Friends of Figma Cincinnati

July Happy Hour
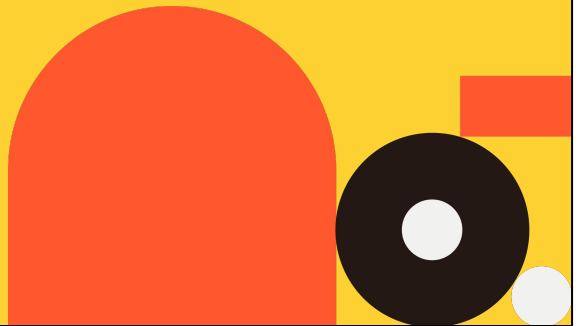
Jenna Marino & Patrick Haney

Jenna on LinkedIn: https://www.linkedin.com/in/jennamarino/
Patrick on LinkedIn: https://www.linkedin.com/in/patrickhaney/

AGNT

A strategic design studio based in Covington specializing in product, marketing, and beyond

AGNT: https://agnt.is

What is an NFT?
Non-Fungible Token

BoredApeYachtClub #8715
Bored Ape Yacht Club ✓

Chat with Owner 💬

Min. Price ⑦	Last Sale (Item) ⑦	Last Sale (Contract) ⑦
0.0000 ETH ($0.00)	85.98 ETH ($148,021...	84.38 ETH ($145,26...

≣ **Details**

⑦ Owner:	0xd177d0175fb9b9b1b720a6f85d269f440dfab91
⑦ Contract Address:	✅ 0xbc4ca0eda7647a8ab7c2061c2e118a18a9...
⑦ Creator:	Bored Ape Yacht Club: Deployer 🗍
⑦ Classification:	Off-Chain (IPFS)
⑦ Token ID:	8715 🗍
⑦ Token Standard:	ERC-721
⑦ Marketplaces:	🔵⬢🔵

⬡ Properties (6)

A token on the blockchain with an image asset associated with it
BAYC NFTs can be viewed on Etherscan:
https://etherscan.io/nft/0xbc4ca0eda7647a8ab7c2061c2e118a18a936f13d/8715

