

# Open Design

Fosdem 2017

My Lê



@l\_myle\_l

What does Open Design consist of?

What can it bring to us?

How to go further?

**1 · Graphic Design**

**2 · Typography**

**3 · Sharing Identity Rebranding**

**4 · Tips to share Design Practice**

# Graphic Design

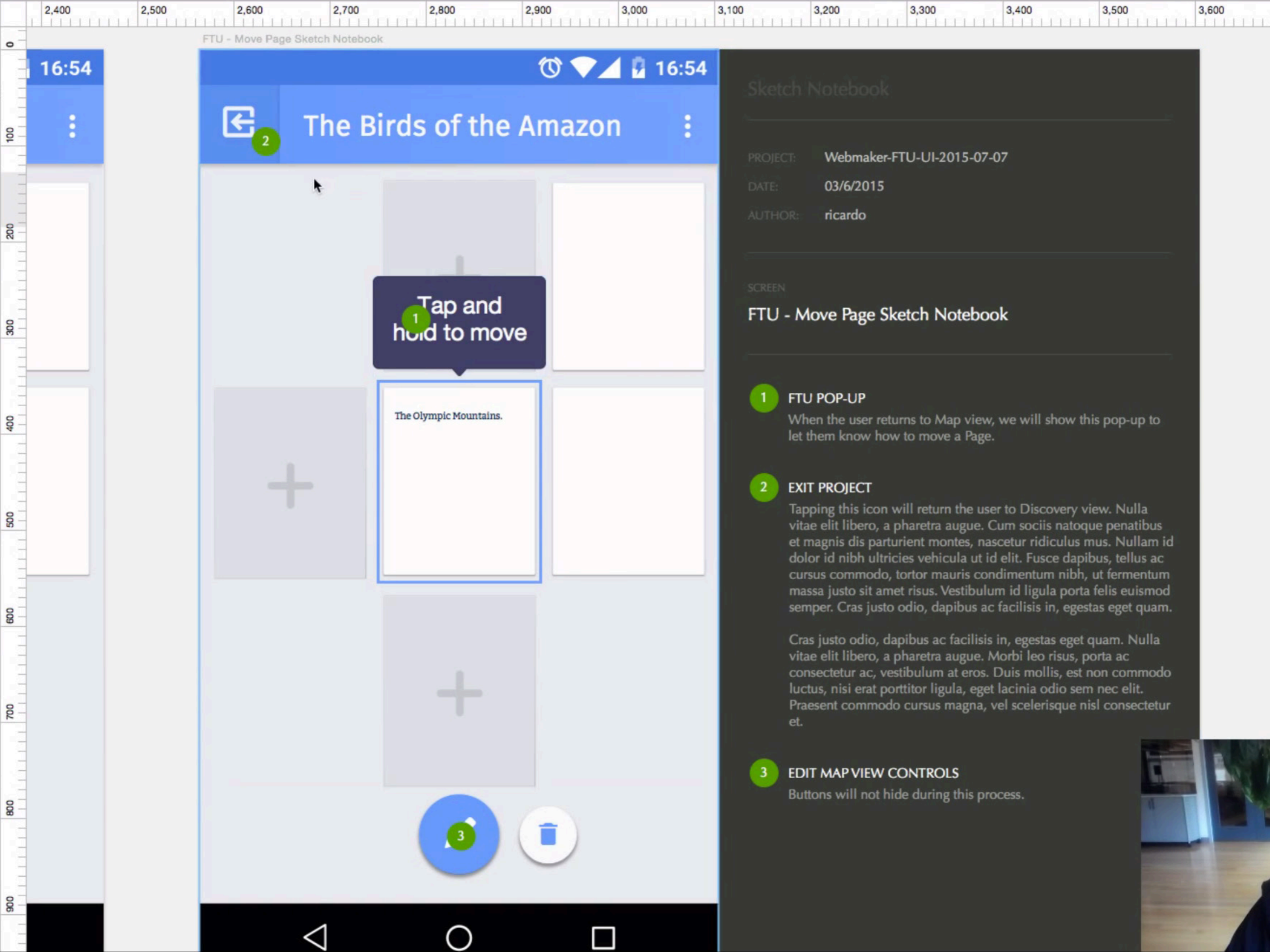
‘The Hour of Design’

Ricardo Vazquez

What was his aim?

What can it bring to us?

What does it question?



