

Create a wallpaper for Ubuntu 9.04

The goal is to create a wide variety of wallpaper designs for Ubuntu 9.04 which express a message to the target audience and follow the design framework defined in this document.

Message:

inviting,

progressive,

balanced,

refined,

elegant.

Create a wallpaper for Ubuntu 9.04

Audience:

Target

Trend-setters who will lead others.

People who are visible in their computer use.

Those who have the glamor we would like for Ubuntu itself.

Young web-savvy professionals.

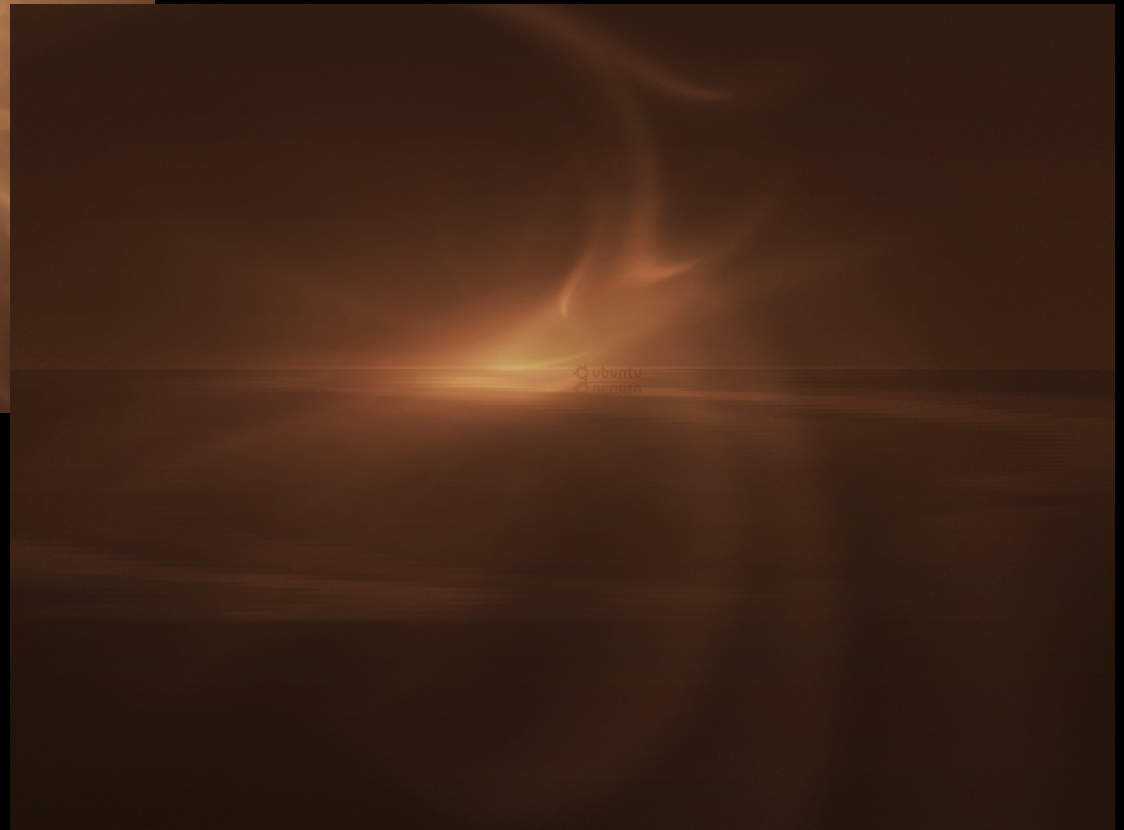
Wider

Literally anyone (with a large number of enthusiasts).

Experienced users are already satisfied with Ubuntu regardless of the wallpaper, can customize it and are therefor not part of our target audience.