NFTs and PFPs

These are known as PFPs (Profile Pictures) or Generative NFTs

**NFTs are dead.
Long live NFTs.**
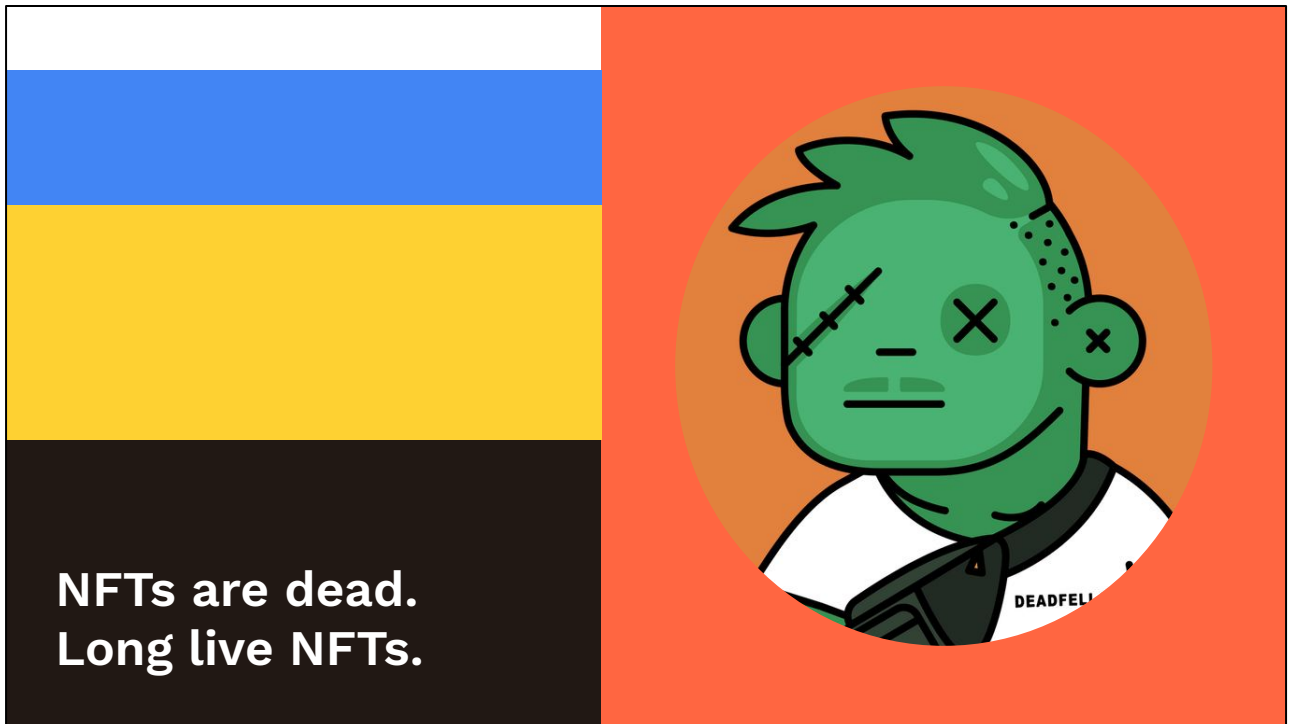
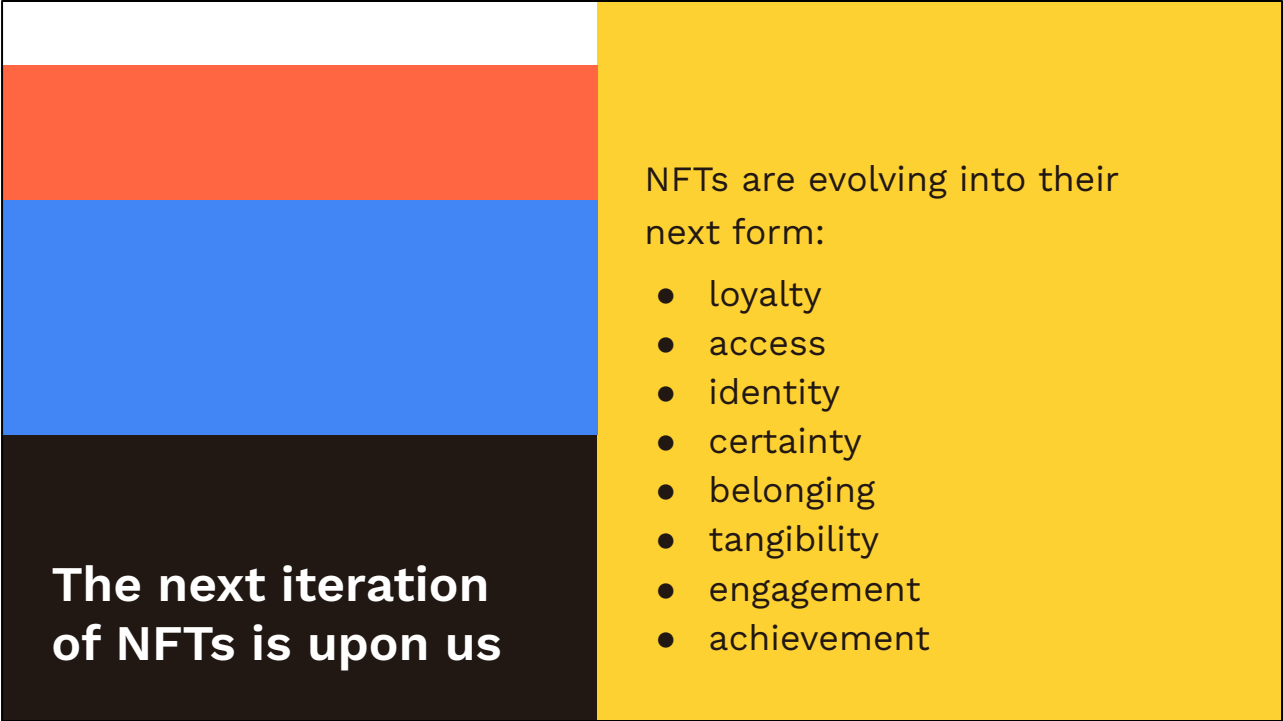We've past NFT 1.0, the time where simple profile pictures with 10x financial return is gone.
DeadFellaz #1432:
https://opensea.io/assets/ethereum/0x2acab3dea77832c09420663b0e1cb386031ba17b/1432

