

CUSTOM SLACK EMOJIS

**AN EMOJI'S PURPOSE**

## WHAT ARE YOU TRYING TO CAPTURE?

When we ask questions like:

- What is the energy you are trying to convey?

It is first important to think about who you are making the emoji for.

- Is it for yourself?
- Is it for your coworker?
- Is it for your team? a specific slack channel?
- Or is it for the entire company?

Thinking about your target audience is essential because this will inform you on your motivation for creating the emoji and the energy you want the emoji to have. Only then will you will be able to decide exactly what you want to capture.

When we make emojis, it is not a thoughtless process. It is a mission of purpose.

## EMOJI COMPOSITION

Now that we know “*who*” we are making the emoji for and “*why*” we are making it, now we can start thinking about the our “vision” for this emoji.

What do you want the emoji to look like?

- Will it be static?
- Animated?
- Will the emoji be composed of many images?
- Is it an existing gif you already love?

There are so many tools that one can use to make an emoji, and sometimes a more complex tool is not the answer. Sometimes the simplest tool is the best.

## EMOJI COMPOSITION TOOLS



## MAKING YOUR VISION COME TO LIFE

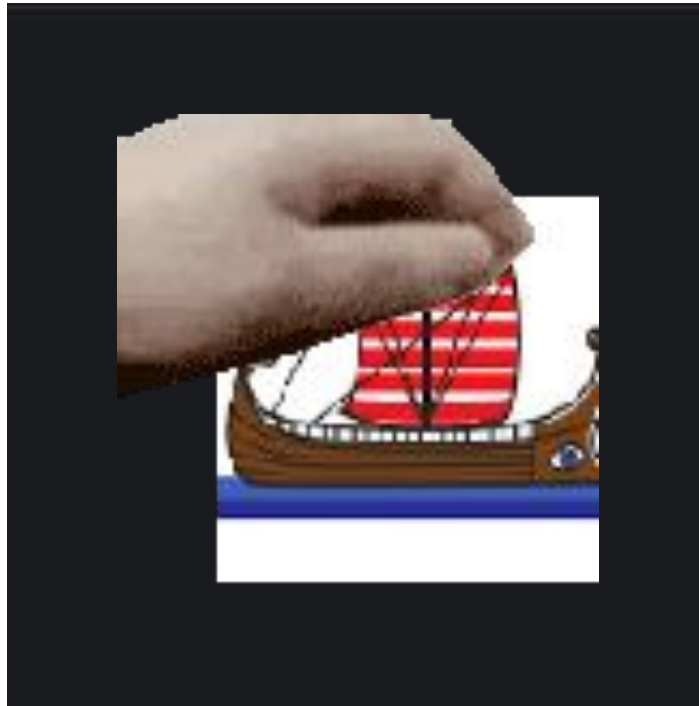
You need to think about the environmental constraints of an emoji.

- Slack is the canvas where your emoji will live

Therefore color choice and sizing is everything.

- Does your emoji look good on Light & Dark mode?
- Does your emoji look good as a small icon?

