

Create an abstract, stylistic study of the
interaction of light and materials.

desirable

uncluttered

classy

tranquil

slick

warm

clean

alluring

Ubuntu already represents the leading edge of open source software engineering. We also want it to be distinctive, engaging and sophisticated. We want to combine the potent force of open source development with the precision and elegance of careful design.

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.

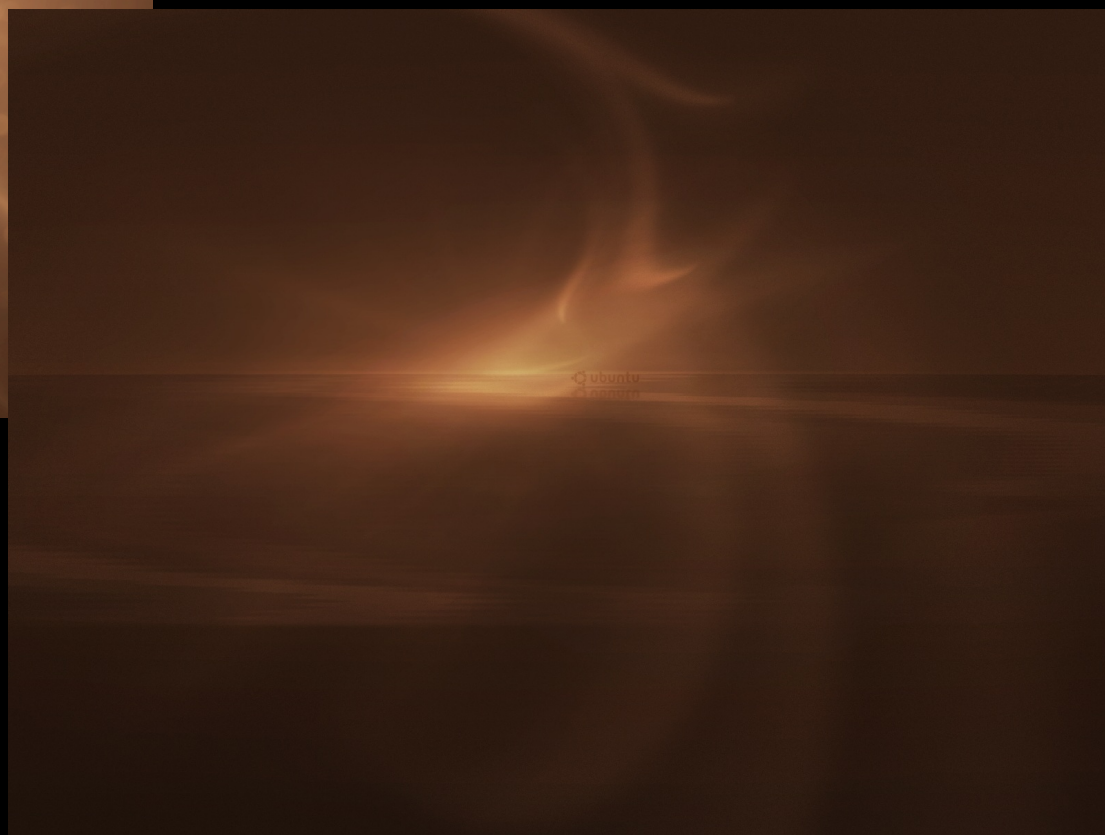
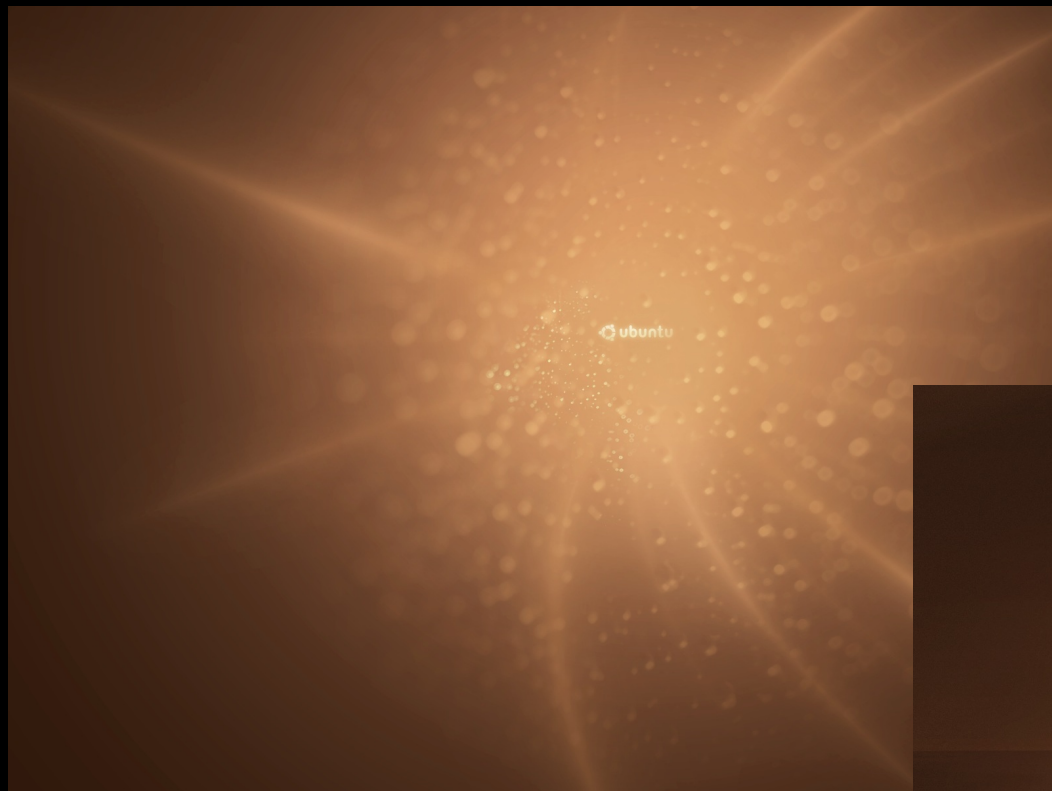
Young web-savvy professionals.

