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1. Solution Overview

The **Online Editing Solution** gives you an integrated online (web enabled) system to create Artwork templates in your preferred graphic editor, Adobe Illustrator. From within the editor you can directly upload your templates into a secure Packaging Management Workflow solution.

The artworks can then be accessed by the end users in a web browser. Due to the simplified interface, even the non-graphic end user can simply update the content of the packaging element in context of the final design.

**WebCenter: Collect / Author Copy and Content**

- **WebCenter** – Collect statements via workflow, task specifications, and attributes
- **WebCenter** – Store and manage CHILI Publisher package files
- **CHILI Publisher** – Online editing of CHILI Publisher package files

**Adobe Illustrator: Build / Update / Populate Artwork Templates**

- **Dynamic Content** – Convert designs into Adobe Illustrator Templates
- **Dynamic Content** – Add CHILI Publisher Options to the Adobe Illustrator Template
- **WebCenter Connector** – Export Adobe Illustrator Template as CHILI Publisher package (.chp) to WebCenter
- **Dynamic Content** – Add XML from WebCenter and link Adobe Illustrator Template
1.1 Products

Below is a description of the different tools involved in Esko’s WebCenter Online Editing solution. The information below is specific to the copy collation and editing use case.

1.1.1 WebCenter Connector

Description
See link to product information

Use Case(s)
• Import/link dieline from WebCenter to use in creating an Adobe Illustrator template
• Export CHILI package to WebCenter
• Add/link XML Content from WebCenter

1.1.2 Dynamic Content

Description
See link to product information: http://www.esko.com/en/products/overview/dynamic-content/overview/

Use Case(s)
• Convert artwork into an Adobe Illustrator Template
  • Optional: use GS1 or IPC classifications to tag elements
• Assign CHILI Publisher Options
  • CHILI Variable Type – Default, Single-line Text, Multi-Line Text, List
  • CHILI Layer Options – Fixed, Option, [New Visibility Group]
• Add XML From WebCenter – link copy authored in CHILI Publisher (via WebCenter) back to Adobe Illustrator Template

1.1.3 WebCenter

Description
See link to product information

Use Case(s)

• Project Management
  • Workflow to gather copy statements via task specifications
  • Workflow to gather design elements and build Adobe Illustrator Templates
  • Workflow utilizing CHILI Publisher package to author content for production
  • Link project or document attributes from WebCenter directly into CHILI Publisher
    • Attributes are collected via WebCenter workflow and then displayed in CHILI Publisher instantly by clicking Load Attribute Values
  • When WebCenter detects variables in a CHILI Publisher package, it will check if there are WebCenter attributes with the exact same name associated with the CHILI Publisher package or related project. If so, the Load Attribute Values button is enabled in the CHILI Publisher. KB89435194: WebCenter - CHILI: Frequently Asked Questions (FAQ)
    EXAMPLE Variable from CHILI Publisher package document.xml: Marketing_Copy__lang_1__inst_1_

• Link Images from a WebCenter project directly into CHILI Publisher
  https://wiki.esko.com/display/KBA/KB79701054%3A+WebCenter++How+do+I+use+WebCenter+Assets+in+my+CHILI+Editor

• Use WebCenter Roles to assign CHILI Publisher Workspaces to end users
  It is possible to configure different Workspaces and Constraints through the CHILI Backoffice. Each Workspace defines what can be seen in the CHILI Publisher, while Constraints define what can be done in the CHILI Publisher. Workspaces and Constraints are assigned to users via WebCenter Roles. When a user has a specific Role in a WebCenter Project, WebCenter will look if there are Workspaces and Constraints with the same name configured on the CHILI Publisher
server. If a match can be found, CHILI Publisher Workspace will be loaded into the CHILI Publisher. E.g.: a user with the Designer role will open the Designer workspace and Designer constraints if they exist. - KB89435194: WebCenter - CHILI: Frequently Asked Questions (FAQ)

When a user has multiple matching roles in a WebCenter Project, he can choose which role he’d like to utilize in the CHILI Publisher.

### 1.1.4 CHILI Publisher Backoffice

**Description**


**Use Case(s)**

- (optional)Add additional intelligence to CHILI Publisher package
- Edit Variables
  - When using multiple instances of the same statement, you can simply tag it once using Dynamic Content. Then, in the CHILI Publisher Backoffice you can assign that same variable to multiple copy elements so they all update with one change in the CHILI Publisher.
  - Edit Variable Names
  - Edit Variable Type: formatted text, date, character limit, etc.
  - Apply rules
  - Create Multiple Layouts
  - Configure CHILI Publisher package to link to images stored in a WebCenter project

### 1.1.5 CHILI Publisher

**Description**


**Use Case(s)**

- Author copy in context (WYSIWYG)
- Review copy in context
- Evaluate designs for regional application
- Execute line extension
  - Load/link an excel document with SKU list and CHILI Publisher will automatically generate a multi-page PDF will all variables
  - Build custom packaging or POS per pre-defined rules
• Generate design options for consumer research, sales, or marketing
  • Test marketing claims
• Lights-out automation
• Web to press production
2. Step by Step process

2.1 Step 1: Create an Adobe Illustrator Template

First, you need to prepare a design in Adobe Illustrator. We will refer to the Illustrator design as the "template", which will hold the placeholder text objects. These objects will later be made available for online editing in WebCenter with the CHILI Publisher integration. Dynamic Content facilitates the creation of the template and allows you to use your complete Illustrator toolset as usual:

1. Create a design in Adobe Illustrator.
2. Create Text objects using the Illustrator tools.
3. Create barcodes using the Esko Dynamic Barcodes plug-in, if required for the design.
4. Add the text objects, tables, barcodes, Illustrator symbols, and external images to the Dynamic Art palette and apply GS1 or IPC Classifications.

