

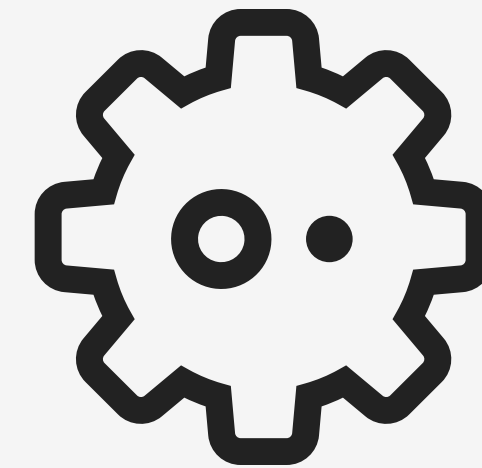
Content Credentials
progressive
disclosure + identity

Collaborative design



C2PA
UXTF

+

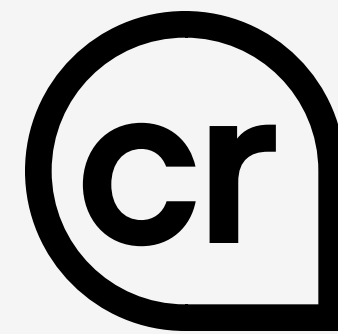


CAWG

Level 1 – the icon

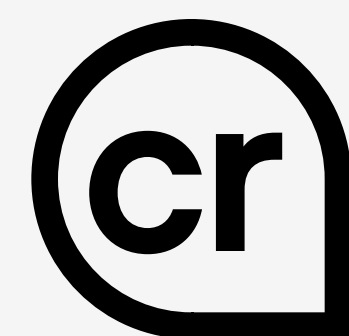
content **credentials**

Level 1 – the icon

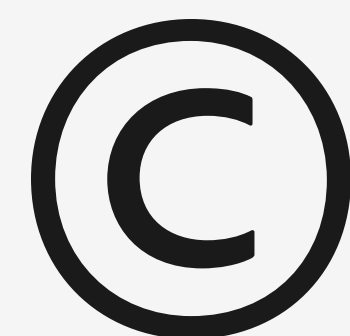


An indication that provenance data is present

Content Credentials



Copyright



Creative Commons



Trademark



Registered trademark



Sound recording copyright




Label

 **+ key statement**

Examples

 **AI-generated**

 **AI-edited**

 **Camera-captured**

 **Human-made**

 **Verified creator**



Level 2 – Nutrition Facts

Texas Burger

Nutrition Facts	
about 2 servings per container	
Serving size	3.5 oz (100g)
Amount Per Serving	
Calories	280
% Daily Value*	
Total Fat 13g	17%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 85mg	28%
Sodium 430mg	19%
Total Carbohydrate 28g	10%
Dietary Fiber 2g	7%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 12g	24%
Vitamin D 0mcg	0%
Calcium 130mg	10%
Iron 4.86mg	25%
Potassium 705mg	15%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Chicken Nuggets

Nutrition Facts	
about 2 servings per container	
Serving size	3.5 oz (100g)
Amount Per Serving	
Calories	190
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 40mg	13%
Sodium 360mg	16%
Total Carbohydrate 16g	6%
Dietary Fiber 0g	0%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 13g	26%
Vitamin D 0mcg	0%
Calcium 12mg	0%
Iron 1mg	6%
Potassium 242mg	6%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

French Fries

Nutrition Facts	
about 2 servings per container	
Serving size	3.5 oz (100g)
Amount Per Serving	
Calories	170
% Daily Value*	
Total Fat 13g	17%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 140mg	6%
Total Carbohydrate 11g	4%
Dietary Fiber 4g	14%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 1g	2%
Vitamin D 0mcg	0%
Calcium 26mg	2%
Iron 1.08mg	6%
Potassium 517mg	10%
Vitamin C	15%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Lollipop

Nutrition Facts	
1 servings per container	
Serving size	1 lollipop (25g)
Amount Per Serving	
Calories	380
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 24g	9%
Dietary Fiber 6g	21%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 0g	0%
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Nutrition Fact panel

1 Start Here →

2 Check Calories

3 Limit these Nutrients

4 Get Enough of these Nutrients

5 Footnote

Nutrition Facts			
Serving Size 1 cup (228g)			
Servings Per Container 2			
Amount Per Serving			
Calories 250		Calories from Fat 110	
			% Daily Value*
Total Fat 12g			18%
Saturated Fat 3g			15%
Trans Fat 3g			
Cholesterol 30mg			10%
Sodium 470mg			20%
Total Carbohydrate 31g			10%
Dietary Fiber 0g			0%
Sugars 5g			
Protein 5g			
Vitamin A			4%
Vitamin C			2%
Calcium			20%
Iron			4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

6 Quick Guide to % DV

- 5% or less is Low
- 20% or more is High

Content Credential panel

1 Title

4 Identity info

5 Creation info

Content Credentials

Issued by Adobe Inc. on Apr 17, 2021

This image combines multiple pieces of content. At least one was generated with an AI tool.