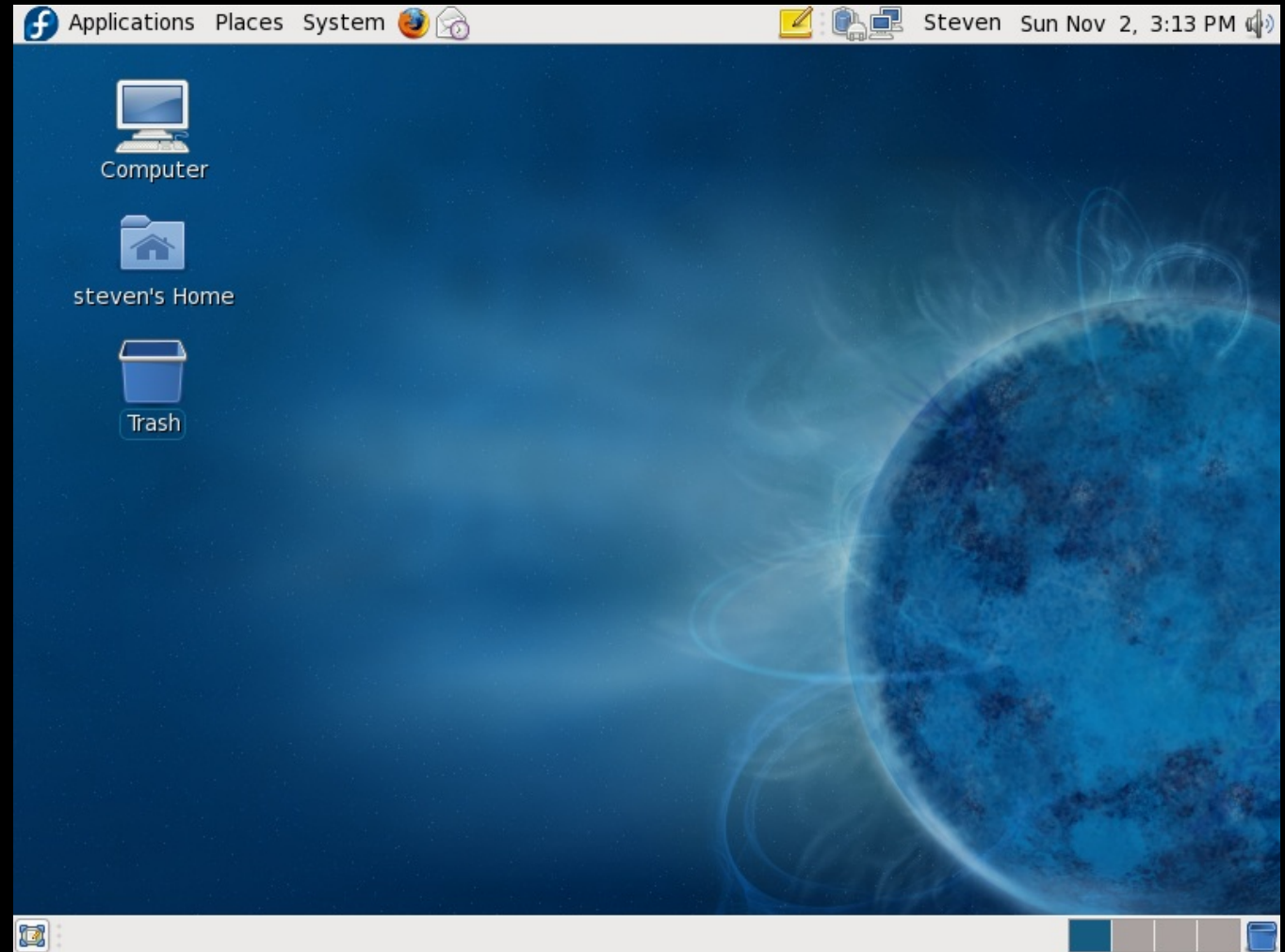
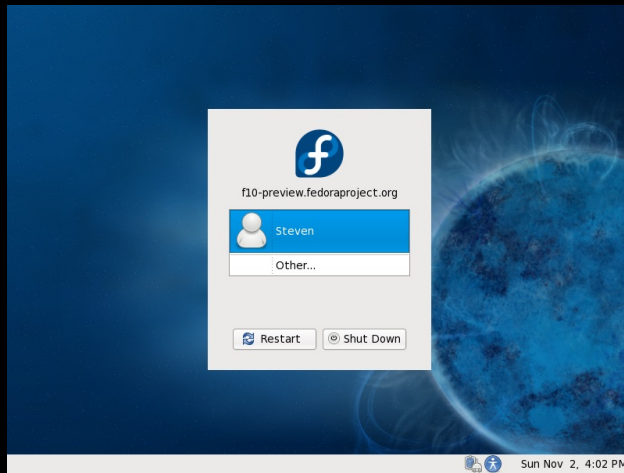
Create a wallpaper for Ubuntu 9.04

