

SANITY

Unlock Empathy With Structured Content

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Connection

SANITY

Distance



#GrownFolks
BOUNCE

Global Society



What's News—
Business and Finance
PER PRICES
What's News—
Business and Finance
PER PRICES
What's News—
Business and Finance
PER PRICES

Le Monde
des INITIATIVES

Tea amo!
Télévision
Planète, dir. de Wolf Heidenreich
21. Juni 1996, 51. Jahrgang

Horst Stern: Reise durch ostdeutsche Landschaften (Seite 6)
DIE ZEIT
WOCHENZEITUNG FÜR POLITIK · WIRTSCHAFT · HANDEL UND KULTUR

Herald Tribune
INTERNATIONAL
PUBLISHED WITH THE NEW YORK TIMES AND THE WASHINGTON POST
Paris, Friday, June 21, 1996

Europeans Face
Yeltsin Dismisses Hard-I

FINANCIAL TIMES

Media futures
Rattling the phone
companies
Newspaper

Lucy Kellaway
Today's surveys
Vietnam; Devon
and Cornwall

MONDE: Syrie-Turquie Tension entre Damas et Ankara

La Turquie et la Syrie
ont procédé à des
mouvements de
troupes le long de leur
frontière commune.
Cette crise survient
après la signature d'un accord militaire
entre Tel-Aviv et Ankara, qui ne ménage
pas ses critiques à l'égard du régime d'Al-
Assad (ci-dessus à gauche). Page 8



FRANCE: Deux-Sevres Le Marais poitevin vide de ses

Libération

Tiberi ac
le

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND
Müller-Vöge, Günther Nonnenmacher, Johann Georg Reißmüller, Frank Schirmacher

Russie : un général arbitre du second tou
La Tribune
QUOTIDIEN ■ MARDI 18 JUIN 1996
DESFOSSÉ
POUR ÉVITER
VISIOCONFÉ

Paris CAC 40 + 0,06 %	New York DJ - 0,08 %
Dollar Paris 5,1535 FF	

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NORTH CAROLINA

[Services](#)

[Agencies](#)

[Government](#)

[Jobs](#)

[About NC](#)

[Contact](#)



COVID-19 · Resources, information and assistance from across state government. [Visit the Information Hub](#)

Welcome to North Carolina!

land of the Piedmont to 300 miles of white sandy beaches. Scenic beauty, a culture rich in history and the arts, and world-class sports and recreational opportunities make NC an exceptional place to live.

[Learn about Government Branches](#) →

Learn about the executive, judicial and legislative branches in North Carolina.

[Open Government](#) →

Want to become more involved? Tips on how to keep an eye on your state government.

[Open Budget](#) →

Explore budgeted amounts and actual expenditures for each State agency supported





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Content as an afterthought.

Can work for some while harming others
when built on biased systems or
knowledge.

CHECK YOURSELF YOU MUST

**BEFORE WRECK YOURSELF
YOU DO**



What is Structured Content?

Content that is broken into its smallest reasonable pieces, which are explicitly organized and classified to be understandable by computers and humans

Structured Content



Anatomy Of Structured Content.

Content Type

Reusable container for managing content by common structure and purpose

Act

Act Name

Photo w/alt text

About (Rich text)

Genre (List)

Active Since
(number)

Performance

Performance Name

Tour (Reference to Tours)

Date and Time
(DateTime)

Genre (List)

Venue
(Reference to Venues)

