

myDisneytoday

# Dark Mode

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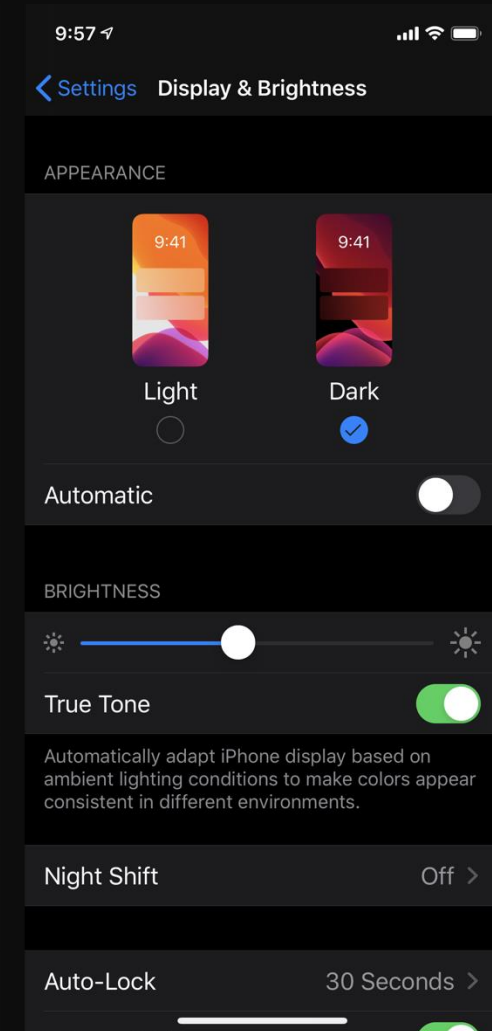
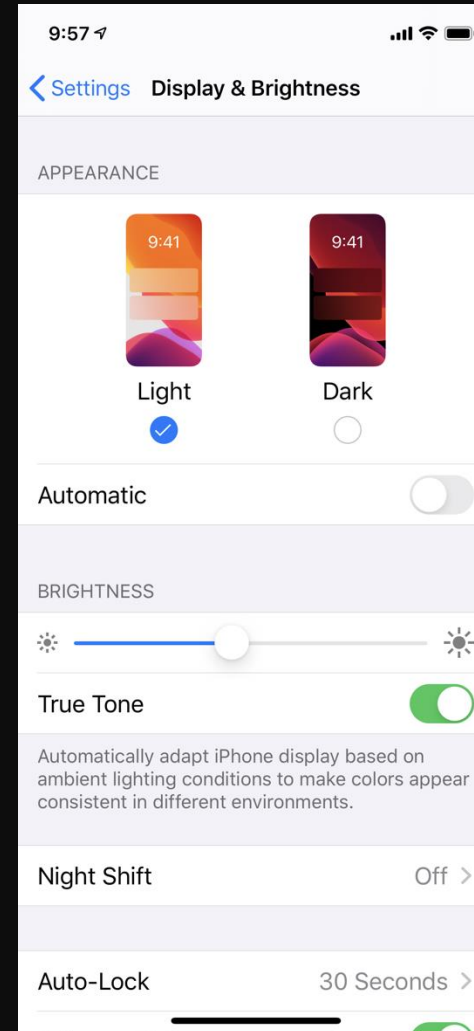
How can dark mode be implemented?

# What is dark mode?



## What is dark mode?

Unlike the typically default light mode, dark mode derives from a **primarily shaded palette** using **near-black backgrounds**.