Past Approaches:



Create a wallpaper for Ubuntu 9.04

Competition: Fedora



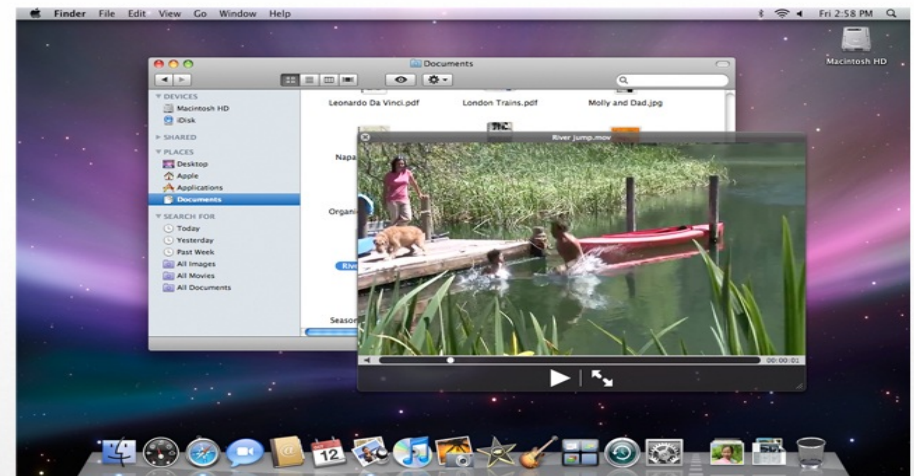
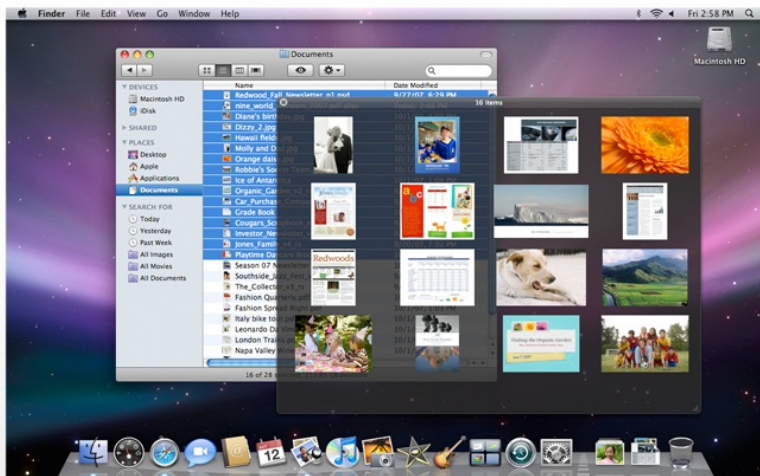
Create a wallpaper for Ubuntu 9.04

