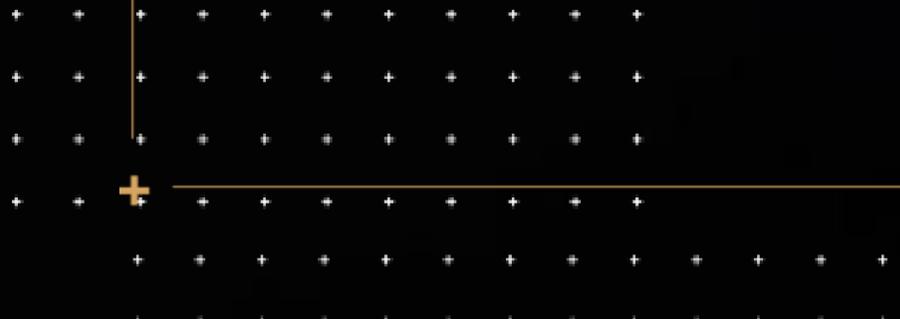
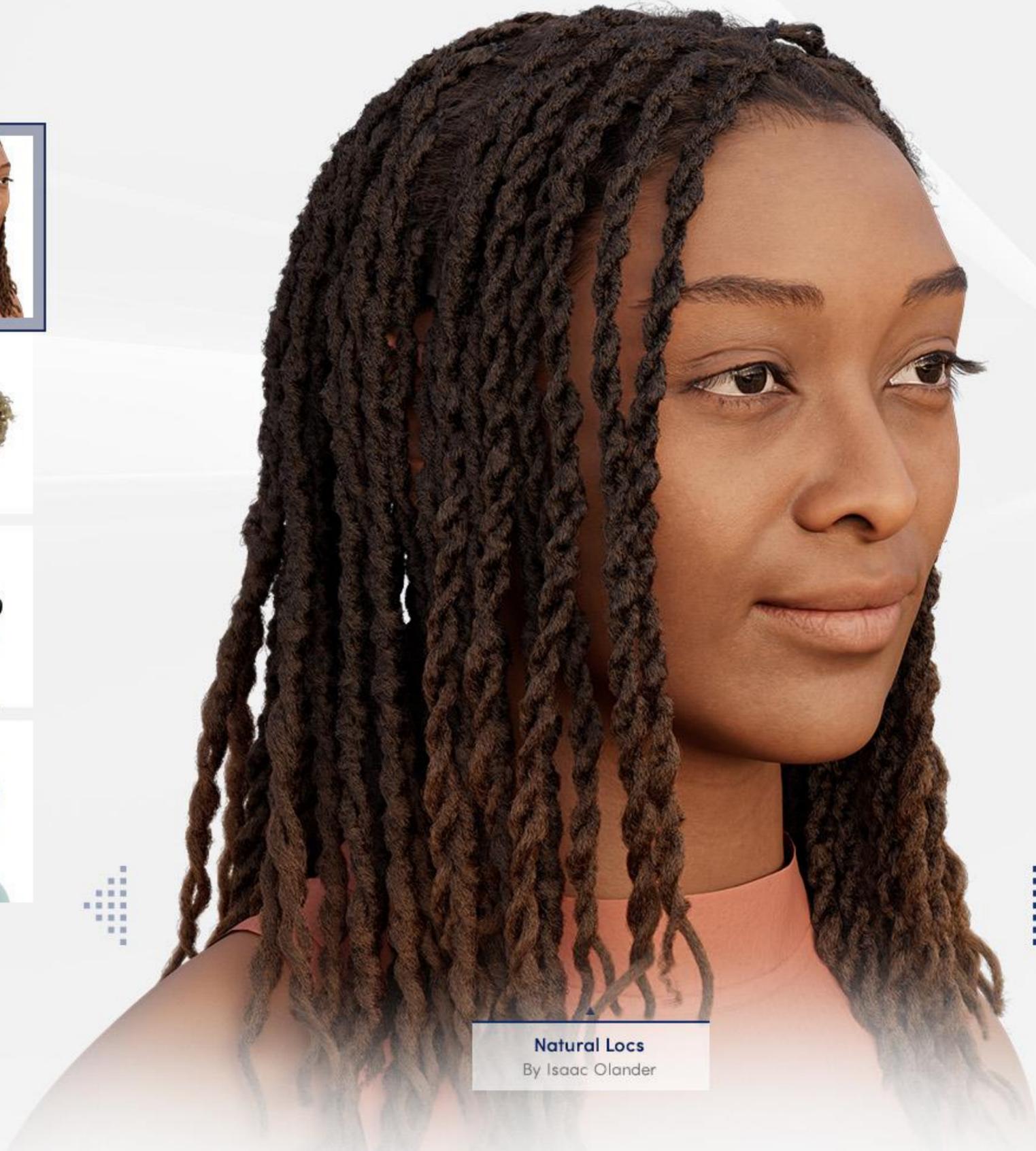
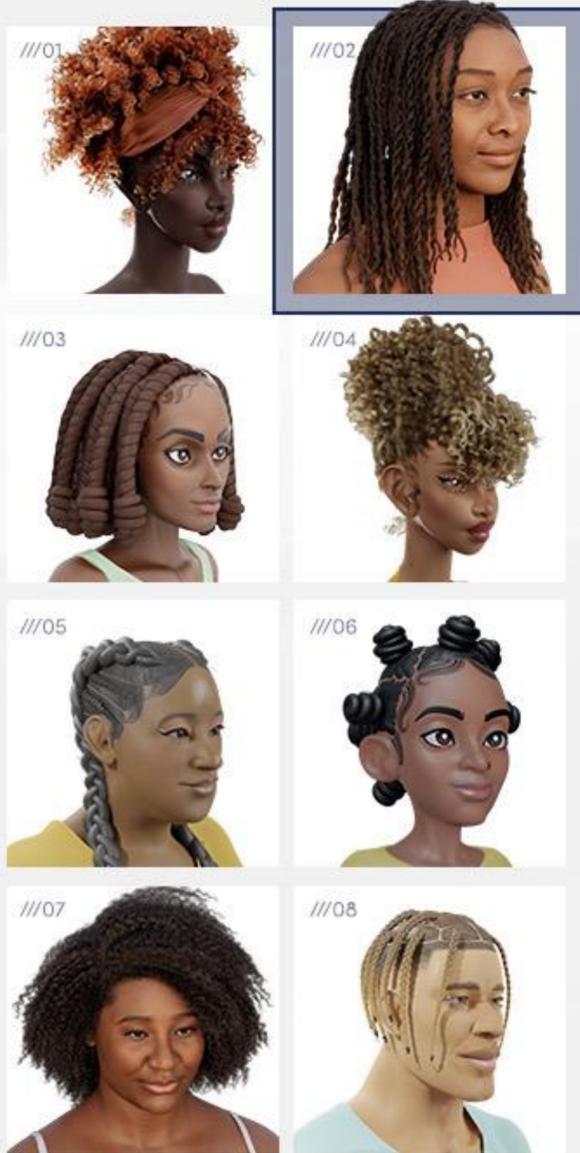




