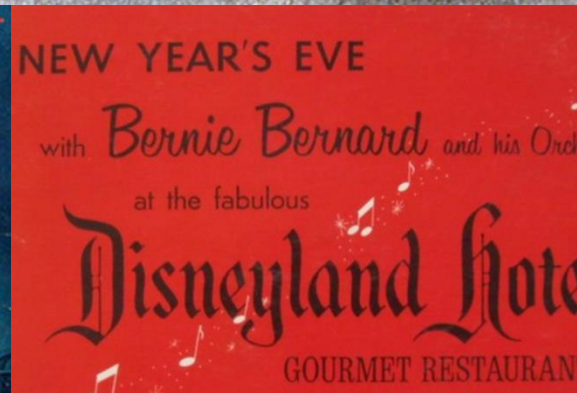
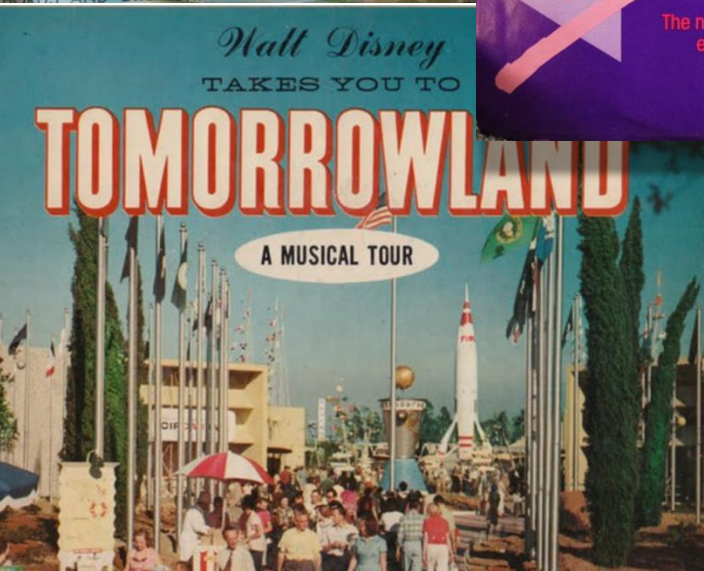
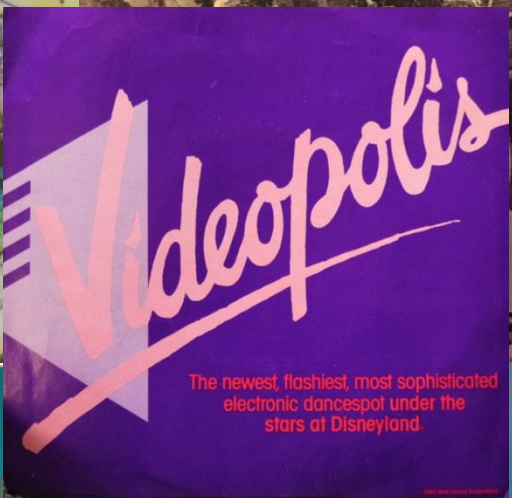
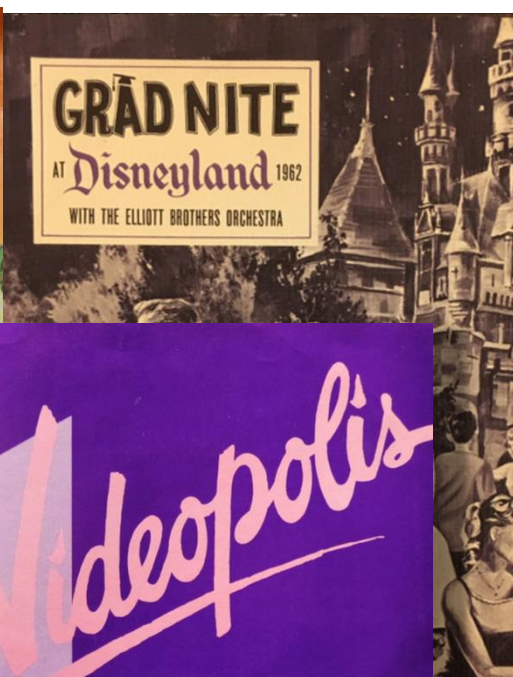


Adobe EXPERIENCE MAKERS CSC BOOTCAMP

19 – 21 August
2024
Napa





Who we are



Steve Michaelis
Group Manager
Expert Solutions Consulting



Ben Snyder
Practice Lead, Technical
Validation



Emily Jansen
Manager
Expert Solutions Consulting



Derek Lu
Principal
Technical Validation



Mariano Alvarez
Principal Solutions Consultant
AEM Expert



Stephanie Burton
Practice Lead Solutions
Consultant, Platform Expert



Carol Tsang
Sr Practice Lead
Expert Solutions Consulting



John Nichols
Practice Lead
Expert Solution Consulting

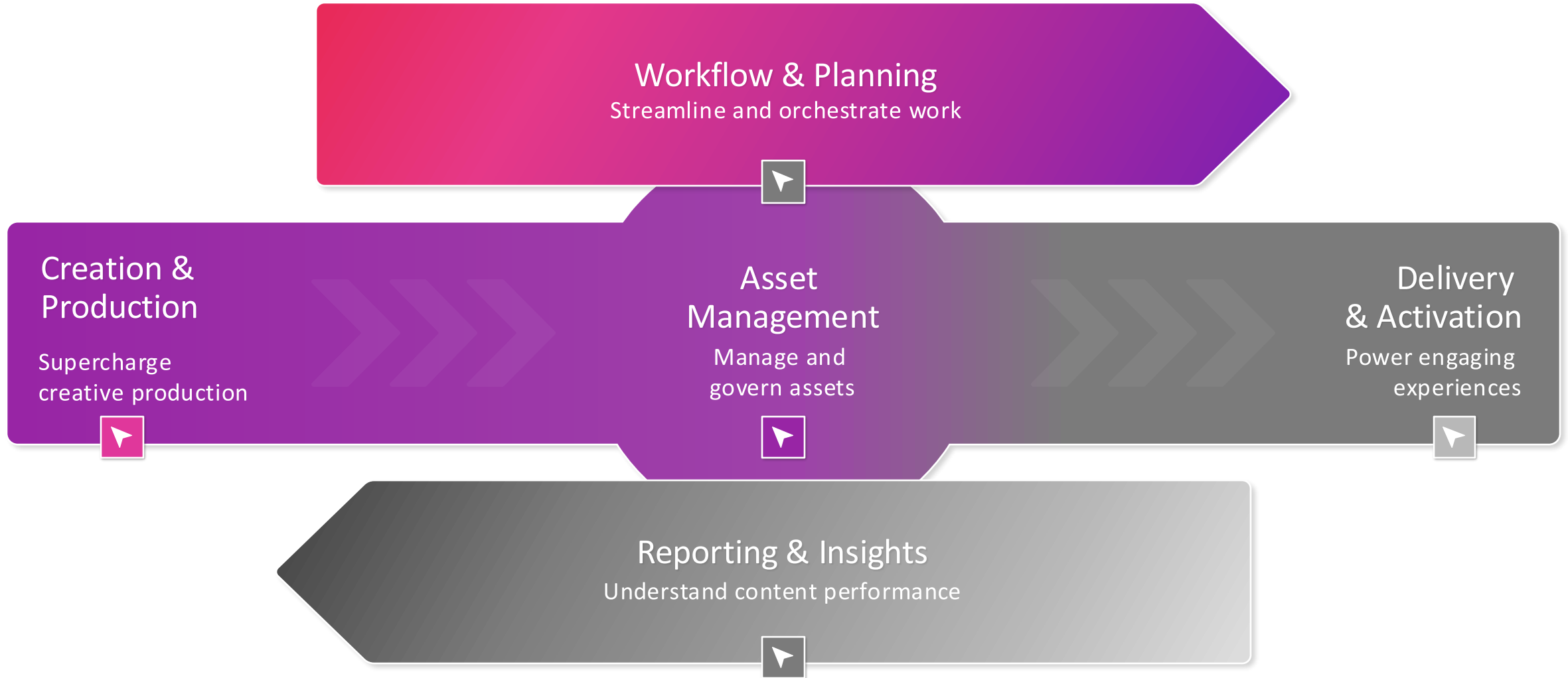


Elizabeth Winston
Transformational Solutions
Consultant

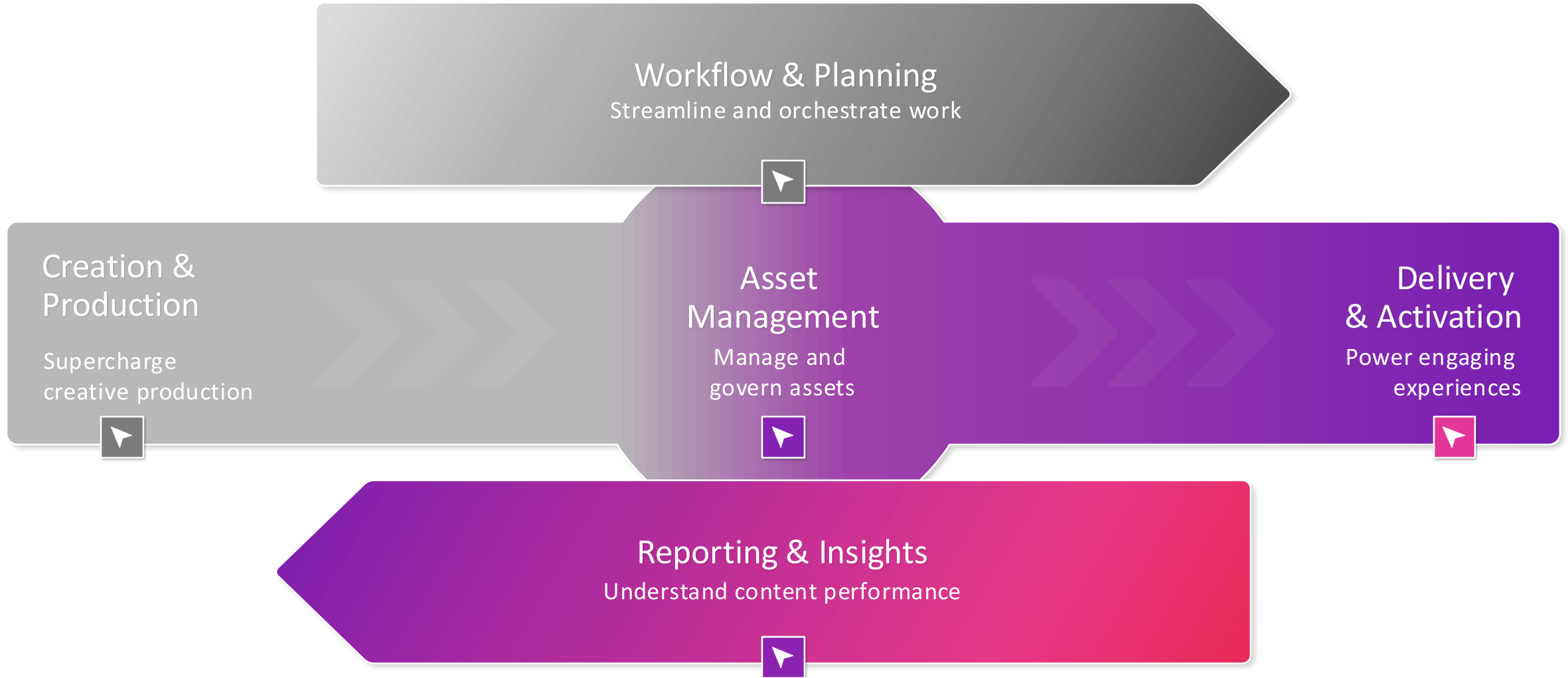


Michelle Templeton
Principal Solutions Consultant
Workfront Expert

Day 1 - Firm foundations



Day 2 - Super charging your Content Supply Chain



CSC bootcamp agenda | program day 2

8:00am – 4:00pm	Registration Information Desk
8:00am – 8:30am	Breakfast
8:30am – 9:45am	From Foundations to Super Charging your Content Supply Chain Firefly Prompting, Fun with Firefly Production at Scale
9:45am – 10:00am	Break
10:00am – 12:00am	<i>Hands-On Lab: The Content Activation Journey</i>
12:00am – 1:00pm	Lunch
1:00pm – 2:30pm	<i>Sneak Peeks:</i> Reporting, & Insights Content Analytics Sneak Peek: Introducing GenStudio for Performance Marketers <i>Group Exercise:</i> Voting Results – CSC Bottlenecks
2:30pm – 3:00pm	<i>So What!</i> – Economic Impact Tell us what you think
3:00pm	Departure Program Ends



Firefly Prompting

Derek Lu

PROMPT GUIDANCE

What is a prompt?

