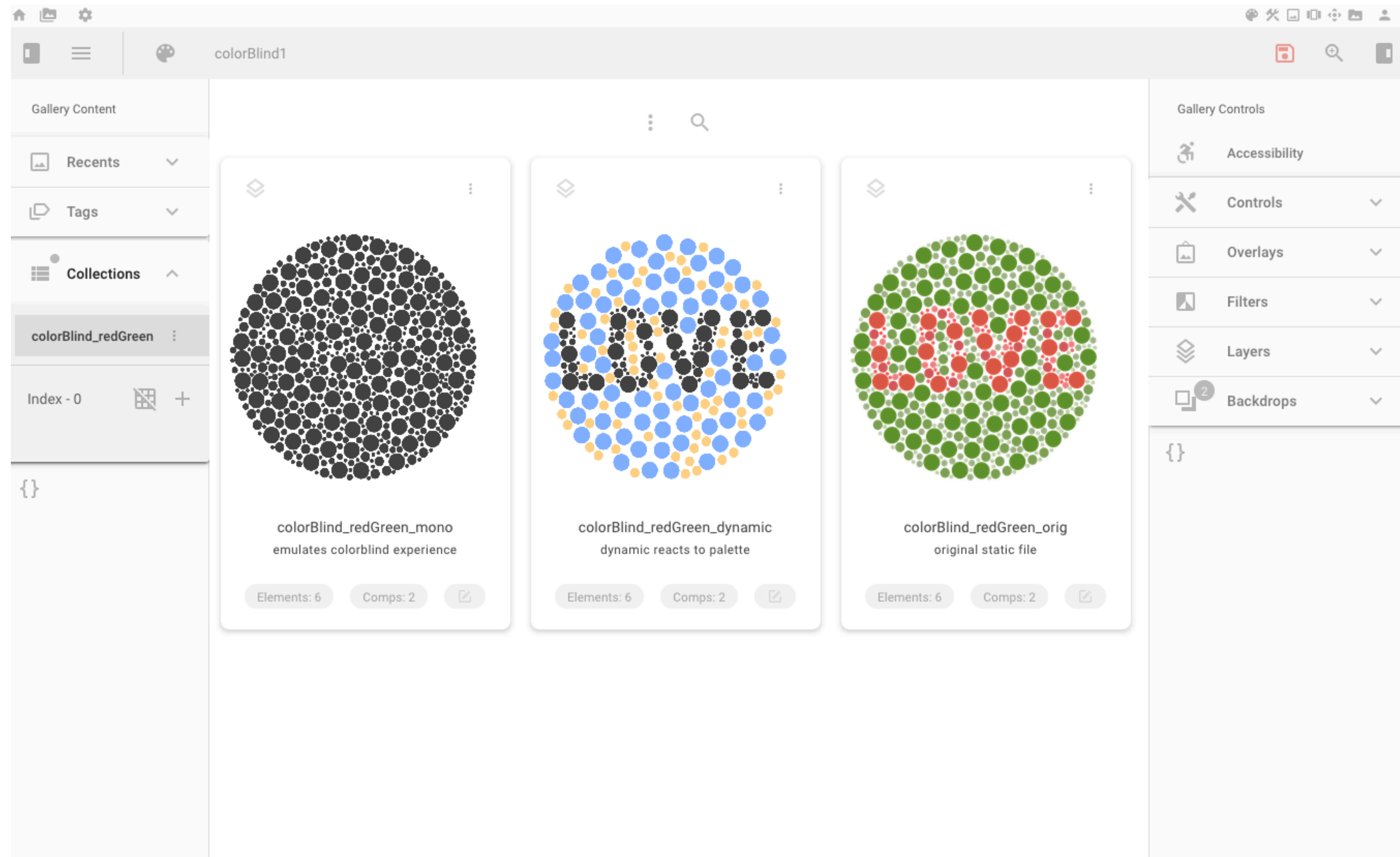
(it must support the company bottom line)



