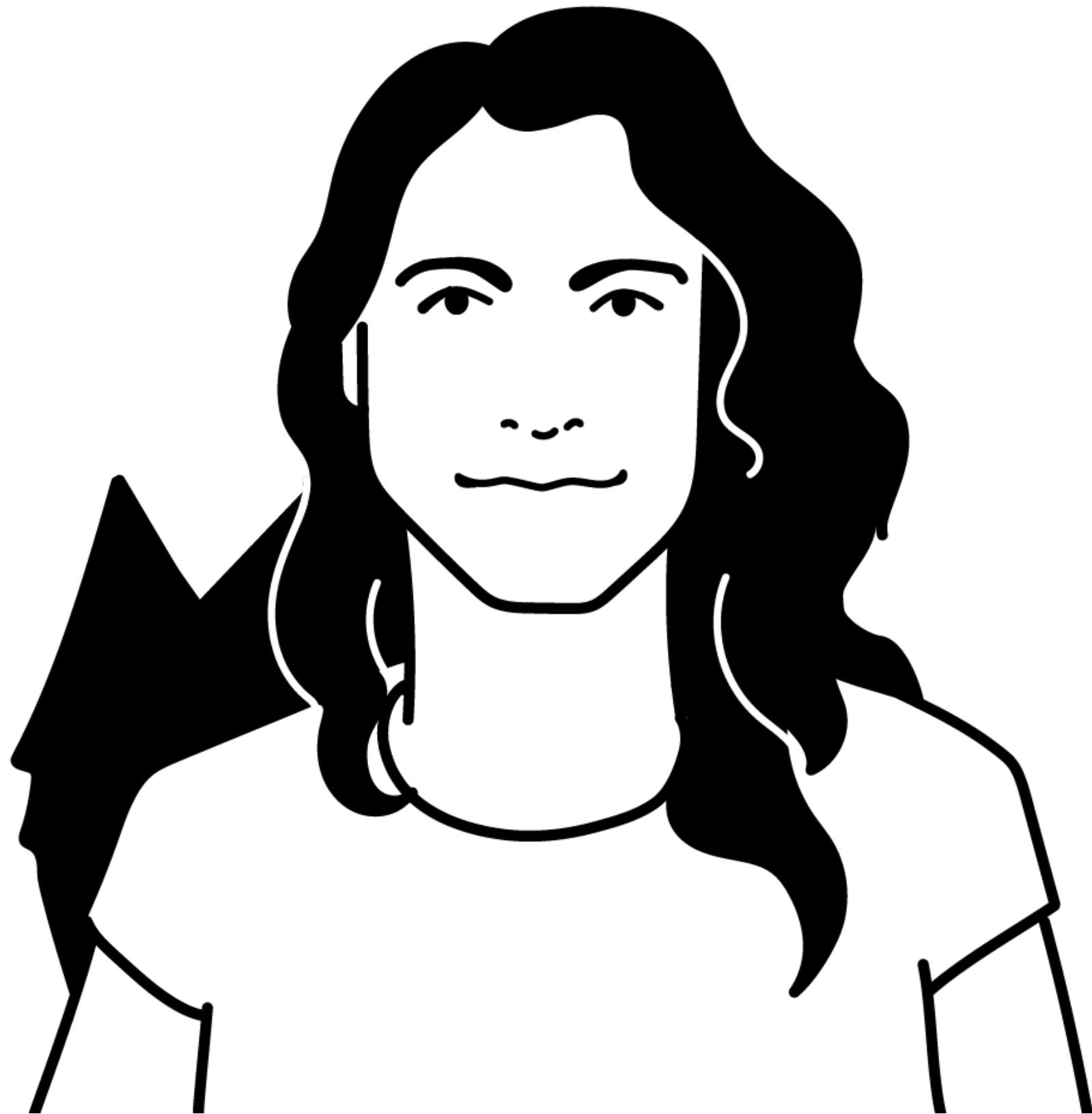


Why Graphic Design Isn't Magic

(Though Maybe It Is)



Romana Mayr

Graphic Designer & Illustrator

Also bookworm, outdoor lover, gamer & old dog owner

Have you ever been asked
to do magic?

Because I sure have been..



How people think I work.



How I really work.

Graphic Design isn't magic!