Prompts are instructions given to AI to perform a task or generate an output.

They play a crucial role in guiding the AI's behavior and influencing the quality and relevance of its responses.

Write descriptive prompts to generate extraordinary and vibrant images — if you don't like the results, reword your prompt to get closer to what you want



two cute inquisitive brightly colored steampunk robots, in a mysterious forest at dusk, foreboding atmosphere with eerie mist, dappled light on the ground, a lake glistens in the background, copy space left

PROMPT GUIDANCE

How to approach prompts

Vivid details & concrete language gives more predictable results

Poetic, abstract wording can produce surprising results

Use commas to separate descriptors

Both example prompts below are valid approaches.
But which creates the story you're trying to tell?



*"two robots in a forest
with a lake"*

**Fast, but potentially
'lifeless'**



*"two cute inquisitive brightly colored steam
punk robots, in a mysterious forest at dusk,
foreboding atmosphere, eerie mist, dappled
light on the ground, a lake glistens in the
background, copy space left"*

**More engaging
composition**

Prompting Tips

Be specific

Use at least 3 words and stick to simple, direct language with subject, descriptors and keywords

Be descriptive

If you can describe it, you can create it!

Be original

Create unique results by using natural language to describe what you want to achieve

Be empathetic

Bring empathy to your creations to reach target audience



a painting of a tropical rainforest and a polar ice cap converging in an impossible union, defying the constraints of climate and geography. Towering palm trees sway gently amidst drifting snowflakes, their lush foliage adorned with icicles glistening in the frigid air. Waterfalls cascade from frozen cliffs into crystal-clear pools

Ethical guardrails

Firefly will block or deny certain categories.



Blocked

Image generation will NOT occur if a below category is used in a prompt:

- Drugs (71)
- Gore (73)
- Hate (338)
- Obscene & explicit (2205)
- Religious terms (91)
- Self-harm (120)
- Weapons (214)
- Violence (156)
- Text effect (488)

Denied

Words from the below categories are DROPPED from the prompt:

- Artists (46,500)
- Copyright (2063)
- Derogatory (290)
- Famous names (1298)
- Generic (51)
- Viscera (32)
- URL (63)
- Child context (176)
- Human context (37)
- Silent (23)

PROMPT GUIDANCE

Prompt Formula

Set [Aspect ratio & Content type] *e.g. widescreen photo*

Subject [specific characteristics] *e.g. cute inquisitive brightly colored steampunk robots...*

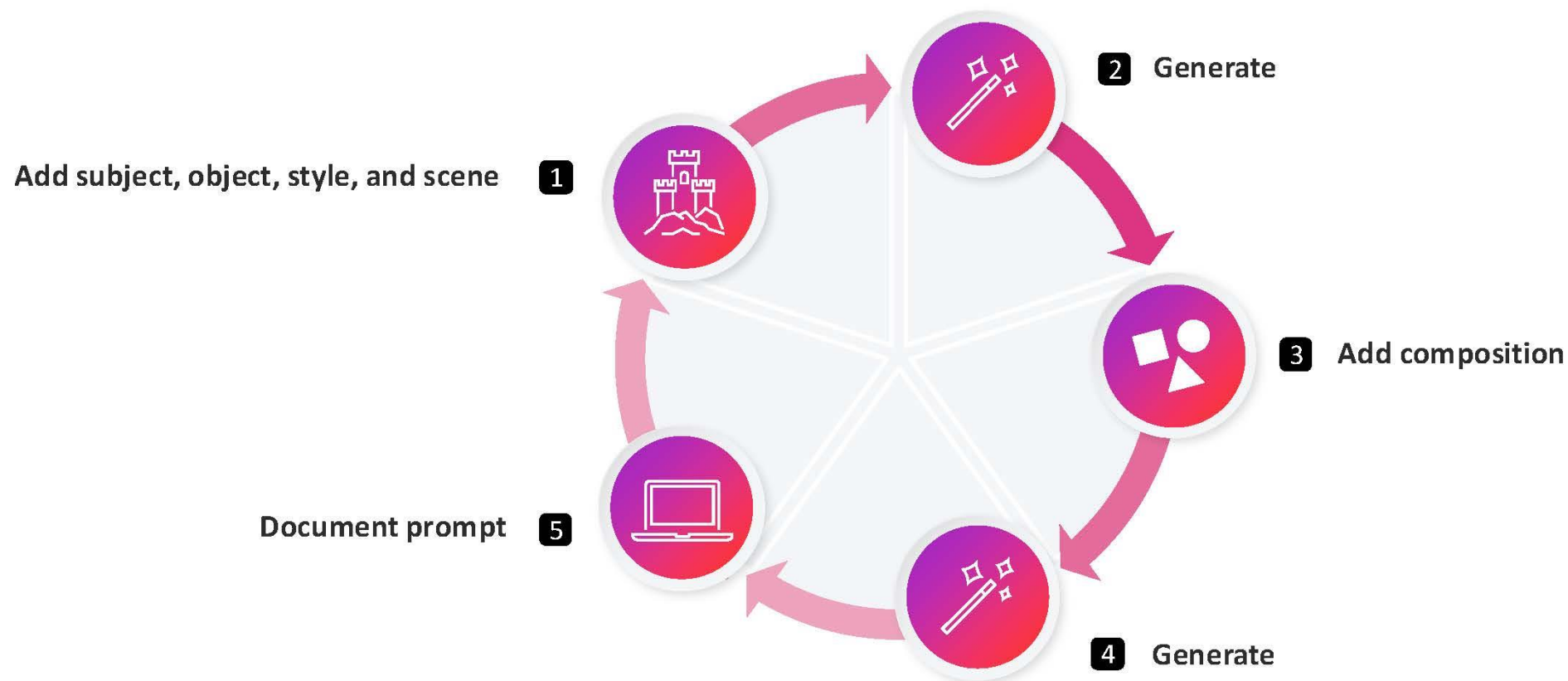
Environment [place, time, weather etc.] *e.g. mysterious forest at dusk, foreboding atmosphere...*

Photographic terms [lens type, shutter speed, exposure] *e.g. shallow depth of field*

Composition terms [position of camera, distance from subject] *e.g. shot from above*

PROMPT GUIDANCE

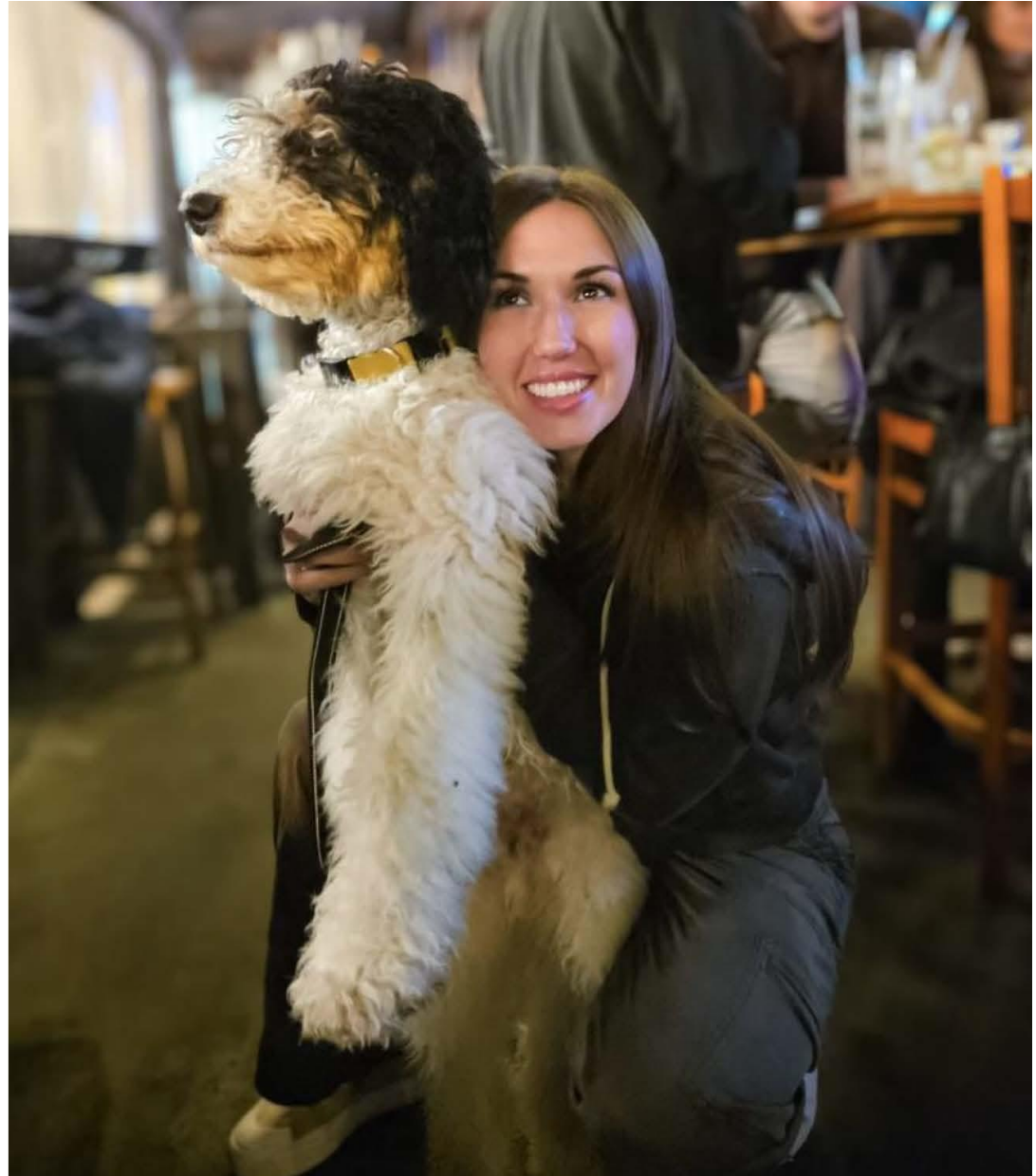
Consider prompts in digestible pieces to fine-tune results in real time



PROMPT GUIDANCE

Let's try it out...

How would
you prompt
this image?