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LONDON, 04/04/2024





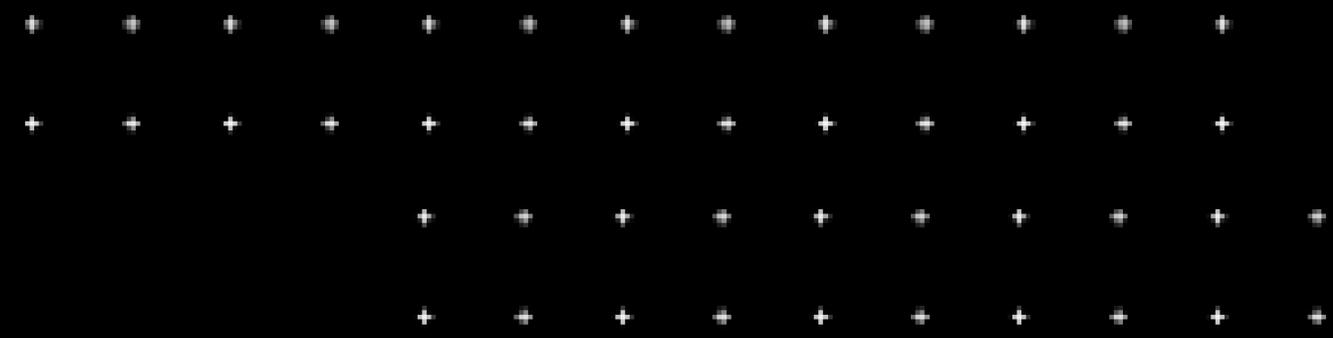
# Code My Crown

*Dove*   
Let's Change Beauty

open source  
**afro  
hair  
library**



**Natural Locs**  
By Isaac Olander



# RELEAP





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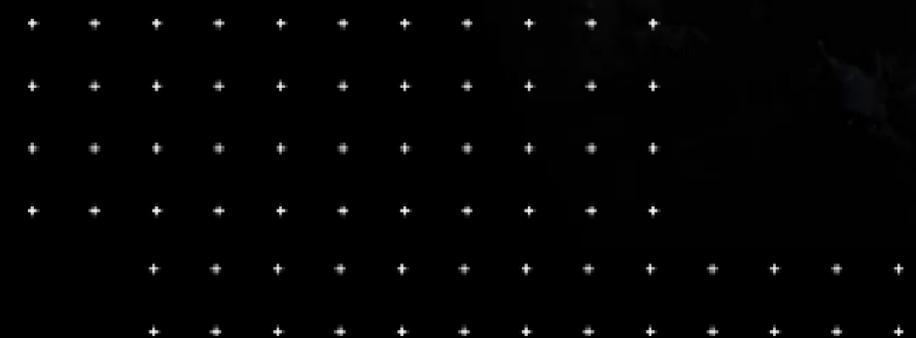


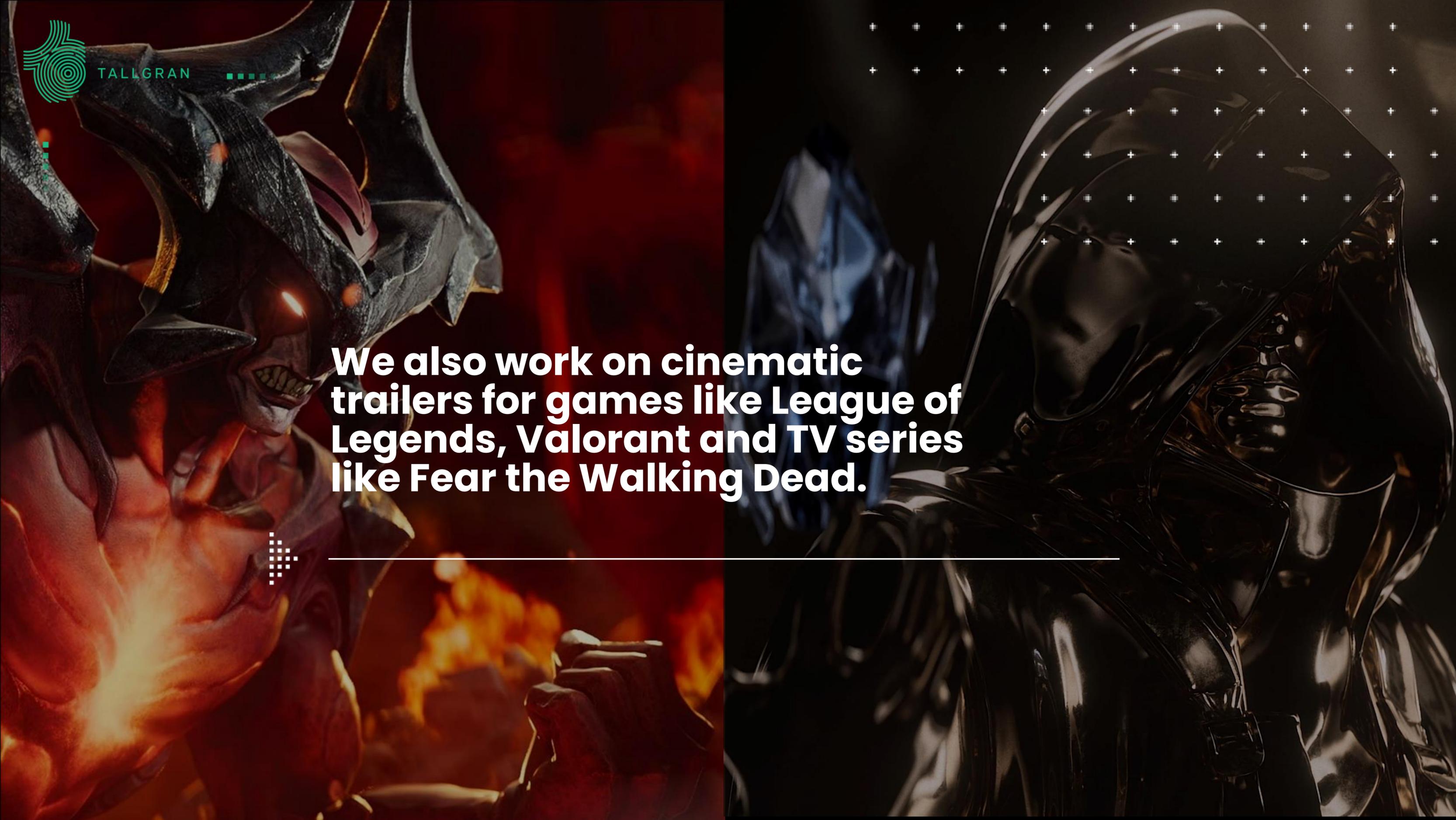
3D character  
creation for  
both Games  
and VFX



# BAPHOMET

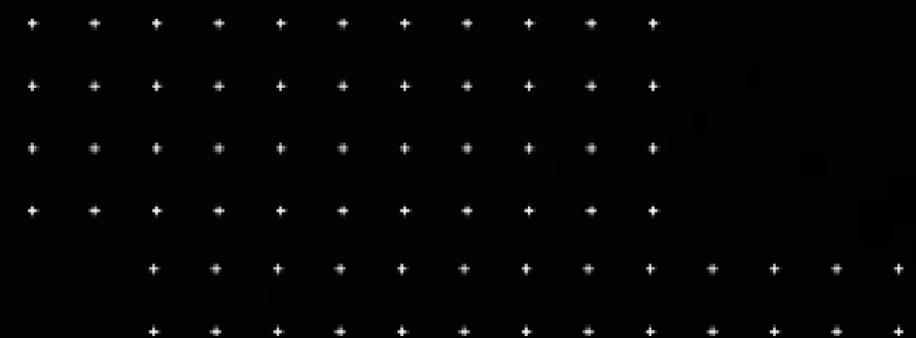
— RISE OF THE BEAST —





**We also work on cinematic trailers for games like League of Legends, Valorant and TV series like Fear the Walking Dead.**

**We are a character focused  
company, specializing in  
custom metahumans**





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# The Problem

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**83% of African American Teens  
report playing videogames**

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**85% of Black gamers believe video games poorly represent textured hair.**

---





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# Black Hair in Video Games Is Terrible.

**VICE** News



# What is authenticity



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Authenticity  
is how  
truthfully  
and  
accurately  
we present  
Black hair.