## Sketch Notebook

PROJECT: Webmaker-FTU-UI-2015-07-07  
DATE: 03/6/2015  
AUTHOR: ricardo

### SCREEN

#### FTU - Move Page Sketch Notebook

- 1 FTU POP-UP**  
When the user returns to Map view, we will show this pop-up to let them know how to move a Page.
- 2 EXIT PROJECT**  
Tapping this icon will return the user to Discovery view. Nulla vitae elit libero, a pharetra augue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam id dolor id nibh ultricies vehicula ut id elit. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Cras justo odio, dapibus ac facilisis in, egestas eget quam.  
  
Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nulla vitae elit libero, a pharetra augue. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.
- 3 EDIT MAP VIEW CONTROLS**  
Buttons will not hide during this process.




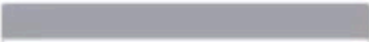

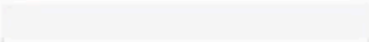





## Style Guide

# RIDE W/ME

## STYLE GUIDE

### COLOUR PALETTE

	
Colour Name #5A8196	Colour Name #5A8196
	
Colour Name #5A8196	Colour Name #5A8196
	
Colour Name #5A8196	Colour Name #5A8196




### TYPOGRAPHY

Heading  
Semi-Bold 70PX #CCC

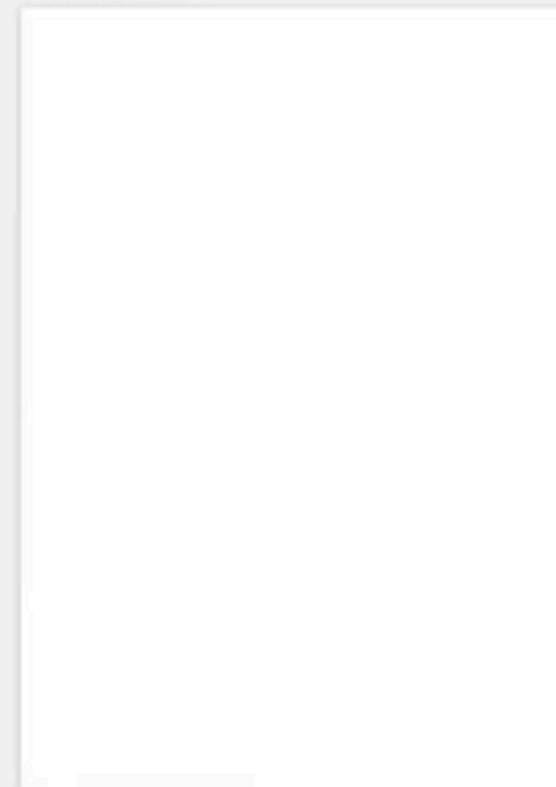
Body Treatment  
Semi-Bold 70PX #CCC

Body Treatment  
Semi-Bold 70PX #CCC


### BUTTONS



## Scratchboard



## Sign In



Welcome to  
**RideW/Me**

[SIGN IN](#)

Not a member? [Create an account](#)

[Forgot your password?](#)

# Typography

Velvetyne Type Foundry  
& OSP Foundry

What can we choose?

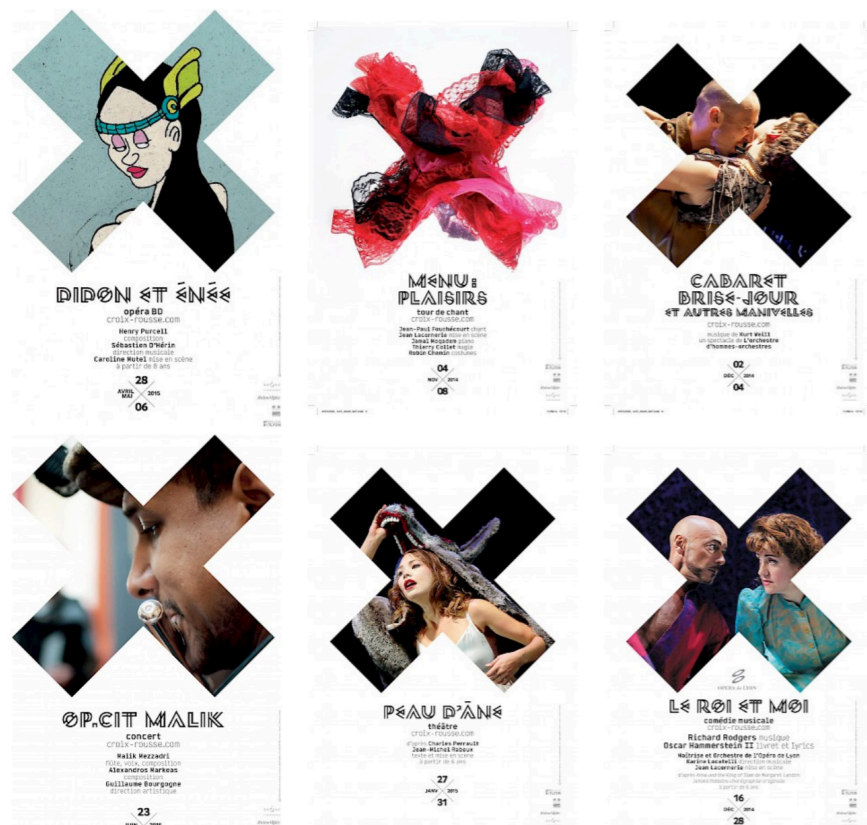
Why is Open Design interesting  
in this context?