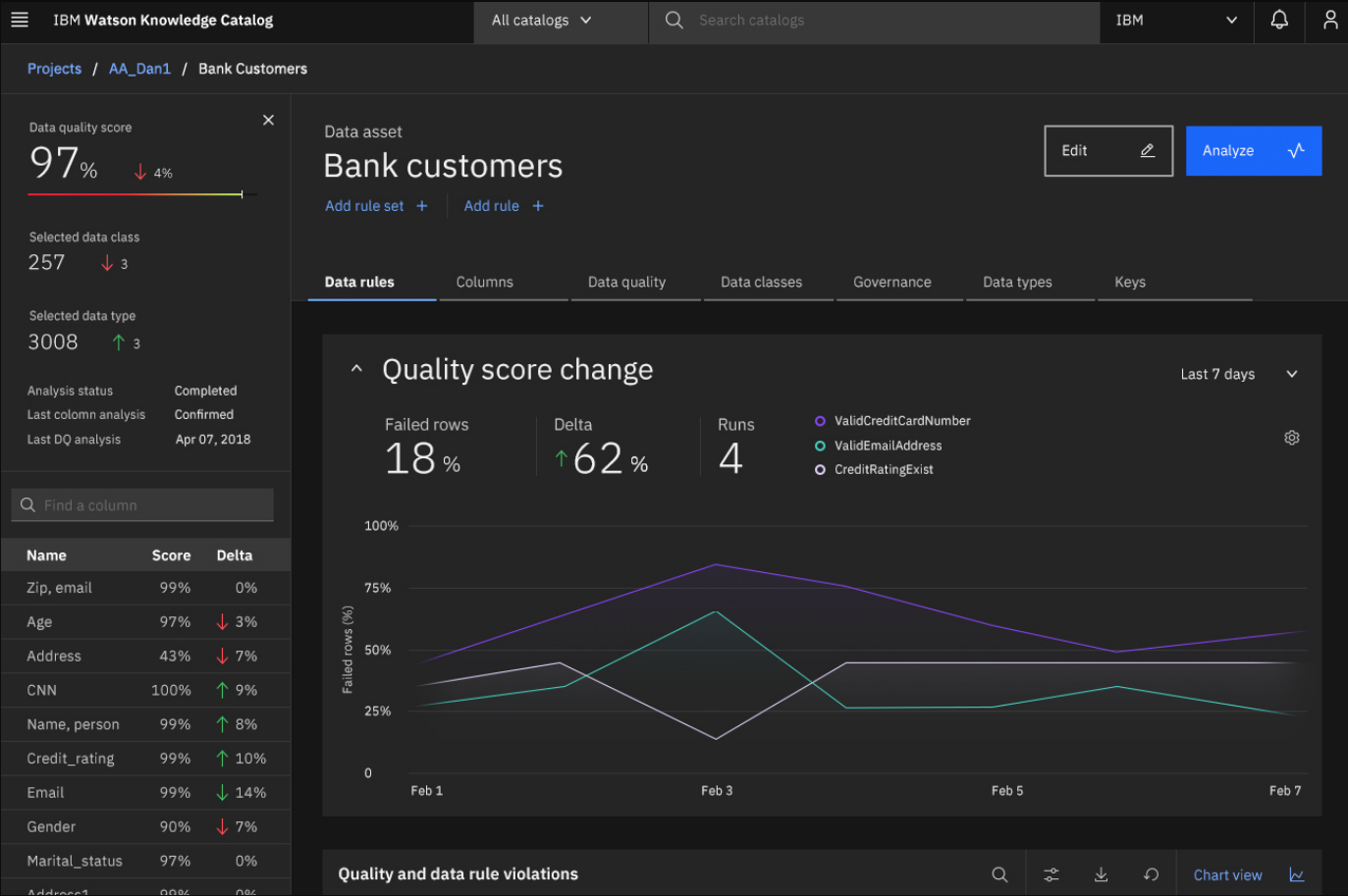


What is dark mode?



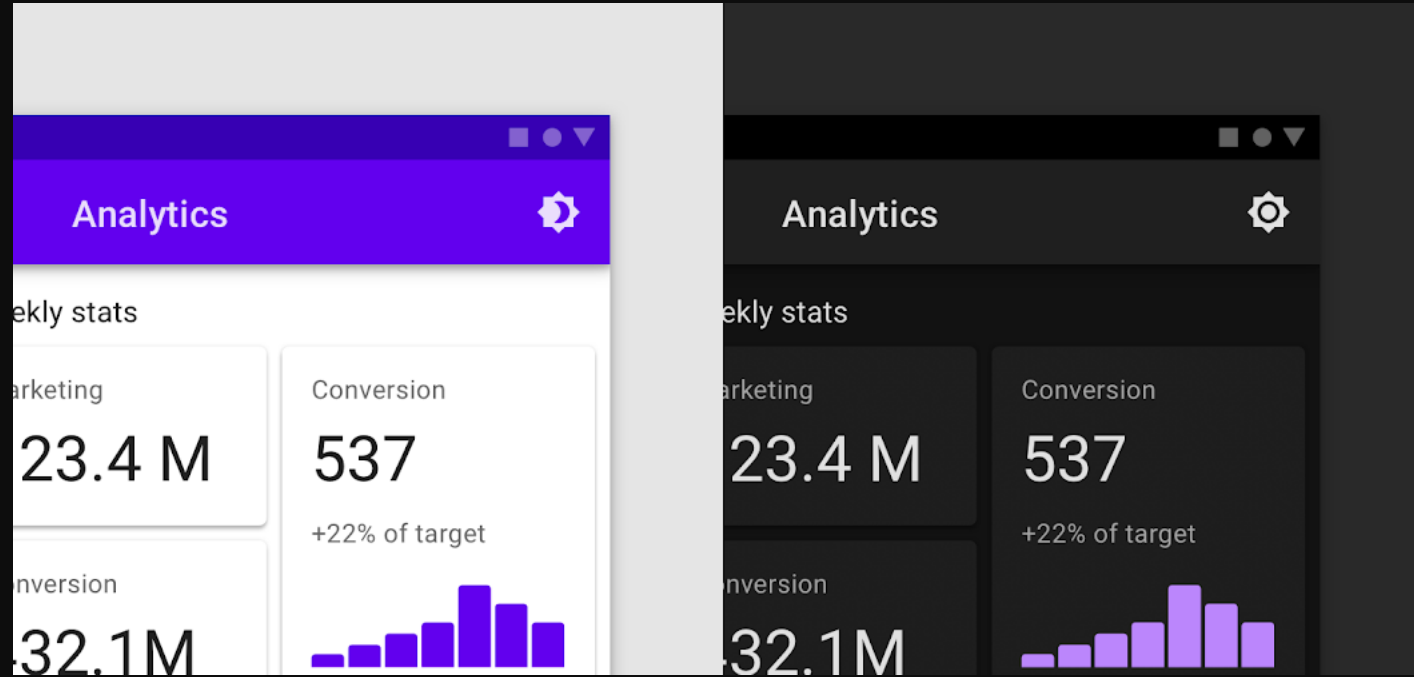
[Instagram](#) introduces dark mode, 2019