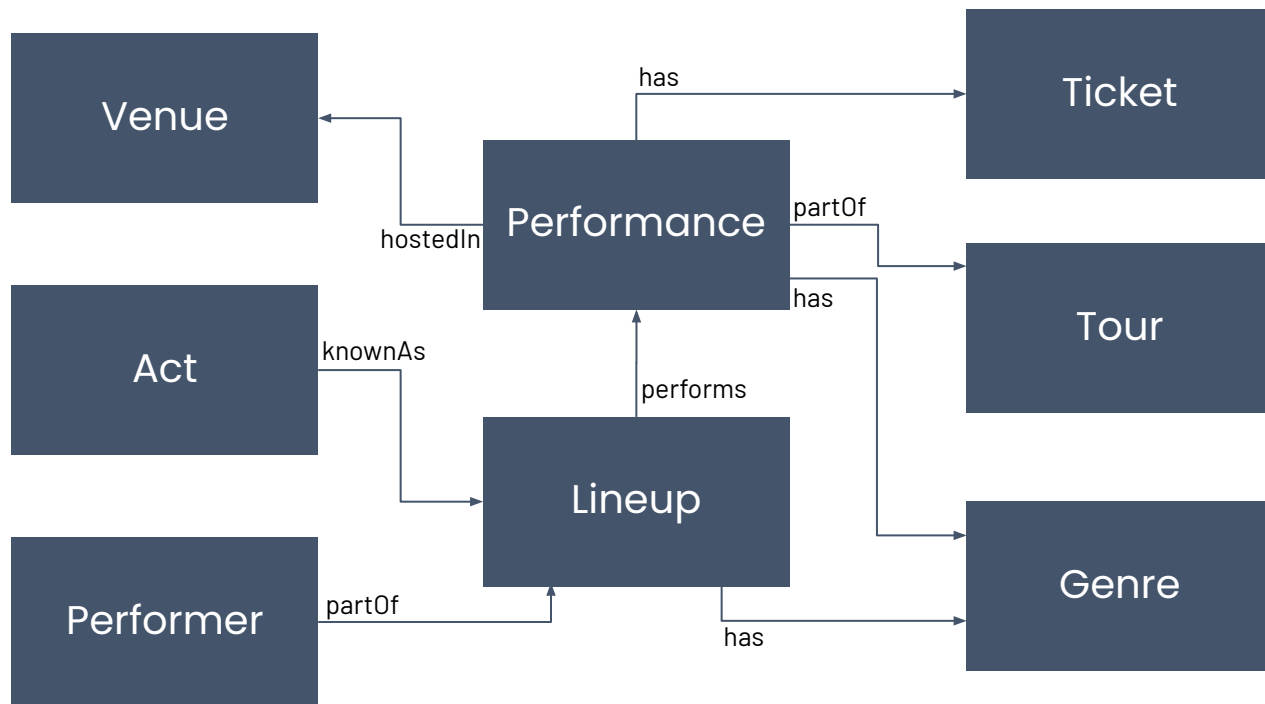
Ticket Link

Attributes

Reusable container for managing content by common structure and purpose