Magic in the **Harry Potter** Universe

Wingardium
Leviosa! ~



Magic in the **Harry Potter** Universe



Magic in the **Harry Potter** Universe

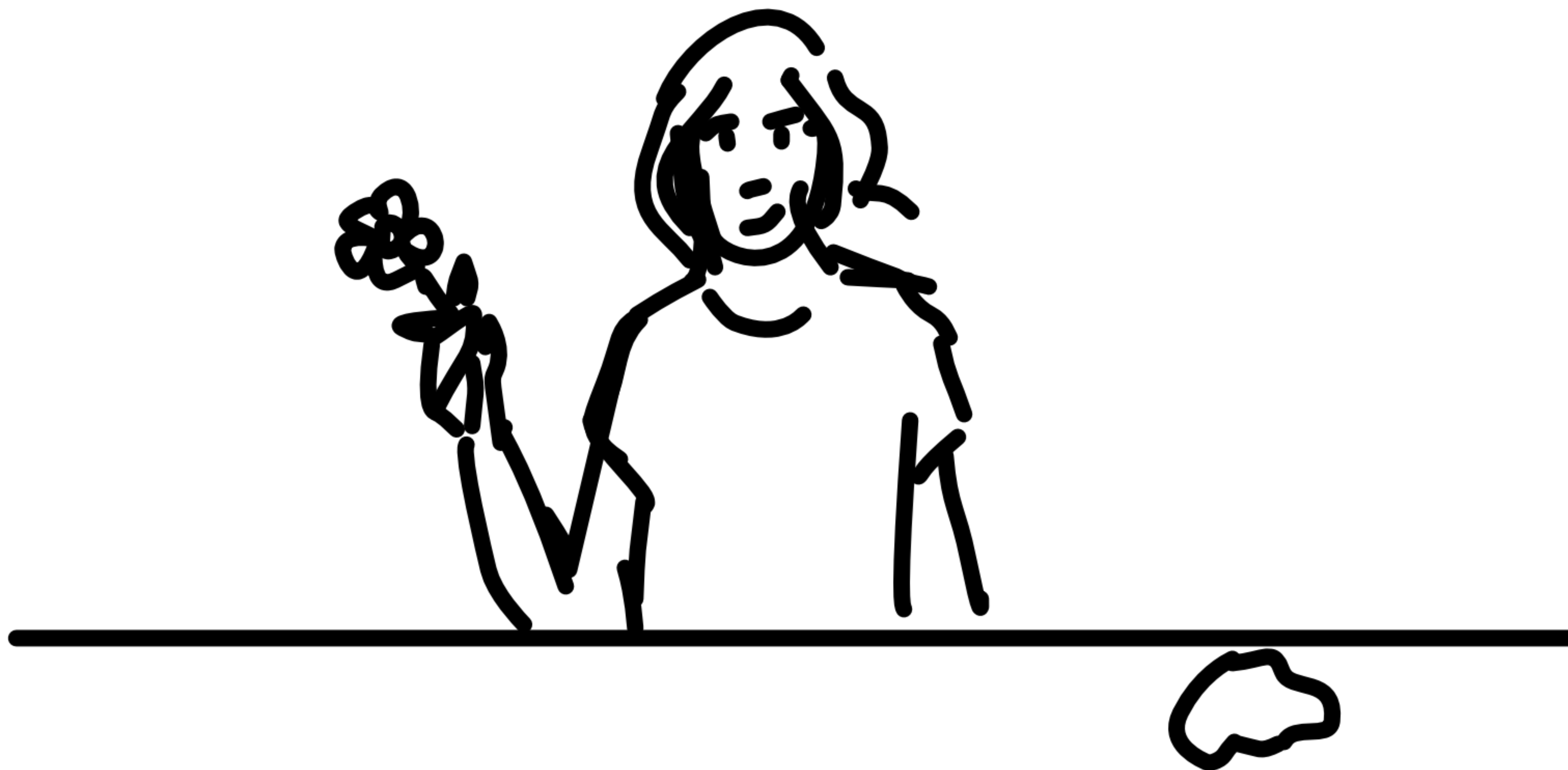
Graphic Design isn't magic!

Graphic Design isn't magic!