PROMPT GUIDANCE

What works to include: **Subject**

Emotions of Subjects

Somber, ecstatic, romantic, passionate, ominous, scared, lively, tranquil

Description of Subjects

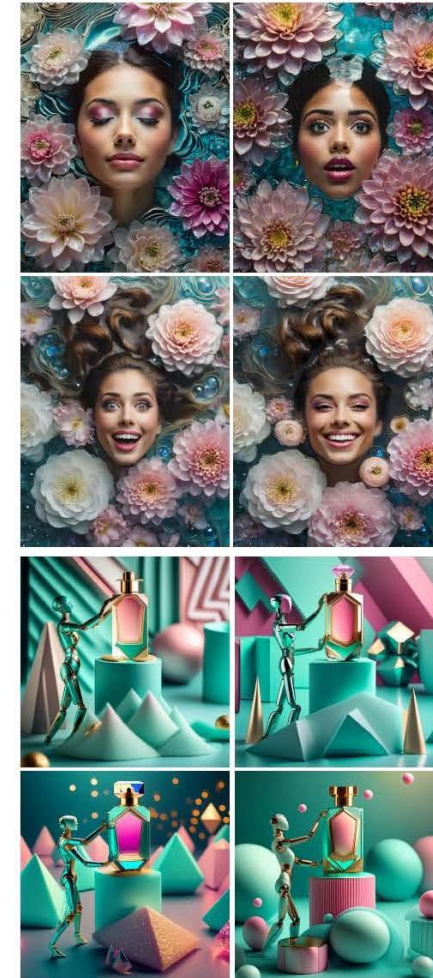
Middle-aged, ethnicity, youthful, blonde hair, long hair, brown eyes

Adjectives for Subjects/Objects

Colors: emerald green, sky blue, sunset red, black and white

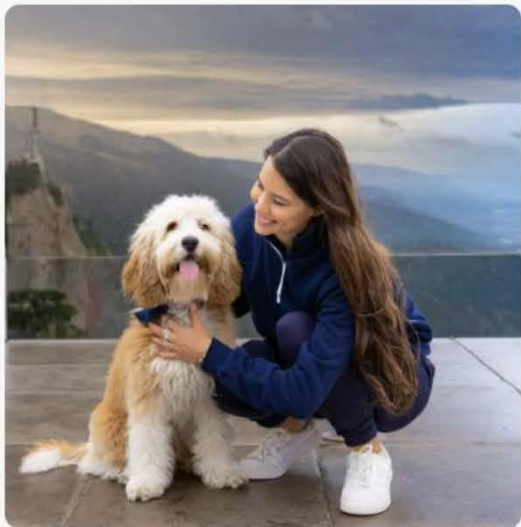
Shapes: circular, triangular, zig-zag

General Adjectives: glistening, minimalistic, shiny, ancient (see key words)



PROMPT GUIDANCE

What works to include: **Set + Subject**



photo, white woman with long brown hair and brown eyes wearing a dark blue sweatshirt, blue pants and white sneakers, kneeling while holding a large doodle dog with long white fur and dark ears

PROMPT GUIDANCE

What works to include: Environment

Place

Futuristic city, lush forest, tropical beach

Time

Roman Empire, colonial, Renaissance, Medieval, mid-century, modern, futuristic

Weather

Torrential rain, snow flurry



PROMPT GUIDANCE

What works to include: Environment



photo, white woman with long brown hair and brown eyes wearing a dark blue sweatshirt, blue pants and white sneakers, kneeling while holding a large doodle dog with long white fur and dark ears, crowded room with concrete floors and wooden tables

PROMPT GUIDANCE

What works: Photographic & Composition Terms

Color and Tone

- Black and White
- Cool Tone
- Golden
- Monochromatic
- Muted Color
- Pastel Color
- Toned Image
- Vibrant Colors
- Warm Tones

Lighting

- Backlighting
- Dramatic Light
- Golden Hour
- Harsh Light
- Long-time exposure
- Low lighting
- Multiexposure
- Studio Light
- Surreal Lighting

Composition

- Closeup
- Knolling
- Landscape Photography
- Macrophotography
- Photographed through window
- Shallow depth of field
- Shot from above
- Shot from below
- Surface detail
- Wide Angle

These attributes can also be set with the Style menu in Firefly.

PROMPT GUIDANCE

What works: **Photographic and Composition Terms**



photo, white woman with long brown hair and brown eyes wearing a dark blue sweatshirt, blue pants and white sneakers, kneeling while holding a large doodle dog with long white fur and dark ears, crowded room with concrete floors and wooden tables, **close up view shot from below, dark, warm golden lighting**