Content model example

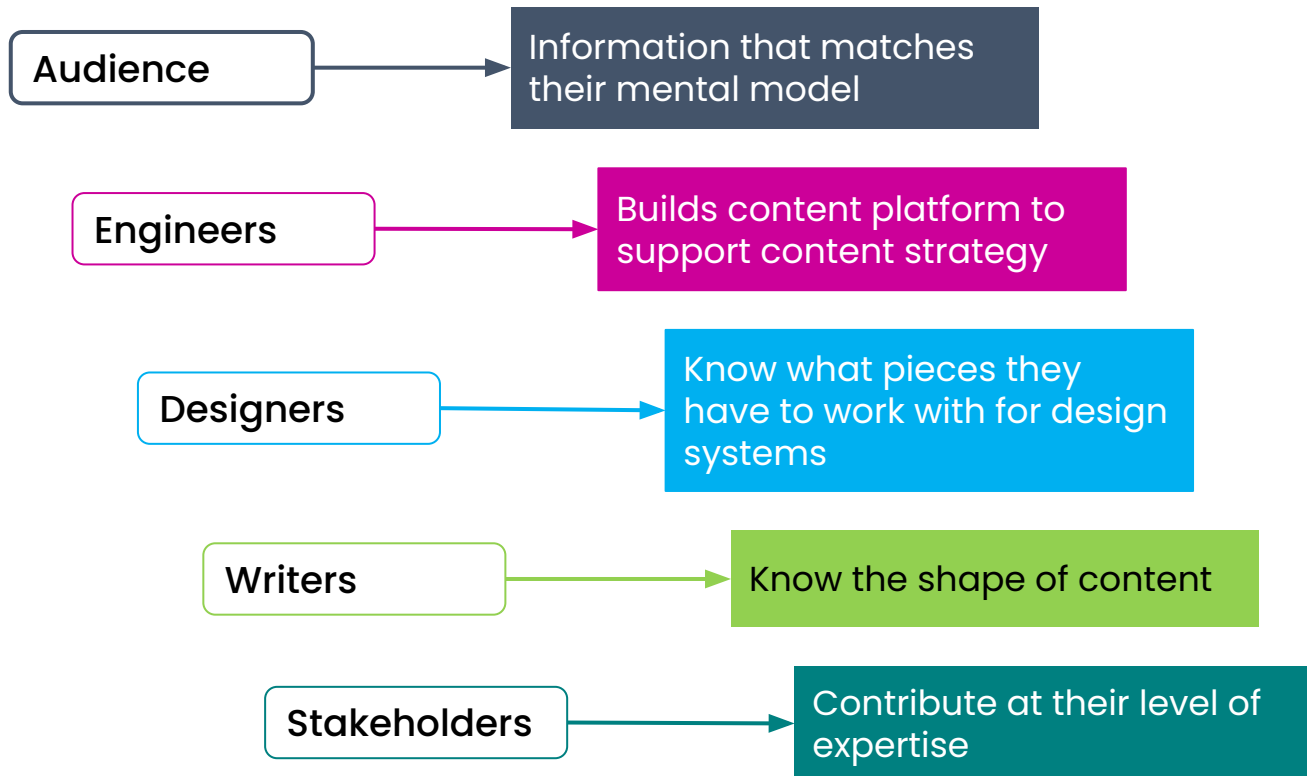
Potential content model for a ticket seller