What is dark mode?



IBM Carbon Design

What is dark mode?



[Google Material Design](#)

# When was dark mode introduced?

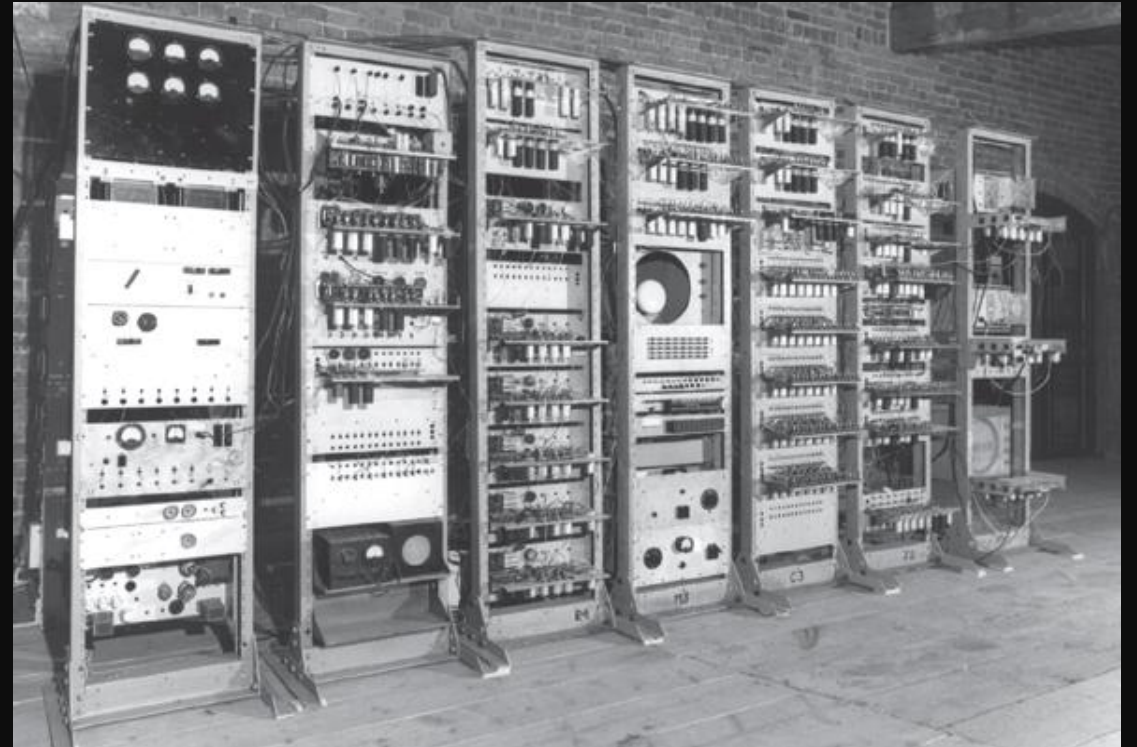


The Apple IIc, 1984

When was dark mode introduced?

The first computers were built using **cathode-ray tubes (CRT)** and didn't have screens at all.

The **Manchester Baby** was the first to run a digital, electronic, stored program.



Manchester Baby, 1948

When was dark mode introduced?

Many competitors started introducing monitors powered by the CRTs which, by default, were **dark mode** due to their technical limitations.



Uniscope 300, 1964

When was dark mode introduced?

Inspired by Xerox PARC's Alto GUI, Apple invented Lisa in 1983 and the Macintosh in 1984.

The GUI featured **skeuomorphic components** like trash cans, save drives and light mode.



The first Apple Macintosh, 1984

When was dark mode introduced?

CRT technology was falling behind in computer innovation and eventually was overthrown by **liquid crystal displays** (LCD – invented in 1968) which **required a light mode** to run well.