# What is representation?





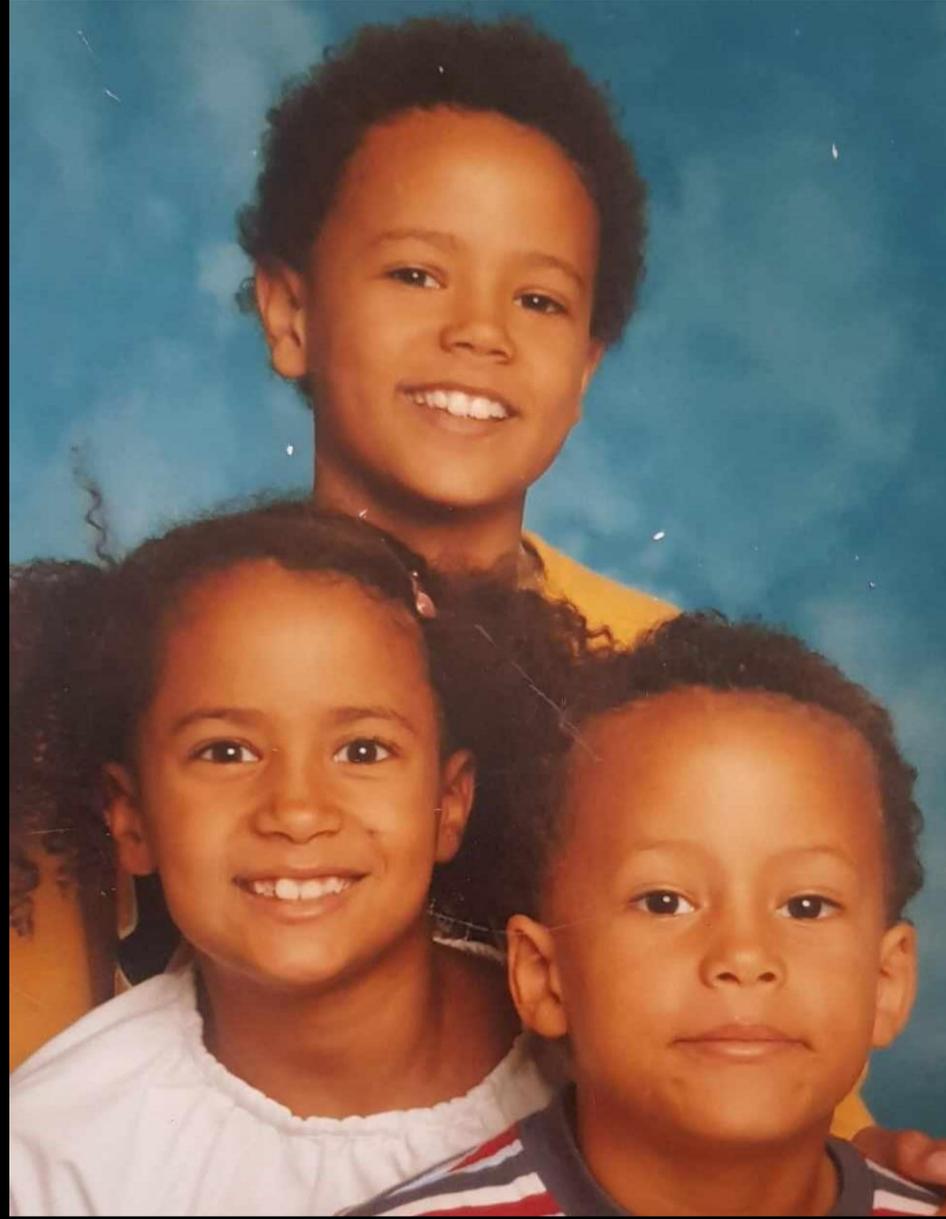
We might think that an afro is enough to represent all POC players, but that's a generalization and can often be more negative than no representation at all.





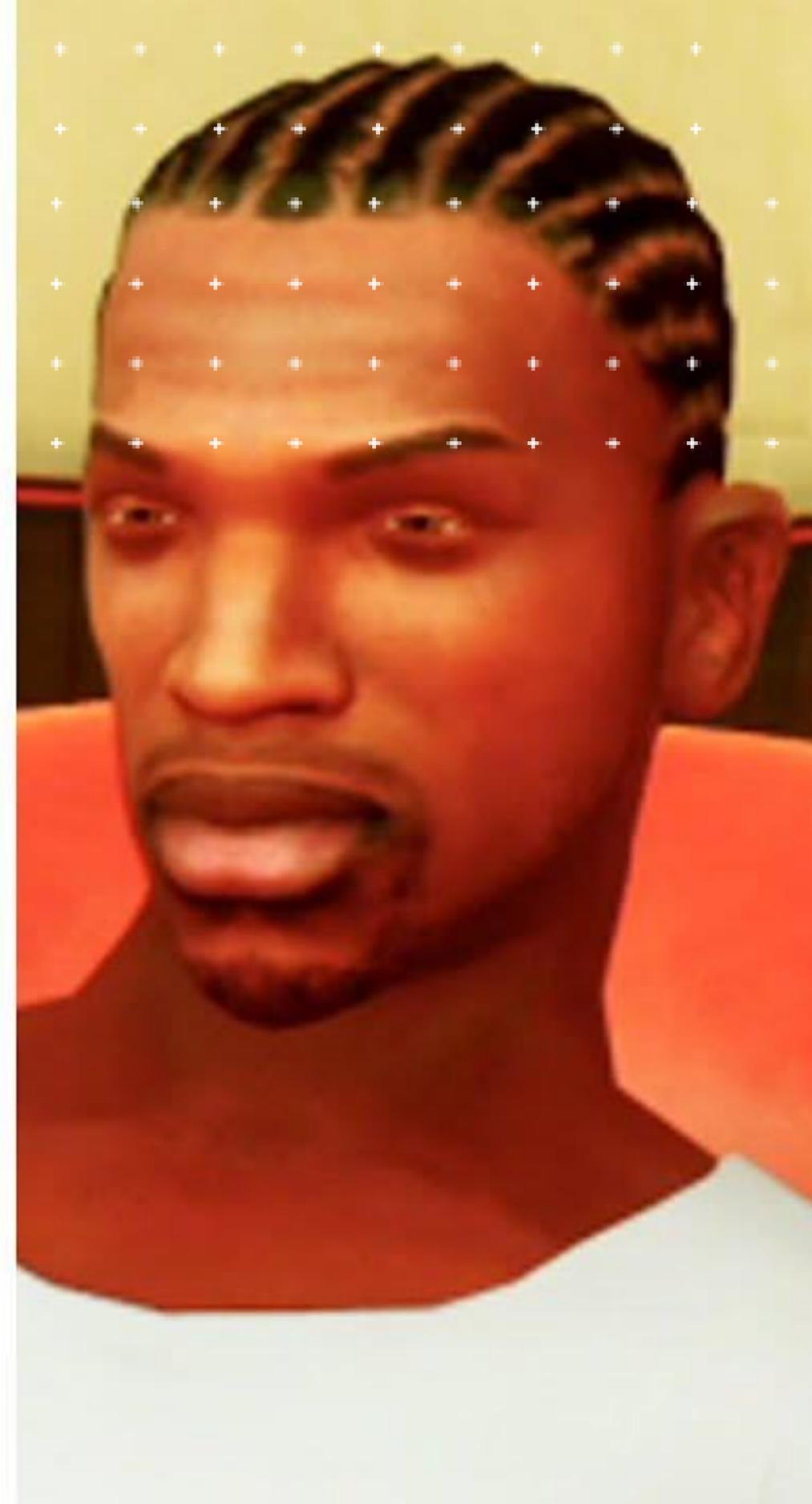
# Why does this matter to me?