Example of structured content outside an interface

Act Name	Fleetwood Mac
About	<p>Fleetwood Mac are a British-American rock band, formed in London in 1967. Fleetwood Mac were founded by guitarist Peter Green, drummer Mick Fleetwood and guitarist Jeremy Spencer, before bassist John McVie joined the line-up for their self-titled debut album. Danny Kirwan joined as a third guitarist in 1968. Keyboardist and vocalist Christine Perfect, who contributed as a session musician from the second album, married McVie and joined in 1970.</p>
Active Since	1967
Photo	fleetwood-mac-1977.jpg
Photo Alt Text	<p>Fleetwood Mac in 1977. From left to right: Mick Fleetwood, Christine McVie, John McVie, Stevie Nicks, and Lindsey Buckingham.</p>
Genre	Rock

Everyone is happy

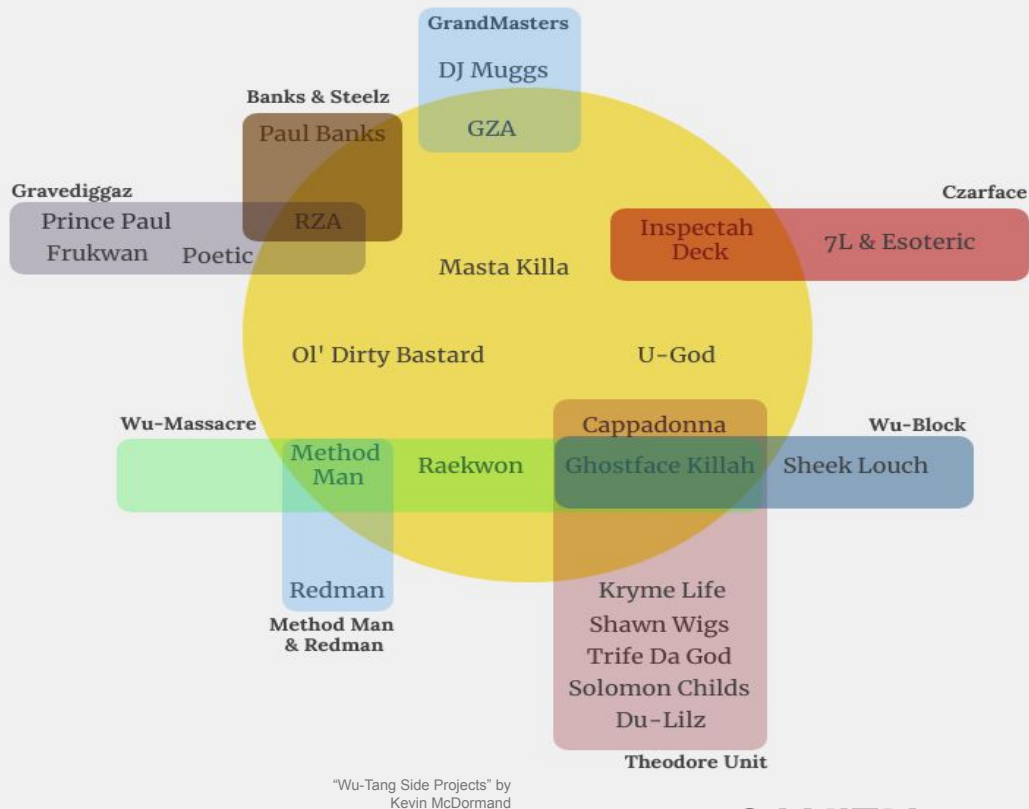




Meet
The Wu-Tang Clan:
A modern organization

Wu-Tang Content Lake:

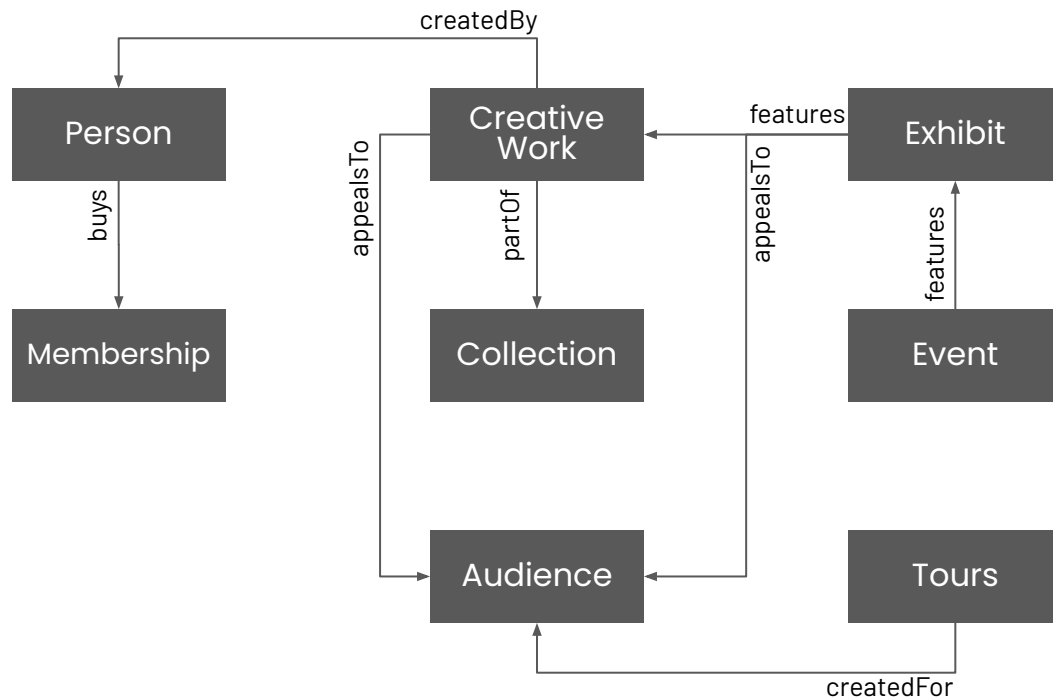
- 9 core members
 - Roles:
 - Rapper
 - Writer
 - Producer
 - Guest Feature
 - Composer
 - Aliases
- 100 studio produced albums
- 385 total albums
- Solo projects
- Side projects
- Films
- TV shows
- Visual art
- Print media



