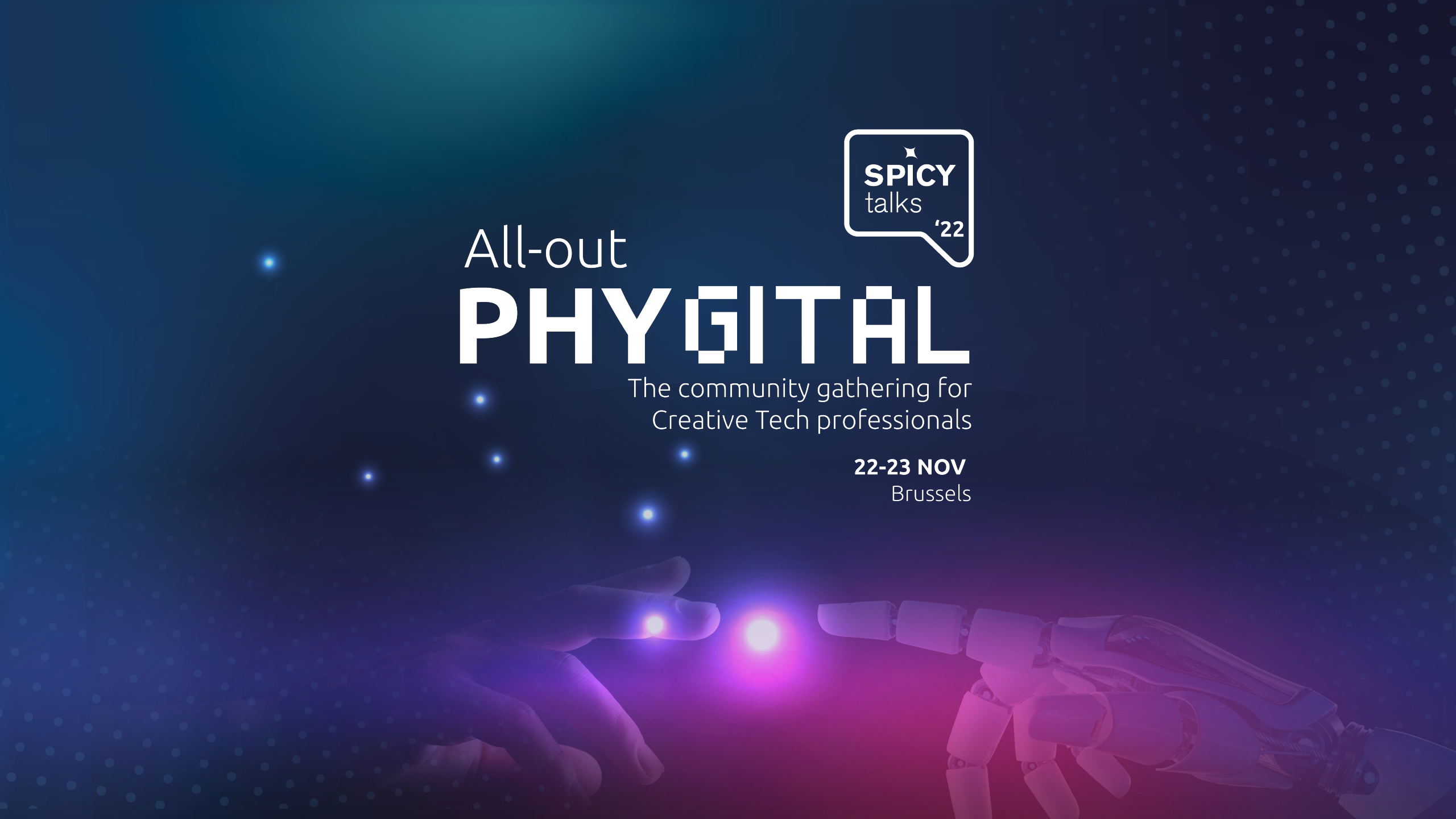
SPICY talks '22

All-out PHYGITAL

The community gathering for
Creative Tech professionals

22-23 NOV
Brussels



GraFx
Publisher

SPICY talks

GraFx is our secret sauce that will boost creative automation enabling our customers to create at scale.