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# Technical limitations

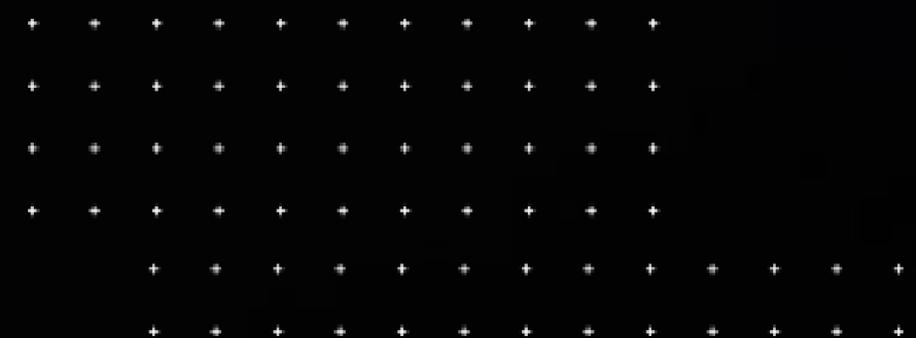
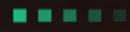


# 1. Computing power.



## 2. Workflow inefficiencies





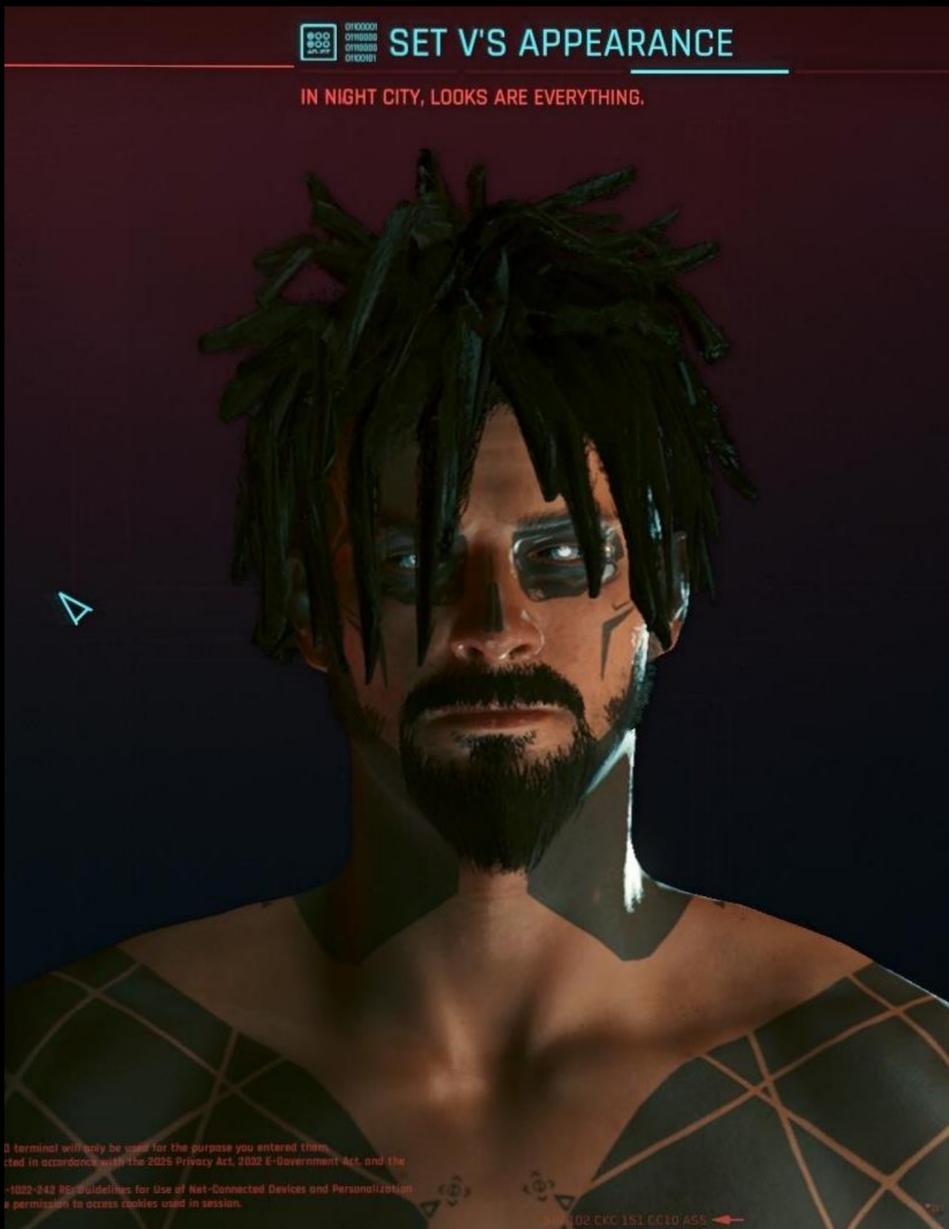


# The state of Black hair today





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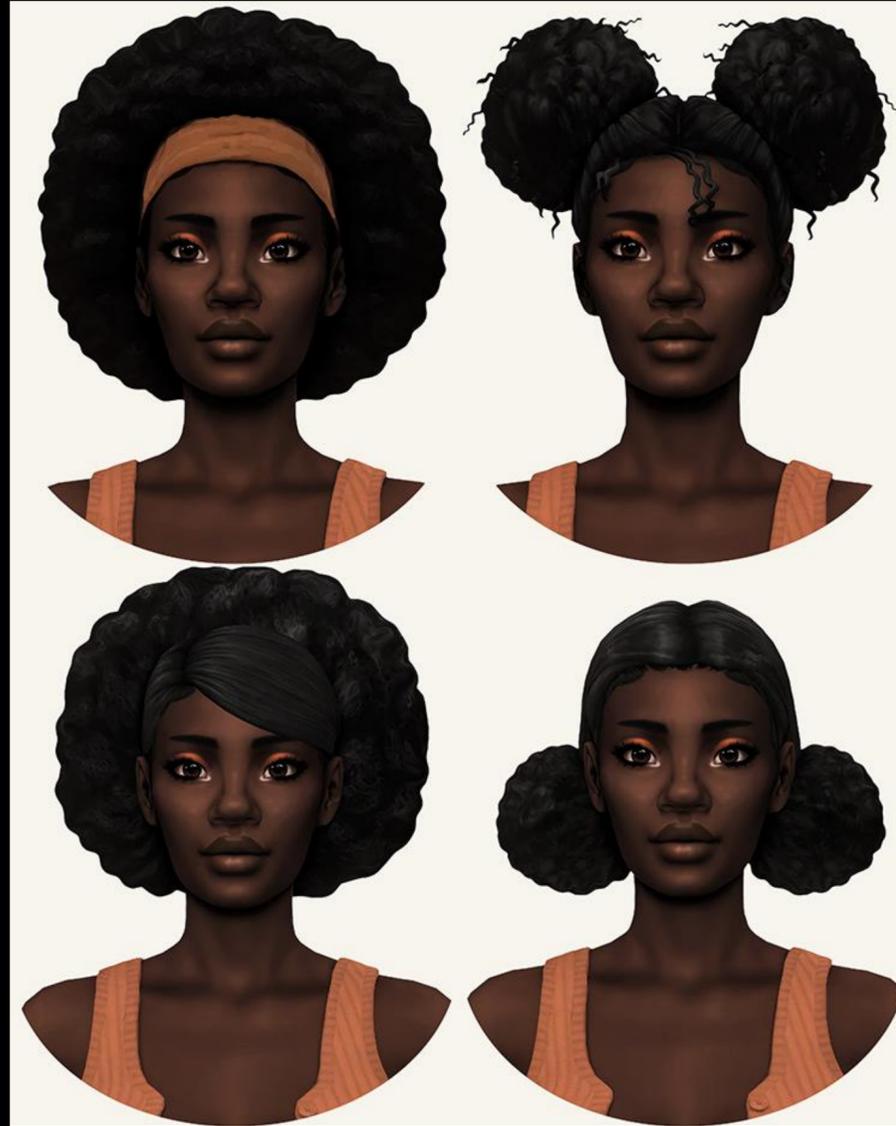


rr

.....