Bored apes transition to utility event access (my ticket to the concert, character royalties)
BAYC animated series teaser: https://www.youtube.com/watch?v=qt1equGhkQE

The next iteration of NFTs is upon us

NFTs are evolving into their next form:

- loyalty
- access
- identity
- certainty
- belonging
- tangibility
- engagement
- achievement

Tweet about NFT 1.0 vs. 2.0: https://twitter.com/wilxlee/status/1552079758938124289

NFTs: Beyond PFPs

1 of 1s (AVC, other artists)
Collectibles (NFL All Day, NBA Top Shot)
Photography (Drifter Shoots)
Music (Mike Shinoda, Biggie Smalls)

Certainty and authenticity

Prada now authenticates ownership of their luxury items on the blockchain, rather than issuing a physical certificate
Tweet from Ali Taylor: https://twitter.com/_ali_taylor/status/1551545273658253312

Ownership and access

Sky's The Limit

Editions	Owners	Floor Price	All Time High	Listings
3000	1169	$109	$5K	688

The Sky's The Limit is the first official NFT collection from Christopher Wallace (aka the Notorious B.I.G.) and comprises 3,000 unique generative art pieces featuring Biggie's authentic styles from his life and lyrics. Each NFT grants holders membership to the Sky's The Limit Collective where members hold 80% voting rights on which artists, DJs, and musicians can remix or sample Biggie's iconic "Fulton Street Freestyle". All licensing, sales, and streaming revenue from the use of the freestyle will be returned directly to the Collective to invest in future music projects, NFT collections, IRL

Each NFT grants holders membership to the Sky's The Limit Collective where members hold 80% voting rights on which artists, DJs, and musicians can remix or sample Biggie's iconic "Fulton Street Freestyle". All licensing, sales, and streaming revenue from the use of the freestyle will be returned directly to the Collective to invest in future music projects, NFT collections, IRL events, other VIP activations, and more. https://biggie.oneof.com

Achievement and belonging

Donors and supporters can only apply to become a voting member after the purchase of a SkywalkerZ NFT.

15-20 year old Members can apply to become Dream DAO Builders, where they will receive a Free SkywalkerZ NFT.