Produced by Coleen Jose

Social media

Website [contentauth.org](#)

App or device used Adobe Photoshop

AI tool used Adobe Firefly

Inspect

2 Signer and date

3 Content summary

Verification status

6 Link to more info

A summary of the most recent provenance data for a given piece of content

Level 3 – Content Credential Verify

Content Credentials

https://contentcredentials.org/verify

content credentials

Select another file from your device or drag and drop anywhere

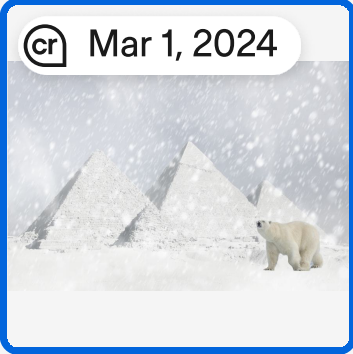
snowy-pyramids.png

Mar 1, 2024

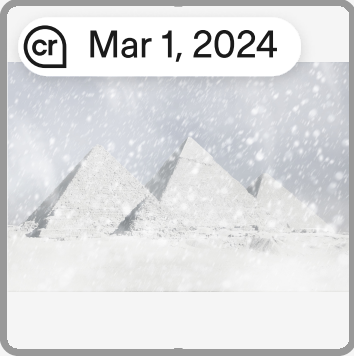
Search for possible matches

Change language


Mar 1, 2024





Mar 1, 2024



Mar 1, 2024







+

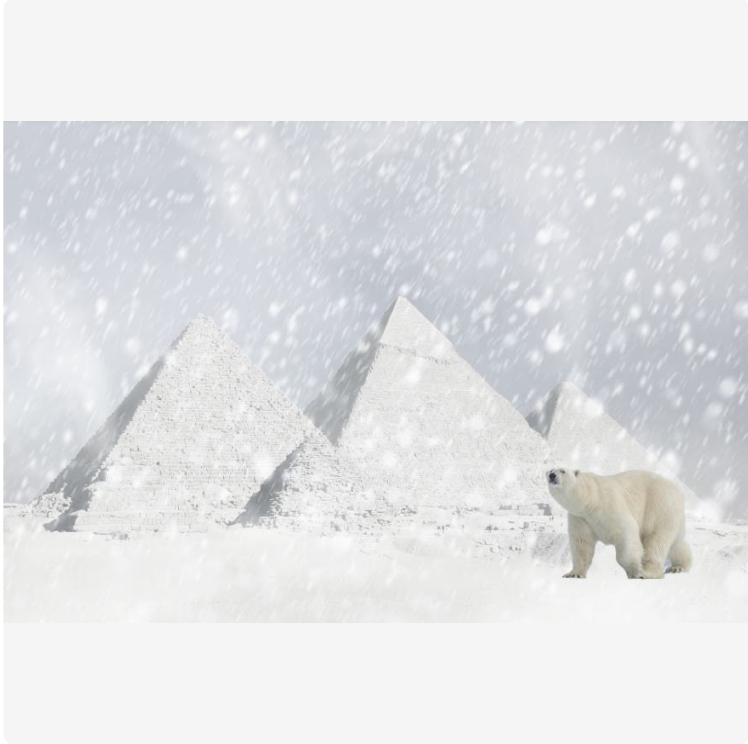
Fit

-

Compare

Generated image

Mar 1, 2024



Credit and usage

The producer chose to share the following info:

Produced by

Jane Smith

Social media accounts

@janesmith

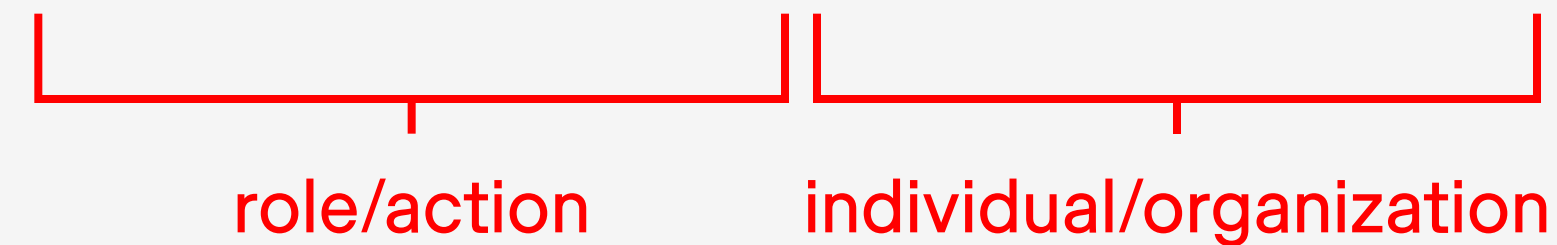
A detailed display of all relevant provenance data

**UX questions for
identity displays**

What is the “right” way to give identity attribution?



Produced by Jane Smith



How should different roles be displayed?



Produced by Jane Smith

Created by Eli Carpenter

Edited by Rodney Price

Published by
The News Company

How should multiple identities be displayed?



Names Dena Sharp,
Lara Myers,
Vonda Lowery

Paid partnership
The News Company
with Jasper's Boutique

Should we distinguish between manually-entered and verified identities?



Individual

Organization

Manually-entered
name

Produced by Harry Jimenez

Published by
The News Company

Verified name

Produced by Jane Smith 

Published by
The News Company 

Should there be a universal indicator for a verified identity?



Produced by Jane Smith 



universal indicator

How important is the verifier to consumer audiences?



Produced by Jane Smith  verified by Identity Company



universal indicator with verifier

Do different types of identity verifications warrant different UI treatment?



Manually-entered account

Social account @harryjimenez

OAuth account

Social account @janesmith ✓

2FA account

Social account @janesmith **2FA**

Social account with its own verification

Social account @janesmith

How should we distinguish between levels of trustworthiness?



✓ Verified information

Produced by Jane Smith 

Social account @janesmith 

Website example.com ✓

Unverified information

Caption A photo of a rainy day

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**What are additional
topics for UX?**