Competition: Microsoft



Create a wallpaper for Ubuntu 9.04

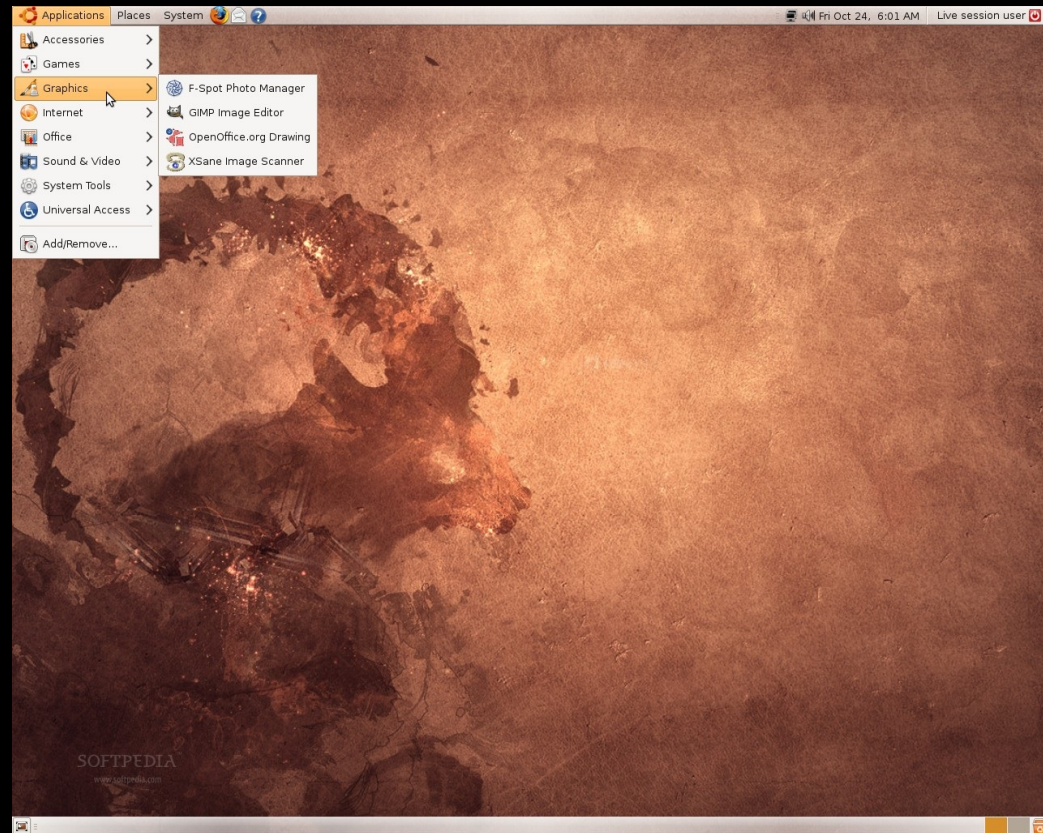
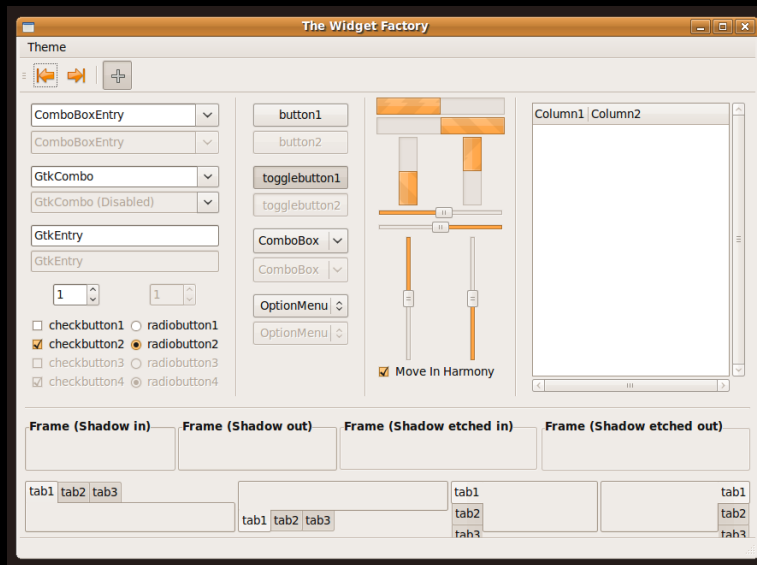
Competition: Apple



Create a wallpaper for Ubuntu 9.04

Desktop Environment:

A light colored theme (#EFEFE7) with an orange active window decoration (#FFA443).
Light colored panels are at top and bottom and white text used for the icons placed on the desktop.
The wallpaper, window decoration and widget theme should be seen as a properly balanced whole.