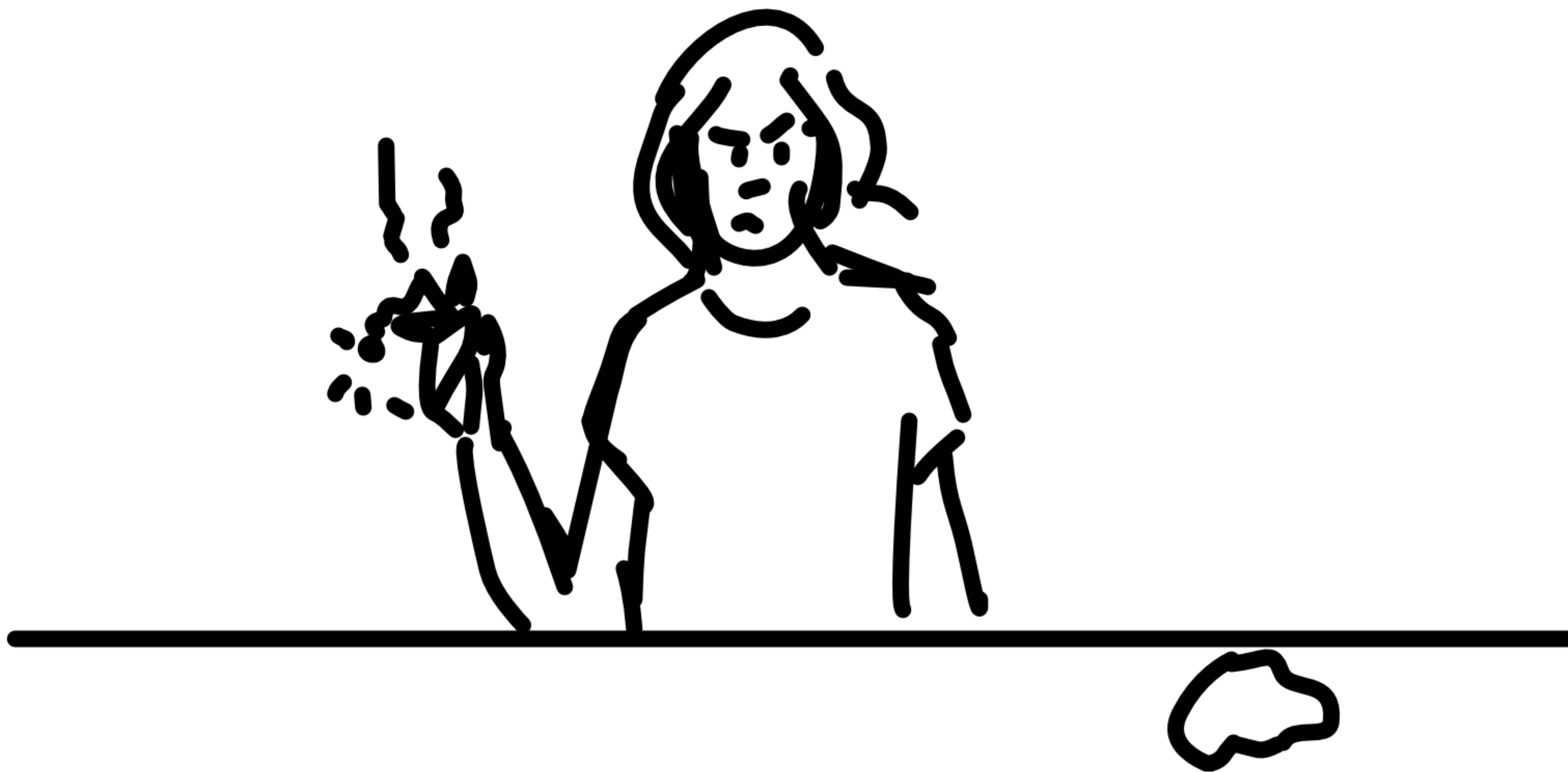
Or is it?

Let's redefine magic!

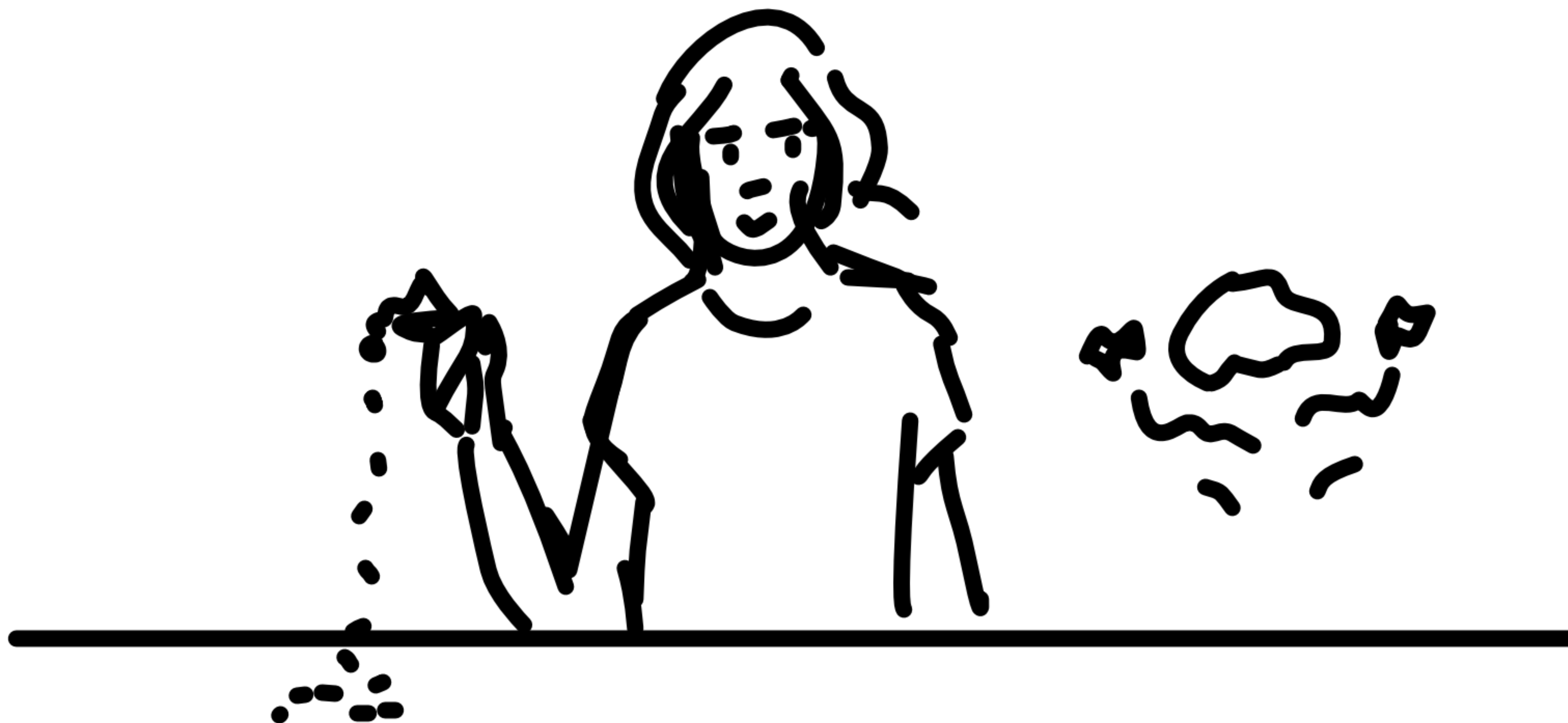
With the power of framing.