# We need to fix Black Hair in Video Games





Now the  
community  
relies on  
Mods



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NAU

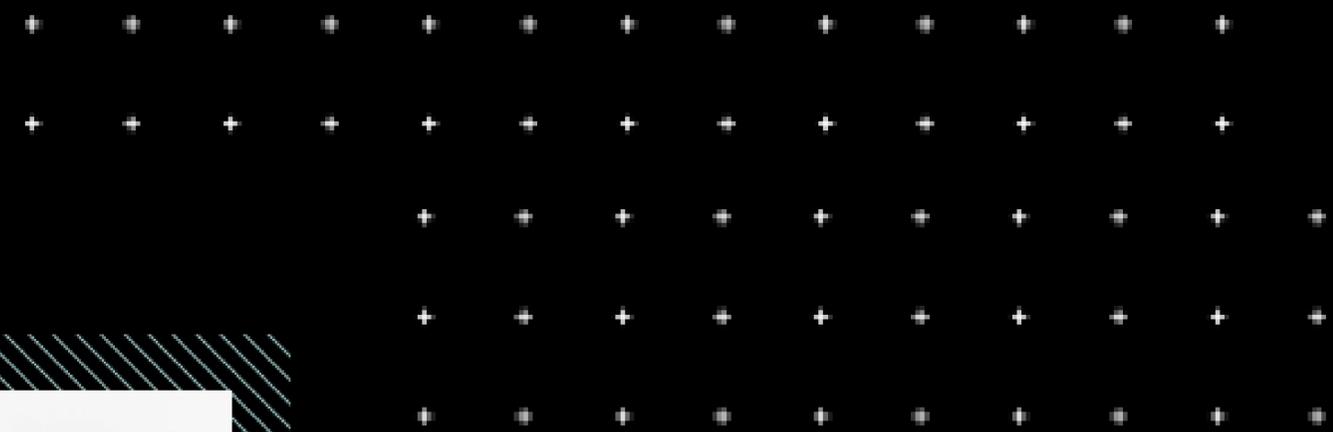




**THE KILLMONGER**

**CURSE**







# Why is there a lack of authentic representation of Black hair in games?



## 1. Lack of documentation

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**74% of developers want to play a role in promoting better representation of textured hair in video games and learn how to code textured hair.**

---



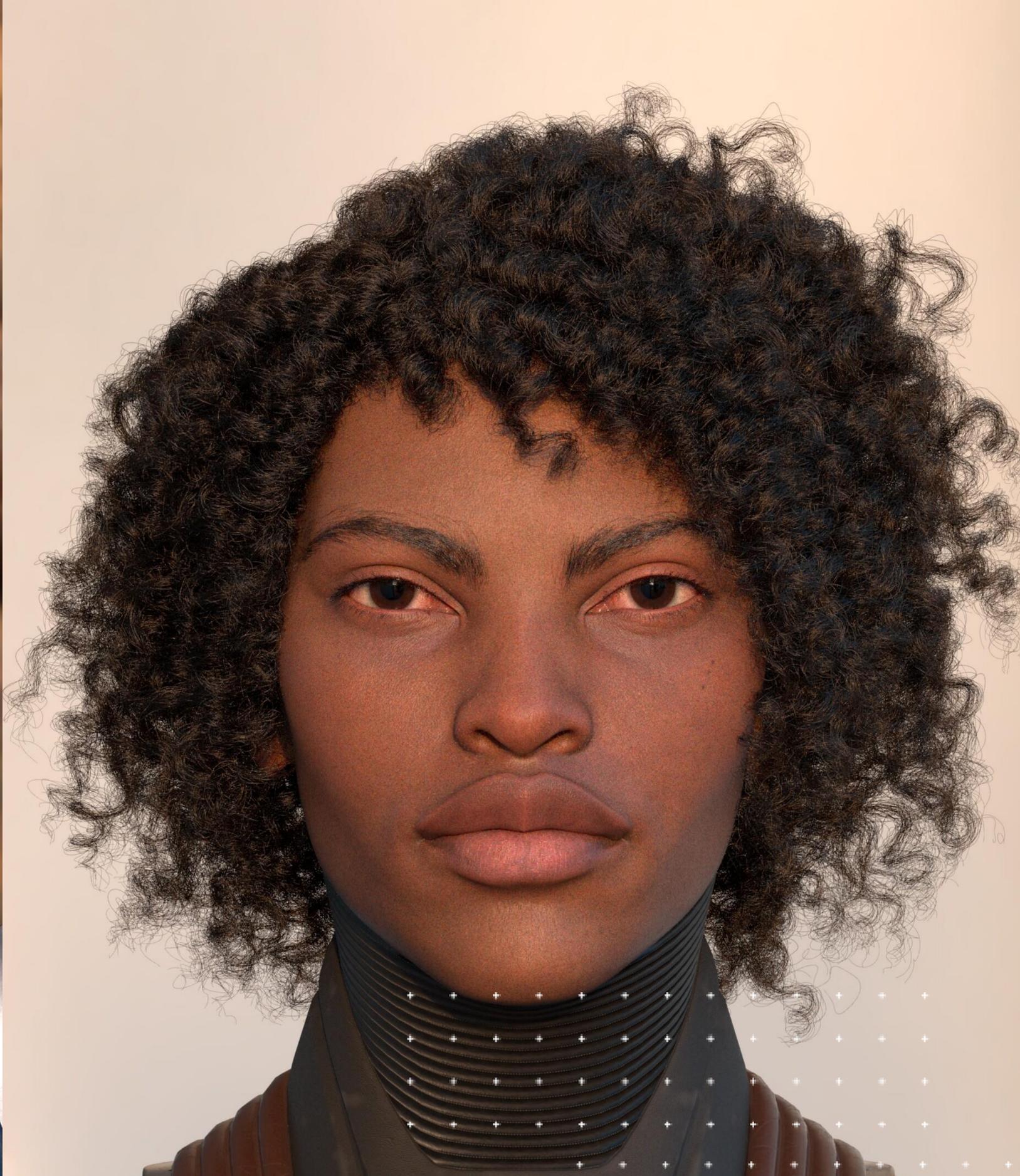
## 1. Lack of documentation

---

**Nearly 9 in 10 developers agree there should be more resources available to enable them to code Black hair textures that realistically represent real-world styles.**

---





## 2. Lack of access to diverse dev teams





**Type 1**  
Straight hair



- 1A – thin and fine hair
- 1B – medium thickness hair
- 1C – thick hair

**Type 2**  
Wavy hair

- 2A – fine, loose S-shaped waves
- 2B – defined S-shaped waves
- 2C – thick, defined S-shaped waves

**Type 3**  
Curly hair

- 3A – large S-shaped loose curls
- 3B – tight, springy curls
- 3C – densely packed corkscrew curls

**Type 4**  
Coily hair

- 4A – densely packed S-shaped coils
- 4B – tight Z-shaped coils
- 4C – very tight zigzag coils



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**Type 4**  
Coily hair

- 4A – densely packed S-shaped coils
- 4B – tight Z-shaped coils
- 4C – very tight zigzag coils