Wider

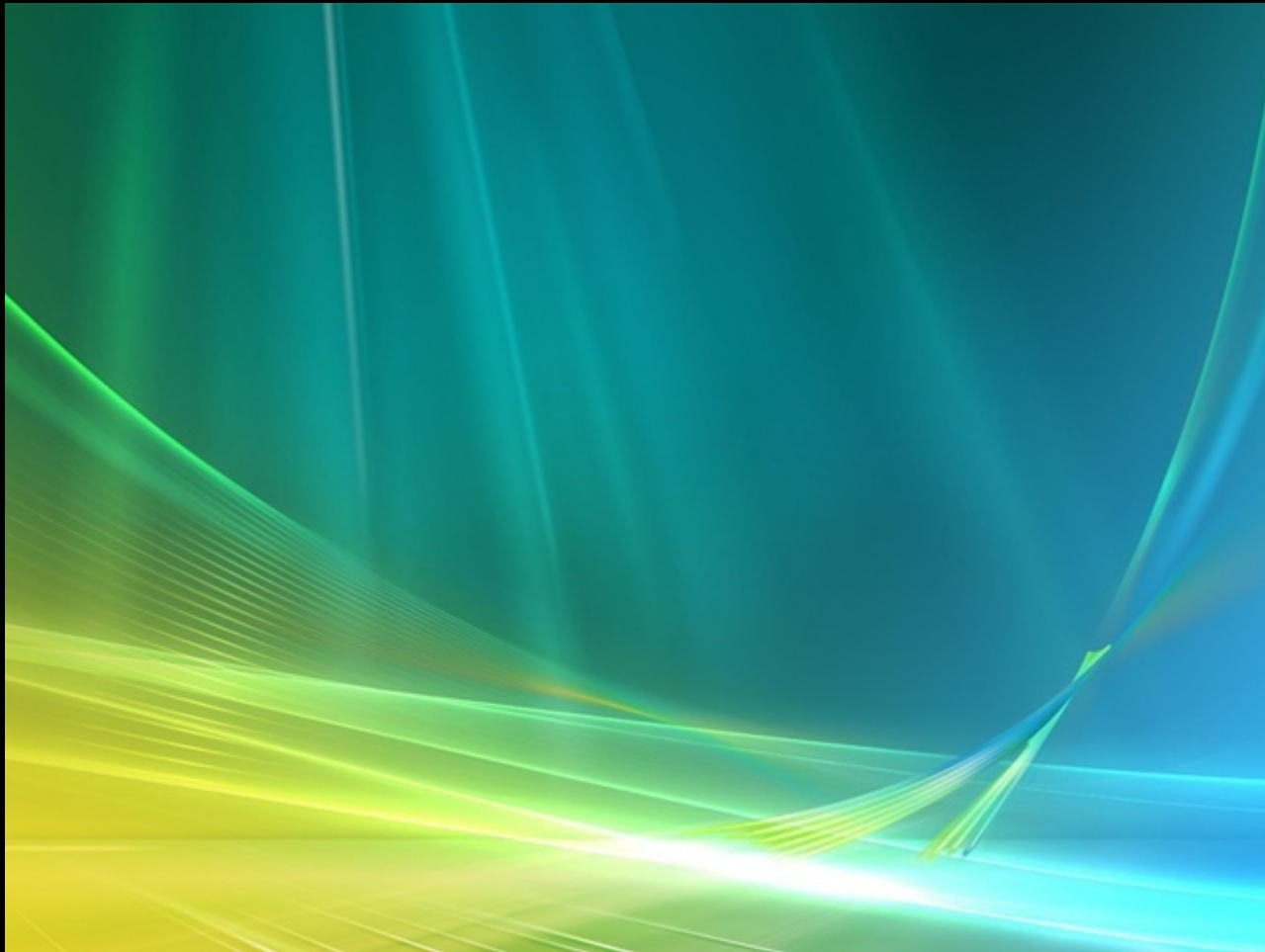
Literally anyone (with a large number of enthusiasts).