Apple iMac G4 powered by liquid crystals, 2002

## When was dark mode introduced?

Now, monitors range from the size of a wrist-watch to a flat-screen TV all using LED and OLED technology which, mostly, **frees GUIs of color limitations.**

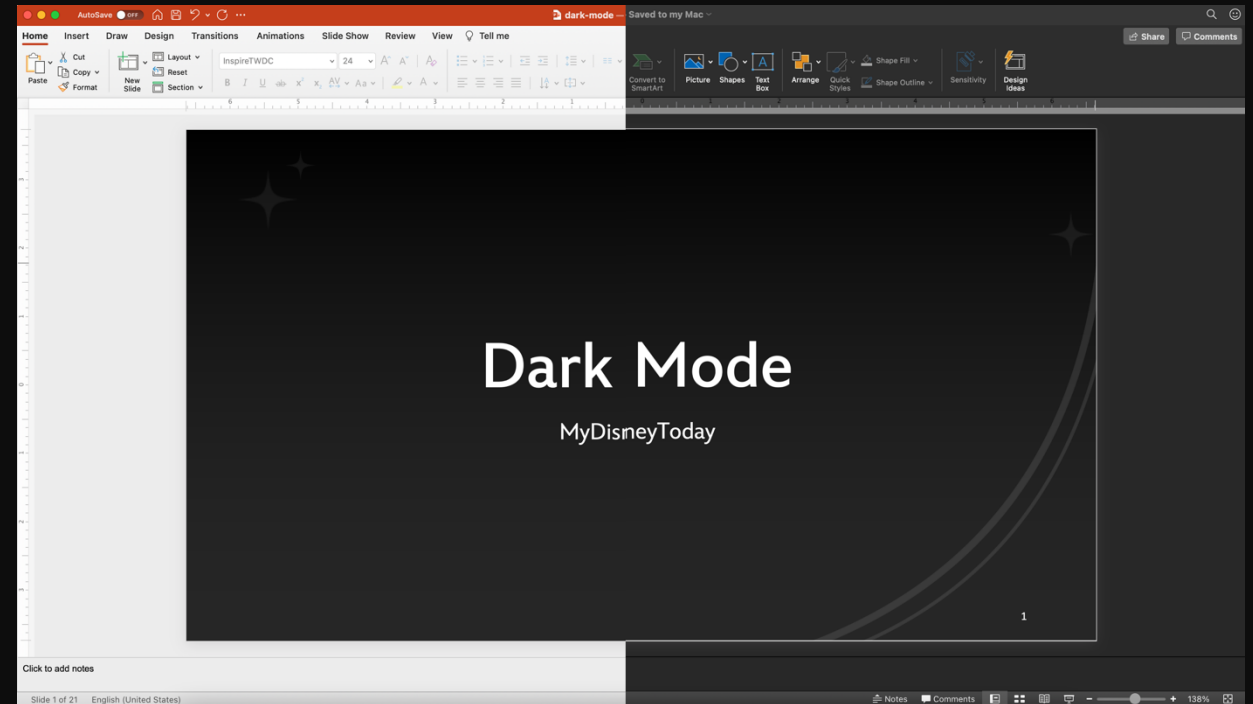


An array of devices we see today.

When was dark mode introduced?

In 2016, Twitter rolled out a dark mode for their app.

Quickly after, **dark mode began sweeping the app store** and now lives **within operating systems**.



The dark and light side of PowerPoint.

# Why implement dark mode?

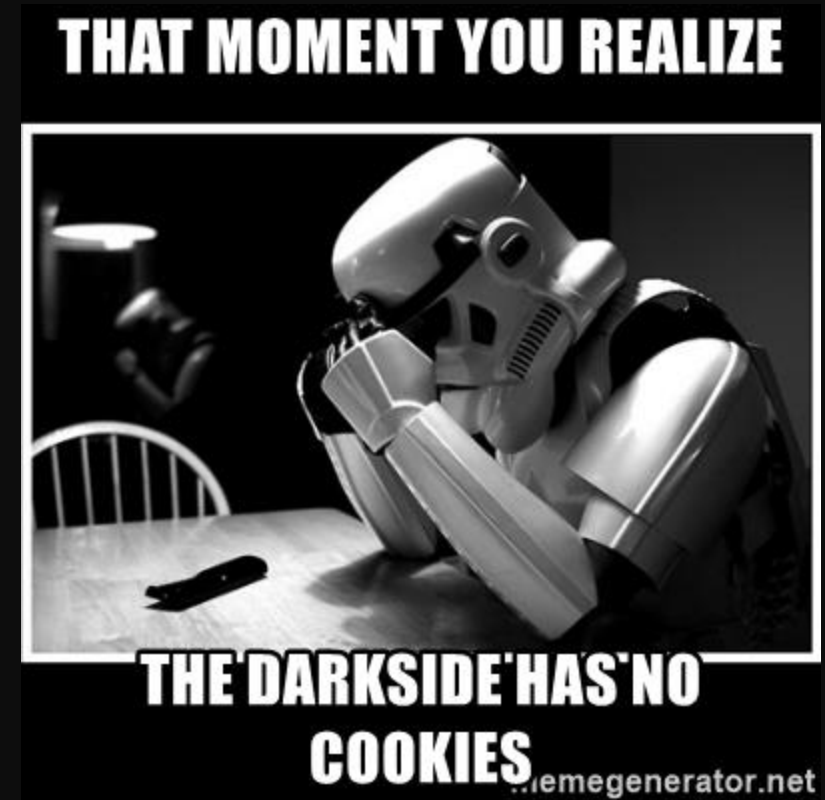


## Benefits of dark mode include:

- Less power usage & prolonged battery life
- Reduced eye strain & headaches
- Increased emotional impact
- Site personalization opportunities
- Improved experience in low-light environments
- Less blue light = better sleep
- Increases focus of important content
- Improves decision-making rate



But...dark mode is **ultimately a heated debate** with little official research to support said claims.