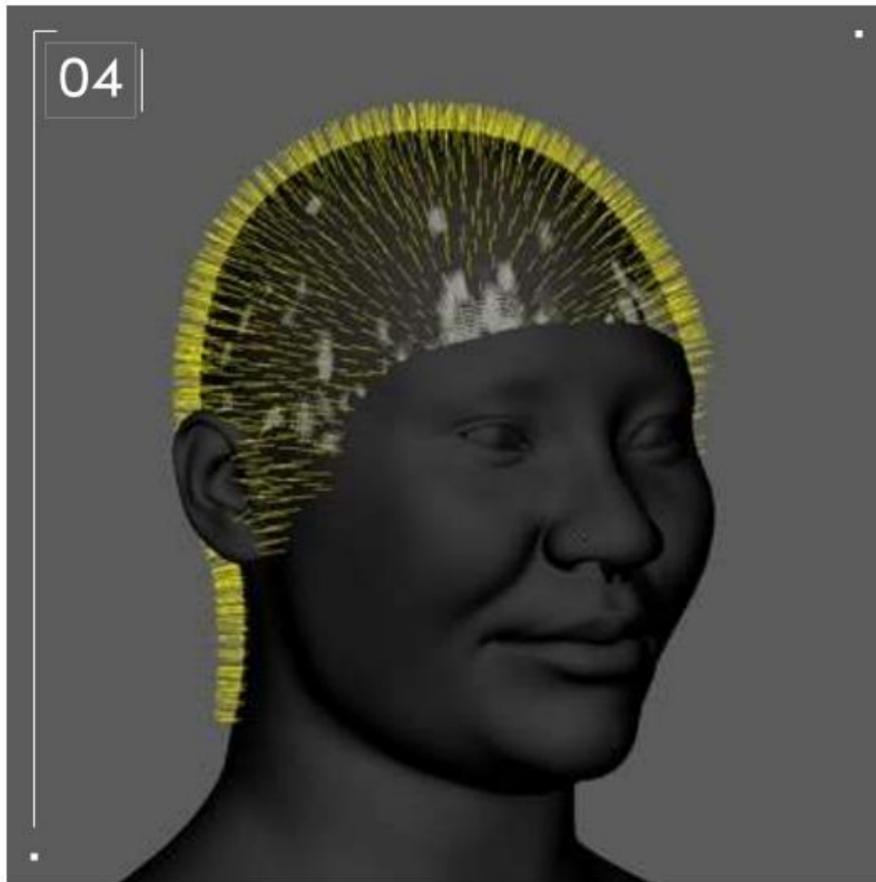


**Twist Out**



// Project Settings

# Step-by-Step



## // Guides

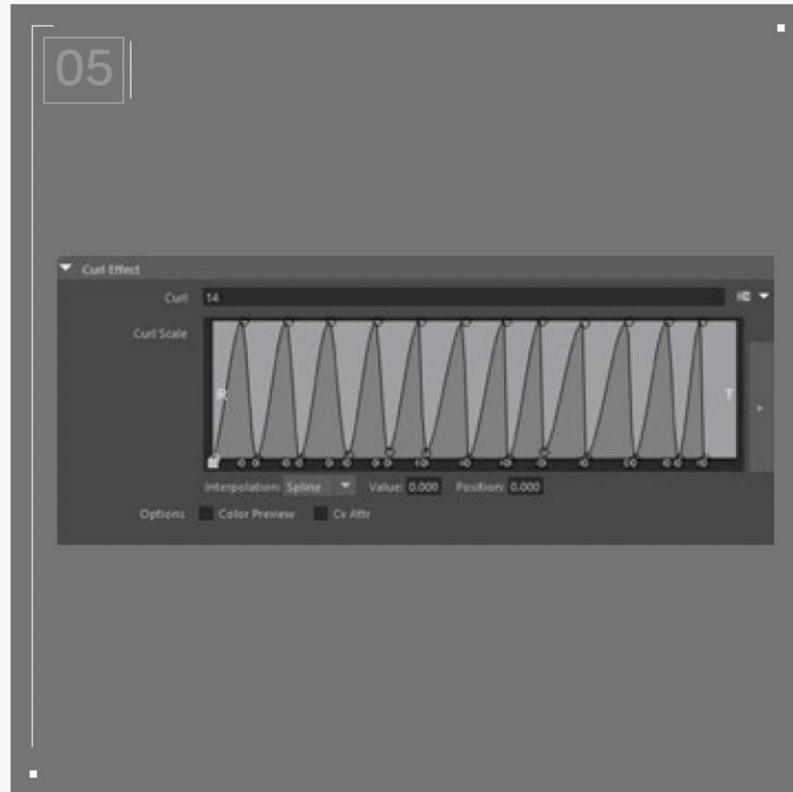
Before starting to place the guides, I recommend that you create a mesh that reflects the overall volume and shape of the hairstyle you're going for.



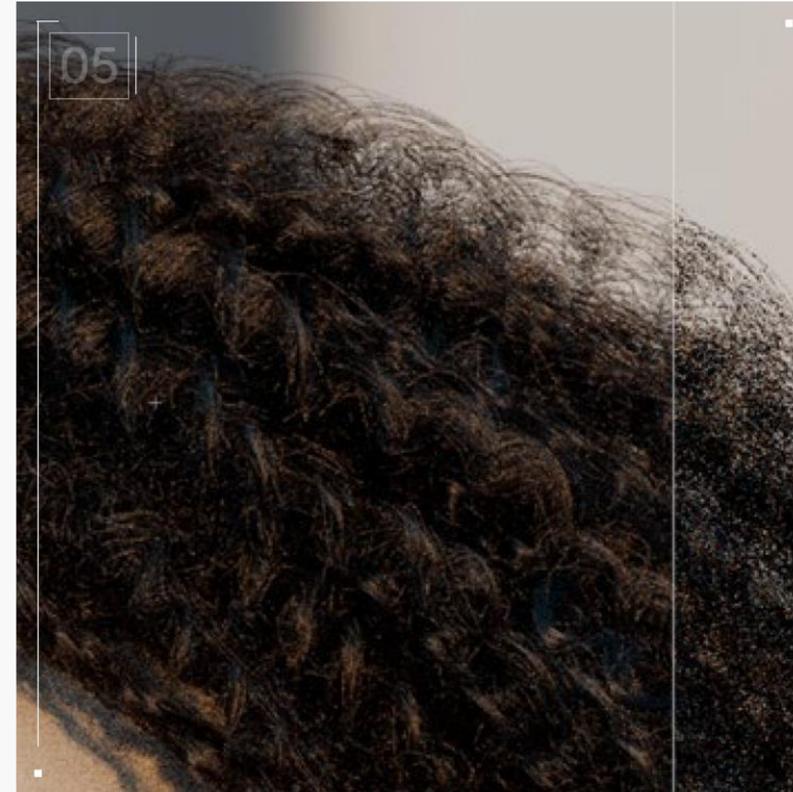
Once that's done, start by placing one guide on the scalp geo. Scale and modify the shape of this guide with the available XGen tools and rebuild the guide with higher CV count to allow for more detail/blend. Once the guide is placed and shaped correctly, select it and go to the XGen utilities window and click "copy guides." Now you can place new guides and paste the first one into them and adjust accordingly to fit the shape of the hair.



Increase the hair density in "Primitive Attributes" to preview the volume of the hair.