## MAKING YOUR VISION COME TO LIFE



# MAKING YOUR VISION COME TO LIFE





# MAKING YOUR VISION COME TO LIFE



## EMOJI NAMING BEST PRACTICES

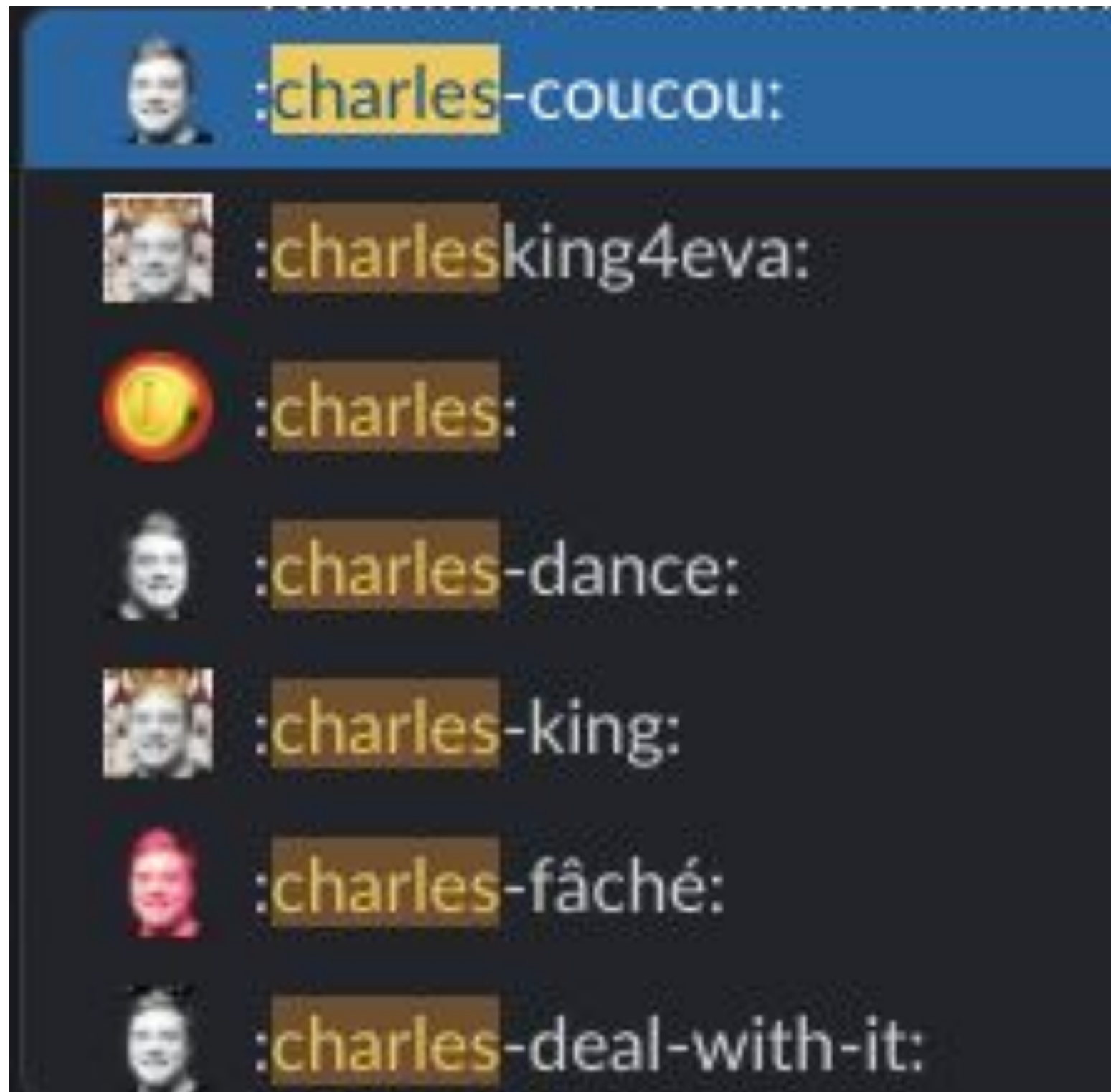
If you plan on making a series of emojis, following a good naming standard will aid in the emoji's widespread usage.

By choosing a naming pattern for your emoji series, you are ensuring their usage not only by yourself, but others as well.