Multi-Layered Utility

House of First & Royal Society of Players

Encompasses all of the utility and use cases
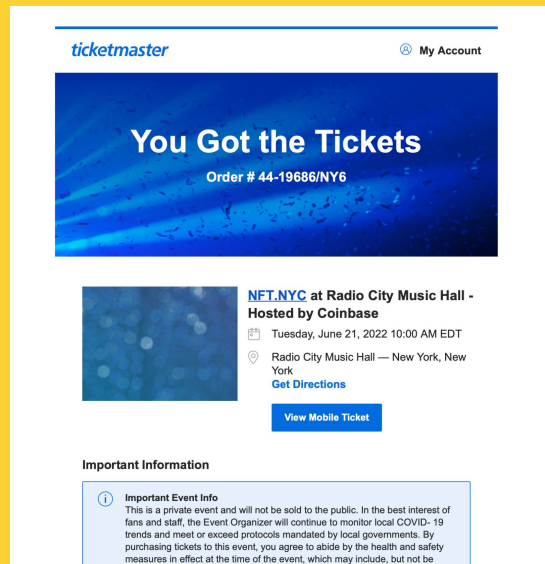- Ownership
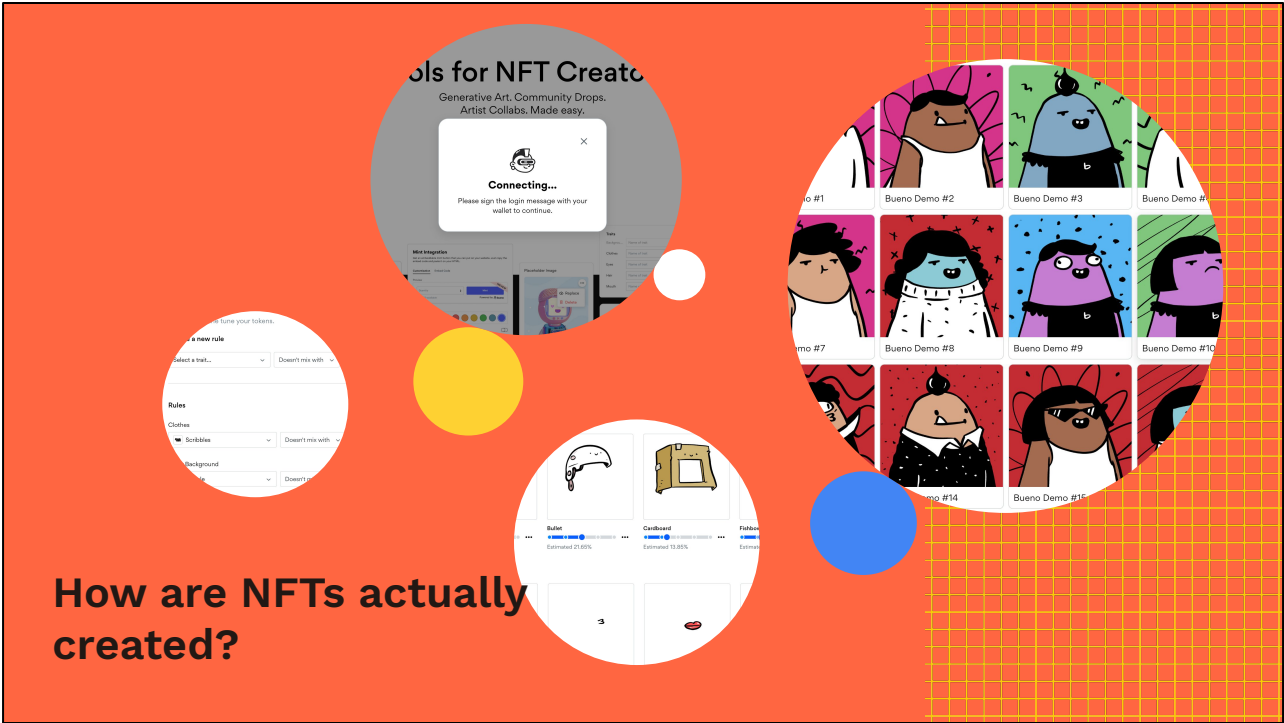- Gamification
- Artist support
- Event access

RSOP: https://www.royalsociety.io
House of First: https://houseoffirst.com

Used an RSOP or House of First NFT to get access to the rooftop party at NFT.NYC and saw Ja Rule perform live

Don't forget... we're all still early

NFT.NYC still used TicketMaster for parts of the event…

How are NFTs actually created?

Bueno: https://bueno.art
Free until you list your art
Setup rules, templates, rarity and test art generation
List directly from these tools

Turning a mural into an NFT collection
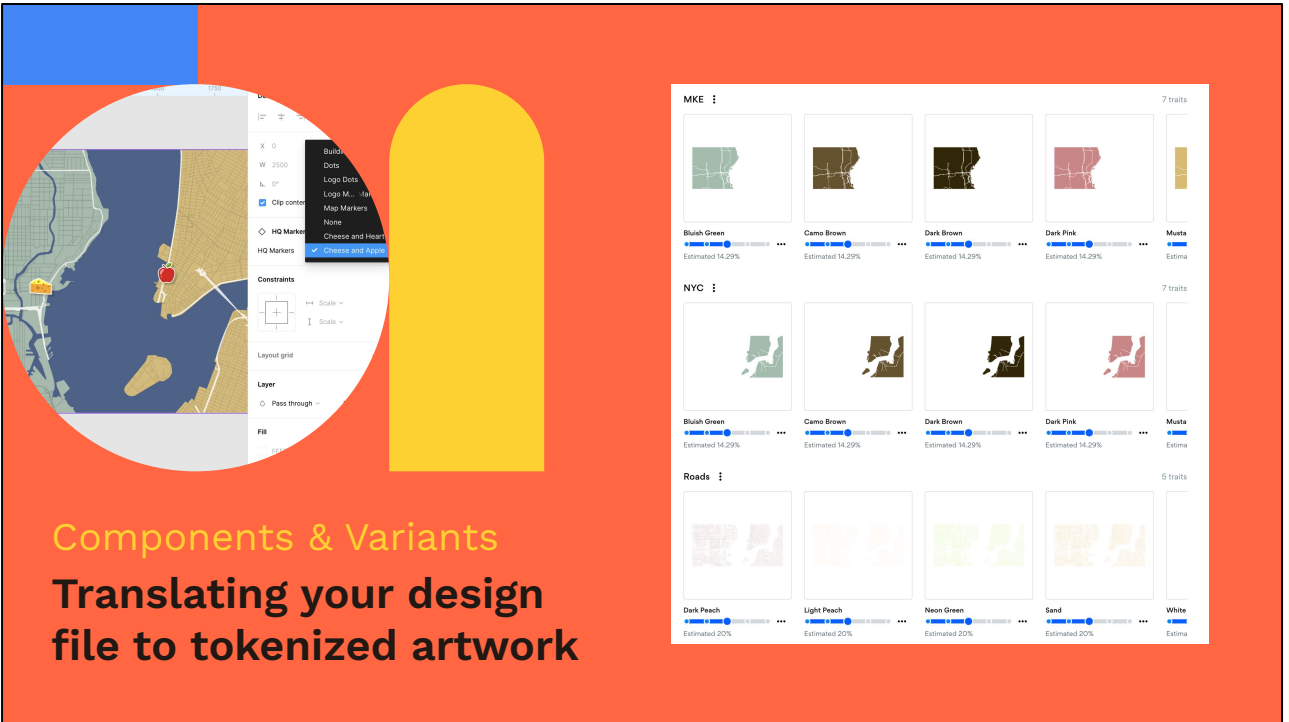
Components & Variants