Magic in the **Witcher** Universe



Magic in the **Witcher** Universe



Magic in the **Witcher** Universe

So, graphic design is magic!

If you give appropriate input.

The Input

Let's talk about flowers!

Bring some to get things done.

What are the flowers?

Our flower bouquet is a good briefing.

What?

Is it an illustration? A flyer? A website?



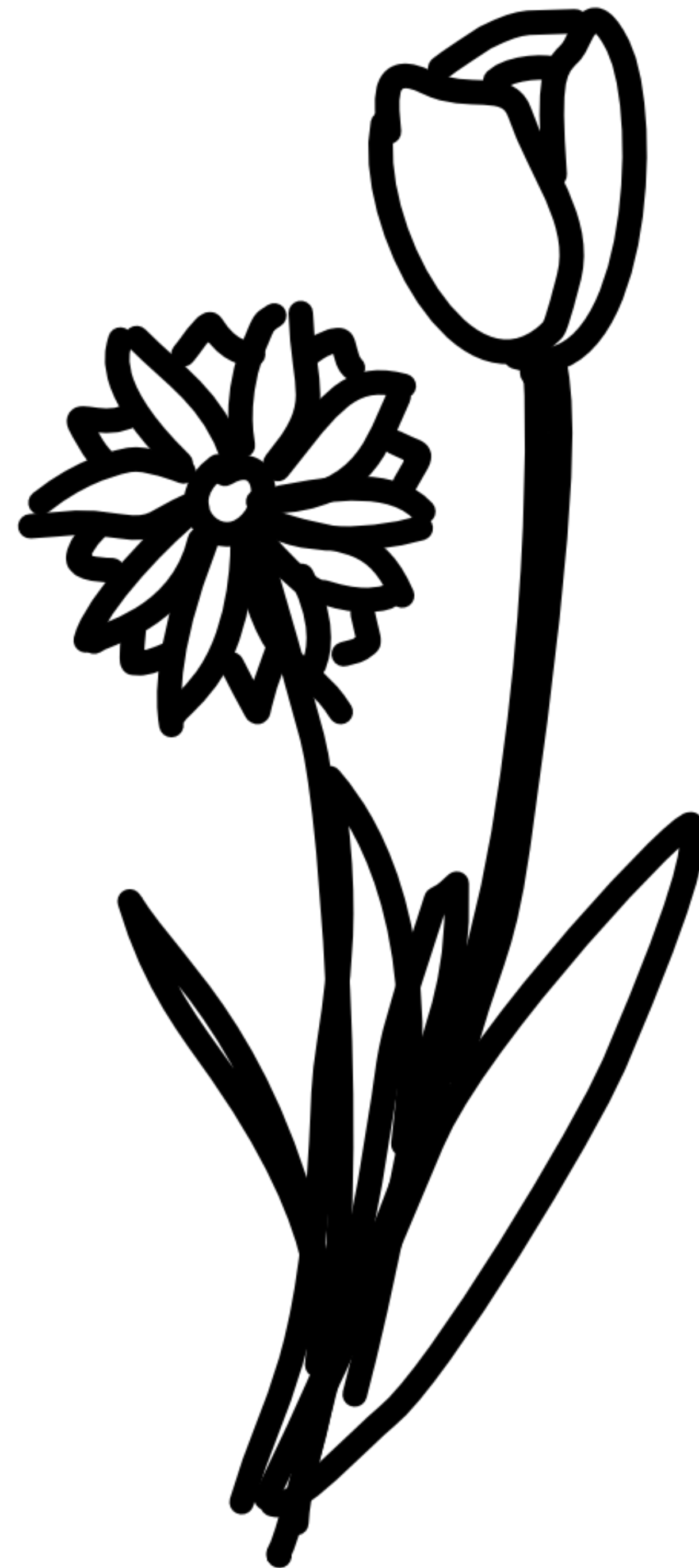
What?