Clump Modifier



Wavy Hair Pattern



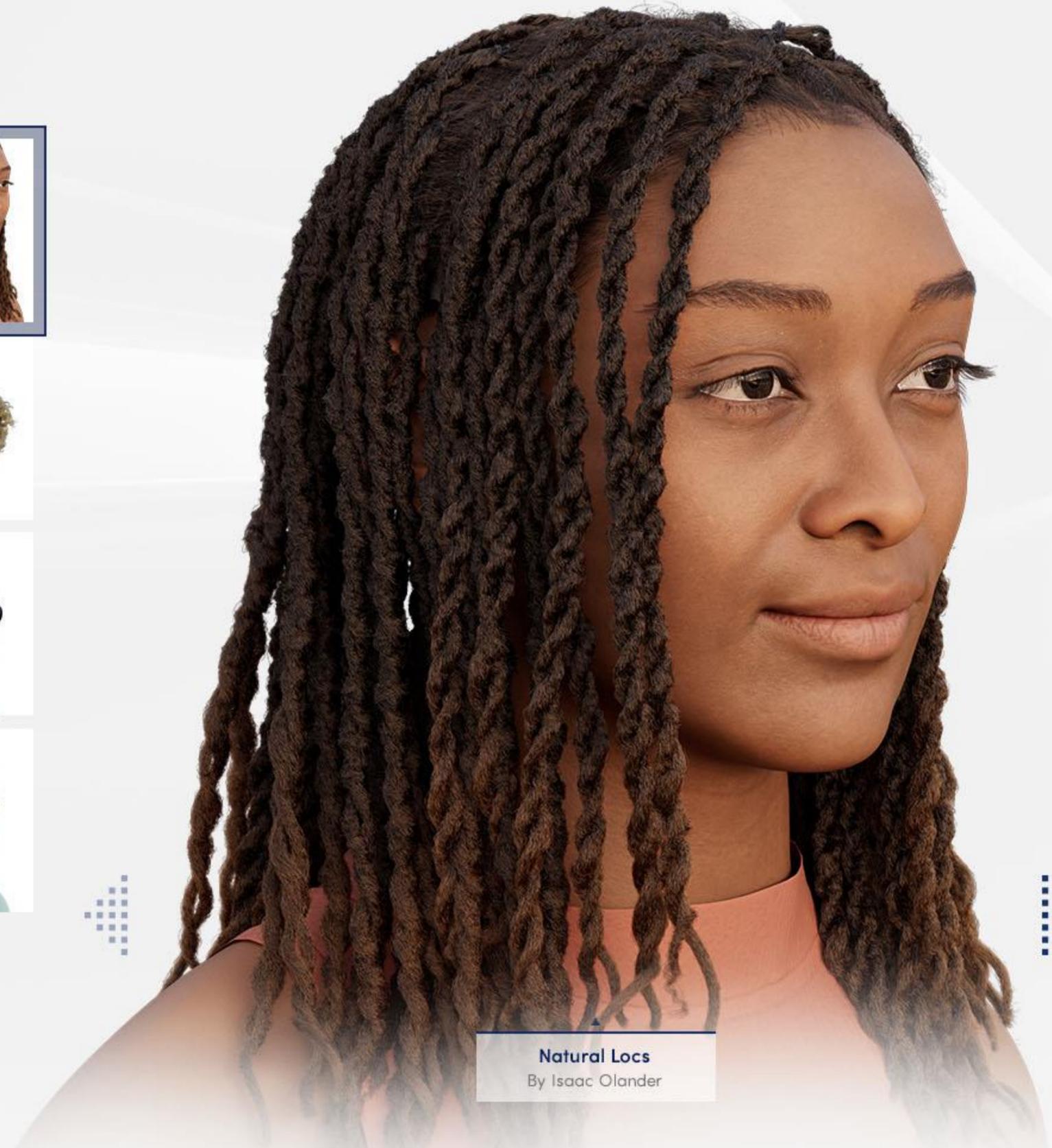
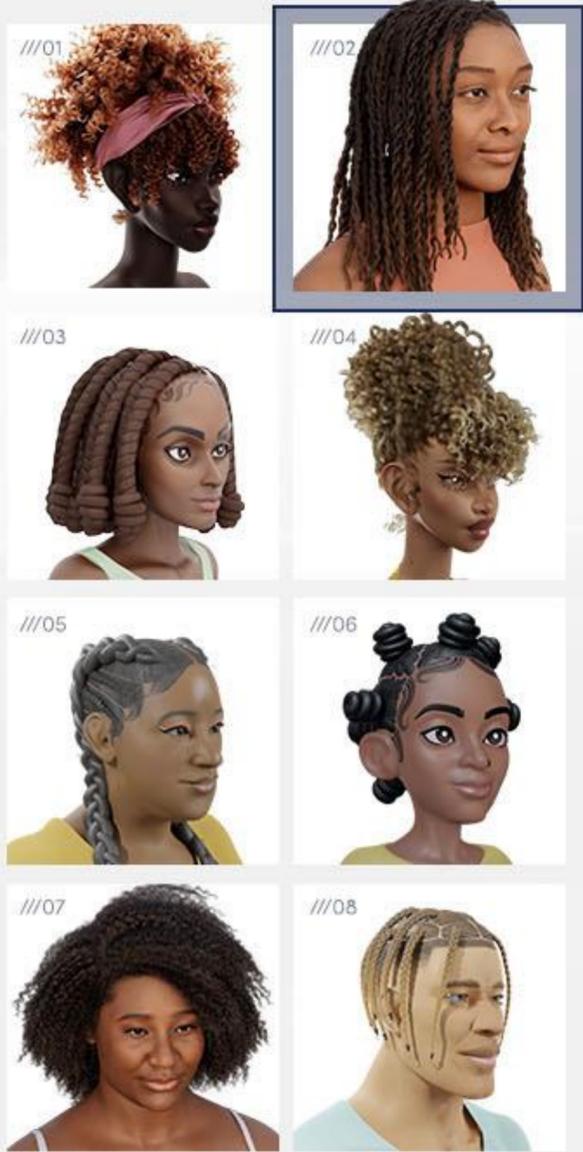
Noise Mask



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# What can we do to solve this?



**Natural Locs**  
By Isaac Olander

## Changing the game for Black Hair

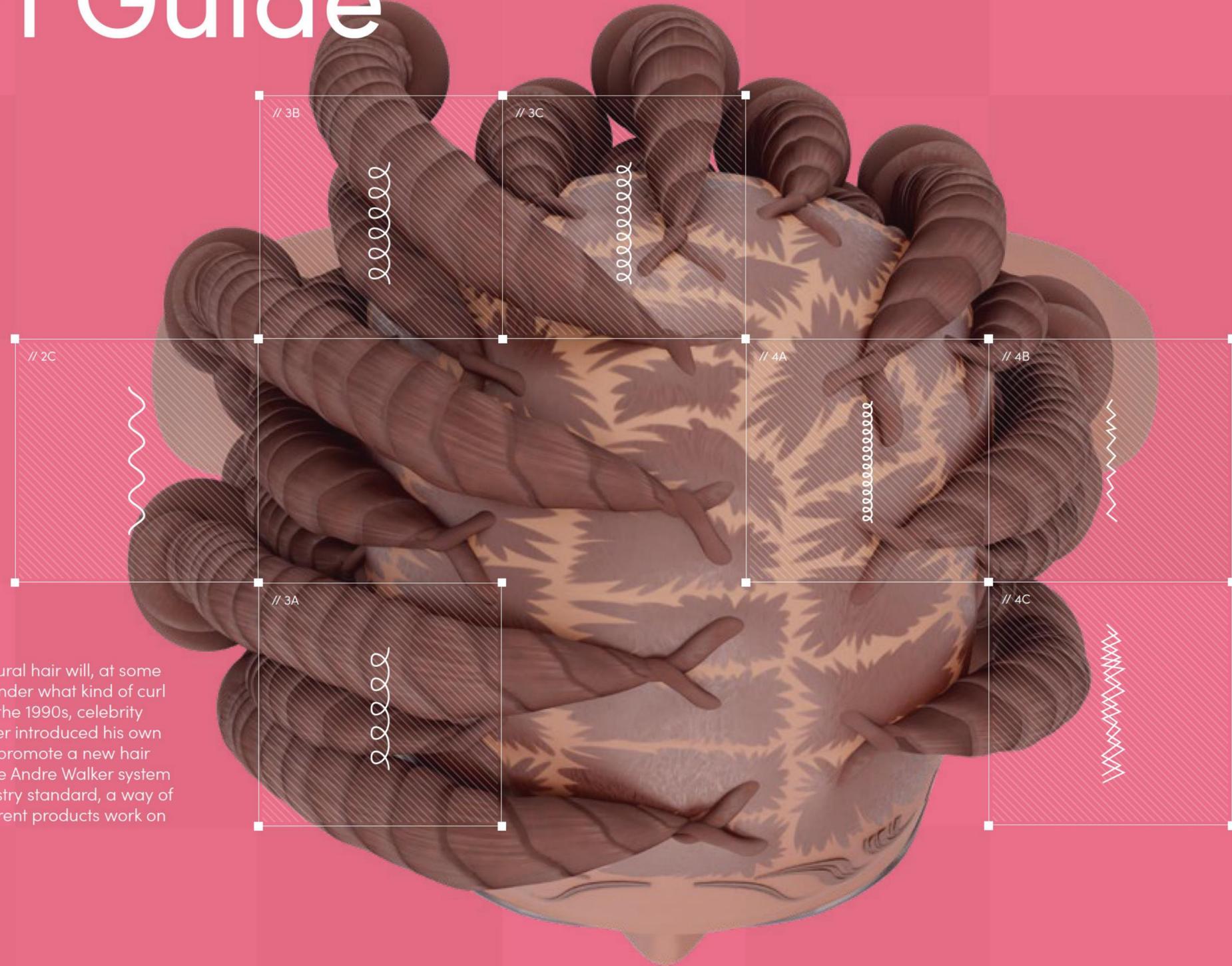
85% of Black gamers think video games poorly represent natural hair. And ultimately, misrepresenting natural hair is misrepresenting anyone who has it.

Code My Crown brings together Black 3D artists, academics and stylists to create the world's first free step-by-step guide for developing Black hair textures and protective styles in video games.