Fun with Firefly - Demo



Variant Creation and Production at Scale

Derek Lu

AEM Assets | Content Automation



Photoshop Actions



Smart Object Replace



Remove Background



Mask



Lightroom Presets

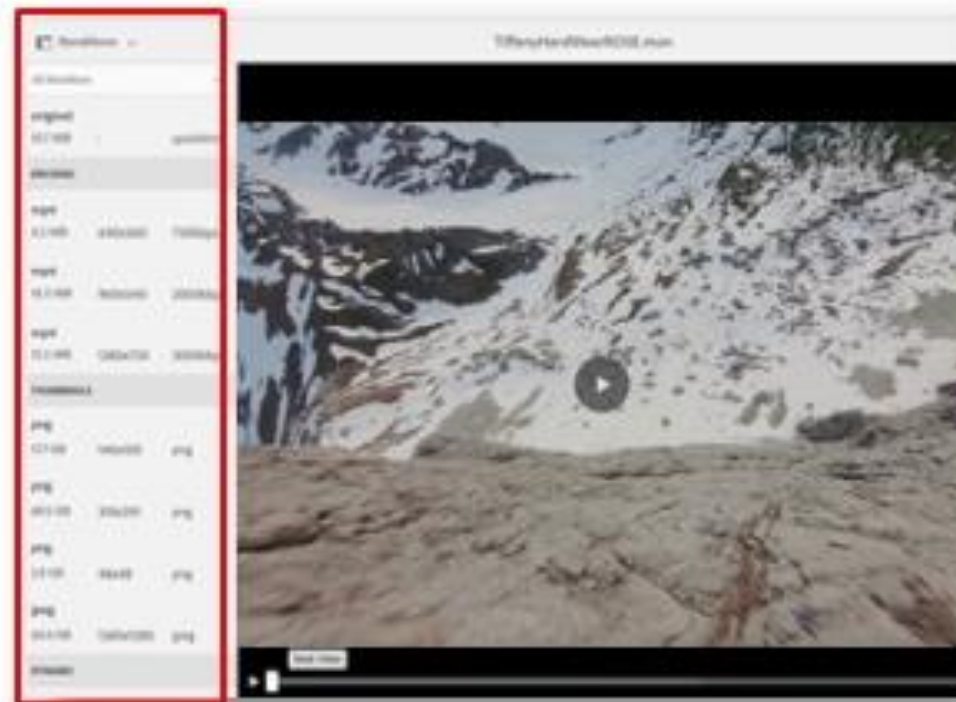


Auto-tone and auto-straighten



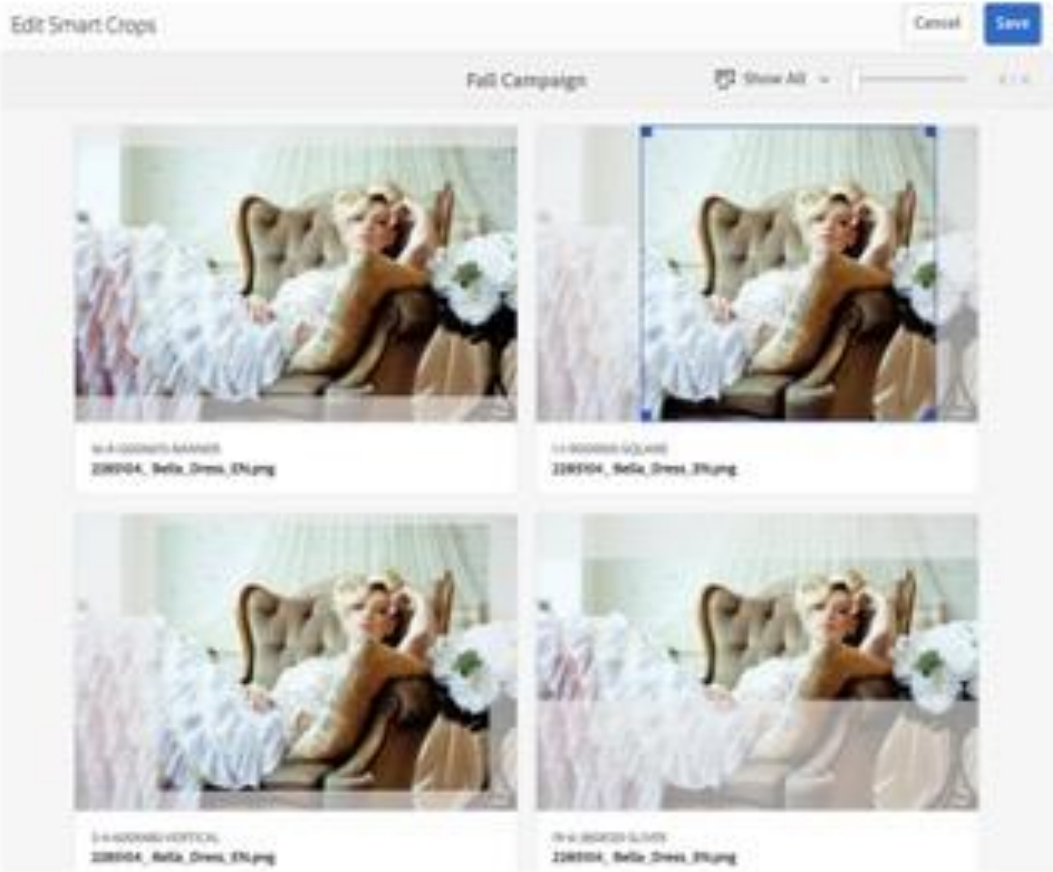
Dynamic Renditions

Create once publish everywhere



Smart Crop

Intelligent Asset Optimization



Break



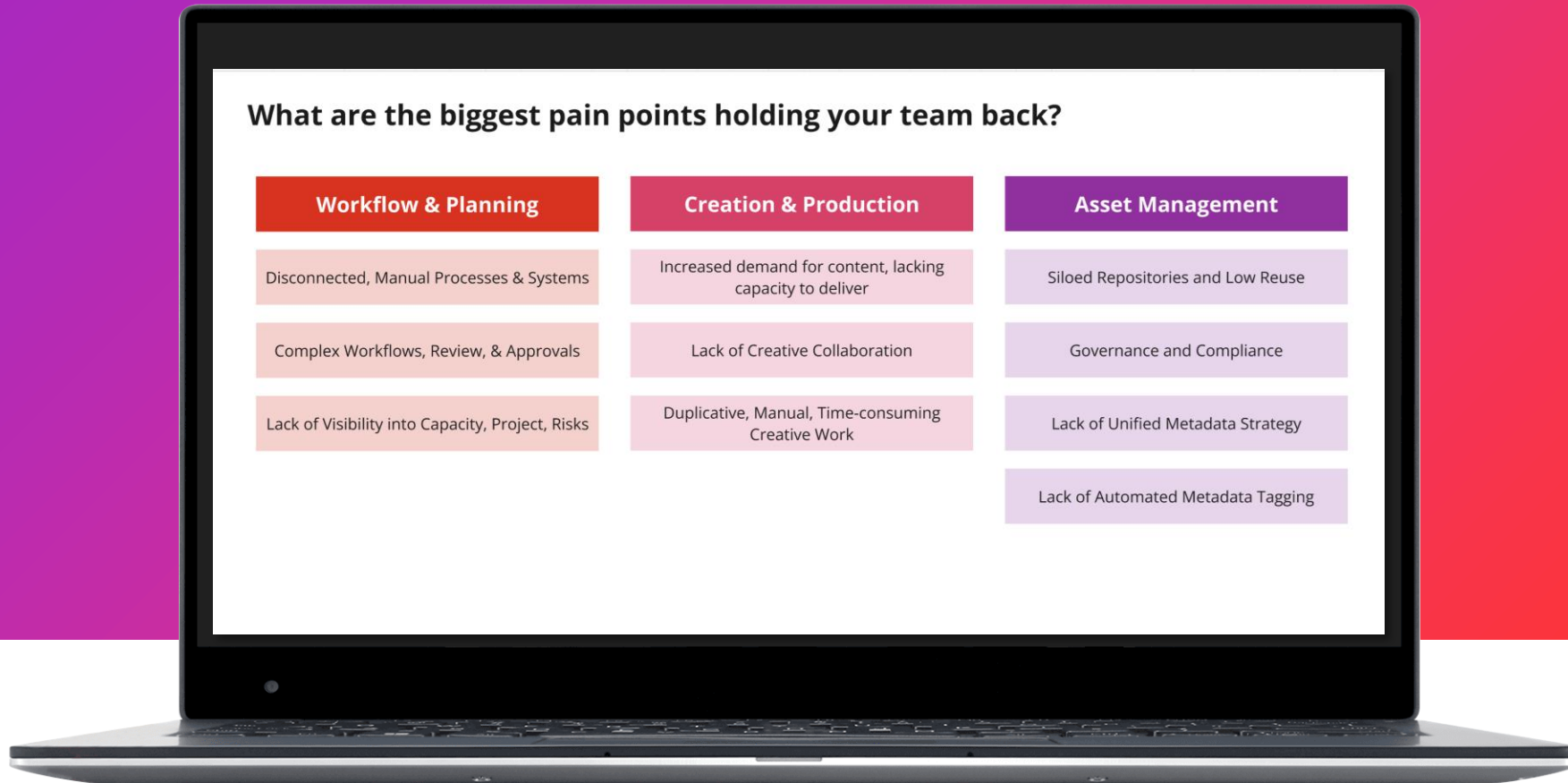


Discussion – CSC Bottlenecks

Elizabeth Watson

Content Supply Chain in focus – Let's chat about your challenges

bit.ly/adobecsc-newbuffalo Password: adobecsc



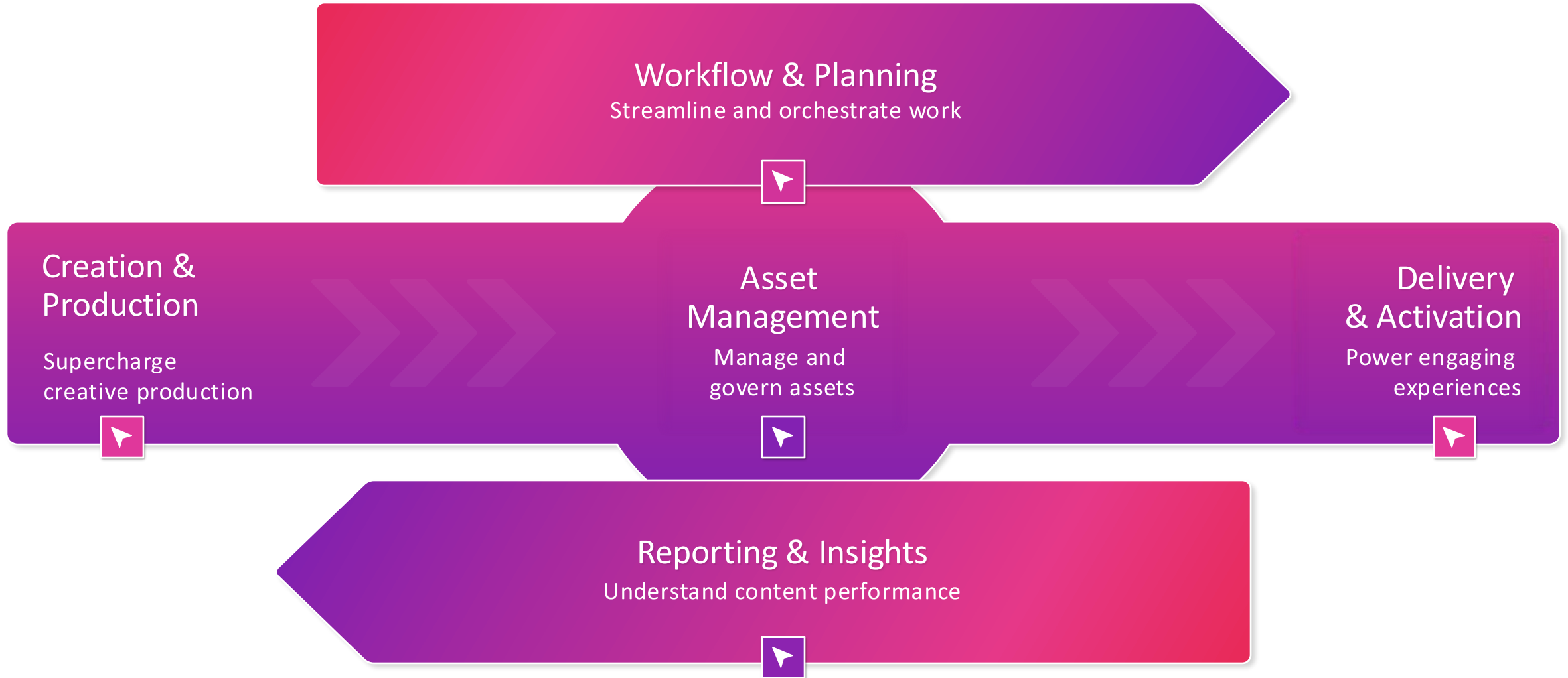


Lab Session 3

Delivery and Activation

Ben Snyder

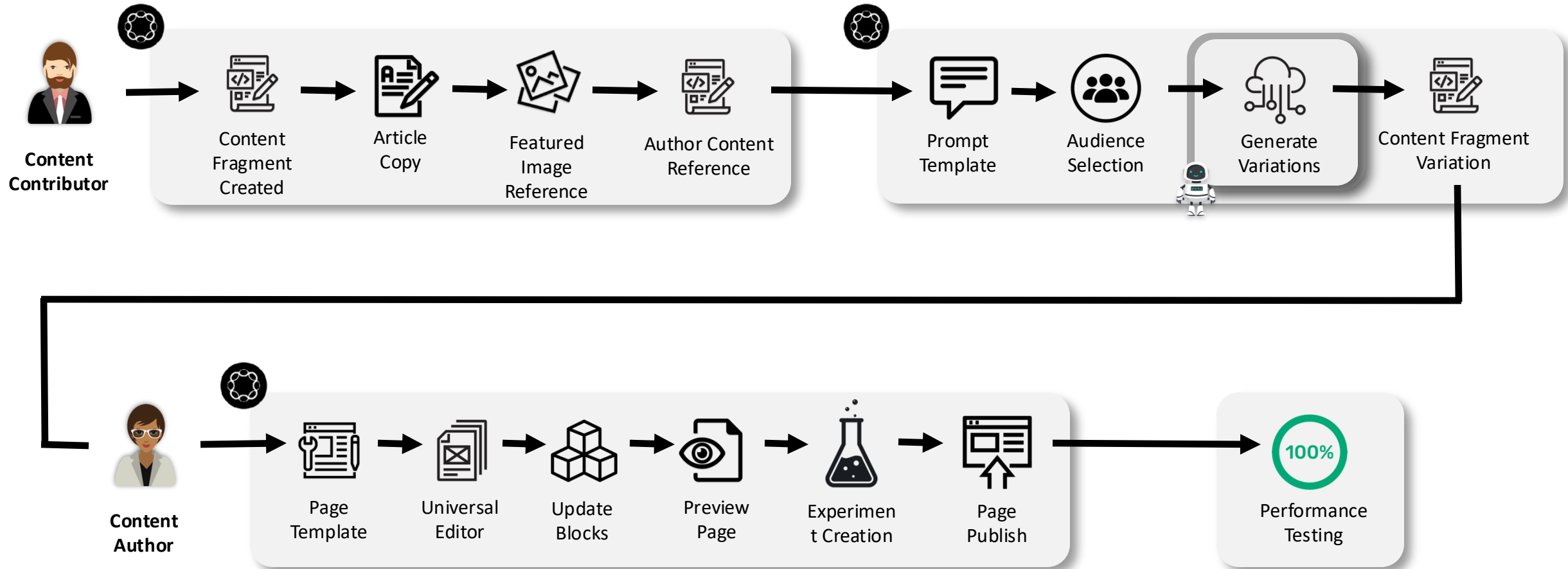
Five building blocks to optimize your content supply chain