Is it an illustration? A flyer? A website?

Why?

How does it fit to other projects/assets?

What's the goal?



What?

Is it an illustration? A flyer? A website?

Why?

How does it fit to other projects/assets?
What's the goal?

For Whom?

What's the target audience?
(No, "All" is no audience..)



What?

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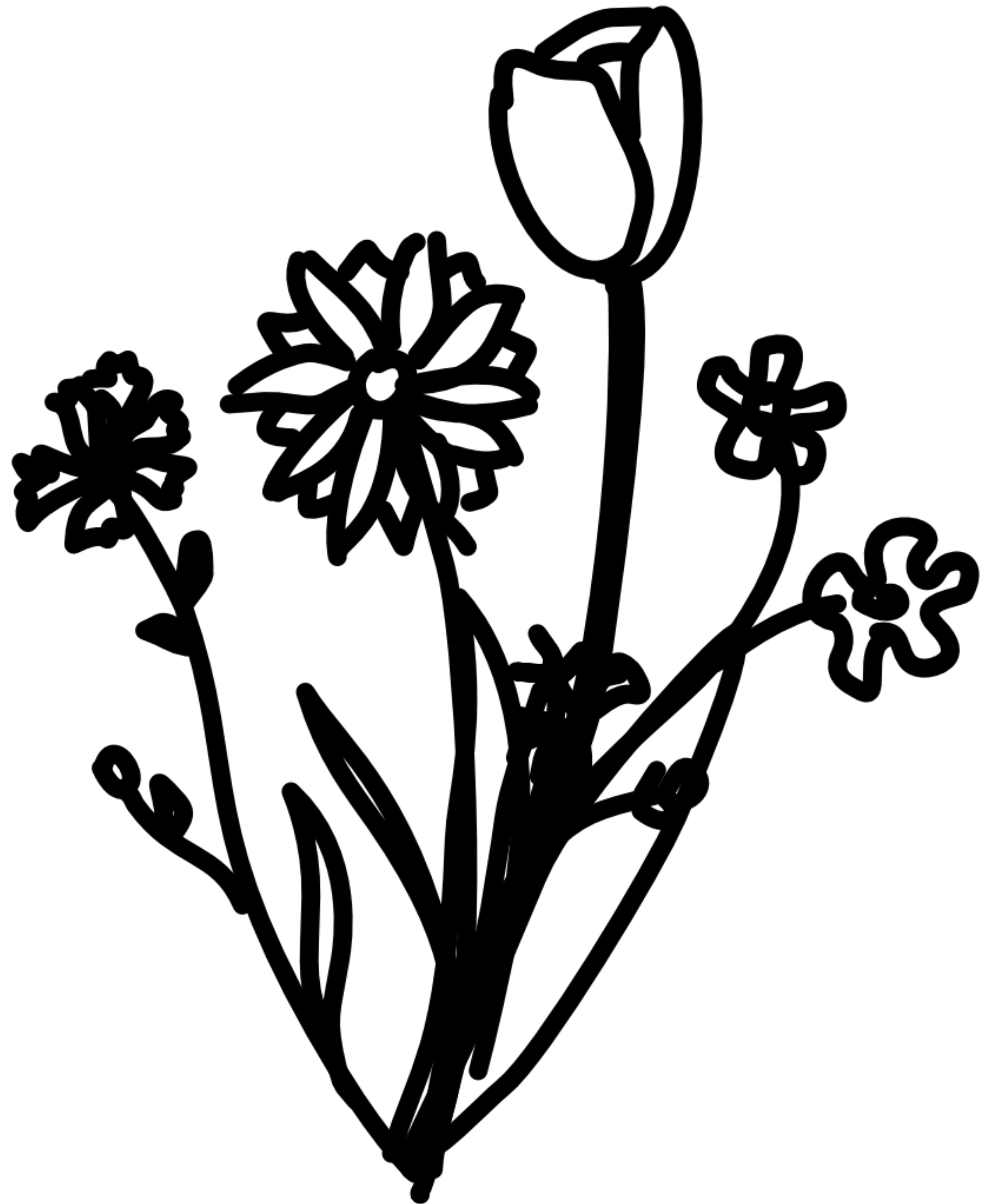
How does it fit to other projects/assets?
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How?

What formats, dimensions?
Budget? Brand Guidelines? Limitations?



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Where?

Will it be printed? Specific printer
requirements? Just digital?