Translating your design file to tokenized artwork

Translate well to generative, layered NFTs
Setup in Figma will help you in the long run

Reusable Components

With multiple variants for each
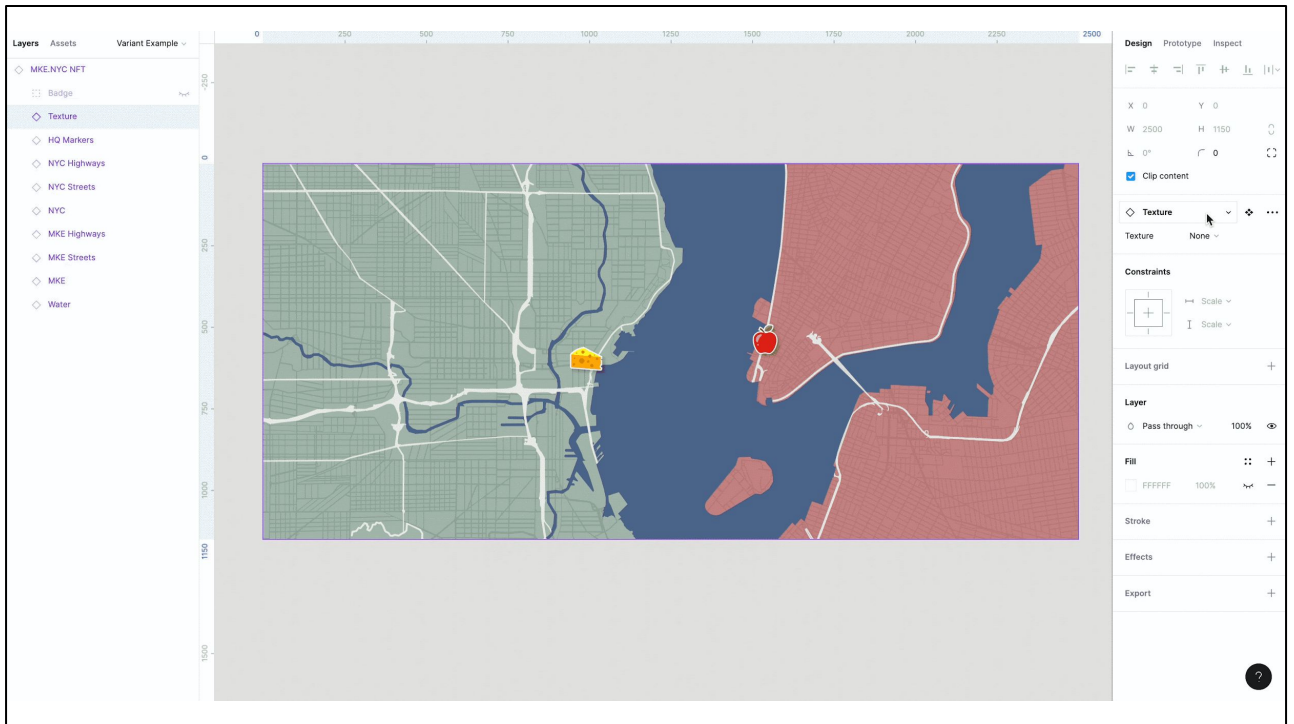
Master component with sub components allows us to see all the layers together in any combination we want