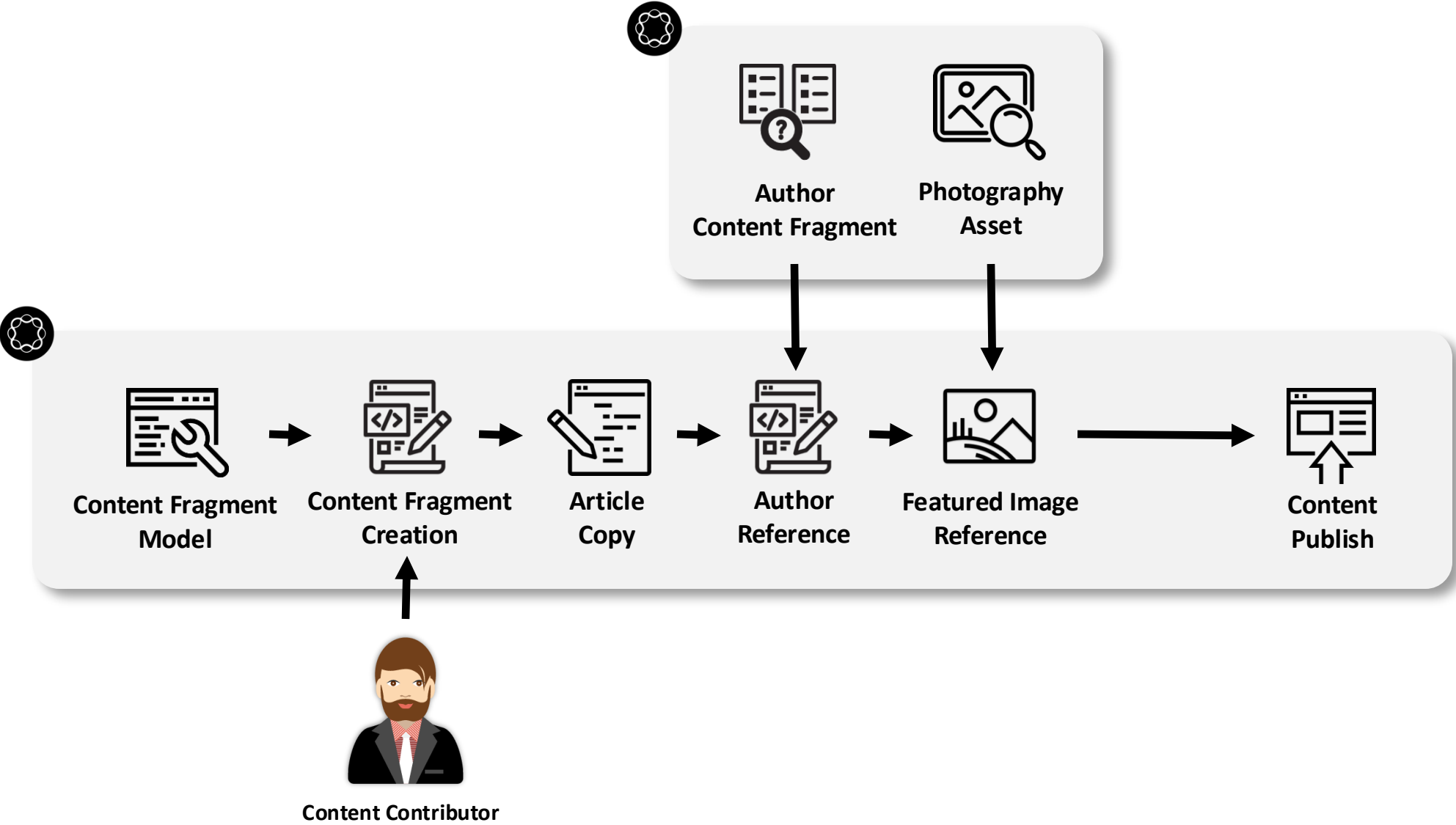
Delivery & Activation



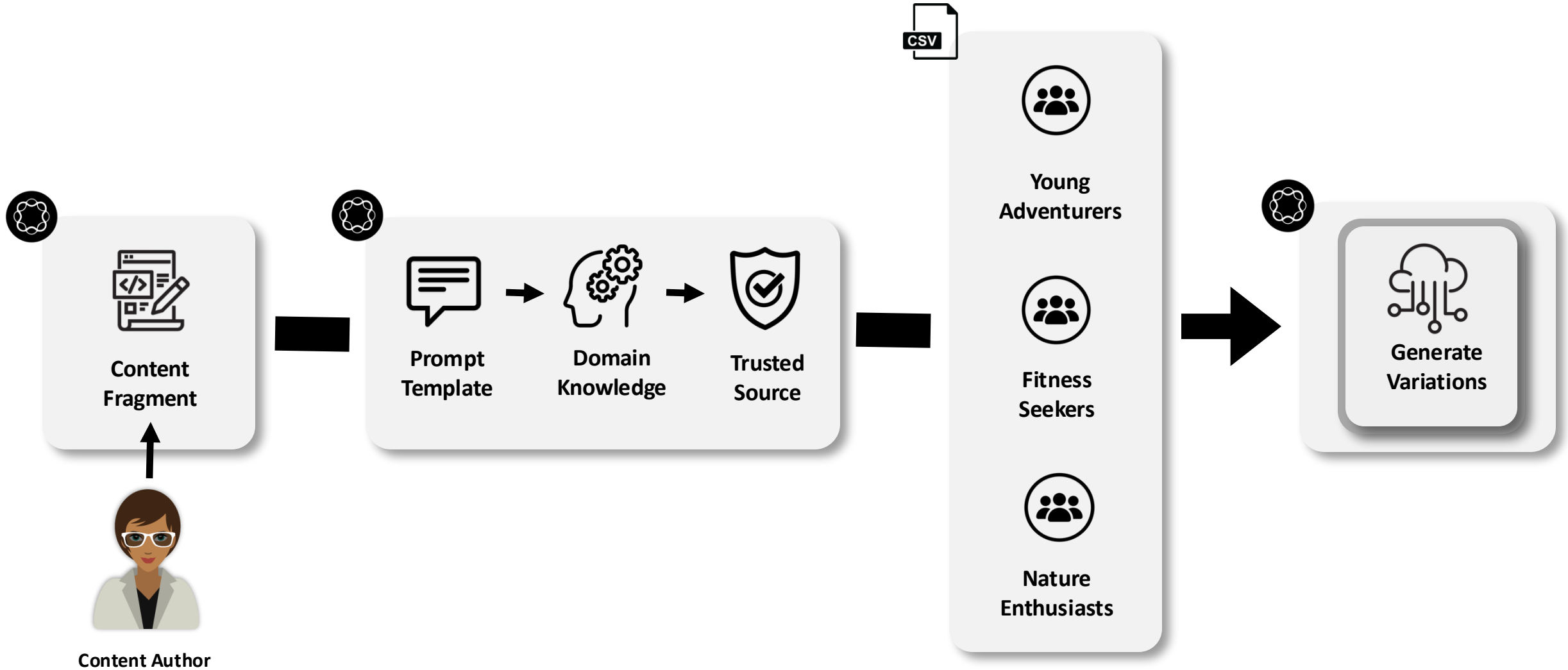
Experience creation user journey



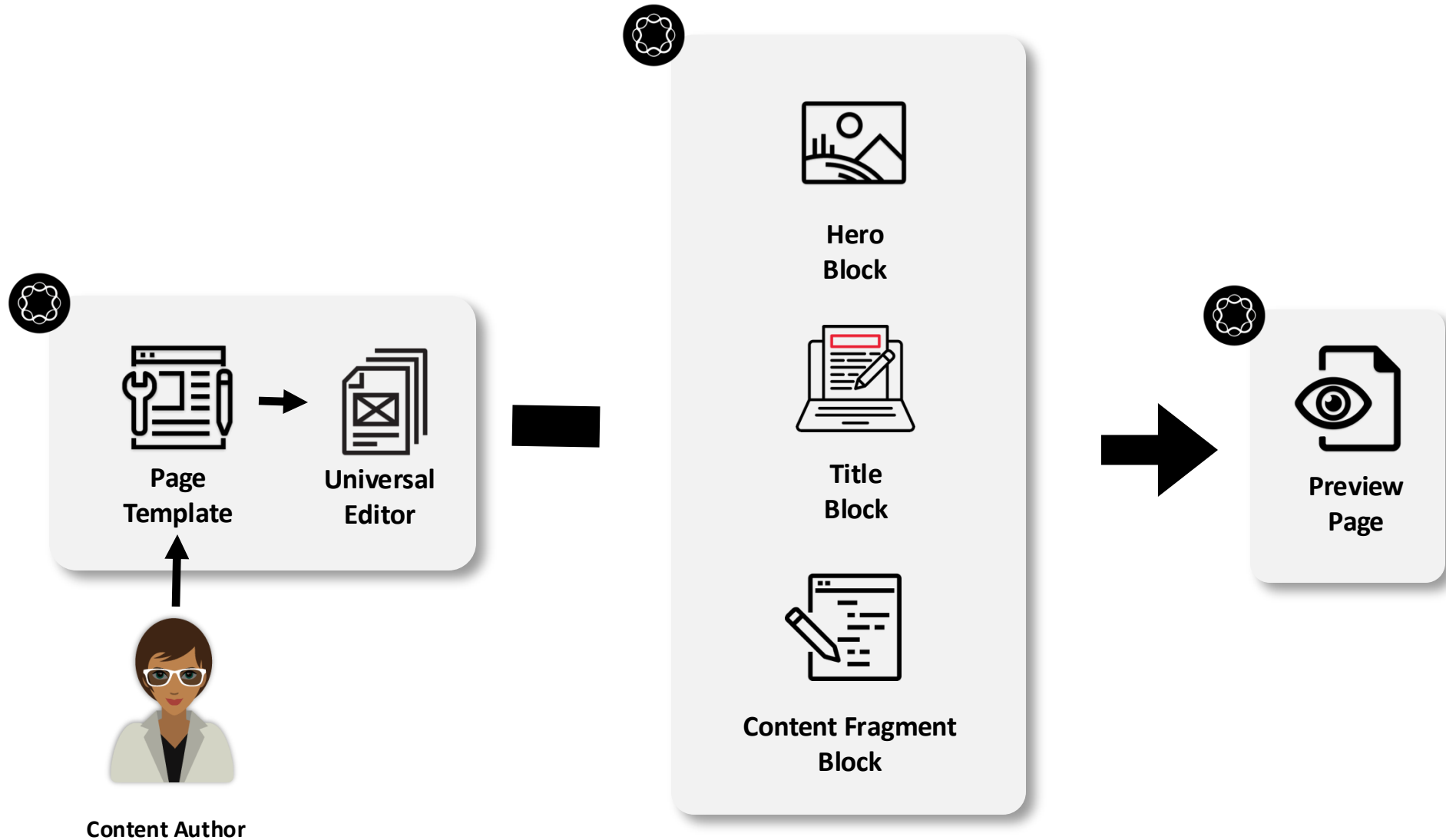
Article creation with Content Fragments



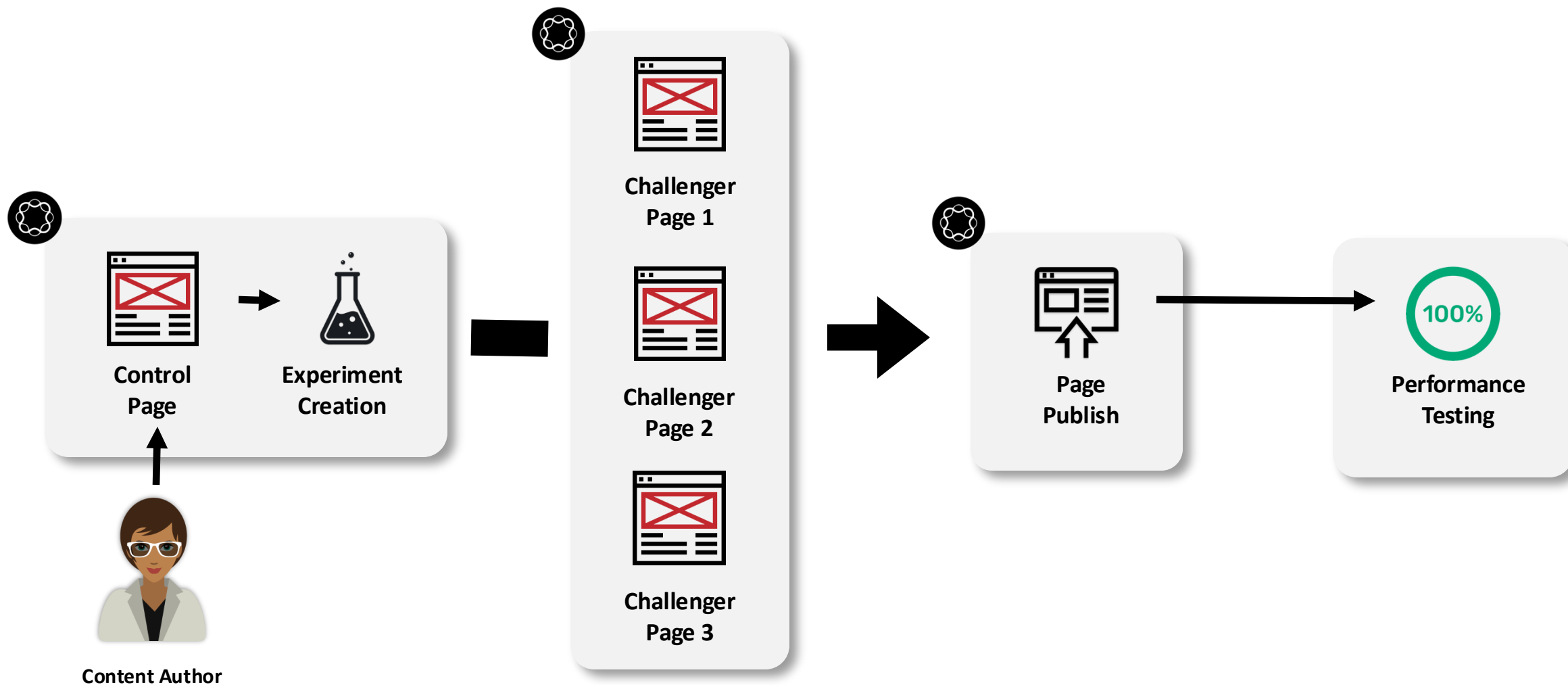
Generating content variations for personalization