Visit [Dove.com/CodeMyCrown](https://Dove.com/CodeMyCrown) to learn more.



# Curl Guide



Most people with natural hair will, at some point in their lives, wonder what kind of curl pattern they have. In the 1990s, celebrity hairstylist Andre Walker introduced his own hair typing system to promote a new hair product collection. The Andre Walker system has become the industry standard, a way of articulating how different products work on different hair types.

by Nai'Vasha Grace



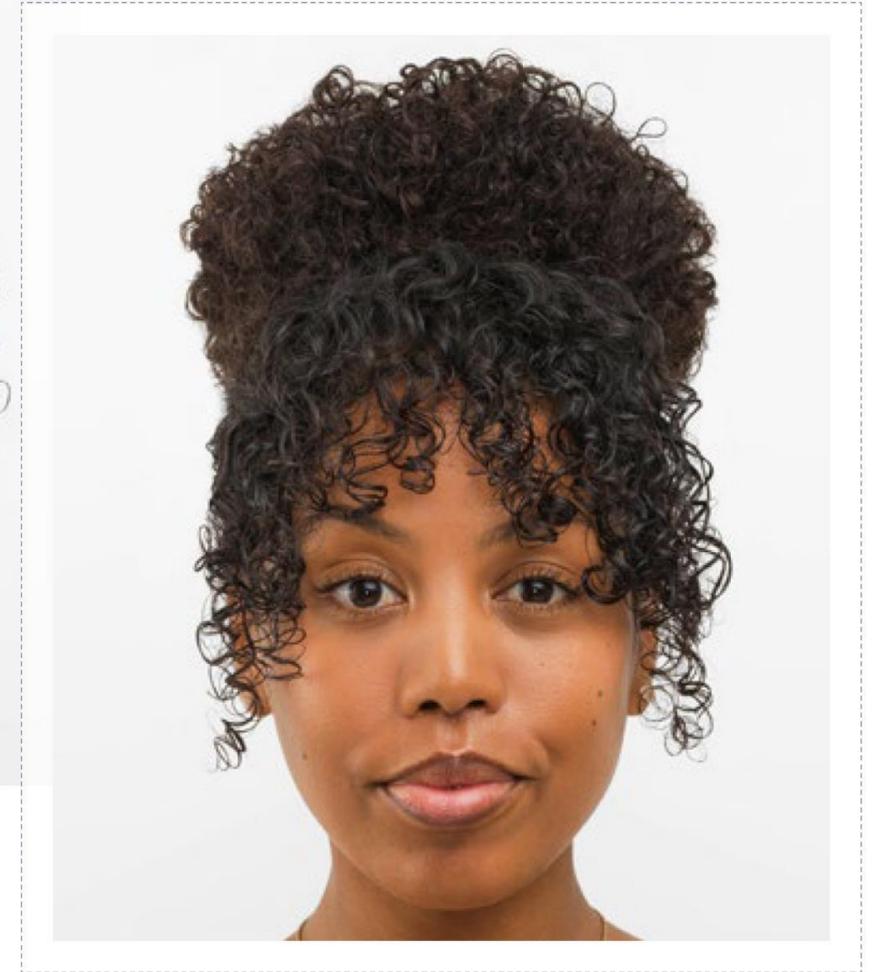
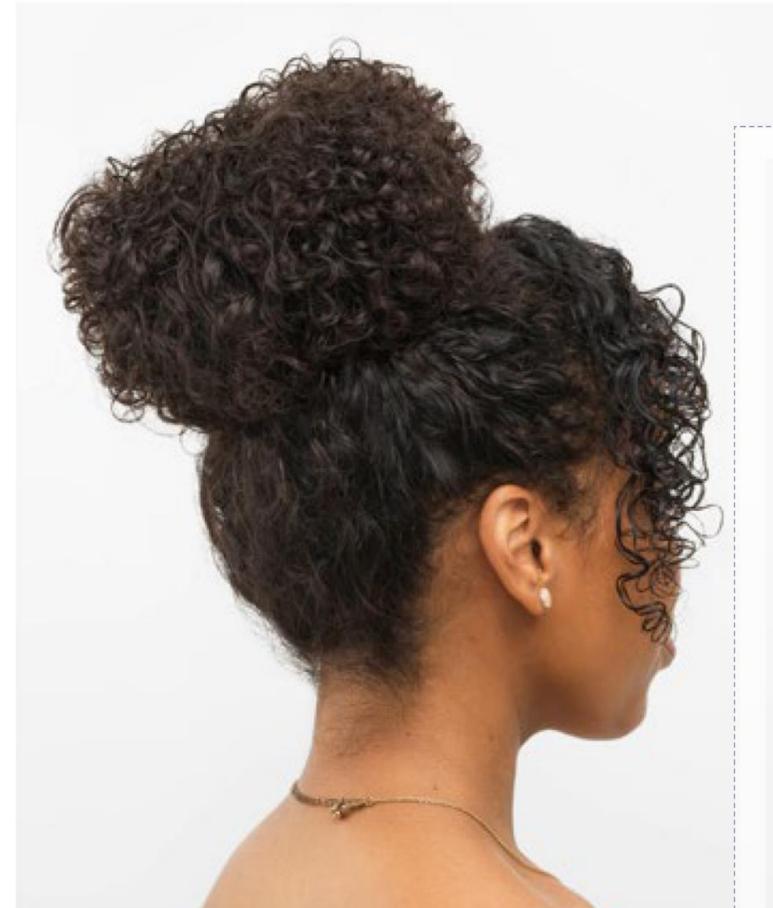


// Hairstyle

# Curly Bangs

**Style Background:** Bangs can transform your entire look. People often associate full bangs with straight hair, but in recent years, curly bangs have become a hot trend, with several celebrities wearing their curly or wavy hair with full bangs.

 [Download Images](#)





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3D Design



# Bustle

Dove's New Campaign Brings Much-Needed Representation To Video Games

# WWD

Dove's Latest Initiative Wants to Make Black and Natural Hairstyles in Video Games Look More Accurate



Game Developer

Code My Crown guide released for black hairstyles in games

USA TODAY

Dove just released a make video games r

# Forbes

Dove Is Helping Better Represent Black Gamers With More Realistic Hair

Exclusive: Dove's New Gaming Initiative, Code My Crown, Brings Authentic Black Hair Inclusion to Video Games



ESSENCE

EXCLUSIVE: Dove Is Changing The W Represented In Gaming With Co



Can Dove boost representation in the gaming world?



85% of Black gamers think video games lack accurate representation — Dove is helping to change that



Dove and Open Source Afro Hair Library Launch 'Code My Crown'

MUST READ: DOVE LAUNCHES CODING GUIDE FOR BLACK AND NATURAL HAIR, VESTIAIRE COLLECTIVE BANS FAST-FASHION BRANDS FROM ITS PLATFORM

FASHIONISTA



Dove brings more representation for Black gamers with open-source hair library



'Code My Hair' Guide Gives Developers No Excuse for a Lack of Black Hair Options



Dove's New Partnership Enables Black Gamers to Reach New Levels of Representation



Dove Just Released A Tool To Help Make Video Games More Inclusive

HIPHOPWIR



I wish Dove's 'Code My Crown' campaign wasn't quite so groundbreaking

# AdAge

DOVE BACKS EFFORT TO BRING BLACK HAIR STYLES TO GAMING WITH FREE CODE LIBRARY



Games Industry.biz

Dove and Open Source Afro Hair Library launch Code My Crown



Beauty brand Dove launches world's first-ever coding guide for BLACK hairstyles - from twist outs to common fades - so gamers can add realistic 'dos to their online characters

HHW Gaming: Dove Teams Up With To Fix Black Hairstyles In Video Game



This Week in Gaming with Mel & Nogi: ✨



Dove and Open Source Afro Hair Library Release Pioneering Guide for Coding Black Hair in Gaming



Dove unveils 'industry-first' guide for creating afro and textured hairstyles in video games



Dove takes its cr based hair discri world of video g





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Curly Bangs



Natural Locs



Twist Out



Curly H



THANK YOU!



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