Review any combination of attributes in Figma
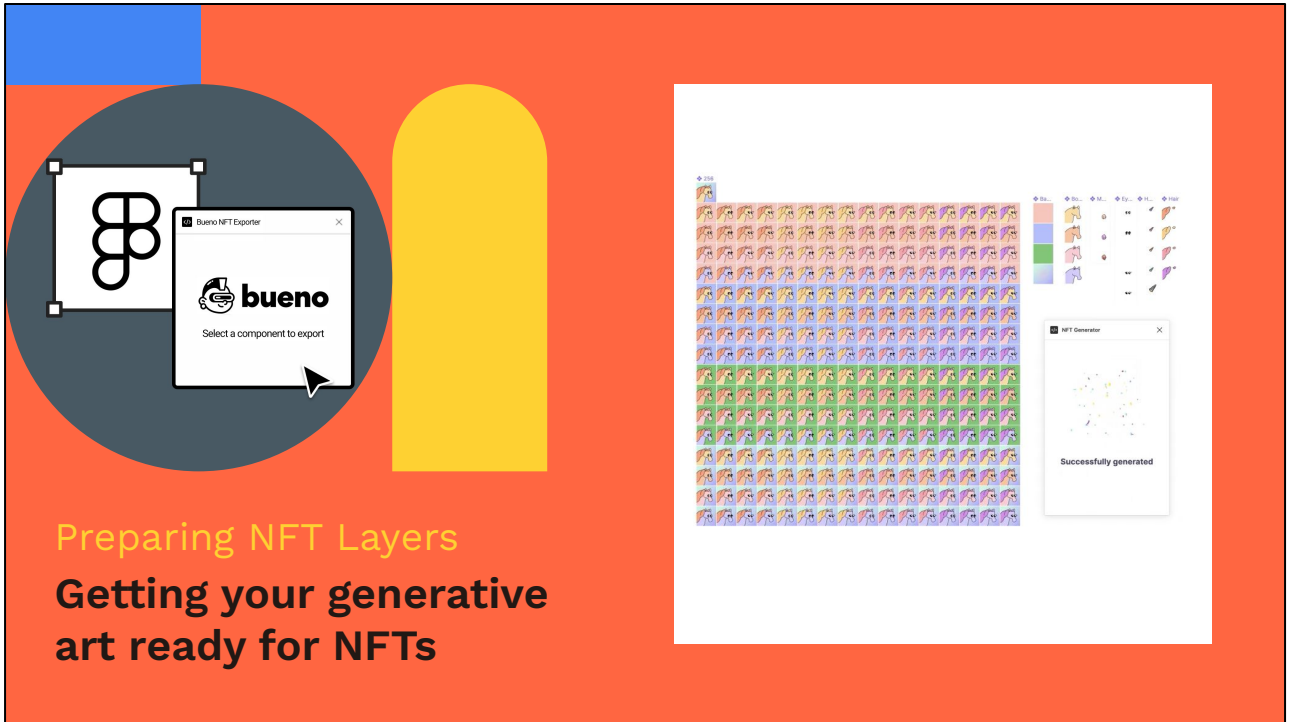
Preparing NFT Layers

Getting your generative art ready for NFTs

You can manually export all your components and variants
Or you can use a Figma plugin to export for the tool you're using
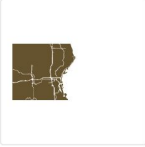Bueno Figma plugin:
https://www.bueno.art/tutorials/how-to-install-and-use-the-figma-plugin
NFT Generator plugin:
https://www.figma.com/community/plugin/1052280914006102970/NFT-Generator

Bueno: https://bueno.art
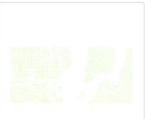
Components   Custom Tokens   Tags   Rules

Rules

Use rules to fine tune your tokens.