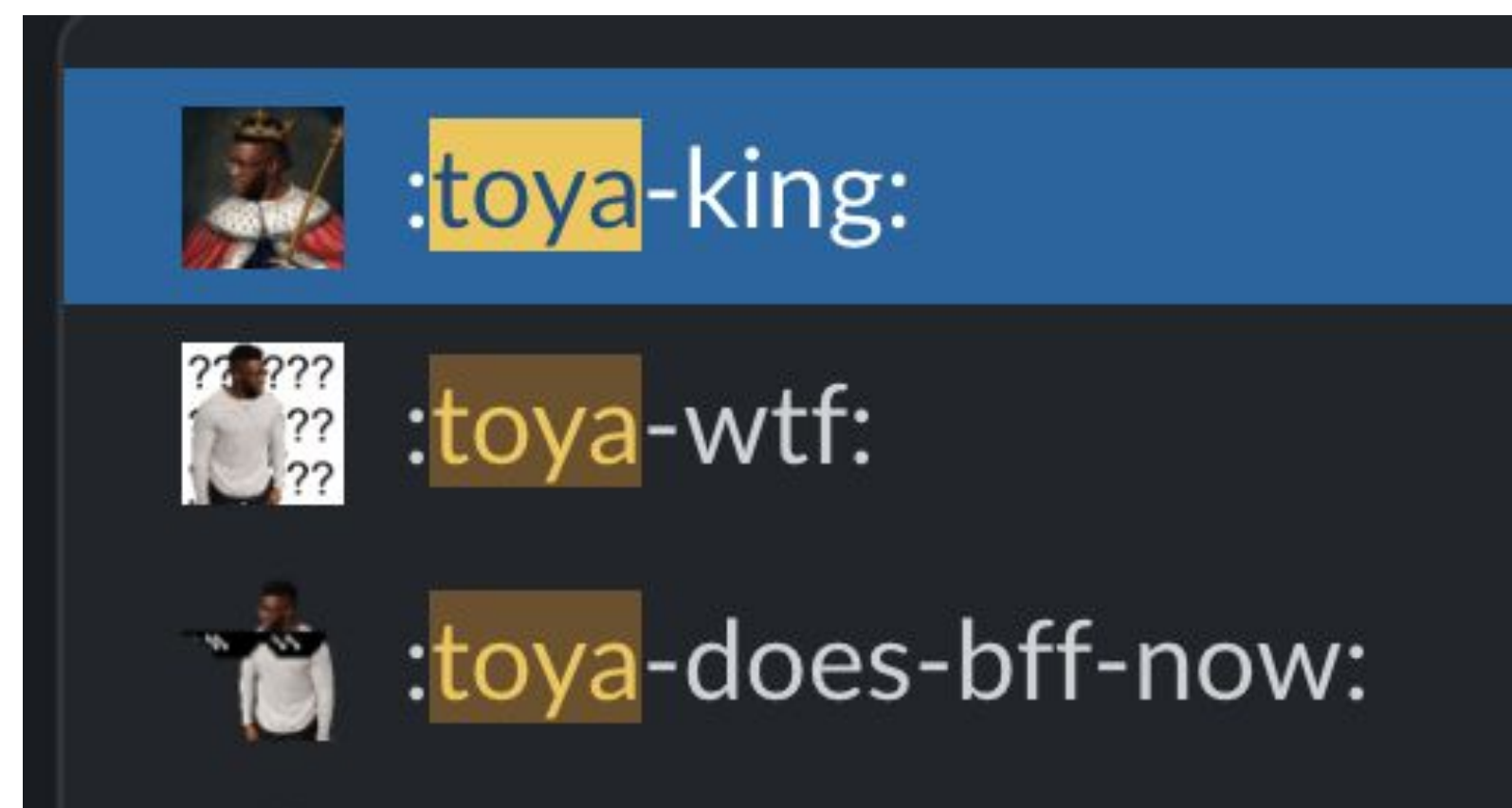
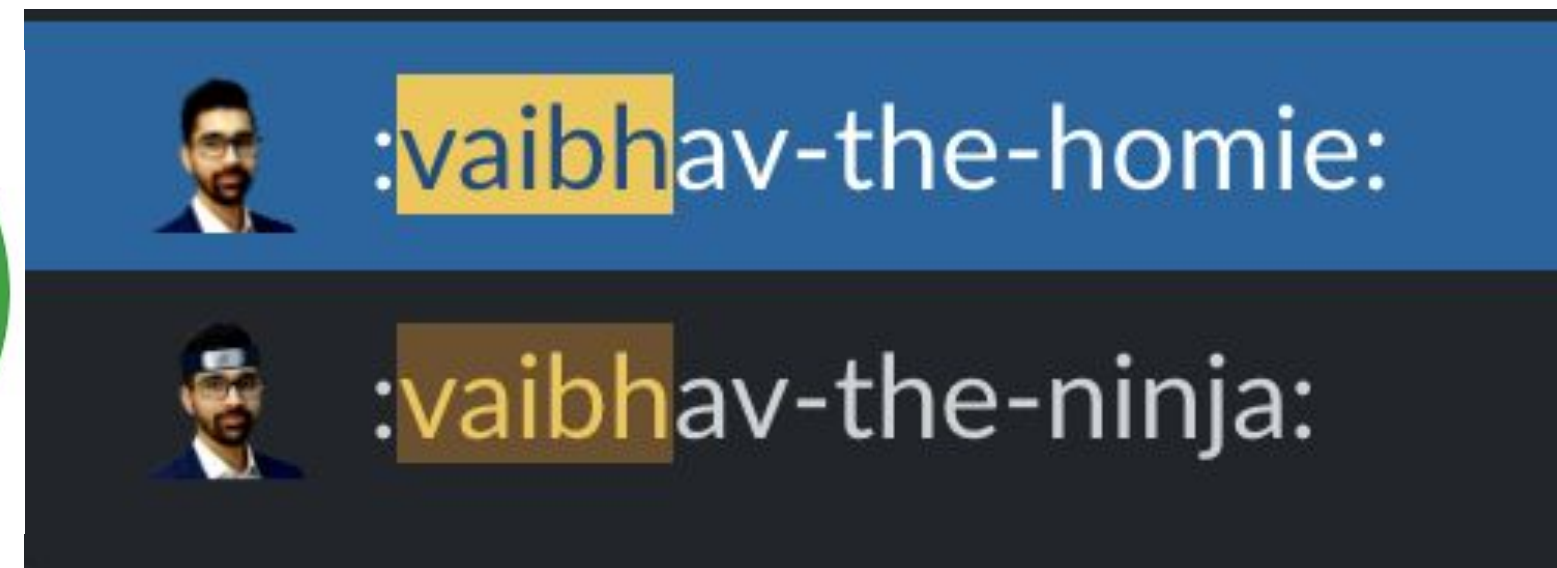
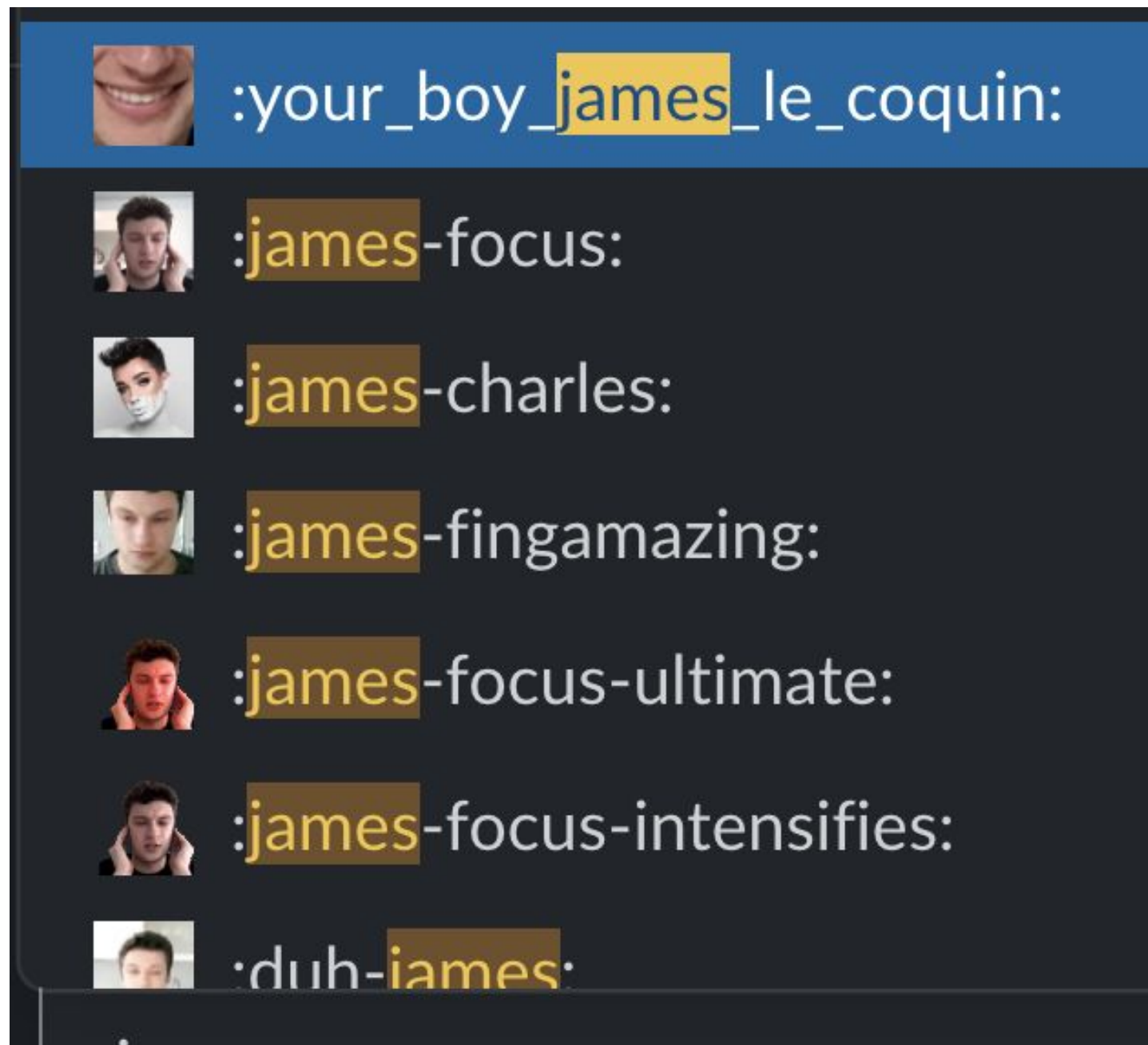
Accessibility allows you to dynamically react in order to pivot in accordance with fluctuating slack situations.