GraFx Publisher
GraFxStudio
GraFxMedia
GraFxFonts
GraFxStylekits
GraFxData
GraFxInsights

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Smart Templates in GraFx Publisher

Andy Russell – Client Success Engineer CHILI publish

Boost your workflow

- Often designs need repurposing, from Facebook through to banner ads
- Each has its own differing requirements
- Instead of numerous format options why not combine?
- Match each use case with specifics

Alternate layout

Simplifies template creation, maintenance, and the user's experience

- Upload an InDesign doc
- Add a shape via an upload
- Create a QR code
- Add some pre-determined colours using a snippet
- Set some sizes required
- Add some flavours
- Tie flavours to colours
- Try out sizes and flavours

Smart Fit Images

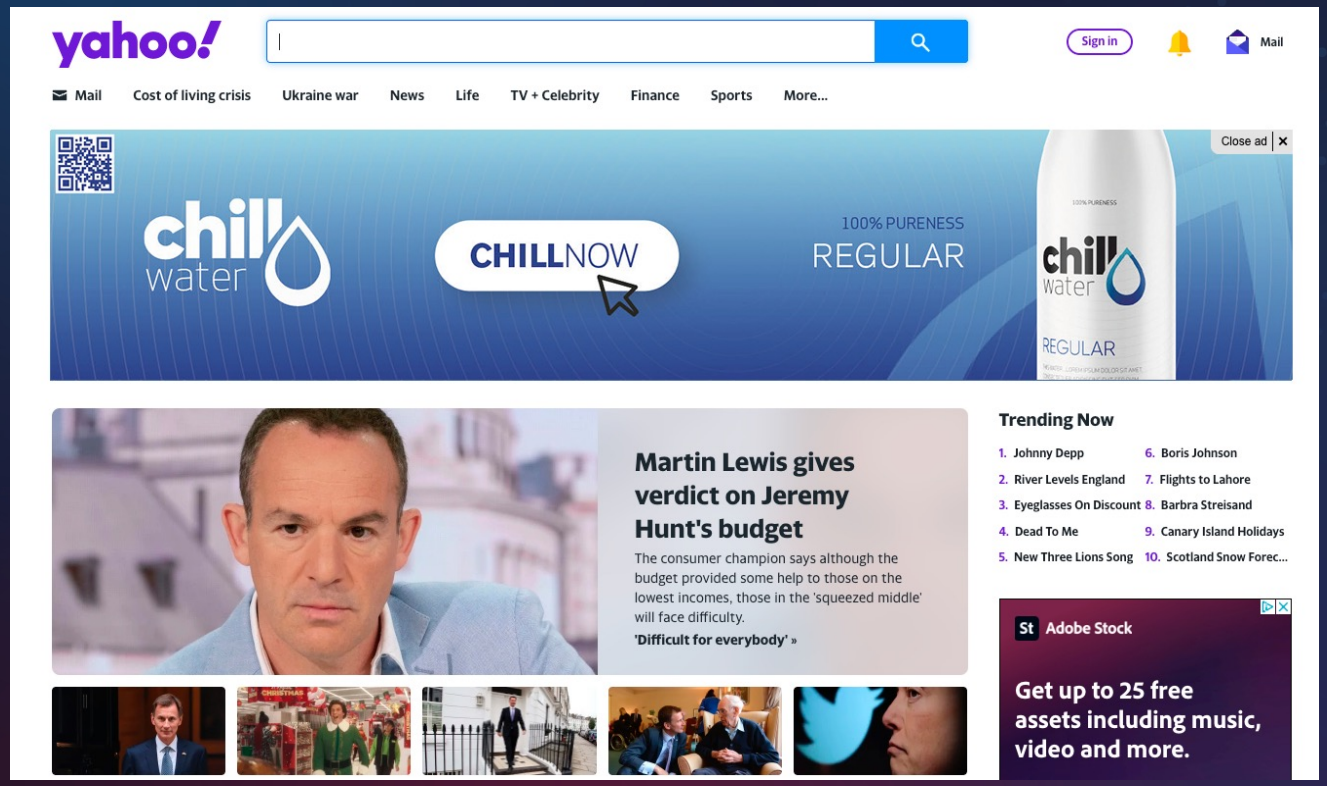
Imagine several images and several output sizes to produce. That could mean many interventions for a designer.

- Same image, different Point of Interest can highlight a specific point to be focused on
- Subject Position can highlight a specific area to show how this can adjust positioning
- Save time

Dynamic layout

Simplify complex templates by utilizing features together:

- Property formulas
- Reference points
- Relative positioning
- Alternate layouts



Boost production

Throw some data at a template for:

- Multiple sizes
- Multiple designs
- Different formats

SPICY talks

Onto the live system!

GraFx Publisher