Create a new rule

| Select a trait... ⌄ | Doesn't mix with ⌄ | Select traits... ⌄ | Add |

Rules   Analyze Rules

MKE

| 🟫 Dark Brown ⌄ | Doesn't mix with ⌄ | ▬ Black ⌄ | 🗑 |

NYC

| 🟫 Dark Brown ⌄ | Doesn't mix with ⌄ | ▬ Black ⌄ | 🗑 |

Token Gallery   Metadata

Tokens

⤬ Regenerate Tokens

Filters

Extra   ⌄

MKE   ⌄

NYC   ⌄

Roads   ⌄

Template   ⌄

Texture   ⌄

Water   ⌄

5000 items   ↗   🔍 Search   Token number ⌄

MKE.NYC #1   MKE.NYC #2   MKE.NYC #3   MKE.NYC #4   MKE.NYC #5   MKE.NYC #6   MKE.NYC #7

MKE.NYC #8   MKE.NYC #9   MKE.NYC #10   MKE.NYC #11   MKE.NYC #12   MKE.NYC #13   MKE.NYC #14

MKE.NYC #15   MKE.NYC #16   MKE.NYC #17   MKE.NYC #18   MKE.NYC #19   MKE.NYC #20   MKE.NYC #21

POAPs

Proof-of-Attendance Protocol
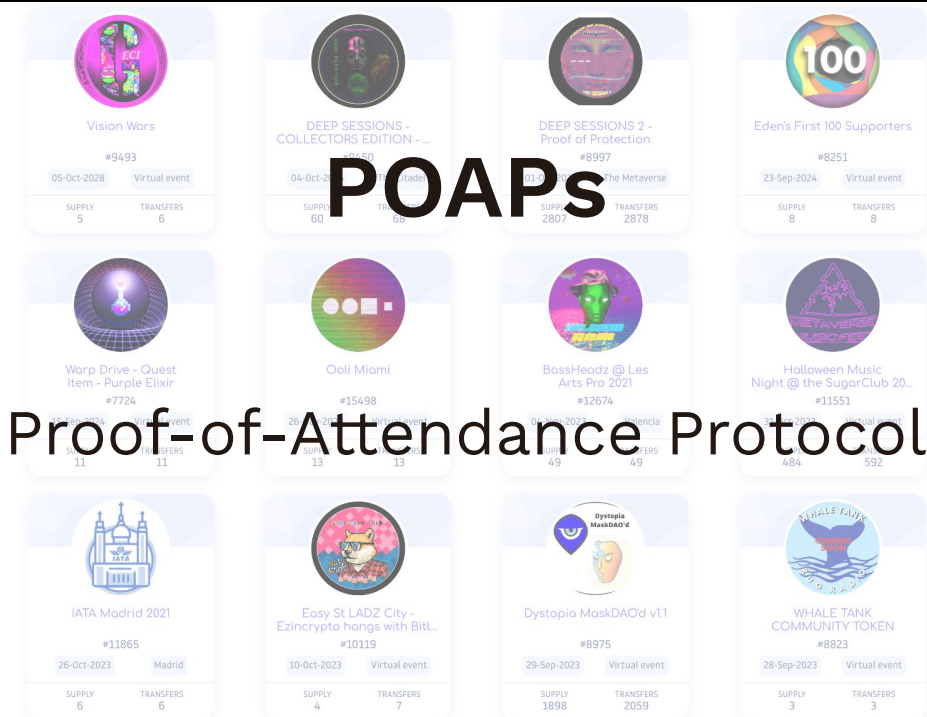
Get your first POAP tonight, no crypto wallet required: https://poap.xyz

Creating unique experiences with NFTs

NFTs are just the start of a larger experience
We're working on an NFT project of our own, SCRT AGNTs
Providing tangible rewards (free drink) and utility around our projects

Find the barrel, mint a POAP

Our barrel is an interactive art installation, scan the QR code for mission details and tap your phone to the disc to mint a free POAP NFT.
https://agnt.is/barrel-mission

Thank you.

🐦 jennamarino
🐦 notasausage
🐦 fof_cincinnati

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Jenna Marino: https://twitter.com/jennamarino
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