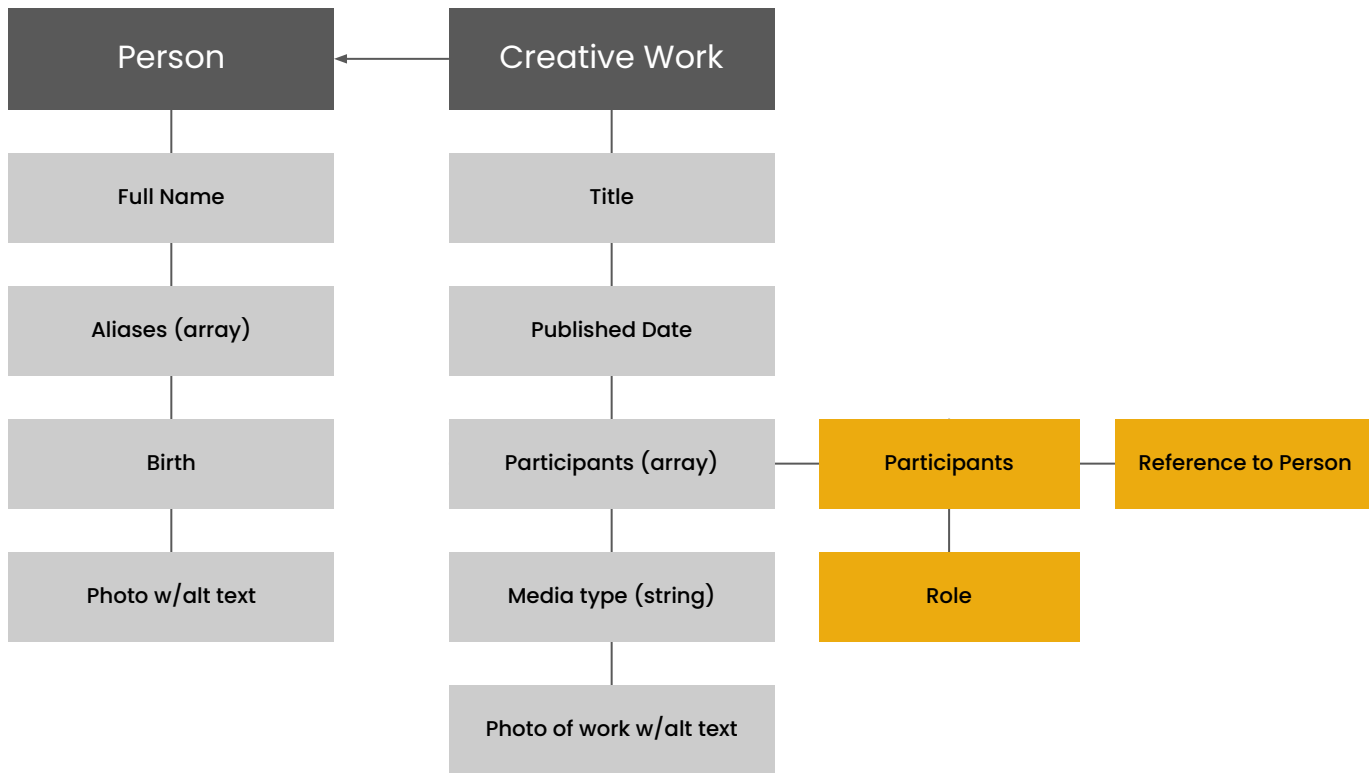
Use Case: Wu-Tang Museum (Wuseum)



Museum Content Model.



Wuseum Content Model.





Structured Content Approach.

Allows:

- Inclusive and empathetic structures
- Universal clarity
- Accessibility
- Focus on sustainability

Inclusive & empathetic content modeling.

Consider people/groups that typically haven't
had easy access to existing products.

Universal Clarity.

Accommodate a wide range of human differences and experiences.



Validation Rules

Create reminders &
content requirements
encourage consistency.

Title

A descriptive and enticing title will help your reader connect to the ideas you're sharing.

Wu-Text



Required

Summary

Give your reader a hint of what they can learn. Summaries appear in small places like preview cards.

Accessibility.

Structured content can help make accessibility
a part of the model from the start.

Alt Text:

Help people make
good choices.

Alt text field for image
built into content model
with “required” validation
rule.

Name

RZA

Slug

Some frontends will require a slug to be set to be able to show the person

rza

Generate

Image ⓘ



Upload

Select

Edit details

Remove

Caption

ⓘ You have to fill out the alternative text.

Alternative text ⓘ

Important for SEO and accessibility.