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

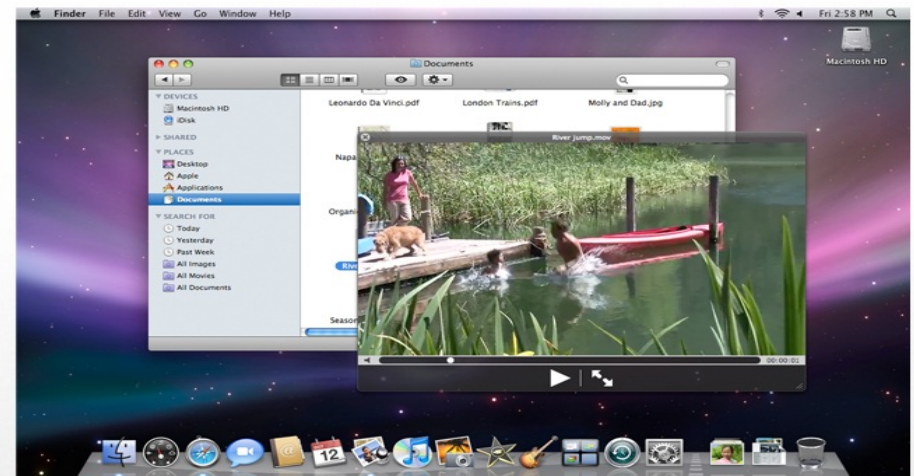
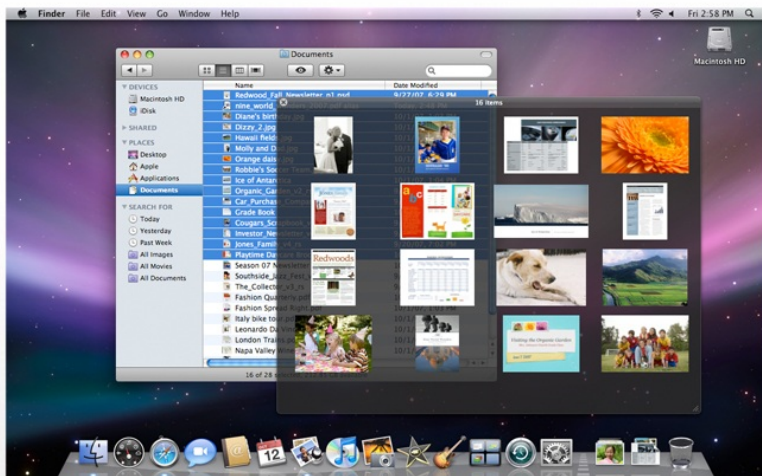
Past Approaches:



Competition: Microsoft

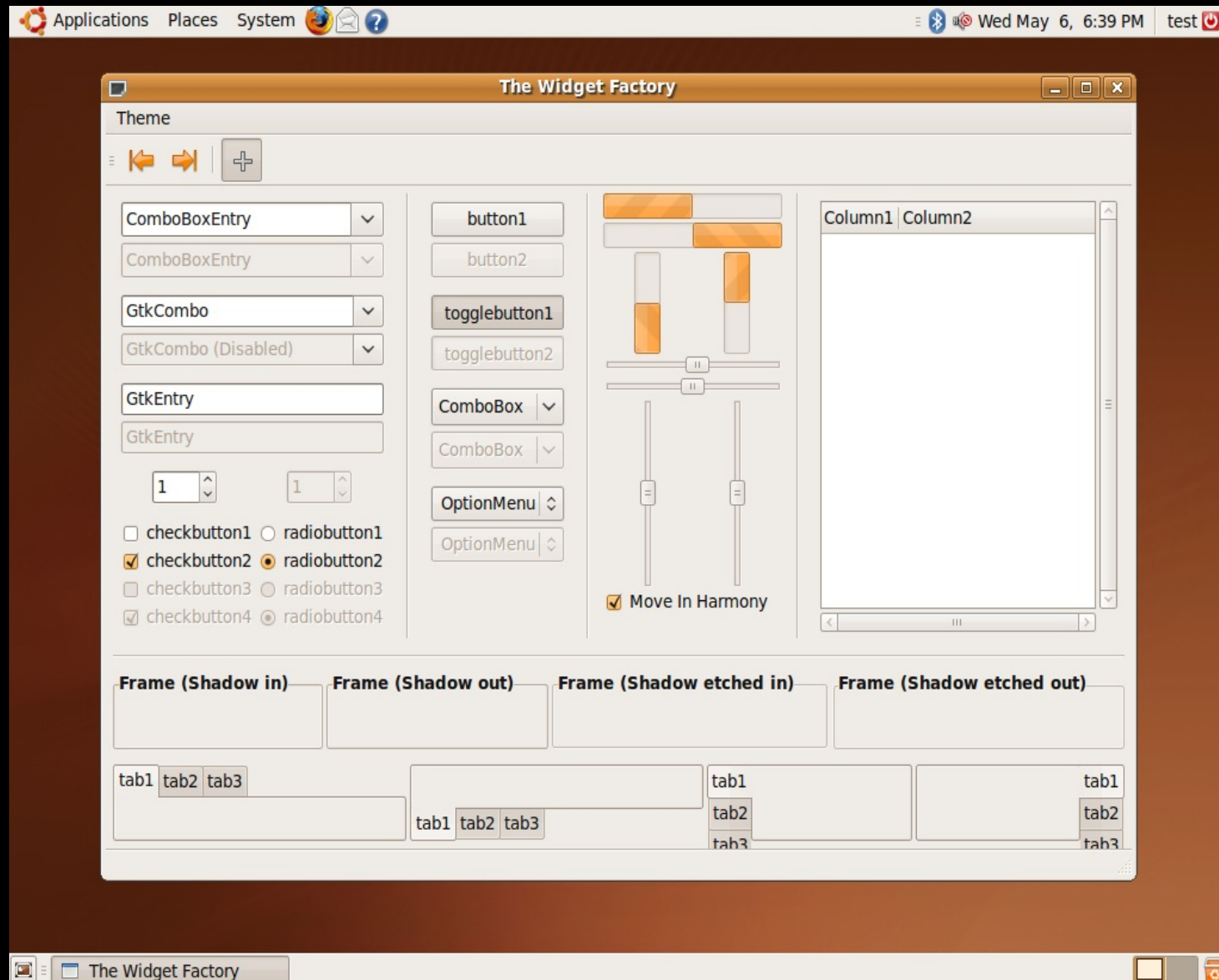


Competition: Apple



Desktop Environment:

A light colored theme (#EFEBE7) with an orange active window decoration (#FFA443). Light colored panels are at top and bottom and white text is shown below icons on the desktop. The wallpaper, window decoration and widget theme should be seen as a properly balanced whole.



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.

Explain your design, what you are trying to achieve with it and why.

Submit your work to the [wiki](#) and take part in the discussion of others ideas (following [these rules](#)).

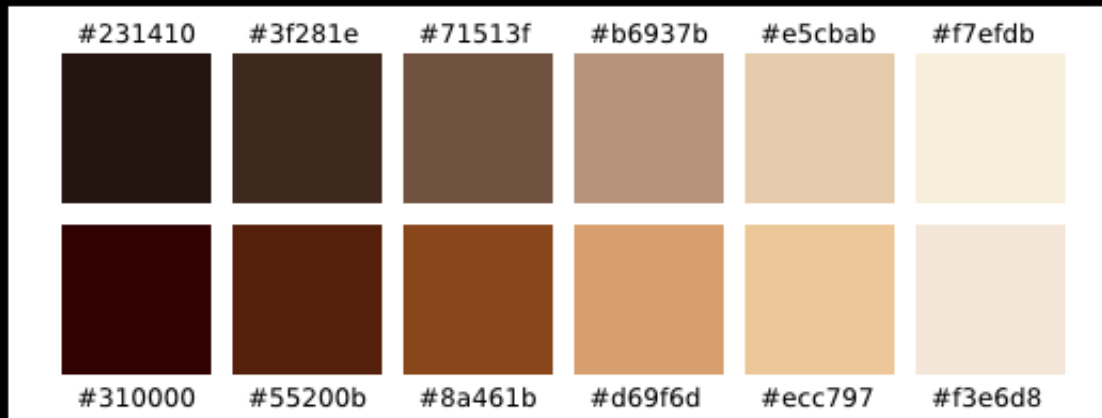
Read the [documentation on the wiki](#) concerning the creation of wallpapers for more information

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.



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 **July 13th, 2009**

All submissions should be made by creating a new [concept page](#)

All submissions should follow the [submission guidelines](#).

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

LGPL (GNU Lesser Public License)

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