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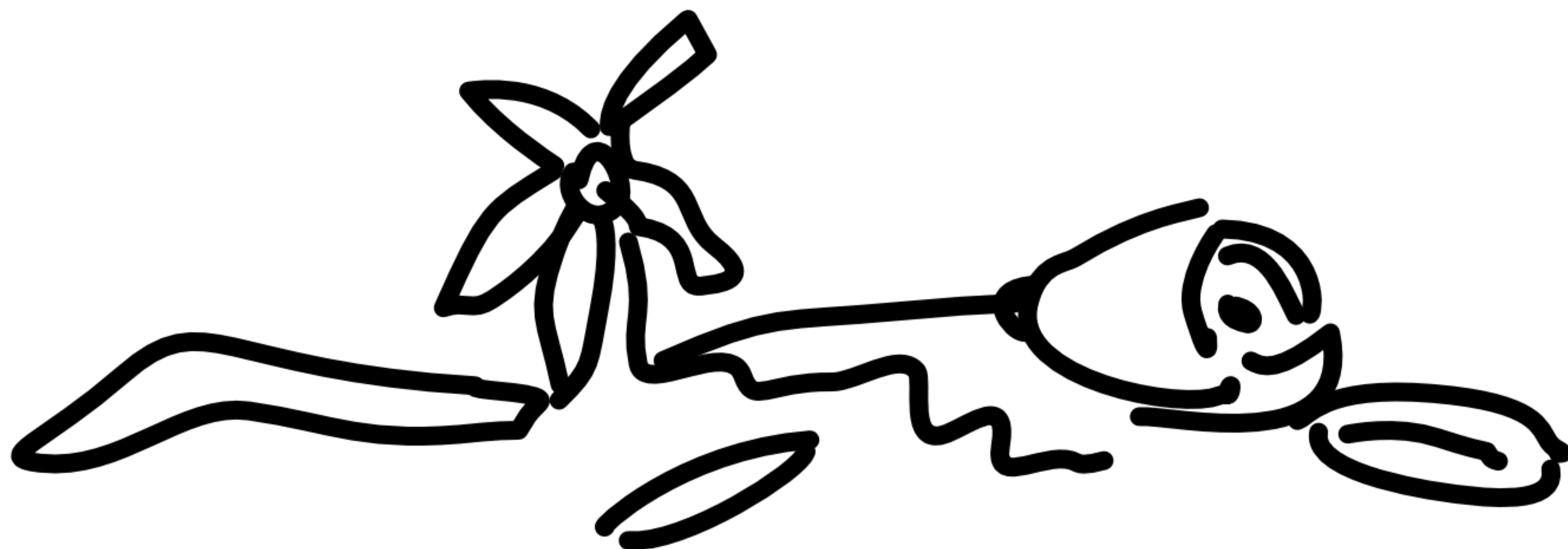
Where?

Will it be printed? Specific printer requirements? Just digital?

When?

What's the timeline?





Bring me living flowers..

This works for easy assignments

But what if the project is more complex?

Let's make some extra rounds!

It will pay off, I swear.

The Source of Input

Where do the flowers come from?

Do you know your garden?

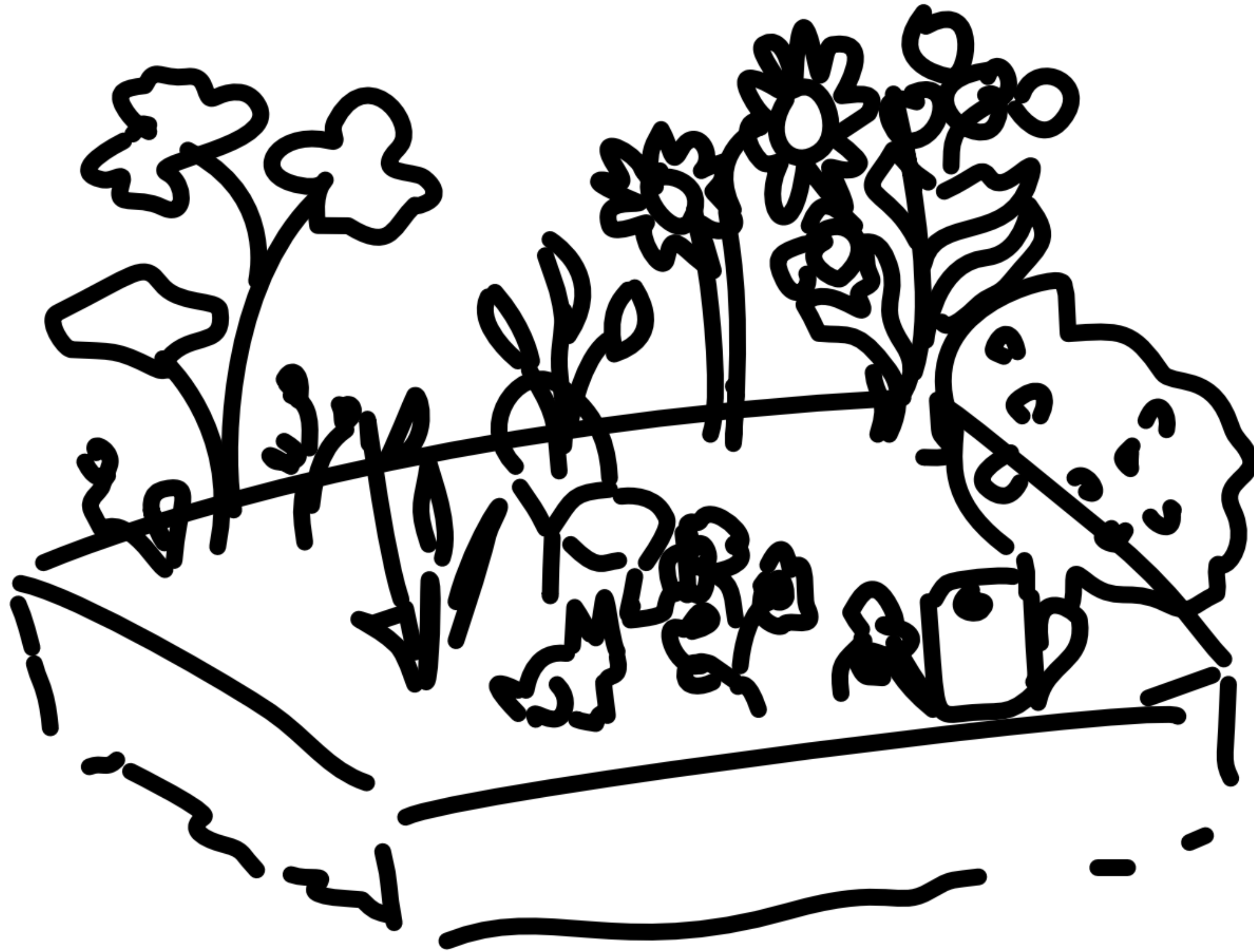
What is the garden now?