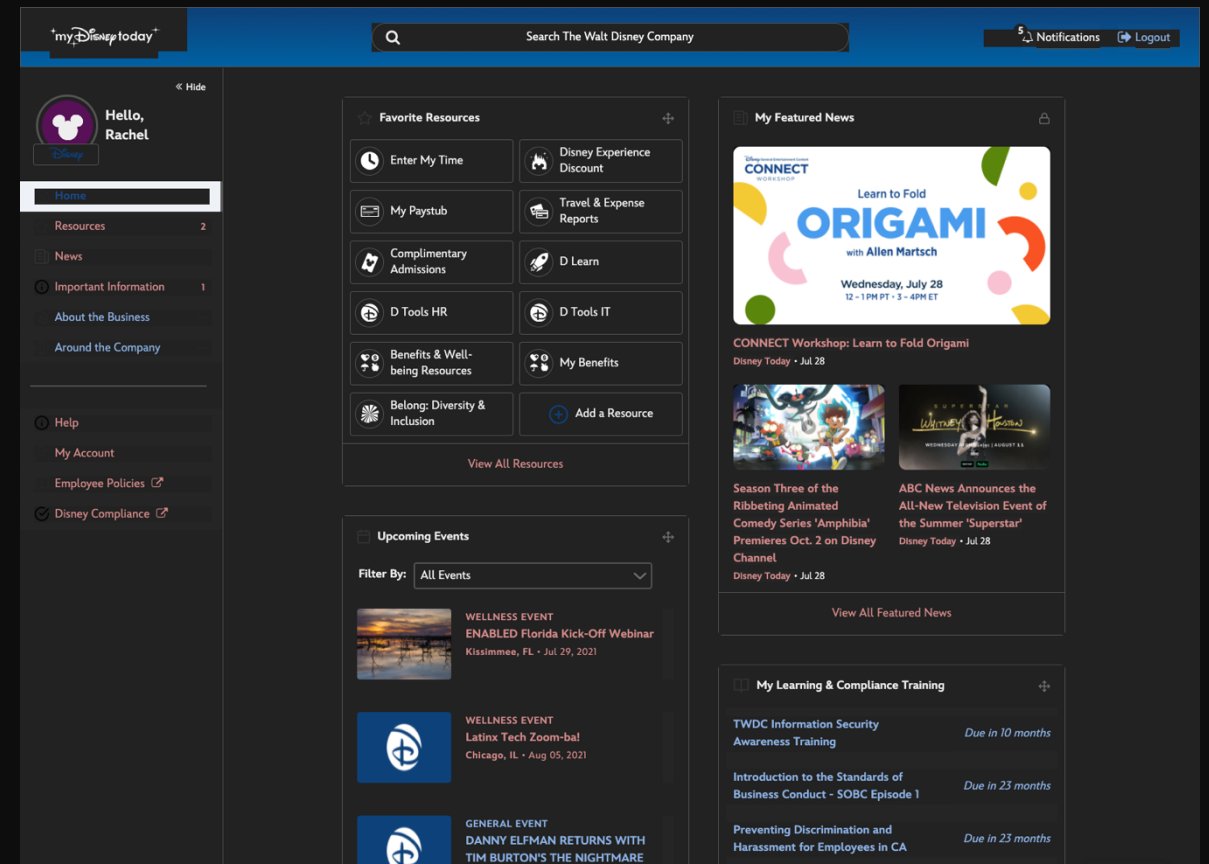
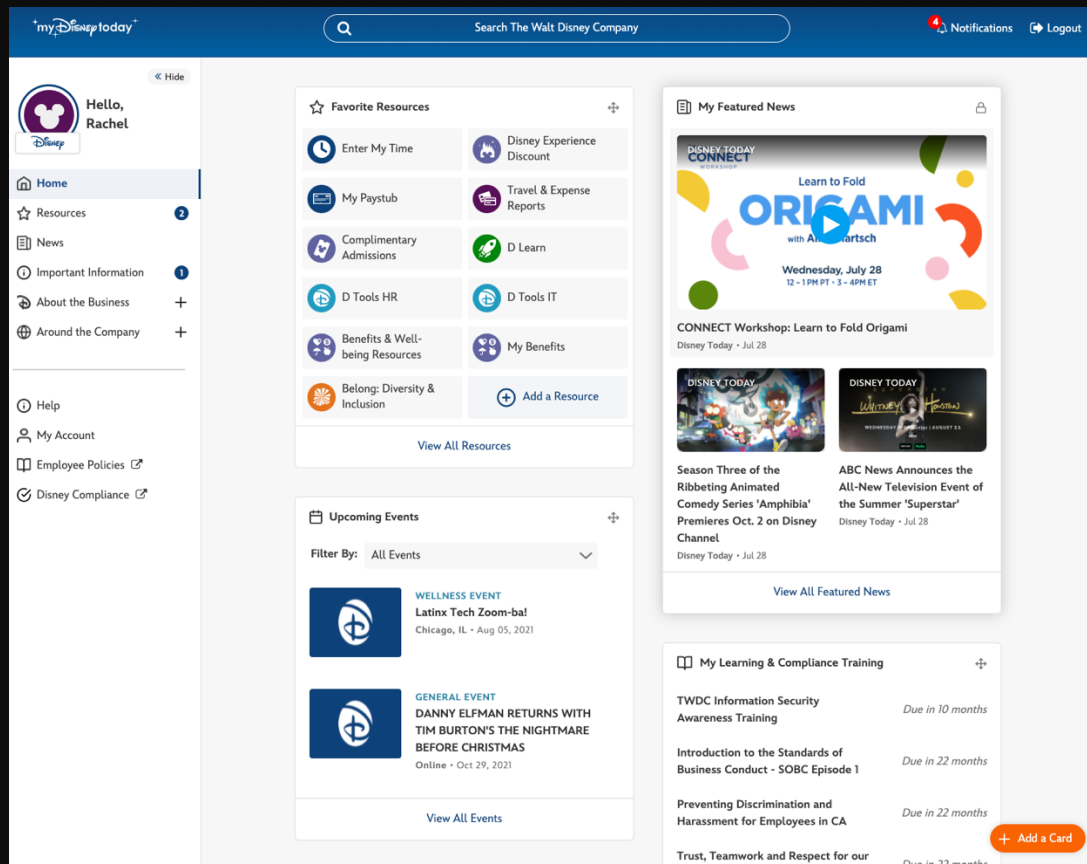
## However, research that *has* been done shows:

- Less power usage & prolonged battery life for OLED devices only
- Reduced eye strain & headaches for those with cognitive & visual impairments
- Improves decision-making rate & accuracy compared to light mode with data-heavy content
- Generates emotion & familiarity seen in apps like Disney+, Spotify and Discord
- Some people find dark mode easier on the eyes while others struggle to read light on dark text
- Longtime exposure to bright light, seen in light mode, can lead to myopia (nearsightedness)

## Why implement dark mode?

### And when a product doesn't have a dark mode,

- it can **interfere with the experiences** of those who have their OS and other apps set to dark mode
- Or people will find or **create their own dark mode** as seen in the Chrome extensions placed onto MDT



## So, why have dark mode in my Disney today?



Portal  
Personalization



Increased  
Accessibility



Gives us control  
over dark mode



Improved experience  
for participating users



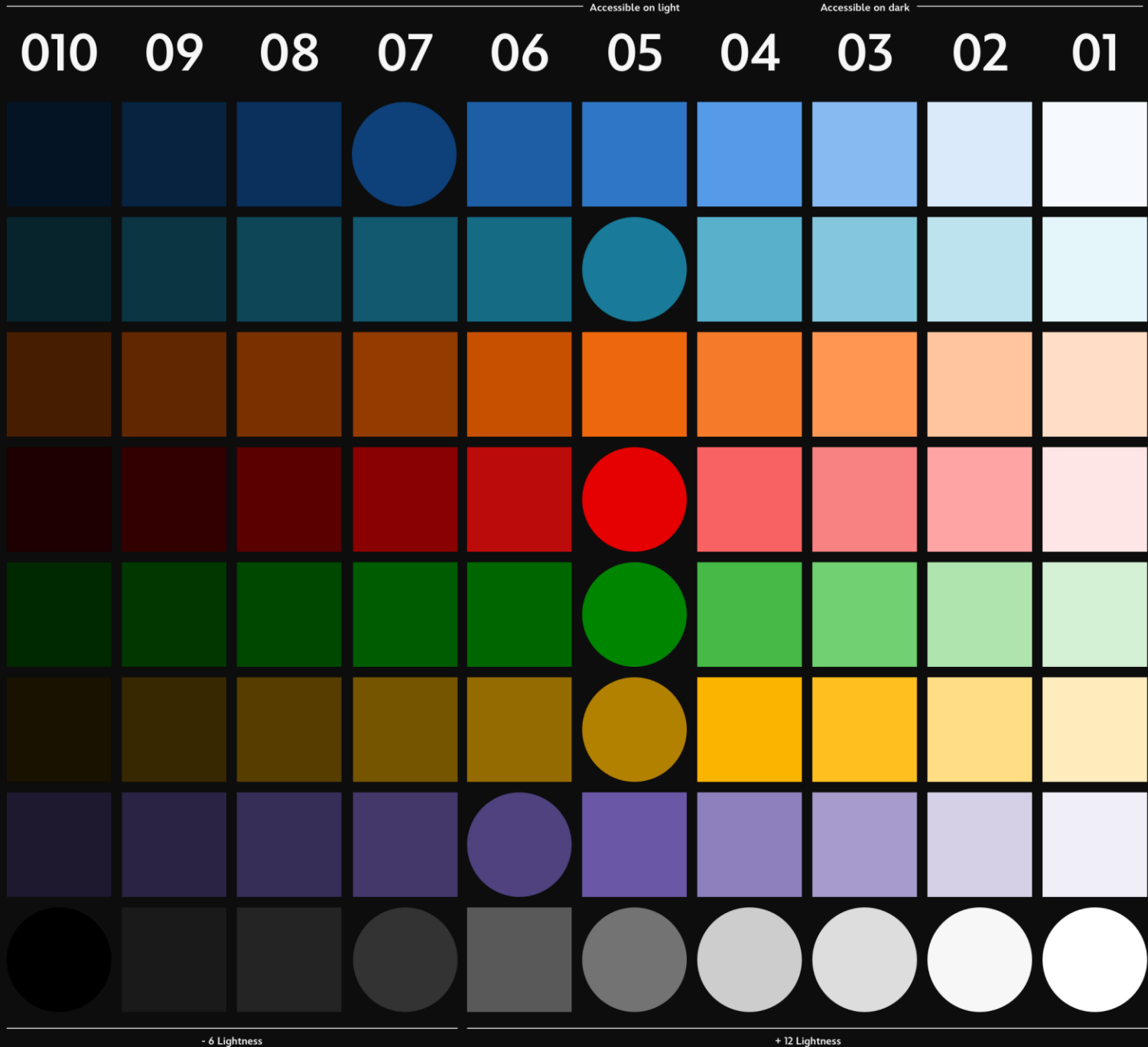
Modernizes  
