Community-led Open Source Art:

The Fedora Art Team

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What we'll talk about

➜ What does community-led open source art involve?

➜ Why operate this way?

➜ How does it work?

➜ Case Study: Fedora 8's Artwork

➜ Future Plans

What? Why? How?

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What does a community art team work on?

➔ The artwork in the distro – theme, icons, artwork, branding

➔ Promotional materials – posters, banners, t-shirts, pens, hats, cd/dvd disc labels and sleeves

➔ Community Websites – graphics, template/theme, promo banners, campaigns, hackergotchi, icons, logos

➔ Infrastructure/Applications/Subprojects – webui/gui design, icons, logos

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Why care about artwork?

→ Brand, Identity, Reputation, Recognition

→ Bling! – attract new users

→ Tell your story

→ Attract designer contributors

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It's just art. Why open it?

➜ Content is important too! Contribute to the public commons!

➜ Making your artwork available by providing source files and open licenses:

  ➜ Allows users to remix and improve upon the artwork

  ➜ Open artwork in your distro makes it more attractive to downstream distros

➜ Previous artwork serves as a template/model for potential contributors to create future artwork

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Why only use FOSS software?

➔ The quality of FOSS creative software is no longer a valid excuse to keep using proprietary software.

➔ Why not use your artwork to showcase what the FOSS tools available in your distro can do? Serve as a case-study!

➔ No proprietary formats, no lock-in

➔ Easier to work together when everyone uses the same programs.

➔ Help make FOSS tools better!

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How do you maintain quality?

➔ Controlled brainstorming – get as many ideas out as possible from as many people possible.

➔ Match skillsets to tasks and commitments

➔ Collaboration – drum up feedback and remixing any way you can!

➔ Don't stop, keep iterating!

➔ Encourage a culture of **constructive** critique

➔ Make expectations and milestones clear – deadlines help!

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Art is subjective – how do you pick designs fairly?

➔ Milestones & Deadlines

   ➔ Keep moving forward, keep the momentum

➔ Time & Effort 'Voting'

   ➔ Get all the ideas possible out by a certain date.

   ➔ Set a date for a 1st draft. Make the requirements clear. Eliminate ideas that didn't meet the requirements or didn't make the deadline.

   ➔ Rinse and repeat.

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How do you communicate with / organize the team?

➔ Mailing list

  ➔ The center of the team.

  ➔ Organize tasks, send out deadline reminders, requests for help from other Fedora teams, discussion of tools, fun side projects

➔ IRC - #fedora-art

  ➔ Very laid-back, not very active

  ➔ Good for answering questions from other teams in the community

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How do you communicate with / organize the team?

➔ Planet Fedora

   ➔ Great way to get a lot of visibility, feedback, and discussion of artwork from the rest of the Fedora communityvery quickly!

➔ Wiki Request Pages

   ➔ We have a series of wiki pages for anyone in the community to add a request to. People claim a request and post their results. Finished requests can be harvested for assets and ideas. You can watch the page to see if your request was picked up or if there are any new requests to work on.

How do you communicate with / organize the team?

➔ deviantart

    ➔ Great way to show off your art work and get critique from a wider community. Many Fedora art team members have accounts on here.

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Case Study:
The Fedora 8 Theme Process

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The Process: Round 1

➔ **Goal:** Brainstorm and propose a theme concept.

   ➔ Deadline: 11 July 2007

   ➔ Requirements:

      ➔ Theme Name

      ➔ Brief description of theme concept (relate to Fedora)

      ➔ At least one sketch or rough mockup
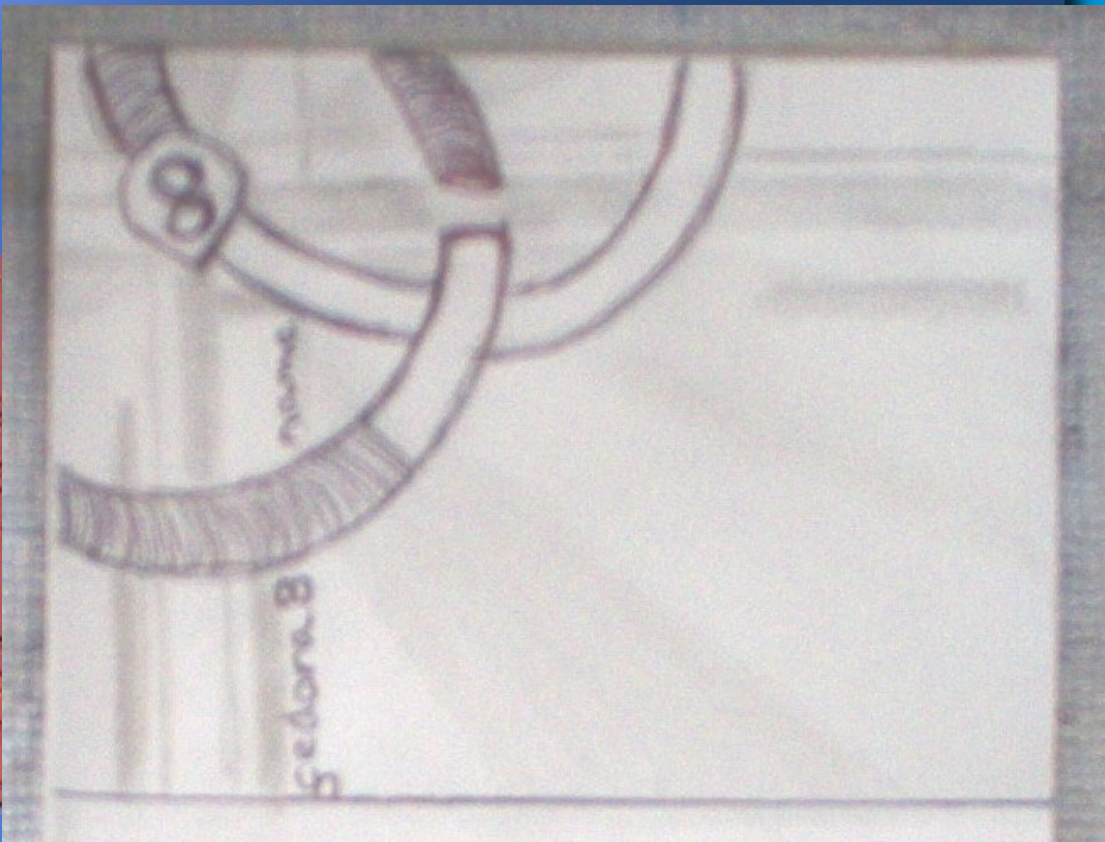
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Release Notes