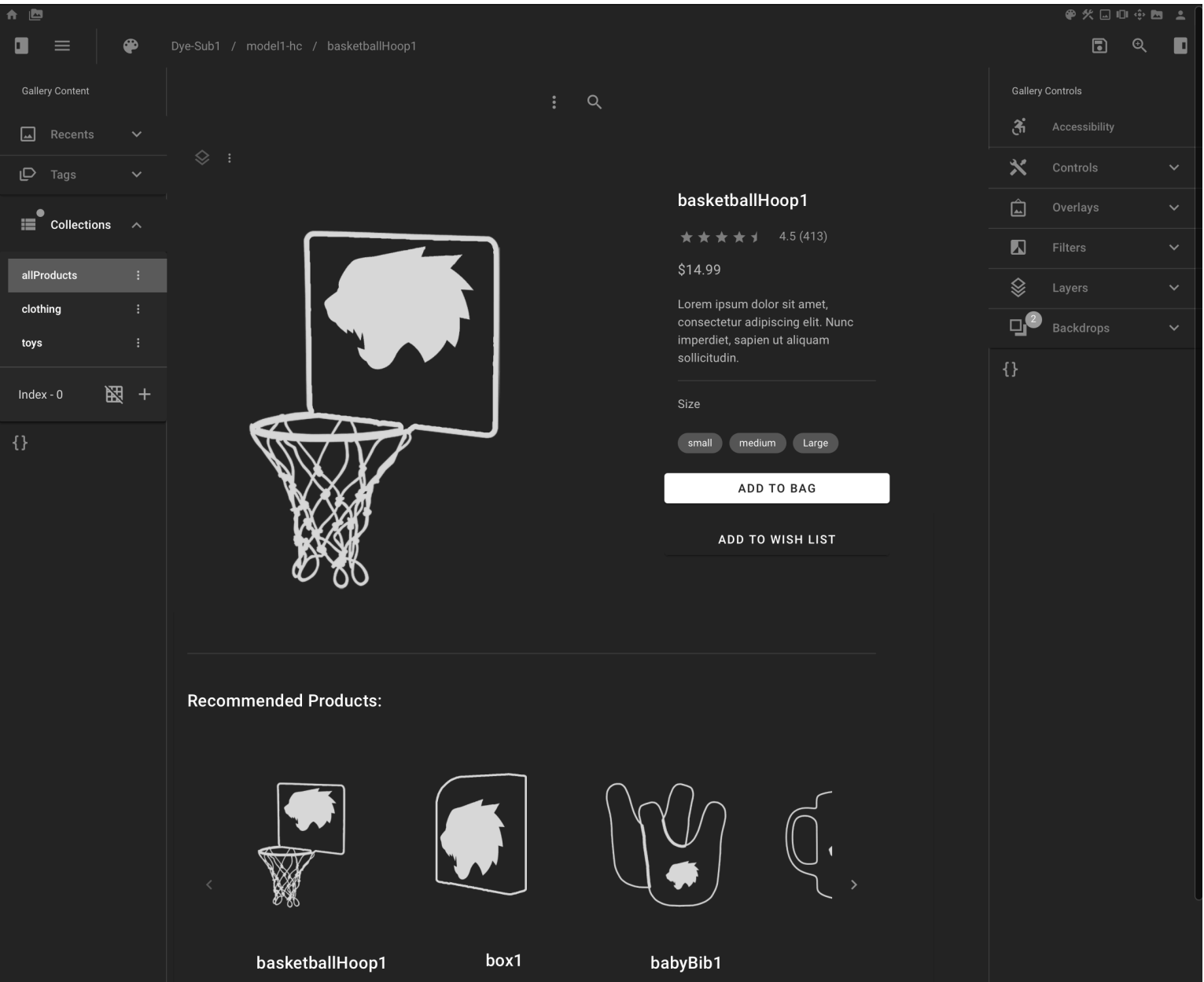
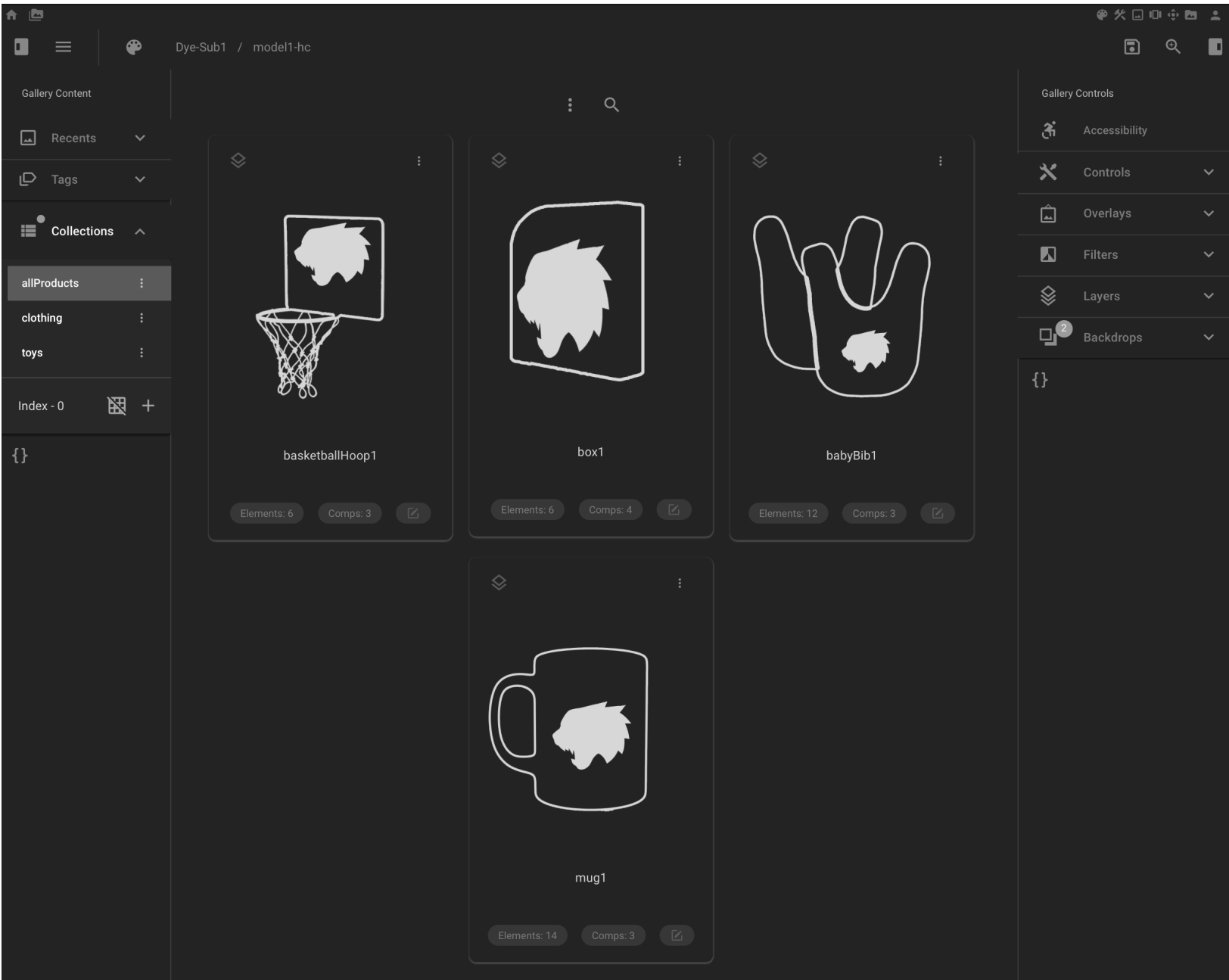