Further thoughts

• Velvetyne Type Foundry •



a b c d e f g h i j k l m  
n o p q r s t u v w x y y  
z  
A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z  
( 0 1 2 3 4 5 6 7 8 9 ) {  
} [ ]



À B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

• Open Source Publishing •

# Travelling féministe

A PROPOS

CONTACT

NEWSLETTER

5 6 7 8 9 10 11 avril - JOURNÉE D'ÉTUDE CARLA LONZI 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 MAI 1 2 3 4 5  
6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 JUIN 1 2 3 4 5 6 7 8 9 10 11 12



## CARLA LONZI

LIRE PLUS ↴

### POINTS DE VUE

#### Non si nasce donna sul Guazzington Post

Siamo onoratissime che, a poco più di una settimana dalla sua uscita, il nuovo Quaderno Viola dedicato al femminismo materialista francese sia stato rilanciato (...)

[noreply@blogger.com](mailto:noreply@blogger.com) (Marginalia) - Marginalia

#### Appel à un rassemblement en faveur de l'égalité des droits au Sénat.

Appel à un rassemblement en faveur de l'égalité des droits au Sénat : Nous ne laisserons pas le champ libre à l'homophobie et à la lesbophobie ! (...)

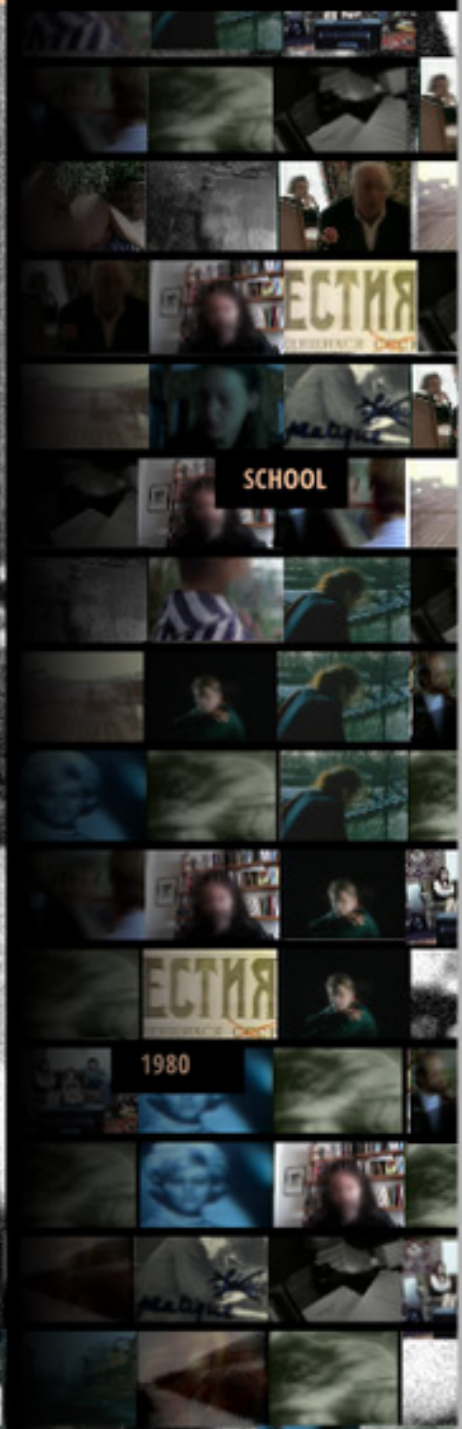
[noreply@blogger.com](mailto:noreply@blogger.com) (Élisabeth lebovici) - Le Beau Vice

#### Carnegie International: ze list

Voici la liste des 35 artistes retenus pour la prochaine édition du Carnegie International, exposition cadette de la Biennale de Venise de deux ans seulement (elle commença en 1896). 2013 Carnegie International 5 oct 2013–16 mars 2014 Ei Arakawa/Henning Bohl, Phyllida Barlow, Yael Bartana, Sadie (...)