The garden is you. Get to know yourself.

What is the garden now?

The garden is you. Get to know yourself.

(Yes, this sounds esoteric, but bear with me.)



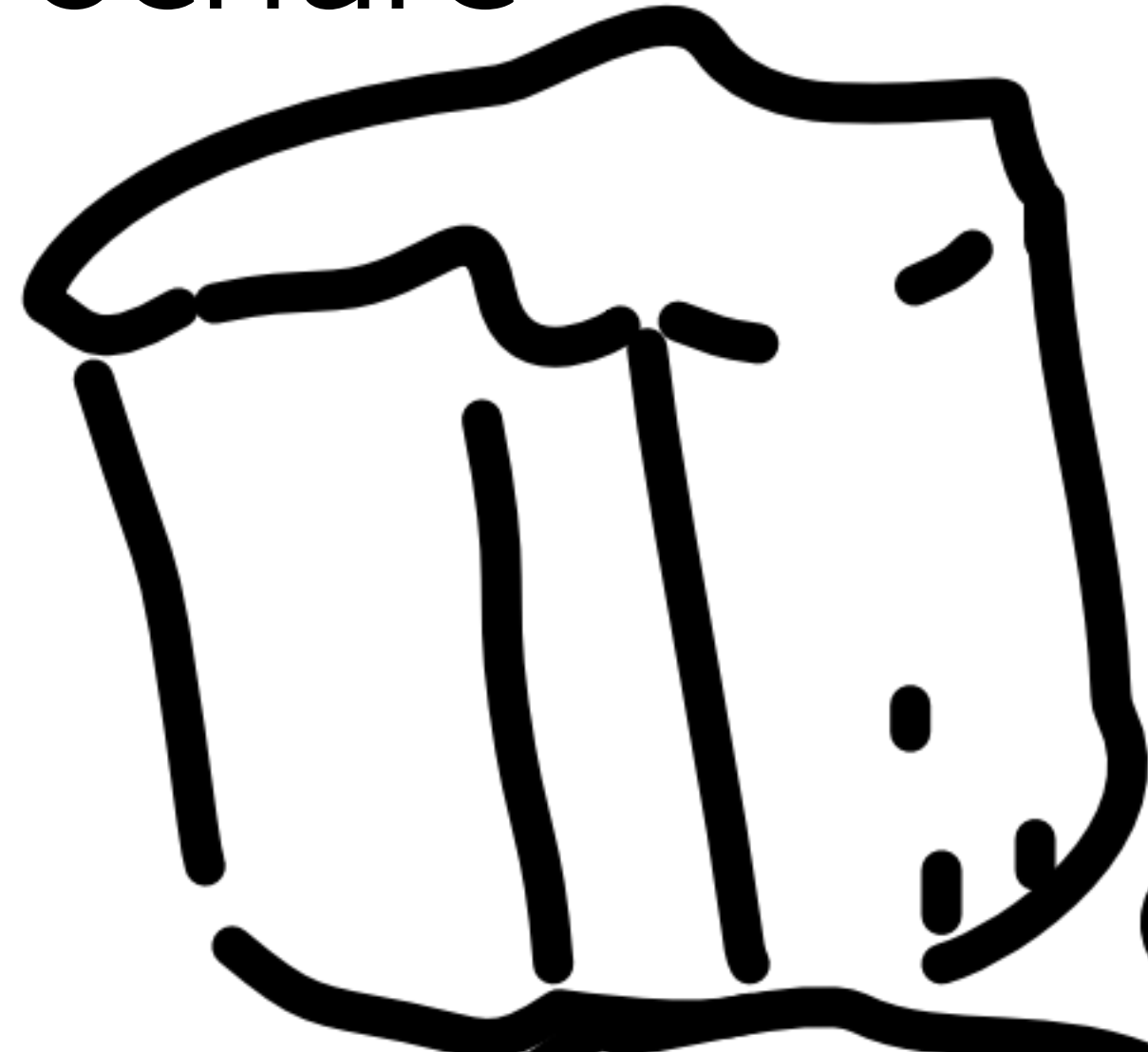
Knowing your weeds and flowers (and vegetables?)