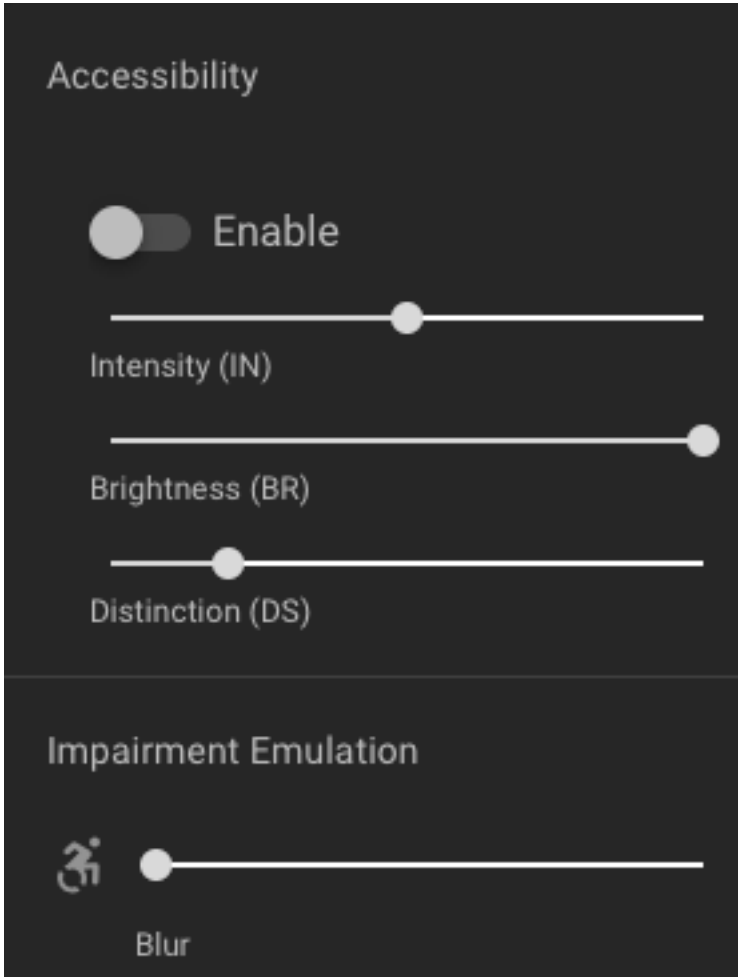
Demo 4