Color Contrast:



Build accessibility helpers
into the model.

```
  "metadata": { 2 items
    ▶ "dimensions": { ... } 3 items
    ▶ "palette": { 7 items
      ▶ "darkMuted": { 4 items
        "background": "#2c2b44"
        "foreground": "#fff"
        "population": 23
        "title": "#fff"
      }
      ▶ "darkVibrant": { ... } 4 items
      ▶ "dominant": { ... } 4 items
      ▶ "lightMuted": { 4 items
        "background": "#dcdcd6"
        "foreground": "#000"
        "population": 388
        "title": "#000"
      }
      ▶ "lightVibrant": { ... } 4 items
      ▶ "muted": { ... } 4 items
      ▶ "vibrant": { ... } 4 items
    }
  }
```

Sustainability.

Turning content into data
allows a single source of truth
that can be used by any
channel.



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Stop duplication of effort

Content does not need
to be recreated for every
channel or design
change.



The Wu-Tang Clan

@wu-tang

Wu-Tang, Hip Hop royalty, share their origin story and live Q&A!

Join us at The Wuseum Friday 3 September at 13:00 CEST



12:00 PM · Jun 1, 2021

36K Retweets

3.6K Quote Tweets

36M Likes



Improve Efficiency & Accuracy.

Reduce pain points of inaccuracy from copying/duplicating content.

Wu-Tang: Hip Hop Royalty

Editor

Web Preview

SEO Preview

Colorblind

Text to speech

Braille

Current


Started at

e.g. 2021-08-10 16:47

Ended at

e.g. 2021-08-10 16:47

Main image



Upload

Select from ▾

Edit

Remove

Caption

Alternative text

Important for SEO and accessibility.

The nine original members of The Wu-Tang Clan

Wu-Tang: Hip Hop Royalty

Editor

Web Preview

SEO Preview

Colorblind

Text to speech

Braille

Google search result preview

Wu-Tang: Hip Hop Royalty


<https://gatsby-portfolio-preview-poc-4165823465.gtsb.io/project/wu-tang-hip-hop-royalty>

Twitter card preview

S

Sanity.io @sanity_io


The card for your website will look a little something like this!



Wu-Tang: Hip Hop Royalty

gatsby-portfolio-preview-poc-41658234...

Facebook share



LOCALHOST:3000

Wu-Tang: Hip Hop Royalty

Omnichannel Experience

You have the freedom to create anything and take your content anywhere.



36 CHAMBERS
25TH ANNIVERSARY CELEBRATION

WORLDWIDE

世界36个丹尼尔

5/10	LONDON, UK	5/31	STERLING HEIGHTS, MI	6/22	MOUNTAIN VIEW, CA
5/11	MANCHESTER, UK	6/01	CHICAGO, IL	6/23	SHEPTON MALLET, UK
5/12	GLASGOW, UK	6/02	CLEVELAND, OH	7/13	OTTAWA, ON
5/14	DUBLIN, IE	6/07	SIMPSONVILLE, SC	7/31	WICHITA, KS
5/16	AMSTERDAM, NL	6/08	RALEIGH, NC	8/01	COUNCIL BLUFFS, IA
5/17	PARIS, FR	6/09	NASHVILLE, TN	8/02	MINNEAPOLIS, MN
5/18	BERLIN, DE	6/12	BOSTON, MA	8/08	CORNWALL, UK
5/21	COPENHAGEN, DK	6/14	UNCASVILLE, CT	8/23	CHORZOW, POLAND
5/23	OSLO, NO	6/15	ATLANTIC CITY, NJ	8/24	MOSCOW, RU
5/24	STOCKHOLM, SE	6/16	BROOKLYN, NY	9/13-15	DEL MAR, CA
5/27	HELSINKI, FI	6/21	SEATTLE, WA		