Create a wallpaper for Ubuntu 9.04

Design:

- Abstract imagery

- No strong logo usage (recommended)

- No other recognizable/readable text

- No mascots preferred (prove me wrong)

- Avoid parallel lines due to moire problems when scaling

- Be aware of how shapes relate within the whole desktop layout with panels, icons on the desktop, etc.

- No photography, unless heavily edited, stylized. No pictures of recognizable people/places/popular items

Don't:

- Copy the competition (or anyone else, for that matter).

- Use too much contrast (in color or brightness).

- Be too simple...a radial gradient is a wonderful thing but there is more to a wallpaper than that.

Do:

- Use warm colors, avoid paleness.

- View the desktop as a whole; as a theater with the wallpaper as stage.

- View your images on other computers and be sure to avoid color-banding in gradients.

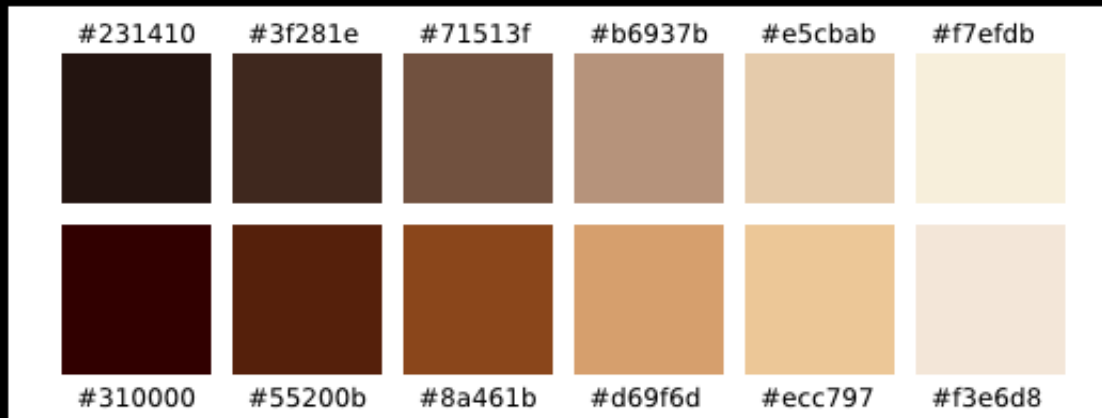
Create a wallpaper for Ubuntu 9.04

Color Palette:

In order to allow for some freedom, only a small number of colors are defined.

They should be used as a base from which other variants and blends can be made.
(yes, you can use your own colors, but no, you cannot make ubuntu blue or green, etc.).

The overall tone of the wallpaper should be a brown tone near those defined in the palette.



Create a wallpaper for Ubuntu 9.04

Implementation:

Produce a jpeg or png (no alpha) file with at least 1920x1440 pixels (plus points for larger sizes).

Source files preferred as XCF or SVG, but PSD or AI will also be accepted

Submission deadline **March 1st, 2009**

All submissions should be made by creating a new concept page at
<http://wiki.ubuntu.com/Artwork/Incoming/Jaunty>

and should follow the submission guidelines:
<http://wiki.ubuntu.com/Artwork/Incoming/SubmissionGuidelines>

Every submission must be released under one of the following (or an equally free open source license):

LGPL (GNU Lesser Public License)

CC BY SA (Creative Commons Attribution Share Alike)