[noreply@blogger.com](mailto:noreply@blogger.com) (Élisabeth lebovici) - Le Beau Vice

### ARCHIVES



# • VTF – Font Fonk Fork Workshop •



# Coupeur Jack

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## Titrage au couteau tranchant

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz

A fork of Cooper Hewitt  
by Hugo Dumont

**oupeur**

**kull**

A fork of Cooper Hewitt by Arthur Dinant

a	b	c	d	e	f	g
i	j	k	l	m	n	o
p	q	r	s	t	u	v
w	x	y	z			

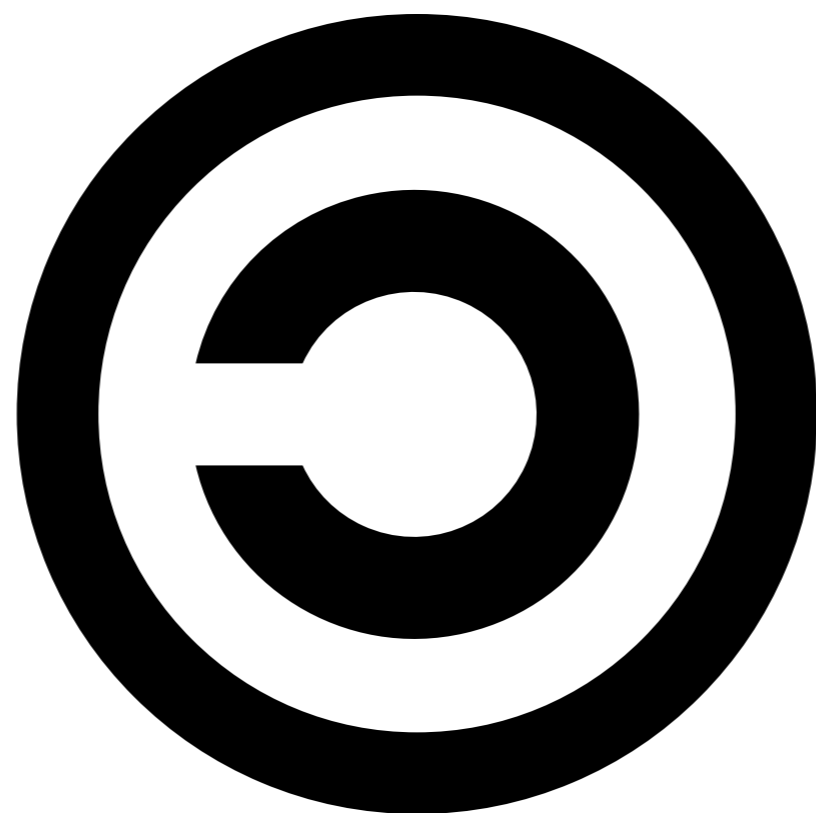
Coupeur Ligadom

The job of waxing linoleum frequently peeves ch  
My girl wove six dozen plaid jackets before sh