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The Process: Round 2

➔ **Goal:** Visually refine the concepts gathered in round 1.

    ➔ Deadline: 6 August 2007

    ➔ Requirements:

        ➔ At least 1 fleshed-out and polished wallpaper concept

        ➔ At least 3 other theme components (ex. Login screen mockup, graphical boot mockup, splash screen mockup)

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The Process: Round 3

➔ **Goal:** Continue evolving and developing a full suite of artwork out of any themes left.

  ➔ Deadline: 20 August 2007

  ➔ Requirements:

    ➔ Any ideas that don't have fully-polished and implemented versions of the following will be out of the running: wallpaper, gdm theme, bootup artwork (whether it's the new system or RHGB graphics and grub screen), installer artwork (splash, banner, and 15-color anaconda graphic), firstboot artwork (splash, banner)

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▶ Show Details

GNU GRUB version 0.97 (638K lower / 522176K upper memory)

Fedora (2.6.21-1.3194.fc7)

Use the ↑ and ↓ keys to select which entry is highlighted.
Press enter to boot the selected OS, 'e' to edit the
commands before booting, 'a' to modify the kernel arguments
before booting, or 'c' for a command-line

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Welcome

Fedora Live

Username:

Please enter your username

User fedora will login in 28 seconds

Language

Session

Restart

Shut Down

Install or upgrade an existing system
Install or upgrade an existing system (text mode)
Rescue installed system
Boot from local drive

Press [Tab] to edit options

Automatic boot in 53 seconds

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How did we do? The Good.

➔ **Pro:** 7 proposals, at least 10 participants in artwork theming alone – more folks engaged than in the past

➔ **Pro:** There were some great examples of teamwork, especially towards the end – the GDM theme is a good example

➔ **Pro:** Theme has been received very positively in the community and in the media.

➔ **Pro:** Everyone used FOSS tools, which made it easier to share work and collaborate.

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How did we do? The Good.

➔ **Pro:** The process worked – we were able to narrow it down to a single theme by the final deadline.

➔ **Pro:** Milestones with deadlines and reminders sent to the list helped maintain momentum.

➔ **Pro:** Source artwork for most mockups was provided and stored in our wiki.

➔ **Pro:** We have many ideas ready for further development if we need them for a future release.

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How did we do? The Bad.

➜ **Con:** The process leads folks to work alone and collaboration happens most at the end. Should we somehow encourage pair/group proposals?

➜ **Con:** Proposals were all from art team members. How can we get the rest of the community involved?

➜ **Con:** The involved wiki pages required a lot of manual maintenance during the entire process. At times it made work hard to organize. Is there a better way to share our work?

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How did we do? The Bad.

➔ **Con:** The first two rounds in the process had easy requirements and the third round was a bit of a jump in terms of difficulty and time required. Should we add another round to ease more into the full theme creation?

➔ **Con:** We don't have templates for the various designs that need to be created so each artist has the additional burden of creating those templates. Can we harvest this last set of designs to create those templates?

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Future Plans

Fedora Art Studio

➜ A spin of Fedora focused on the needs of artists: http://fedoraproject.org/wiki/Artwork/ArtTeamProjects/FedoraArtStudio

➜ Goal: Make it easy for would-be contributors to get started

➜ Goal: Expand the amount of creative tools and content available in Fedora

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Fedora Art Studio

➔ Software: Inkscape, Gimp, Scribus, Blender, Krita... with artist-friendly default settings

➔ Content: hand-picked clipart, tutorials, links

➔ Resources: fonts, brushes, palettes, plug-ins, patterns, textures, templates

All 100% free as in freedom! :)

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Questions?

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