Creating site content with Universal Editor



Experiment creation and testing page performance



Lunch





Sneak Peek - Reporting & Insights

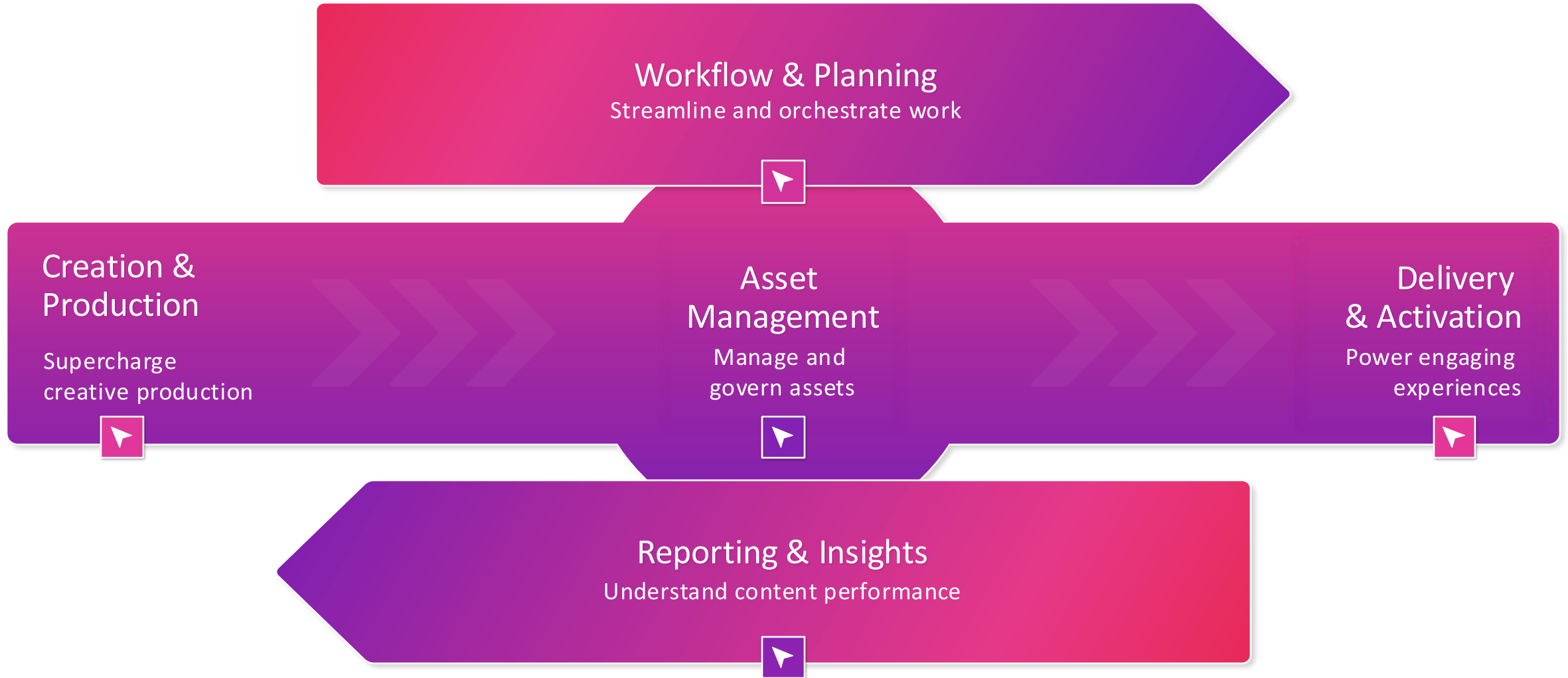
Stephanie Burton

ADOBE CONFIDENTIAL –

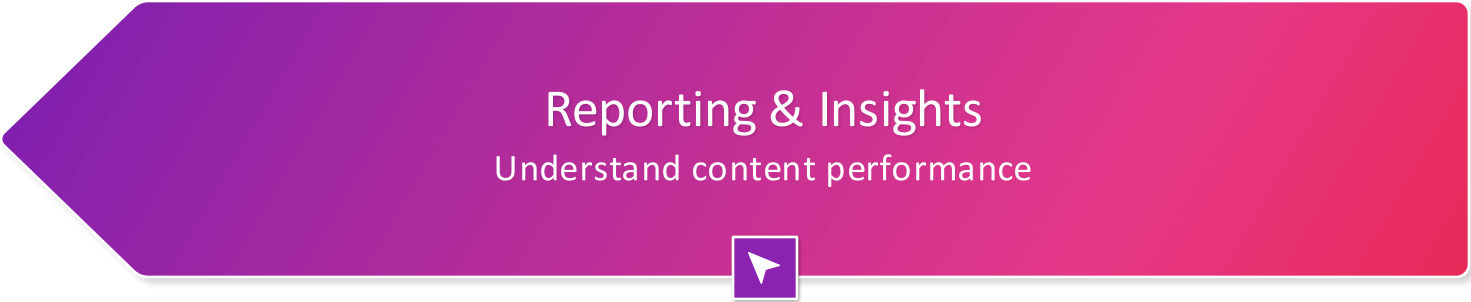
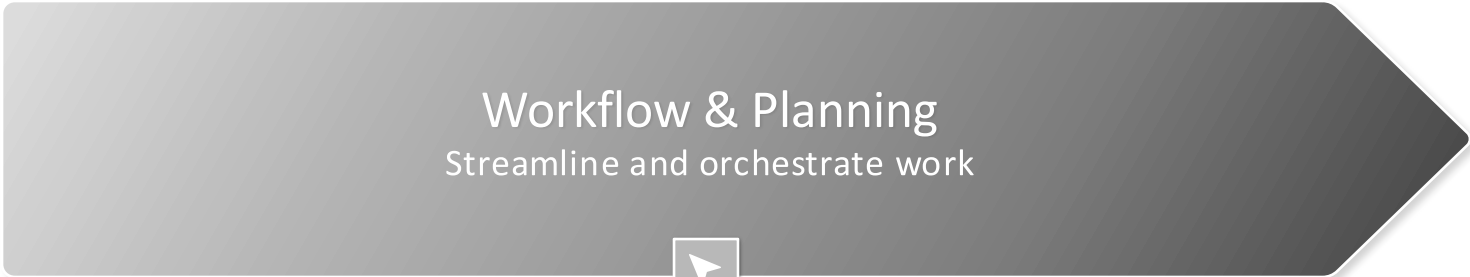
Roadmap disclosures are for informational purposes only, they are not a guarantee of any future feature or functionality and are subject to change at any time.

This presentation contains features that are still under development – we do not guarantee any beta feature will be included in the GA product.

Five building blocks to optimize your content supply chain

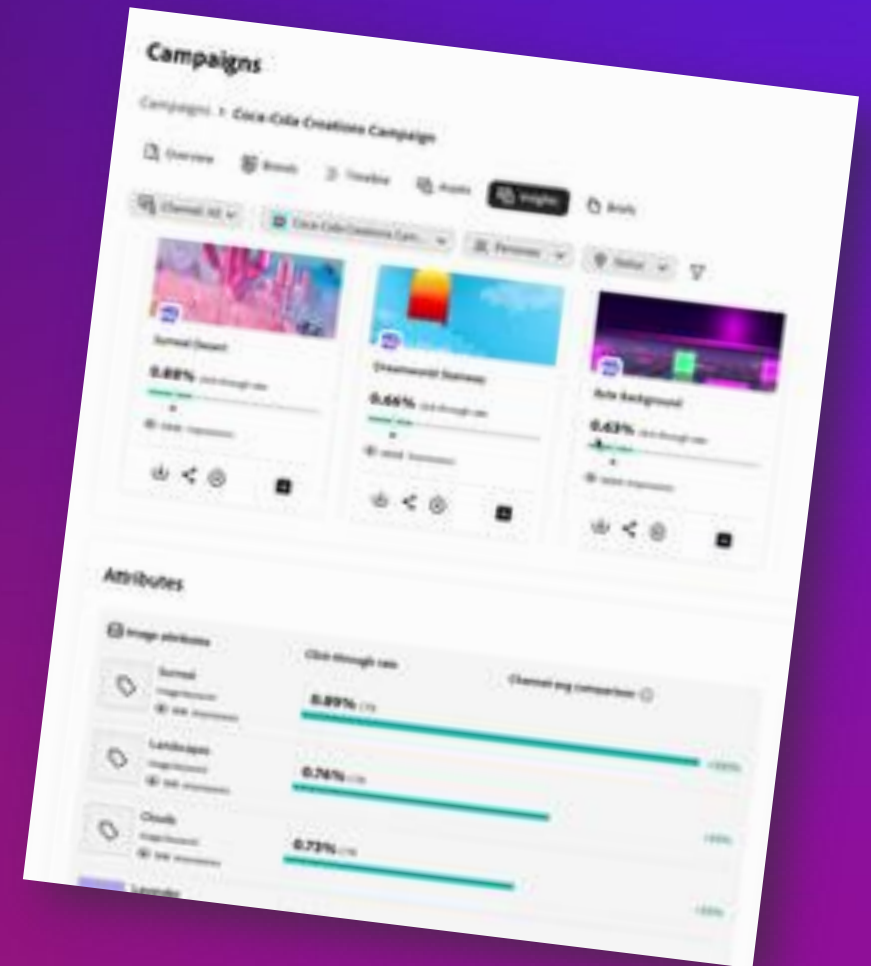


Reporting & Insights



Content Analytics

Content Analytics help organizations understand experiences by extracting and organizing content with AI/ML services. Insights can be surfaced by correlating elements of content with customer interactions. This helps marketers better personalize and optimize assets based on those insights.



Resources

For more on
Content Analytics

<https://adobe.ly/4fK38eu>





Sneak Peek – Adobe GenStudio for Performance Marketers

Emily Jansen

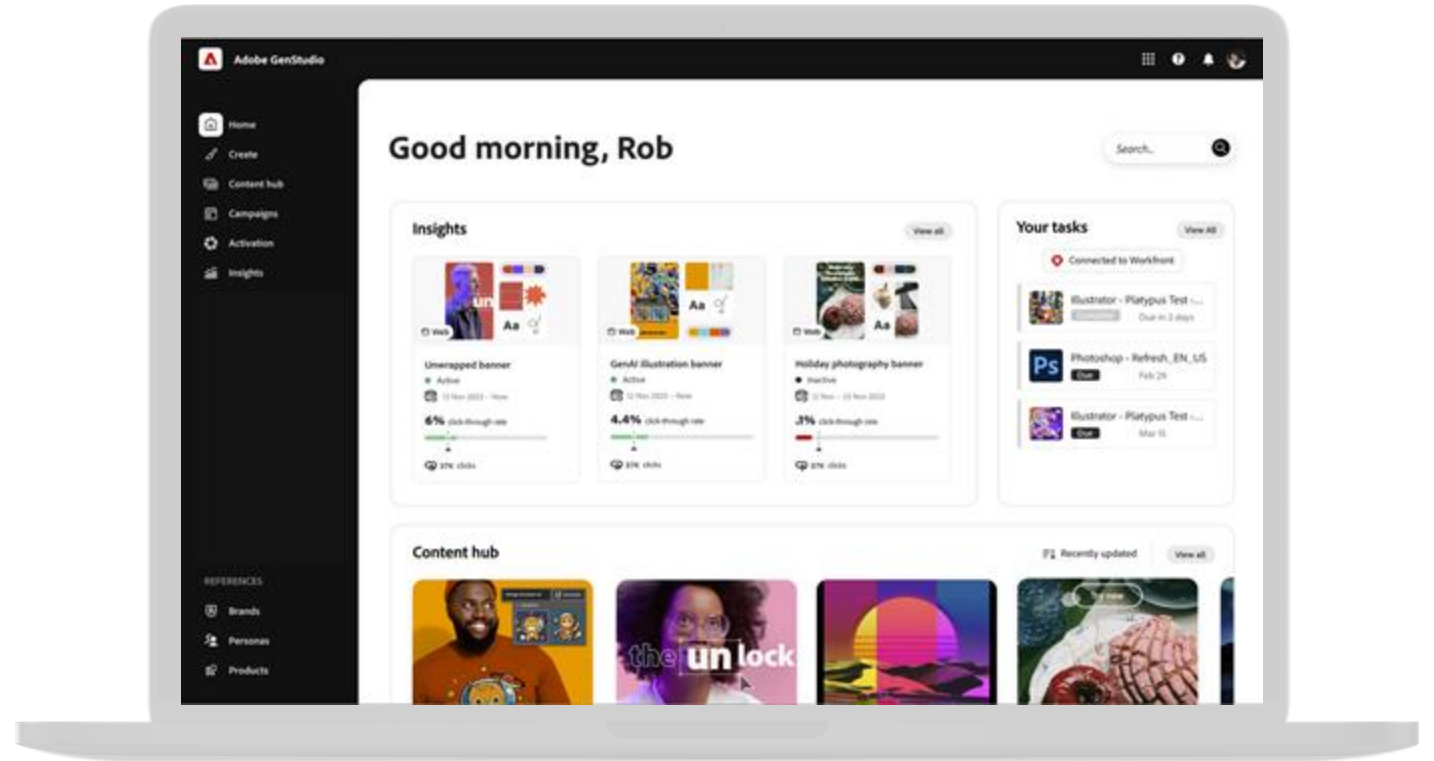
ADOBE CONFIDENTIAL –

Roadmap disclosures are for informational purposes only, they are not a guarantee of any future feature or functionality and are subject to change at any time.