Emoji Naming practices MATTER because they allow you to explore more emoji options to capture your INTENT.

It's about INTENT & ACCESSIBILITY







## EMOJI IMPACT

And most importantly, is your emoji memorable?

### REMEMBER:

- A bad emoji that is memorable is better than an average emoji that is forgettable.
- We may strive for perfection in our emojis **ALTHOUGH** sometimes purposely being horrendous may actually be the correct strategy

### AGAIN THOUGH:

its about YOUR vision & staying true to what you want to say.

BE MEMORABLE



CUSTOM EMOJI TOOLS

STATIC EMOJIS

**ANIMATED EMOJIS**



ADDING BACKGROUNDS  
TO ANIMATED EMOJIS

# SLACK INTEGRATION

**ADDING EMOJIS**

REVERTING EMOJIS

# ADVANCED TOPICS

# EMOJI OPTIMIZATION



PRO TIP:

*128KB is the Max File Size  
of a Custom Slack Emoji*



# ADVANCED TOOLING TECHNIQUES



WORKSHOP

## WORKSHOP

### Discussion Point:

Make an emoji for someone in that group who is cool with having their face immortalized on slack otherwise you can use MY FACE if no one is comfortable

### Activity:

- I      *Group* - sizes of 4
- II     Post your creation in the slack thread I'm about to make
- IV     Regroup - callouts

### Callout Topics to keep in mind:

Share a few words about your target audience, your vision, why this follows best practices, and the emoji impact :)

**GROUP (10 mins)**

REGROUP (15 mins)

CONCLUSION

# THE ETHICS OF EMOJI MAKING

GODSPEED AND LET  
YOUR CREATIVITY FLOW