Q Q r R

ppaa e  
yybb ct  
ffzz mm

# Originality et copy



# Sharing Identity Rebranding

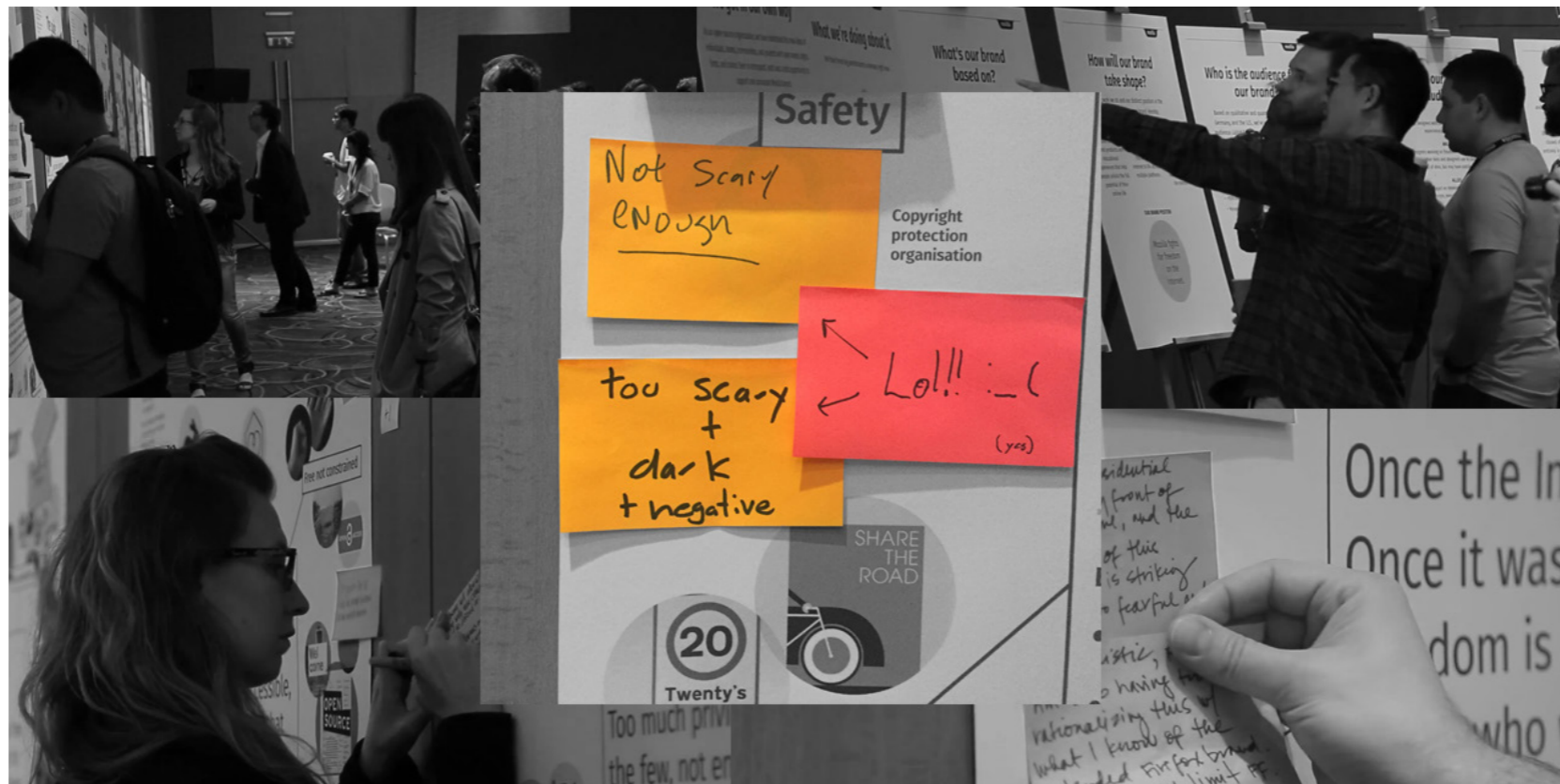
Mozilla Rebranding

How do we share design process?

What are the raised questions?

How to think further?

## • Consultation •



• First seven concepts •

The Good Fight

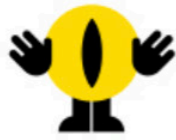
The Eye



MAKER PARTY



MOZILLA DEVELOPER NETWORK



ALL HANDS

For the Internet of People

The Connector



Mozilla



Mozilla Egypt



Mozilla Brasil

Choose open

Open button



Mozilla



For the Internet. Of People.

With you from the start

Protocol



M:// Old ideals. New ideas.

M:// Pioneers of a better Internet.

M:// Turning ideals into ideas.

Wireframe world



MOZILLA INDIA



MOZILLA JAPAN

Mavericks, united

The Impossible M



MOZILLA

Flik Flak



Mozilla



Mozilla



Mozilla

Tips to share  
Design Practice  
with your team

• Tips to share Design Practice with your team •

1. Issues designers put up with

2. Tips

- Tips to share Design Practice with your team •

*Yes, but it works.  
Good enough.*

- Tips to share Design Practice with your team •

*design*

(English) dessein + dessin (purpose + drawing)



*desseigner, dessigner, dessiner*

(French XVIII<sup>e</sup>) (desseing) dessein < > dessin



*designare*

(Latin) mark out, devise, choose, designate, appoint

*(de signum)*

mark, sign

## Tips

1. Before showing any mock-up and design:  
introduce your graphic and artistic choices
2. Ask the question 'Why'
3. Pin your wireframes, mock-ups, final design  
to the wall

• Links & references •

1 • Graphic Design

**‘The Hour of Design’, Ricardo Vazquez → YouTube**

2 • Typography

**VTF → [velvetyne.fr](http://velvetyne.fr)**

**OSP Foundry → [osp.kitchen](http://osp.kitchen)**

Originality & Copy

**‘The Work of Art in the Age of Mechanical  
Reproduction’, Walter Benjamin, 1935**

3 • Share Identity Rebranding

**Mozilla Rebranding → [blog.mozilla.org/opendesign](http://blog.mozilla.org/opendesign)**

4 • Tips to share Design Practice with your team

**Gestalt Theory**

# Thank you!

My Lê



@l\_myle\_l