**Note:** Dynamic Art elements may be incorporated and imported via the ArtiosCAD dieline.
2.2 Step 2: Enhance the Adobe Illustrator Template for CHILI Publisher

After you’ve created an Adobe Illustrator Template, you can enhance the elements in your Dynamic Art palette by applying CHILI Publisher Options. The options selected here will control how the text field is displayed in WebCenter via the CHILI Publisher.

1. From the Dynamic Art Options, select the appropriate CHILI Variable Type and their sub-menus:
   - Default
   - Single-line Text. Optional: Maximum number of characters
   - Multi-line Text. Optional: Maximum number of characters
   - Formatted Text
     - Allow font change
     - Allow underline
     - Allow strikethrough
     - Allow Subscript / Superscript
   - List
     - Enter list values in the text field.

2. From the Dynamic Art menu, select and apply CHILI Layer Options
2.3 Step 3: Export the Adobe Illustrator Template to WebCenter as a CHILIPackage

With the template and CHILI Publisher options set, you can now export the template to WebCenter as a CHILI Package via the WebCenter Connector Plugin for Adobe Illustrator.

1. Go to **File > WebCenter (WebCenter Connector) > Export > CHILI Package**
2. Set the Export options

![Export to CHILI Publisher Options (BETA)](image)

3. Connect to WebCenter via the WebCenter Connector

![WebCenter Connector](image)

4. Search or navigate to the appropriate WebCenter project and folder, and click **Export**
5. Review the warnings in the **Messages** palette

6. If needed, you can revise the template and/or the export settings, and repeat steps 1 to 5.

### 2.4 Step 4: (Optional) Adjust CHILI Publisher workspace and/or enhance CHILI Package

For advanced use cases, you can log in to the CHILI Publisher BackOffice to adjust the CHILI Publisher Workspace or apply additional rules and functionality to the CHILI Package.

1. Navigate to the CHILI Package in WebCenter to identify the document ID number
2. Log in to the CHILI Publisher BackOffice and navigate to the CHILI Package: Documents > Document ID Number

3. Adjust the CHILI Package as desired. For information on the CHILI Publisher BackOffice, we refer to the corresponding documentation
4. Save the CHILI Package in the CHILI Publisher BackOffice. The changes will be immediately available in WebCenter

2.5 Step 5: (Optional) Collect copy statements via WebCenter workflow and Attributes

Depending on your specific use case and workflow, WebCenter can be used to collect copy statements and content that will be loaded inside CHILI Publisher later. The WebCenter workflow can be configured to route tasks to the appropriate stakeholders and require content be entered as attributes. When WebCenter attributes are named identically to the CHILI Package tags, the CHILI Publisher will recognize the link and make a ‘Load Attribute Values’ button available to the end user.

1. Create a project using a pre-configured workflow with copy collation tasks
2. Use WebCenter Attributes or Task Specifications to collect individual copy statements
   a) Name the Attribute identically to the content classification (GS1 or IPC) in the Dynamic Art placeholder.
      Example: Marketing_Copy_L1_L1
b) Use CHILI Publisher to **Load Attribute Values**

2.6 Step 6: Author Content in CHILI Publisher

After logging into WebCenter, the end user can navigate to the appropriate template file (.chp) and edit the content to their liking.

1. Open a CHILI Package in the CHILI Publisher by simply clicking on the icon in WebCenter or selecting **Open in Viewer**.
2. Edit the fields under **Variable Input** as desired

**Note:** The formatting of these fields directly corresponds to the CHILI Variable Options defined via Dynamic Content in the Adobe Illustrator Template.
3. Use **Save as Draft** to continue on the file later

4. Use **Save as New Version** with a version comment in WebCenter when complete.

![Version comment dialog box]

### 2.7 Step 7: Link WebCenter Authored Copy back to Adobe Illustrator Template

Using the Dynamic Content plugin for Adobe Illustrator, you can import the recently authored copy directly from WebCenter to the Adobe Illustrator Template.

Bringing the content back into Illustrator allows the artwork file to continue in production and move on to prepress when ready. Creating the link to WebCenter allows you to verify that you are using the latest content. If not, Dynamic Content will generate a warning to let you know newer content is available in WebCenter.

1. Open the original Adobe Illustrator Template with CHILI Publisher enhancements in Adobe Illustrator
2. Select **Dynamic Content > Add XML from WebCenter**
3. Use the WebCenter Connector to Navigate to the latest version of the CHILI Package in WebCenter and click **Open**
4. When asked if you want to link Dynamic Art to the appropriate XML Elements automatically, click **OK**.

5. The content in your Adobe Illustrator Template will update automatically. Check the **Dynamic Art** tab in Dynamic Content to verify all statements are linked to WebCenter via CHILI.