(Accessibility - 5 minutes)

Natively Accessible



Natively Accessible



So how does this work?

(design tokens using StyleAbleZ)



this is where we really dig in

CSS, SASS and Design Tokens

MOST POPULAR		
30 DAY FREE TRIAL Hulu	30 DAY FREE TRIAL Hulu (No Ads)	DISNEY+, ESPN+, Hulu + Live TV
\$6.99 / MONTH	\$12.99 / MONTH	\$69.99 / MONTH
✓	✓	✓
✓	✓	✓
—	✓	—
—	✓	—
—	—	✓
—	—	✓

<button type=“button” style=“color:blue;”>Buy Now</button>

<button type=“button” style=“color:blue;”>More Info</button>

<button type=“button” style=“color:blue;”>Contact Us</button>

<button type=“button” class=“button-class”>Buy Now</button>

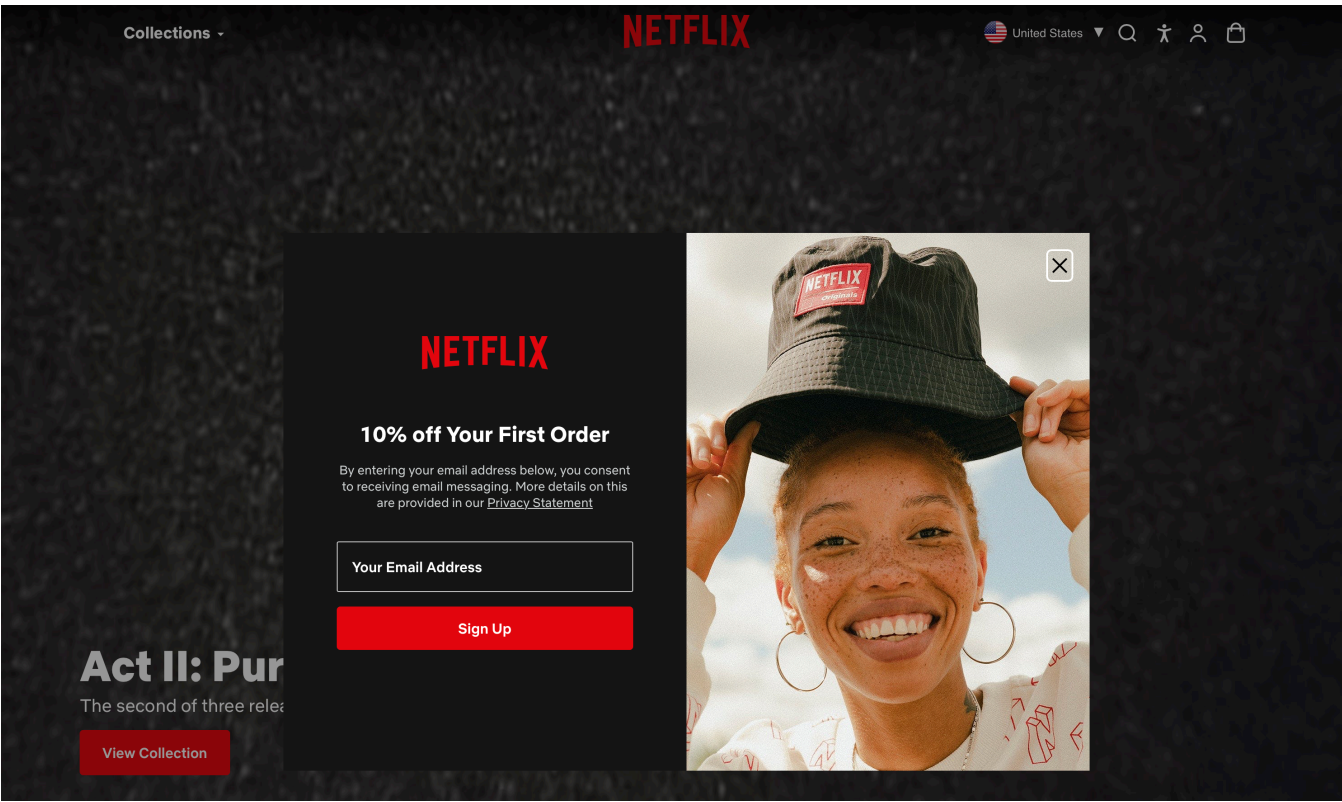
<button type=“button” class=“button-class”>More Info</button>