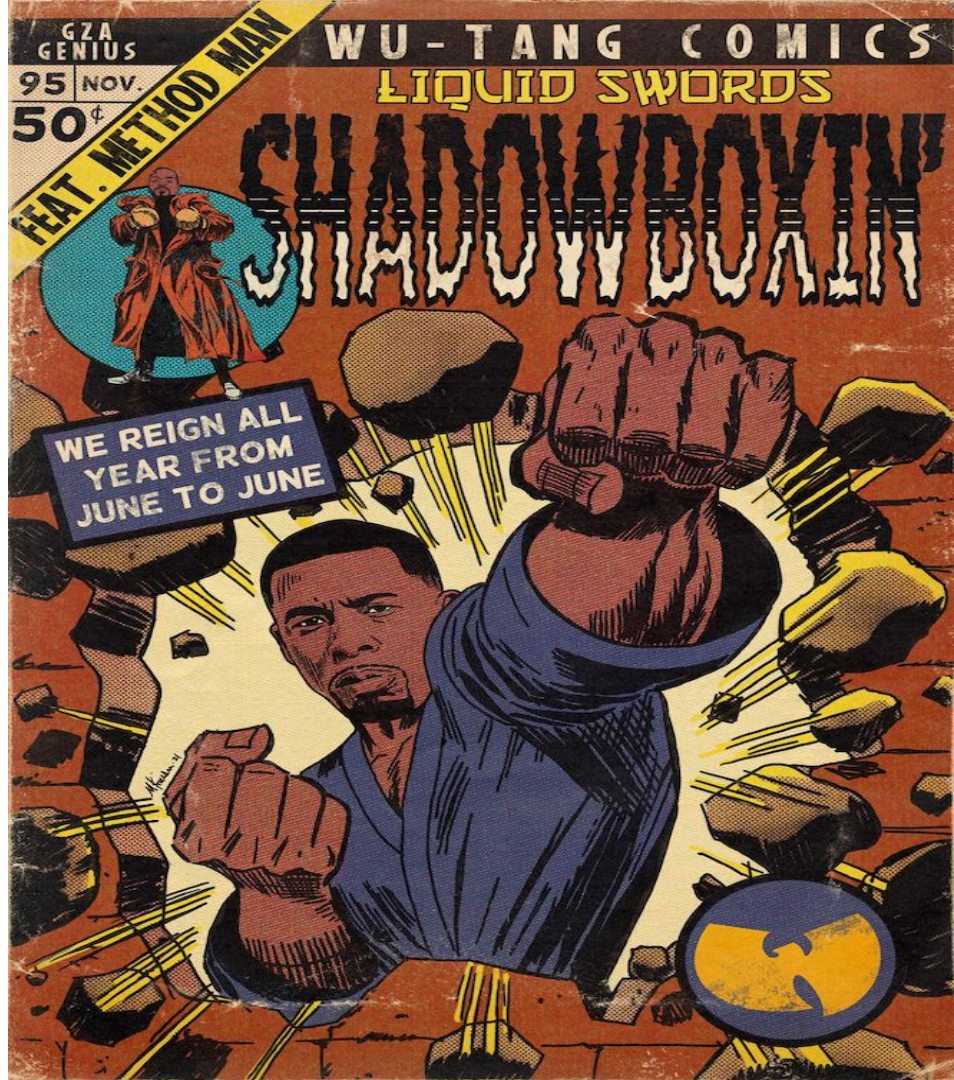
• GODS OF RAP TOUR WITH PUBLIC ENEMY, DE LA SOUL AND DJ PREMIER • FESTIVAL • WITH GUESTS ERIC B. & RAKIM, DE LA SOUL, THE PHARCYDE

WUTANGCLAN.NET

Interoperability

Exchange and share information between partners and content teams.

Wu-Tang content use to populate a comic book cover mock-up.



Productivity

Content strategists can organize, arrange, and deploy structured content quickly and efficiently.



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Thank You.

 @sanity_io

 Sanity-io-land.slack.com

 <https://www.sanity.io/>

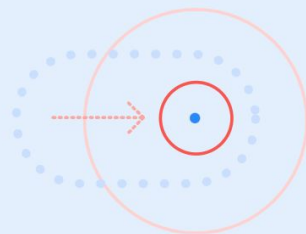
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Structured Content 2022

Where business, content, design, and
engineering meet

May 24-25, 2022

Online • San Francisco • Oslo • Amsterdam • London • New York City



<https://structuredcontent.live/>