This presentation contains features that are still under development – we do not guarantee any beta feature will be included in the GA product.

Adobe GenStudio for Performance Marketers

A Gen AI-first application that enables the modern marketer to self-serve on-brand content with enterprise guardrails and governance for high performing experiences



GenAI-first | Self-serve | On-Brand | Performance-driven

For more information

<https://adobe.ly/3yGUr41>





So What?

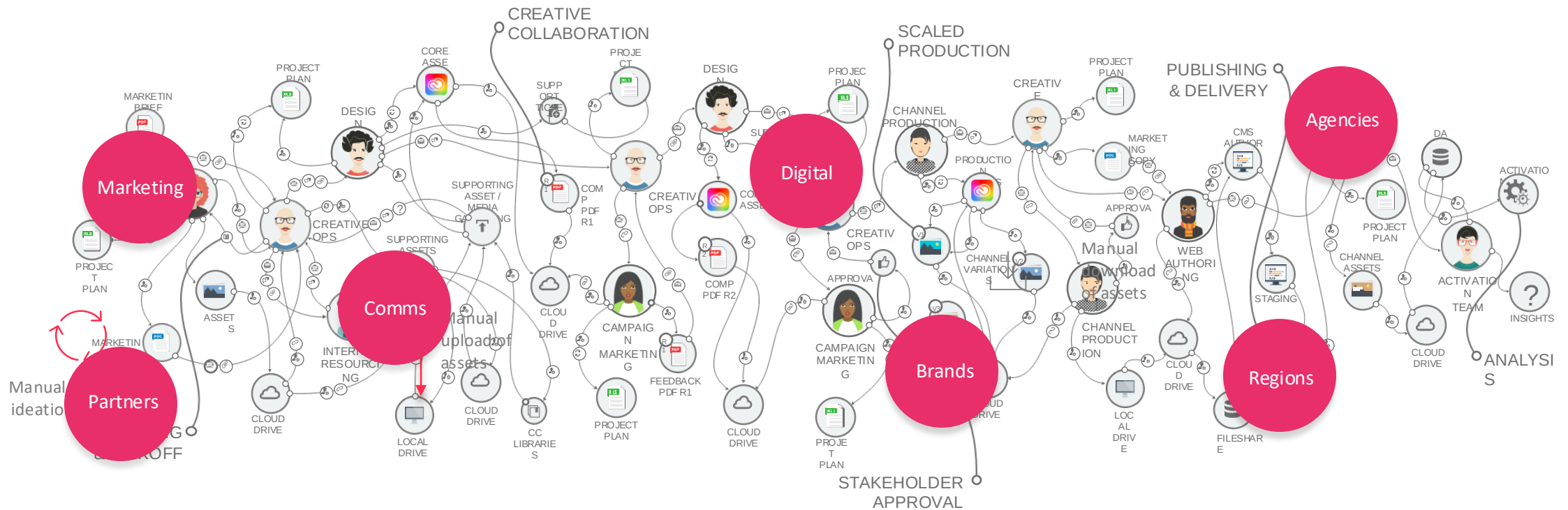
Why invest in this journey?

Steve Michaelis

Content Supply Chain Bottlenecks

Workflow & Planning	Creation & Production	Asset Management	Delivery & Activation	Reporting & Insights	Organizational Readiness
Disconnected Workflows & Systems	Duplicative, Manual Creative Work	Metadata Management	Different Team and system for Every Channel	Lack of Insights	\$\$\$
No Centralized Planning, Briefing, or Intake	Lack of Creative Collaboration	Governance & Compliance	Negative Impact on Brand Consistency	“Garbage” Insights	Change Management
No E2E Transparency	Disconnected Creative Process & Systems	Lack of Standardization & Connectivity	Major Latency	Inability to Action on Insights	Executive Buy-in
Inefficient Review & Approvals	Brand Compliance				

Current State & The Impact On Your Business



Disjointed Internal Execution

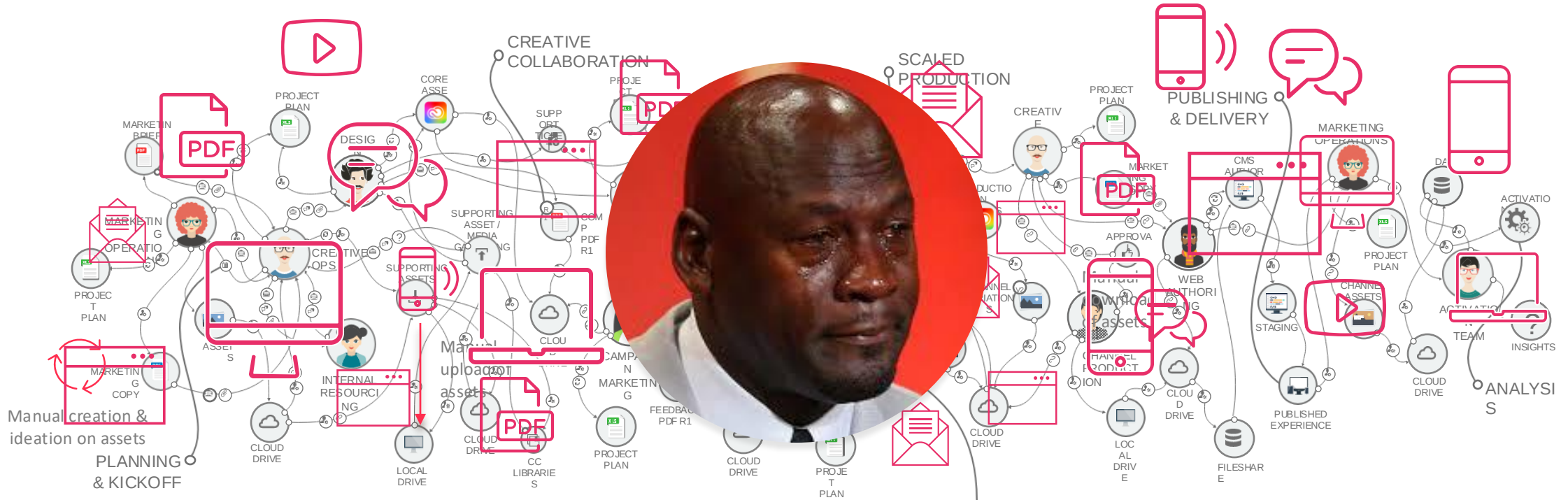
Lack of Content Accessibility

Manual & Duplicative Work

Slow to Market & Expensive

Inability to Measure & Prove ROI

Current State & The Impact On Your Customers



Disjointed Internal Execution

Lack of Content Accessibility

Expensive & Duplicative Work

Slow to Market & Expensive

Inability to Measure & Optimize

Irrelevant & Untimely Content

Disconnected Customer Experience

Risk of Customer Churn

Loss of Incremental Revenue

Total Economic Impact Report - Forrester

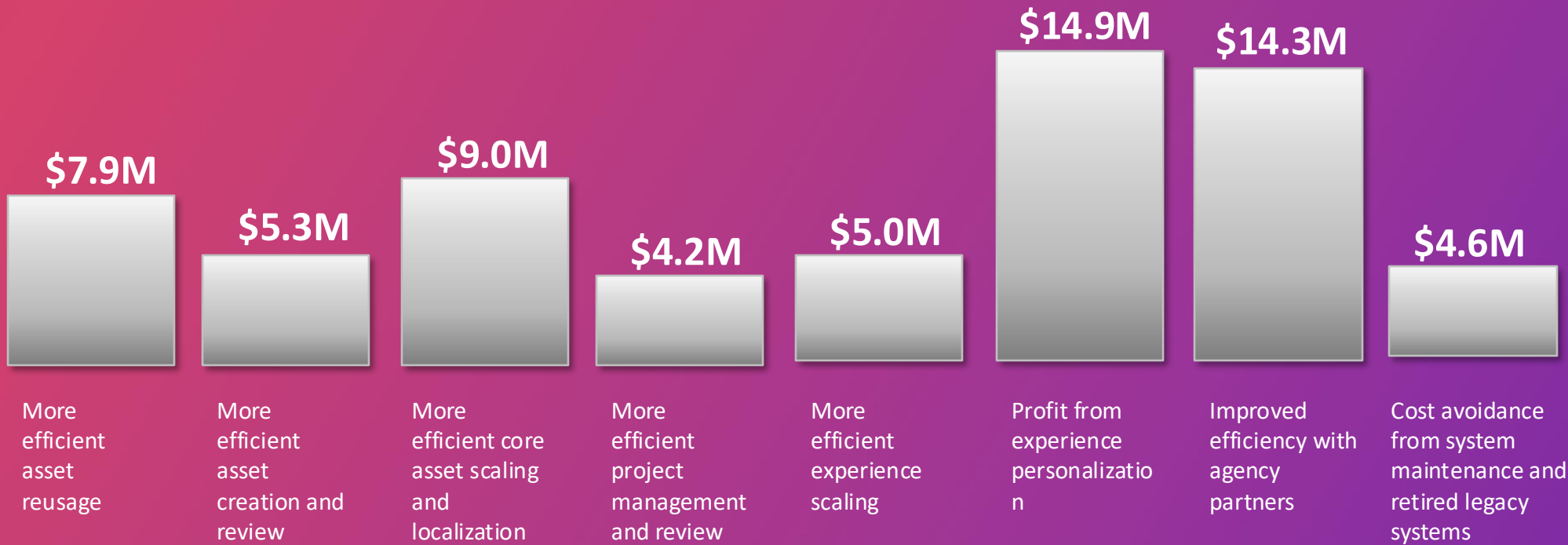
Three-year risk adjusted benefits

Based on interviews with current customer organizations, as applied to the composite

FINANCIAL IMPACT

\$49.2M

Total 3-year NPV



Total Economic Impact Report - Forrester

13% Improved agency efficiency by Year 3

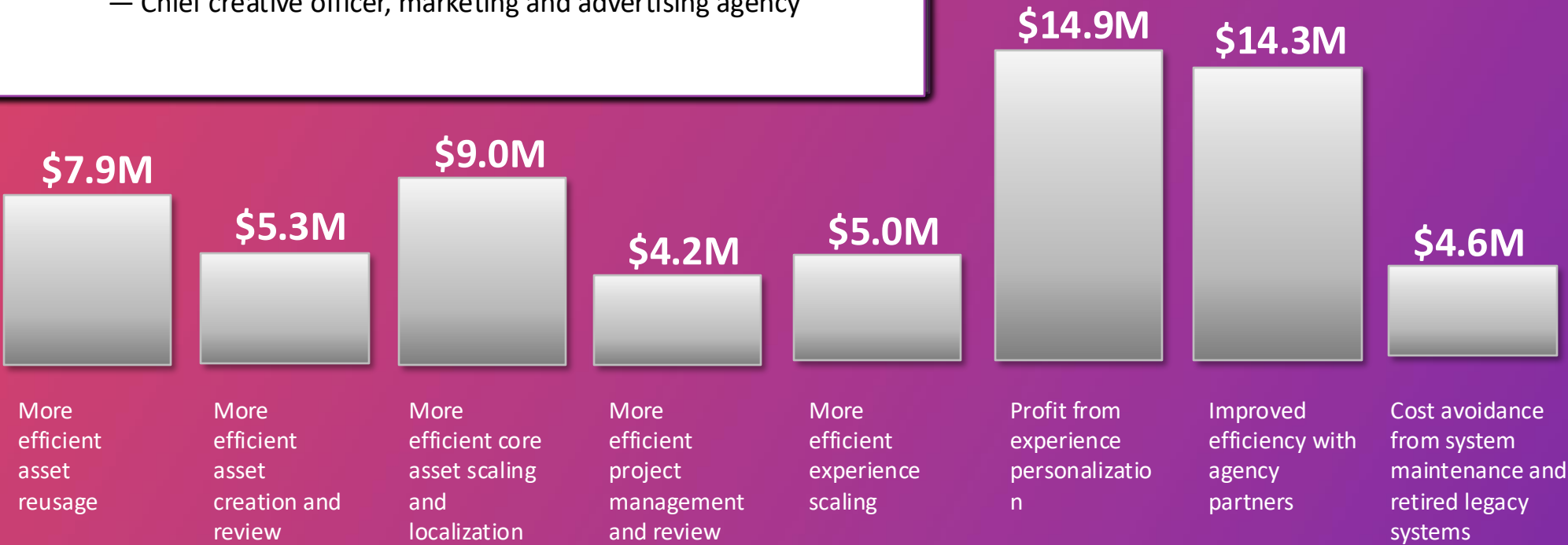
“The promise of [Adobe’s Content Supply Chain solution] is a workflow that's shared between client and agency sides. You have other shared tool sets like dams and asset management or content management systems where you're plugging stuff directly in and you can create efficiencies, speed things up, reduce time to market, and validate that you're using the right assets.”