<button type=“button” class=“button-class”>Contact Us</button>

<style>

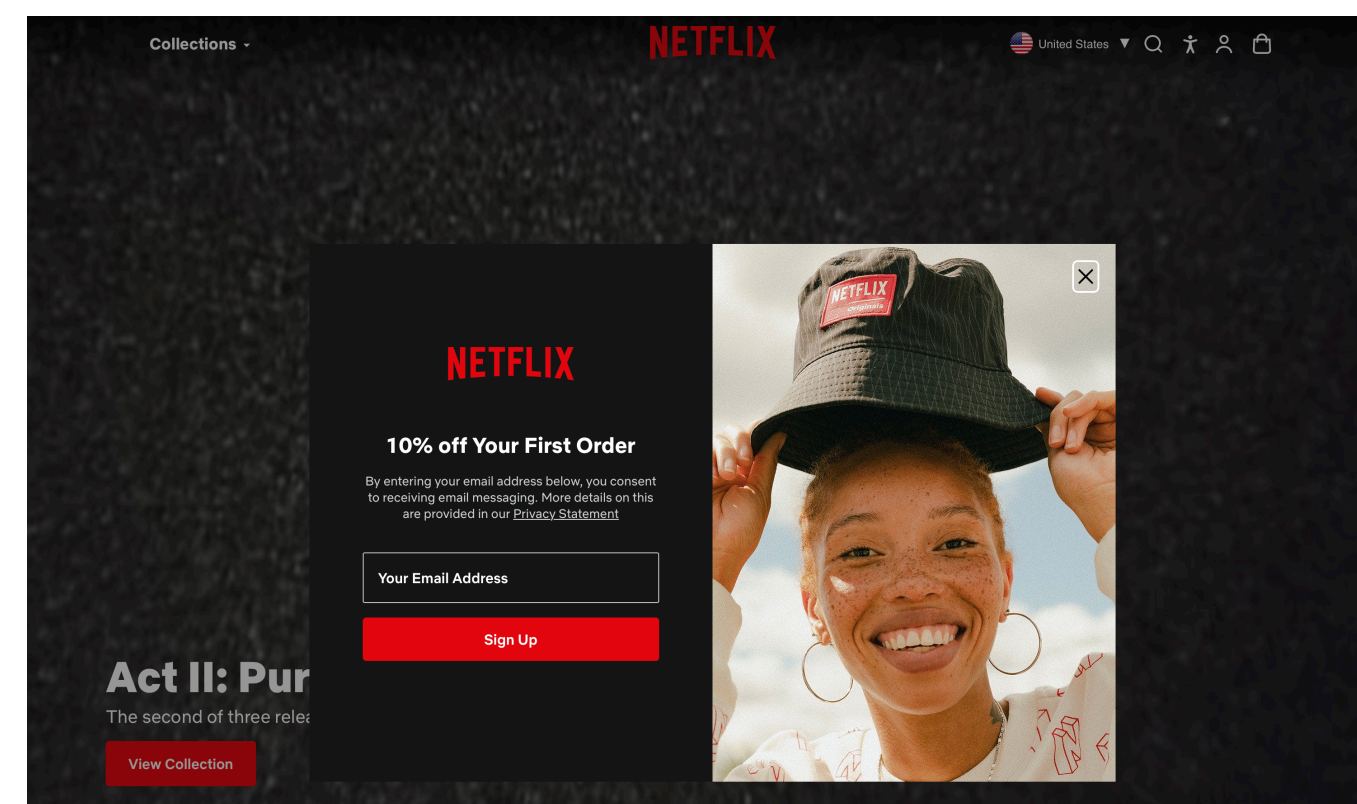
```
.button-class {  
  color: red;  
}
```

</style>



CSS, SASS and Design Tokens

MOST POPULAR		
30 DAY FREE TRIAL Hulu	30 DAY FREE TRIAL Hulu (No Ads)	DISNEY+, ESPN+, Hulu + Live TV
\$6.99 / MONTH	\$12.99 / MONTH	\$69.99 / MONTH
✓	✓	✓
✓	✓	✓
—	✓	—
—	✓	—
—	—	✓
—	—	✓



```
<button type="button" style="color:blue;">Buy Now</button>
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```

```
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```

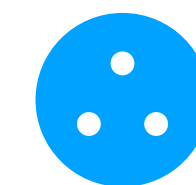
```
<button type="button" class="button-class">Contact Us</button>
```

```
<style>
```

```
.button-class {  
  color: red;  
}
```