the platform

# Lastly, how is dark mode implemented?

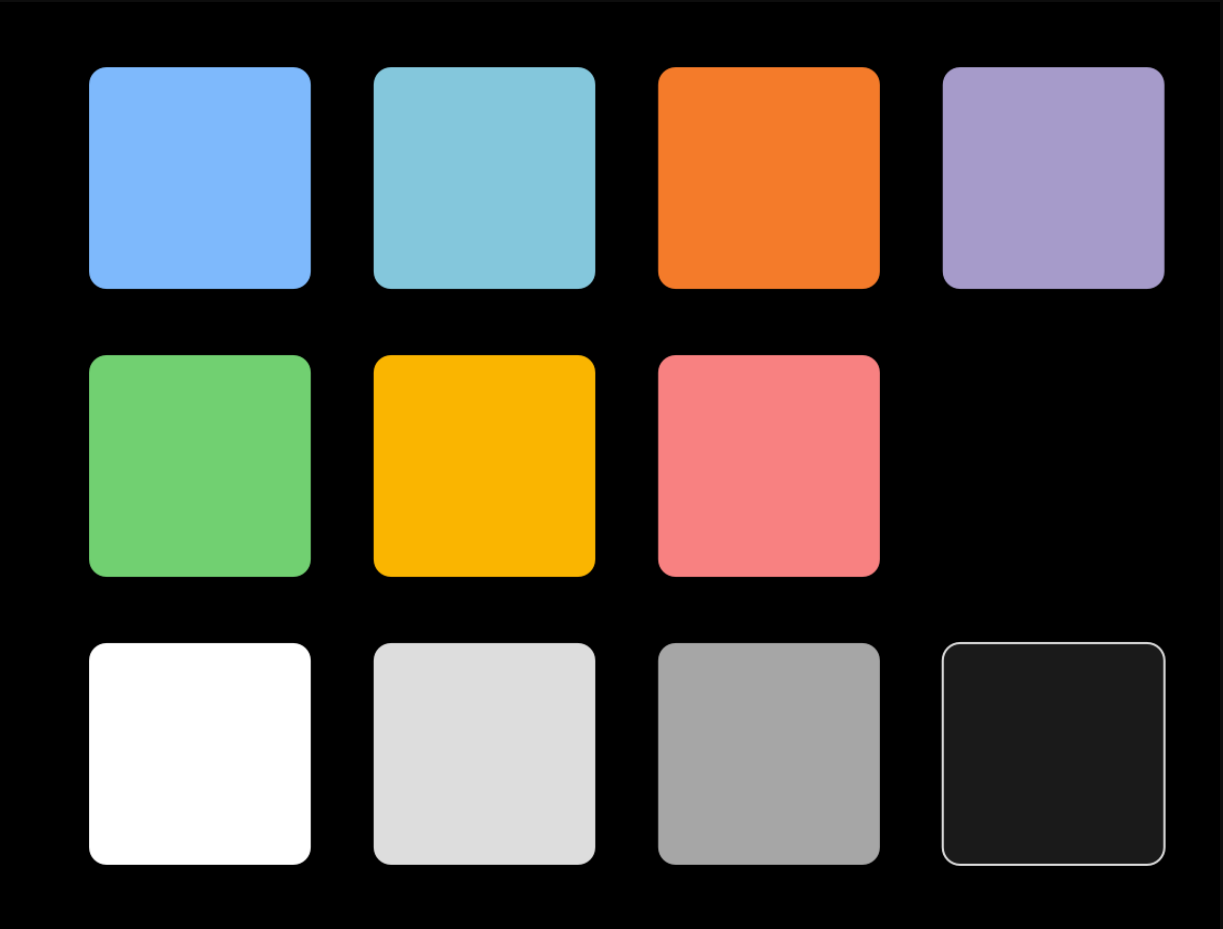
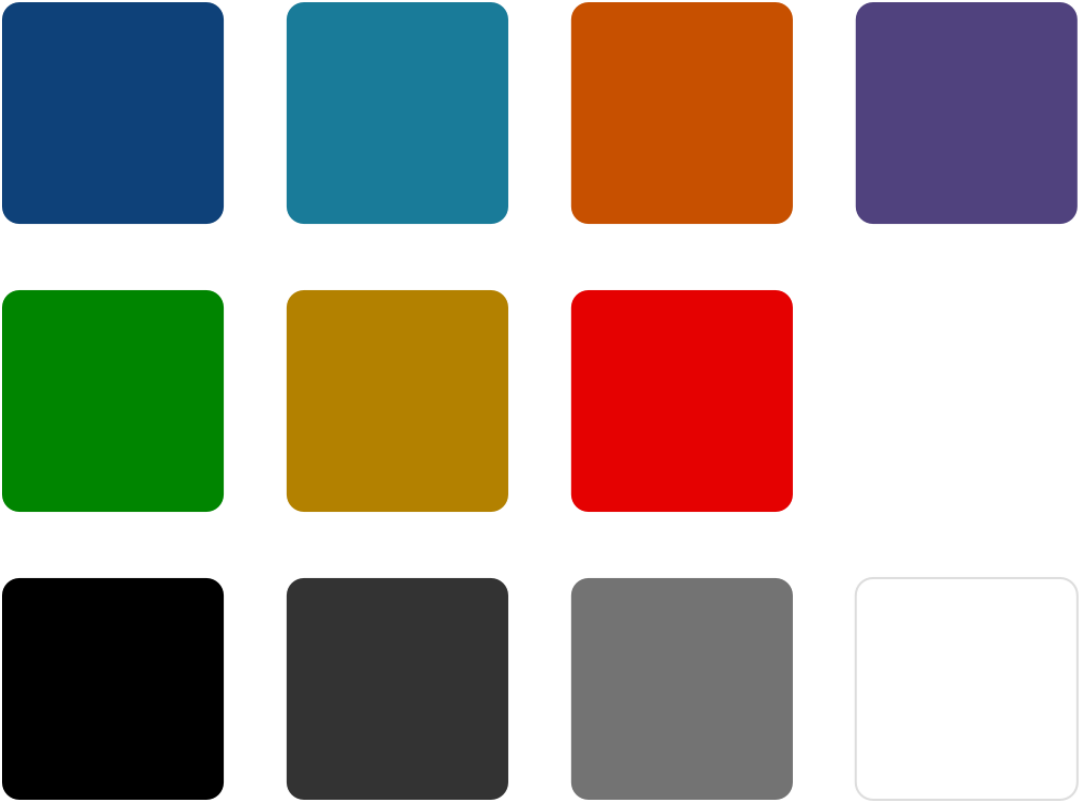


Creating a dark mode palette  
is simple if you have a  
predefined brand palette  
(which we do)

This color chart represents the hue  
spectrums of each key color in  
MyDisneyToday, we can pull colors from here  
to create an accessible dark palette



How to implement dark mode?



How to implement dark mode?

myDisney today

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Academy Award® Winner Taika Waititi to Direct and Co-Write New 'Star Wars' Film

Oct 9, 2020

Academy Award® winner Taika Waititi, who recently won Best Adapted Screenplay for "Jojo Rabbit" and directed the widely-acclaimed first season finale episode of "The Mandalorian" on Disney+, will direct and co-write a new "Star Wars" feature film for theatrical release.

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
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



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



 Benefits & Wellbeing Resources





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



 Commuter Assistance





 Company Holidays





 Complimentary Admissions





 Disney Experience Discounts





 Discount Theme Park Tickets





 Disney Aspire





 Disney Leadership Speaker Series





 Disney Libraries, Archives & Resource Collections





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
 Global Security





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



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



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



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
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



 Recognize Now



 Total Rewards



 VoluntEARS



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# Appendix

## External Research

- [External Research Report](#) (PDF)

## Helpful Links

- [Dark Mode Theming – IBM Carbon Design](#)
- [Google Material Design - Dark Mode](#)
- [Apple Dark Mode Human Interface Guidelines](#)