
How an artifact is made: from brief to published image

Four steps, one fox: how the platform turns a written brief into an image you can publish.

Platform Documentation · 6 October 2026

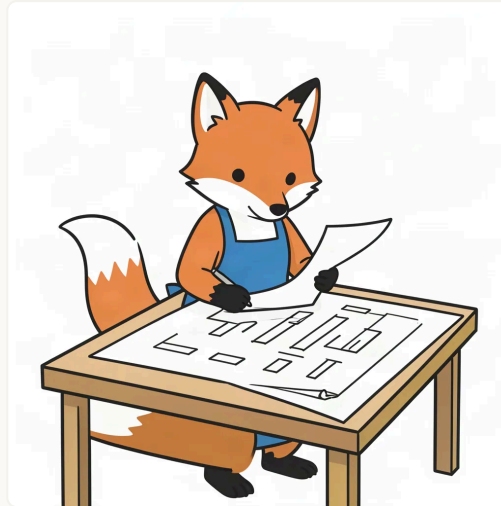


An artifact in four panels

An artifact is any file the platform produces or stores for an article: an image, a captioned panel, a PDF. Each one is created from a written brief, measured against the site's visual rules, and stored under the article's own request id, so it can always be traced back to the decision that produced it.

1. Read the brief

A small orange fox in a blue apron reads a brief at a drafting table, with slots sketched on the table.



2. Draw candidates

The fox works at the drafting table with two candidate drawings in front of it.



3. Measure against the rules

The fox holds a ruler up to a drawing, with a fox-face card used for comparison.



4. Pin it and go live

The fox pins the chosen drawing on a board while a lit lamp with a plain tag switches on.



The four steps

First the brief is read and split into slots. Second, several candidate images are generated for each slot. Third, each candidate is measured: contrast, palette and text are checked by deterministic tools, not by opinion. Fourth, the winner is stored and pinned to the article, and only then does the article become publishable.

Common questions about artifacts

- Who decides which candidate wins?: The measurements do. A candidate that fails the contrast, palette or text checks is repaired or dropped before a person ever sees it.
- Where is an artifact stored?: Under the article's own request id, so every image can be traced back to the article and the brief that produced it.
- Does publishing an article deploy it?: No. Publishing writes the export; a separate release makes it live.

Made artifact or hand-picked image

- Traceable to a brief: Made artifact: Yes; Hand-picked image: No
- Measured against house rules: Made artifact: Yes; Hand-picked image: No
- Stored with the article: Made artifact: Yes; Hand-picked image: Sometimes
- Time per image: Made artifact: Minutes; Hand-picked image: Varies

See what the platform can do

Browse the rest of the platform documentation.