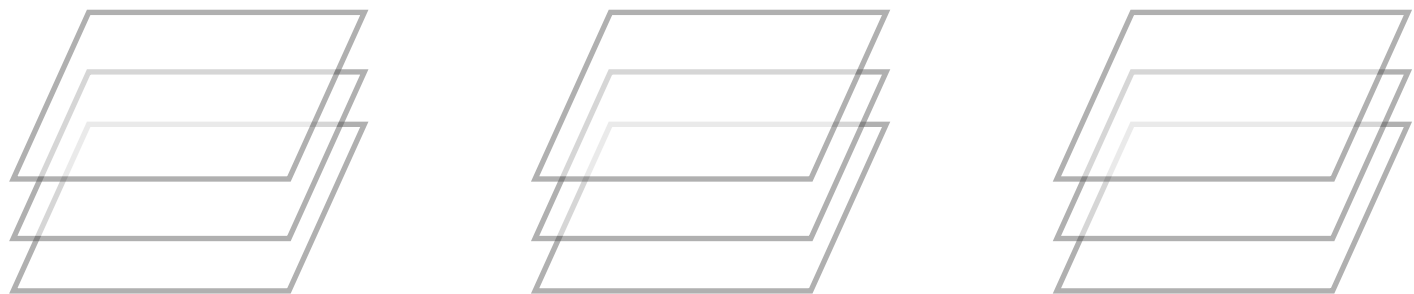
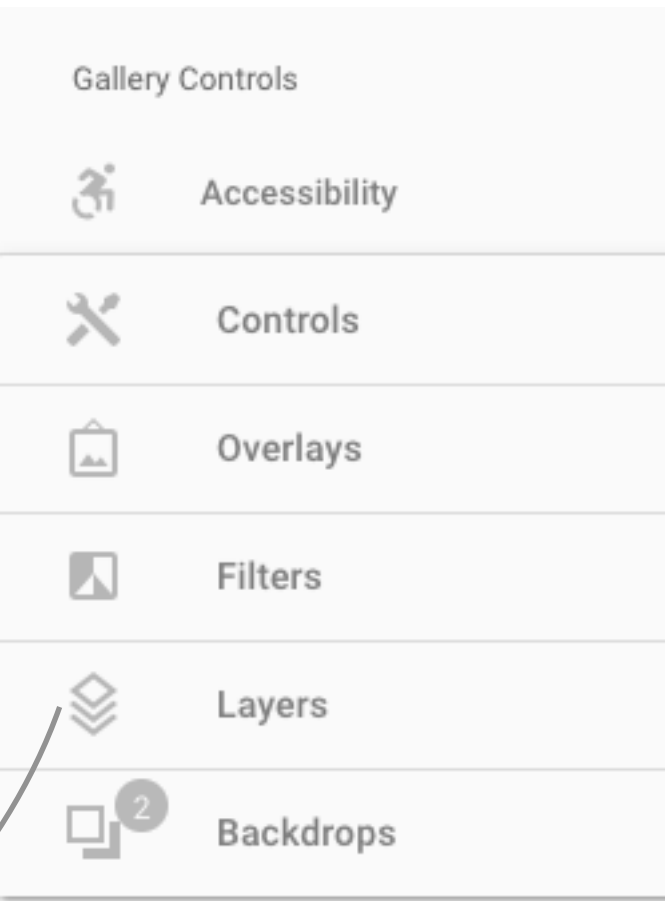
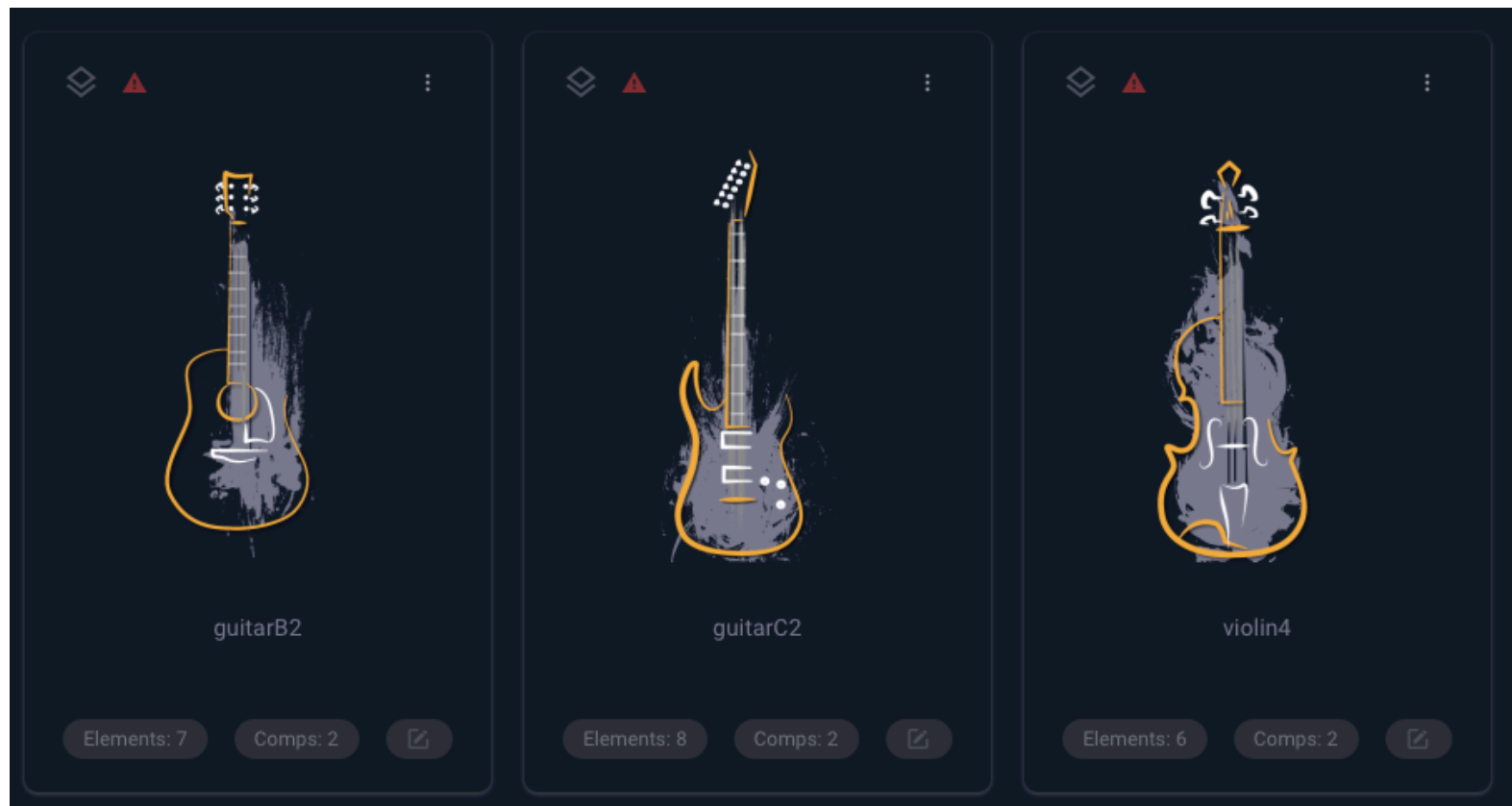
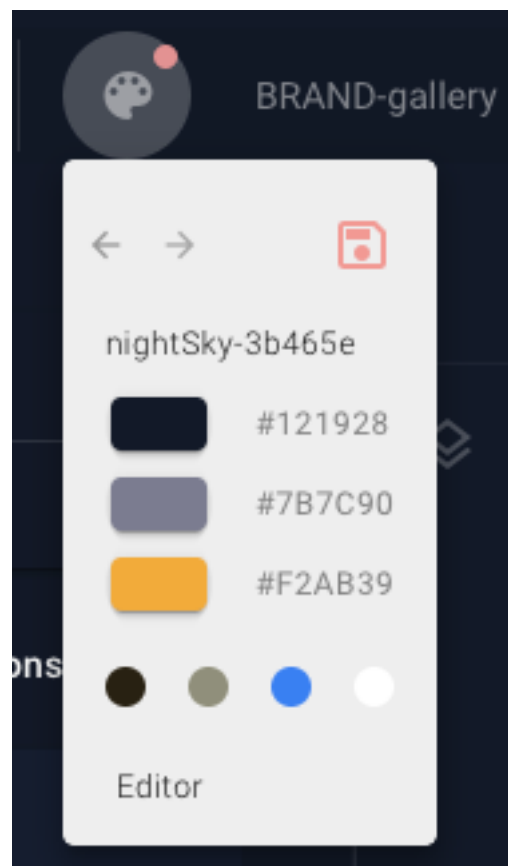
```
</style>
```

```
$brand-primary: #4fd2c2;  
$brand-secondary: #ccc;  
$brand-white: #fff;  
$brand-black: #000;  
$brand-darker: #444;  
$brand-gray: #ccc;  
$brand-lighter: #e9e9e9;
```