— Chief creative officer, marketing and advertising agency

FINANCIAL IMPACT

\$49.2M

Total 3-year NPV



End of day 2

**We want to
hear from you**

5-minute survey

<https://bit.ly/abobecscdayLO2>



Adobe

Thank You!



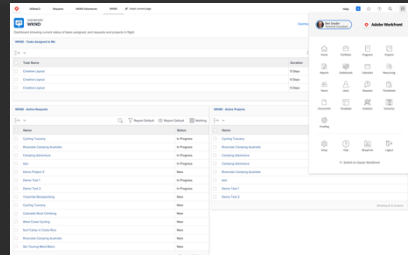
Appendix



Workfront references

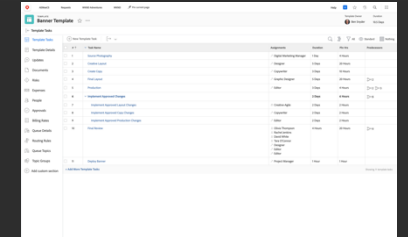
System Basics

- [Understanding Navigation](#)
- [Working in Workfront](#)



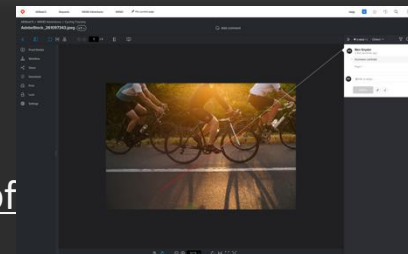
Project Templates

- [Template Overview](#)
- [Editing Template Tasks](#)



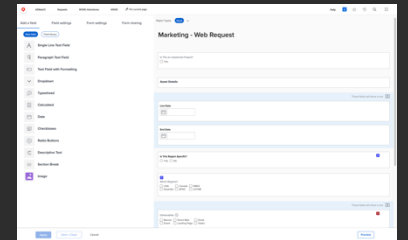
Proofing

- [Supported Files and Sizes](#)
- [Creating an Advanced Proof](#)



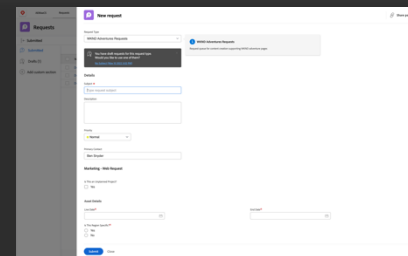
Custom Forms

- [Custom Form Overview](#)
- [Creating a Custom Form](#)



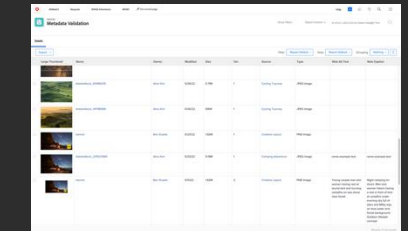
Request Queues

- [Creating a Queue](#)
- [Routing Rules](#)



Reporting

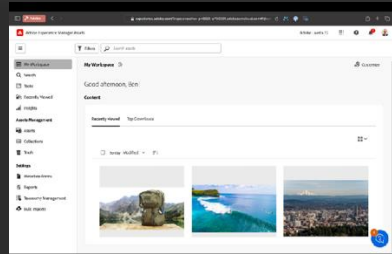
- [Getting Started with Reports](#)
- [Creating a Custom Report](#)



Adobe Experience Manager Assets references

System Navigation

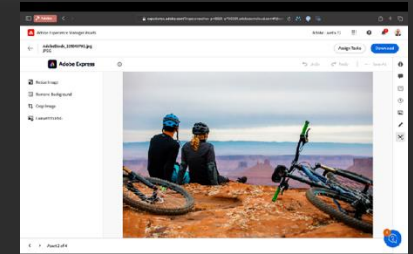
- [Managing Digital Assets](#)
- [AEM Assets](#)



Navigation

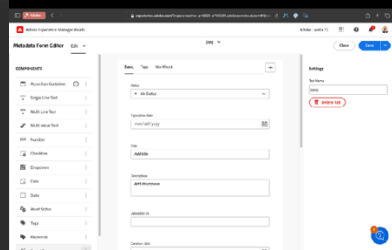
Quick Actions

- [Edit in Adobe Express](#)
- [Edit in Photoshop Express](#)



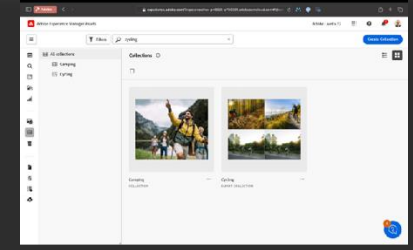
Metadata Forms & Tags

- [Understanding Metadata](#)
- [Managing Tags](#)



Collections

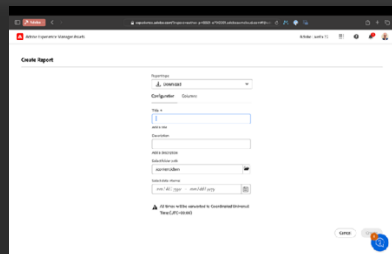
- [Creating a Collection](#)
- [Managing Smart Collections](#)



Collections

Subscriptions and Reports

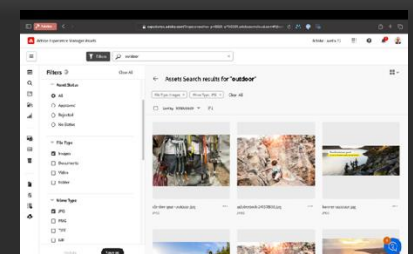
- [Subscribing to Reports](#)
- [Creating Asset Reports](#)



Reports

Search and Linking

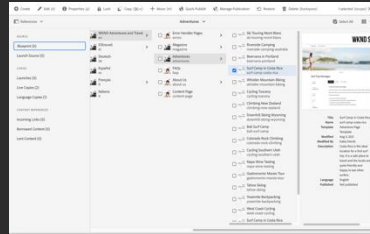
- [Search and Discover Assets](#)
- [Share Links to Assets](#)



Adobe Experience Manager Sites references

System Navigation

- [Quick Start Guide](#)
- [AEM Sites Navigation](#)

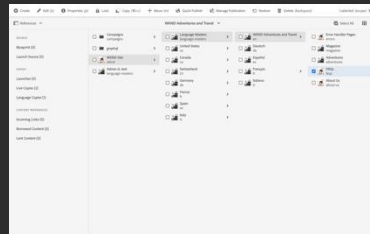


Universal Editor

- [Introduction to Universal Editor](#)
- [Getting Started Authoring Content](#)

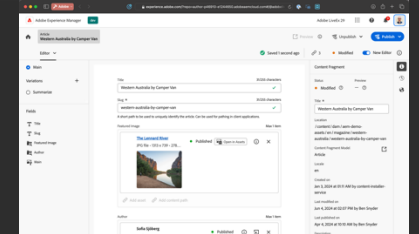
Sites Console

- [Authoring Environments](#)
- [Overview of Authoring](#)



Content Fragments

- [How to Model Content](#)
- [Managing Content](#)



Fragments

Generate Variations

- [Variations via Generative AI](#)
- [Writing Effective Prompts](#)

Prompts

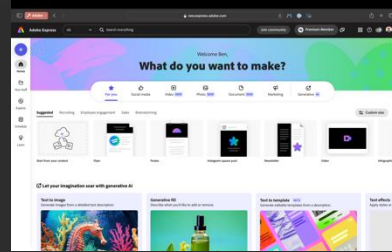
Edge Delivery Services

- [Block Collection for Authoring 100](#)

Adobe Express

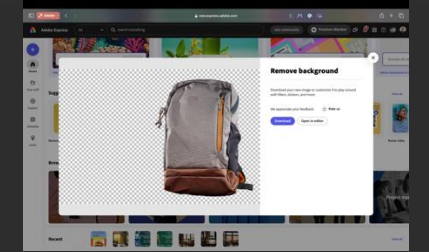
Express Introduction

- [Express Overview](#)
- [What is New](#)



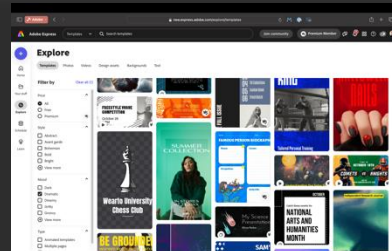
Quick Actions

- [Resizing Images](#)
- [Trimming Videos](#)



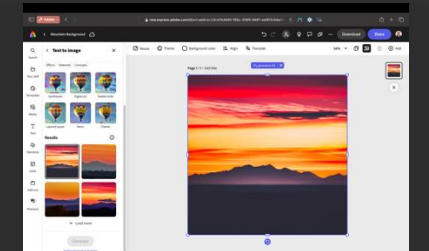
Templates

- [Getting Started](#)
- [Creating Templates](#)



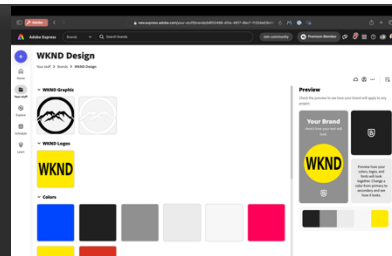
Firefly

- [Text to Image](#)
- [Generative Fill](#)



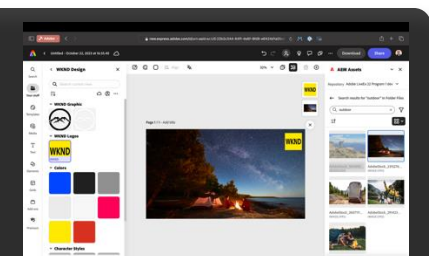
Brands

- [Creating a Brand in Express](#)
- [Managing a Shared Brand](#)



Collaboration

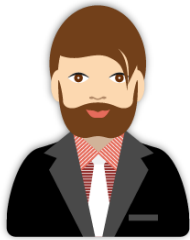
- [Collaborate in Express](#)
- [Sharing Libraries](#)



Workshop personas



Developer



Content
Contributor



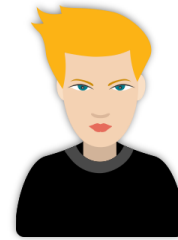
Project
Manager



Content
Administrator



Photographer



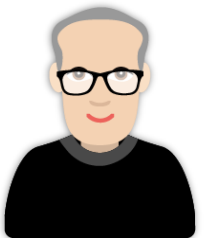
Social
Manager



Asset
Librarian



Group
Administrator



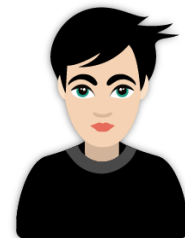
Creative
Director



Content
Author



Copy
Writer



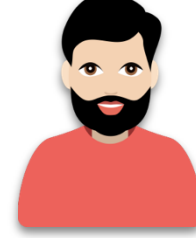
Translation
Specialist



Legal
Team



Marketer



System
Administrator



Producer