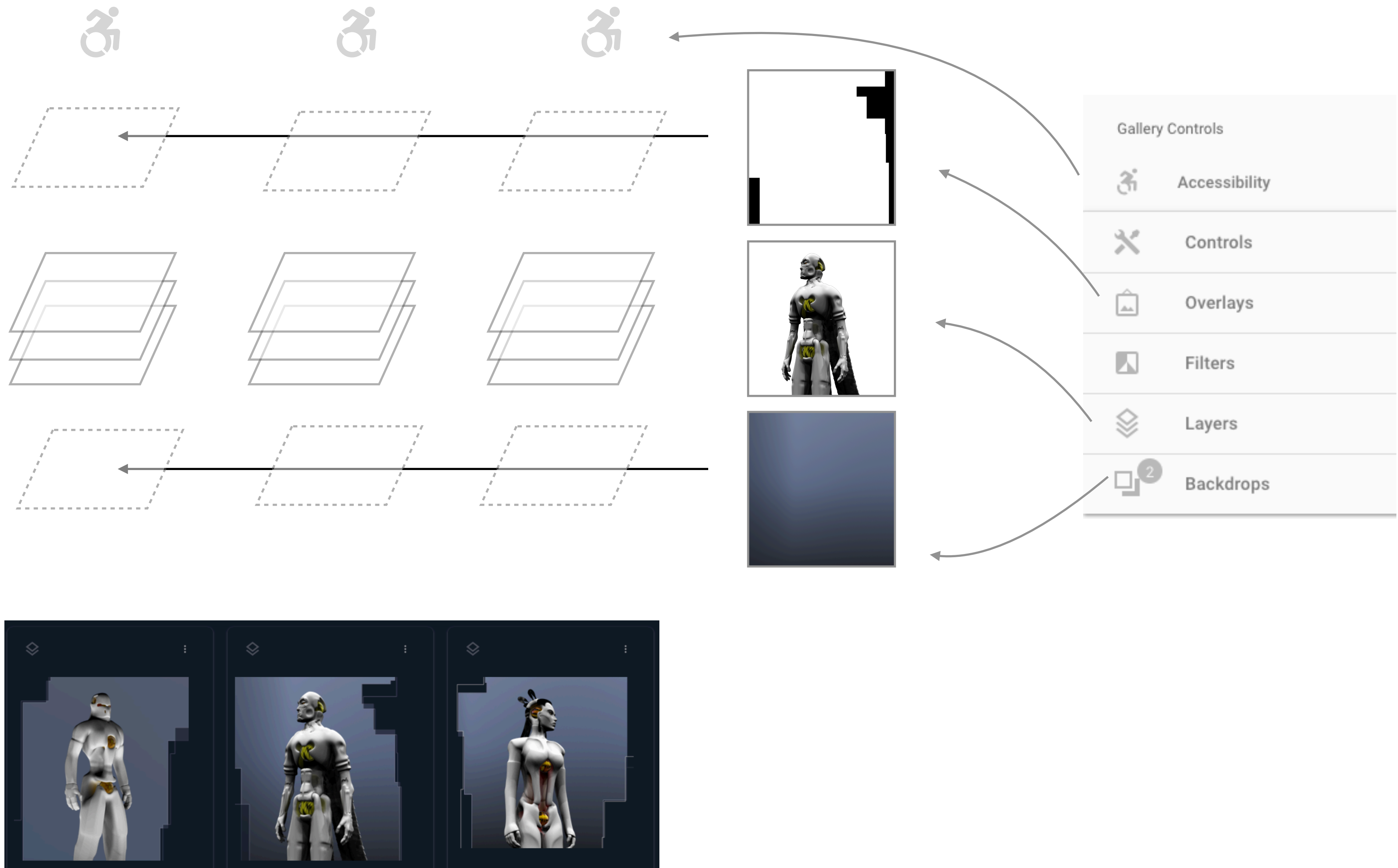
Design Tokens

Layer Classification



\$primary: #4fd2c2;
\$secondary: #ccc;
\$accent: #fff;
\$toneX: #000;

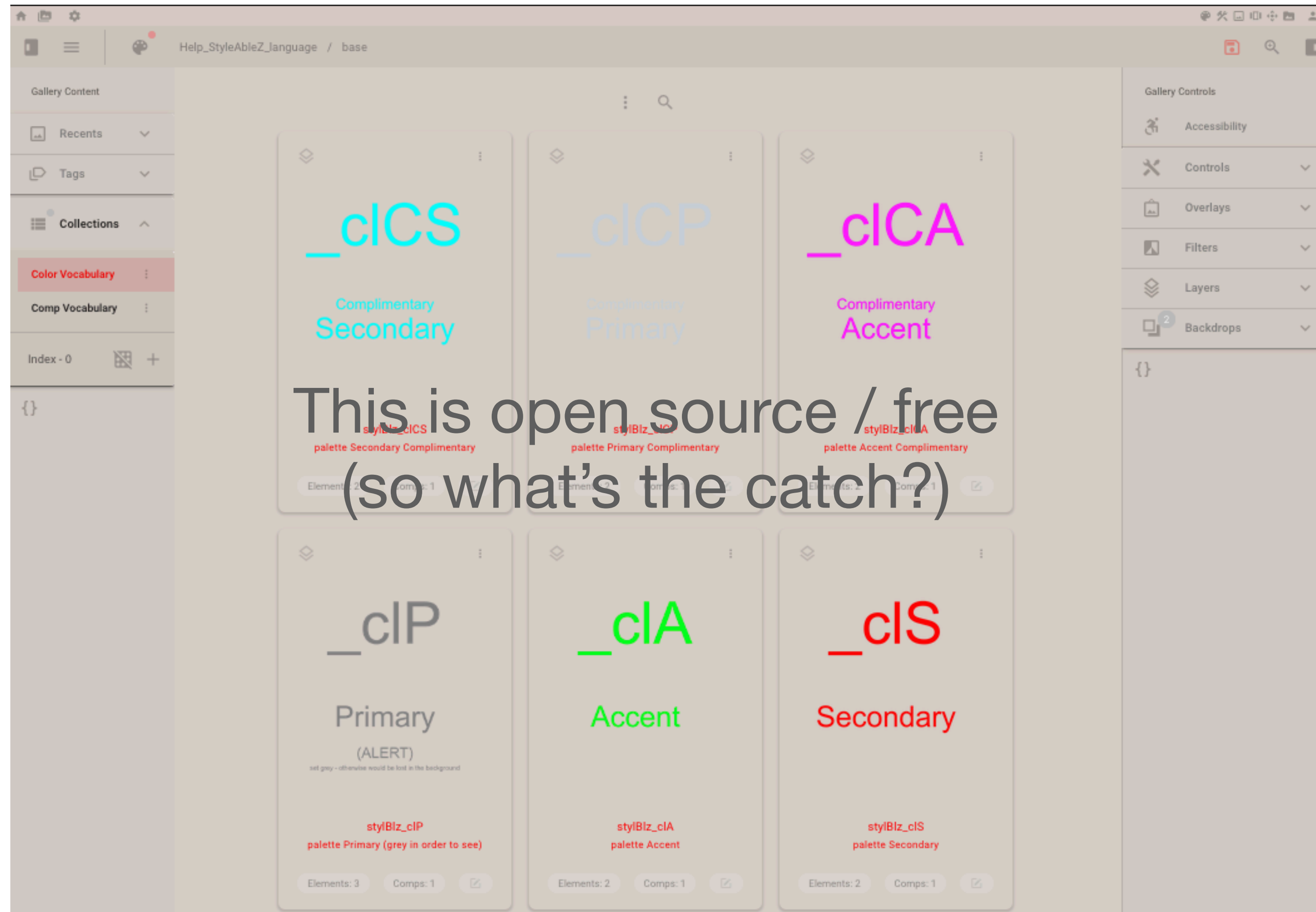
Brand Abstraction



Demo 5

(vocabulary - 5 minutes)

How does this work?



(BTW - you don't have to work this way)

What is next?

(the Metaverse!!! Tuesday, April 5)

<https://www.henrystewartconferences.com/events/dam-industry-week-2022>

Who can help?