The Strategy behind of Input

Let's talk about stones!

What do you want me to lift?

Brochure



Flyer



Folder



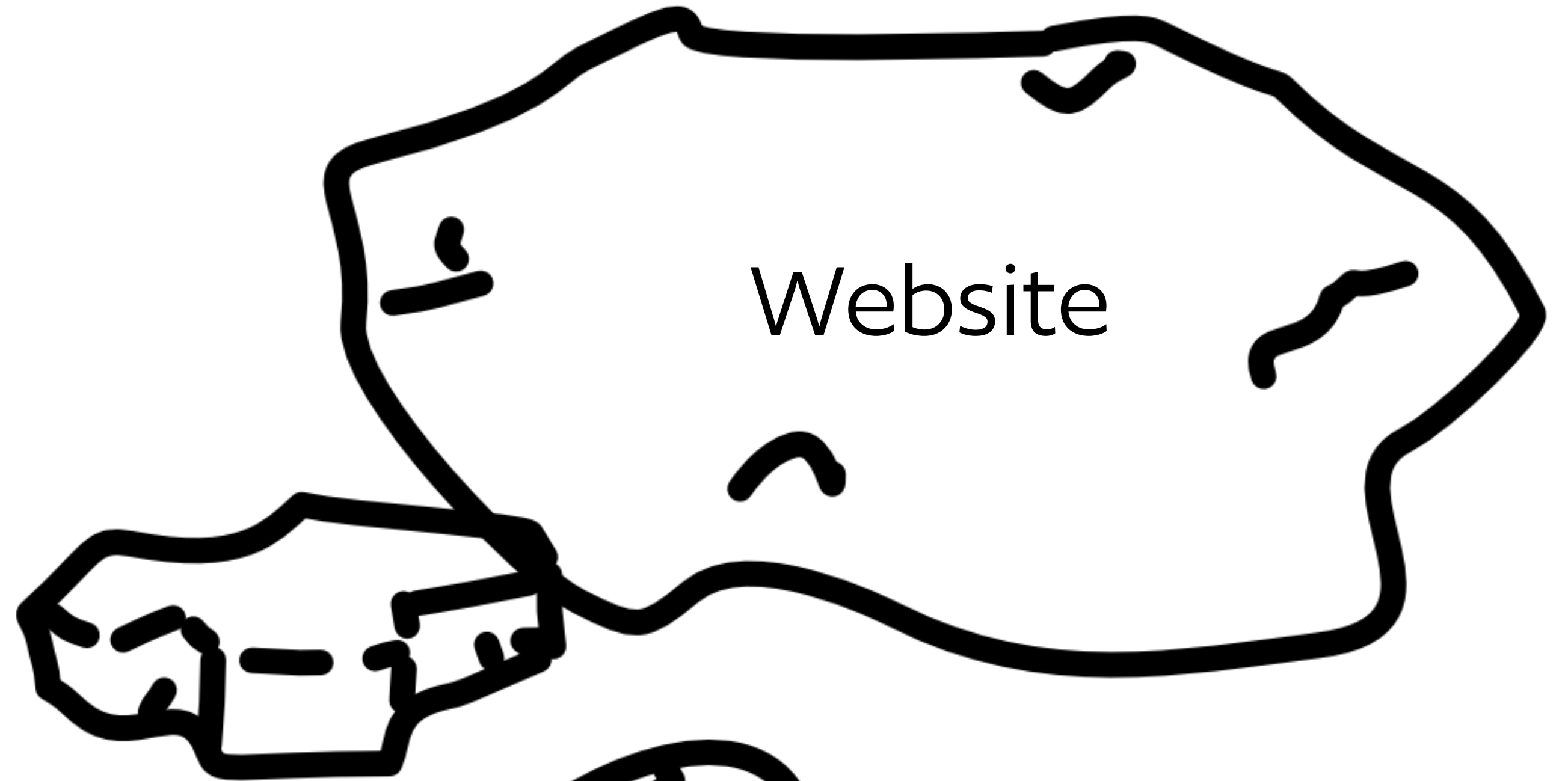
Icons



Illustrations



Website



There are different kinds of stones..

Perfect steps to enable magic

Let's summarize

1. Get to know your Garden

What is your identity. What makes you you?

2. Pick the stones

What is your goal?

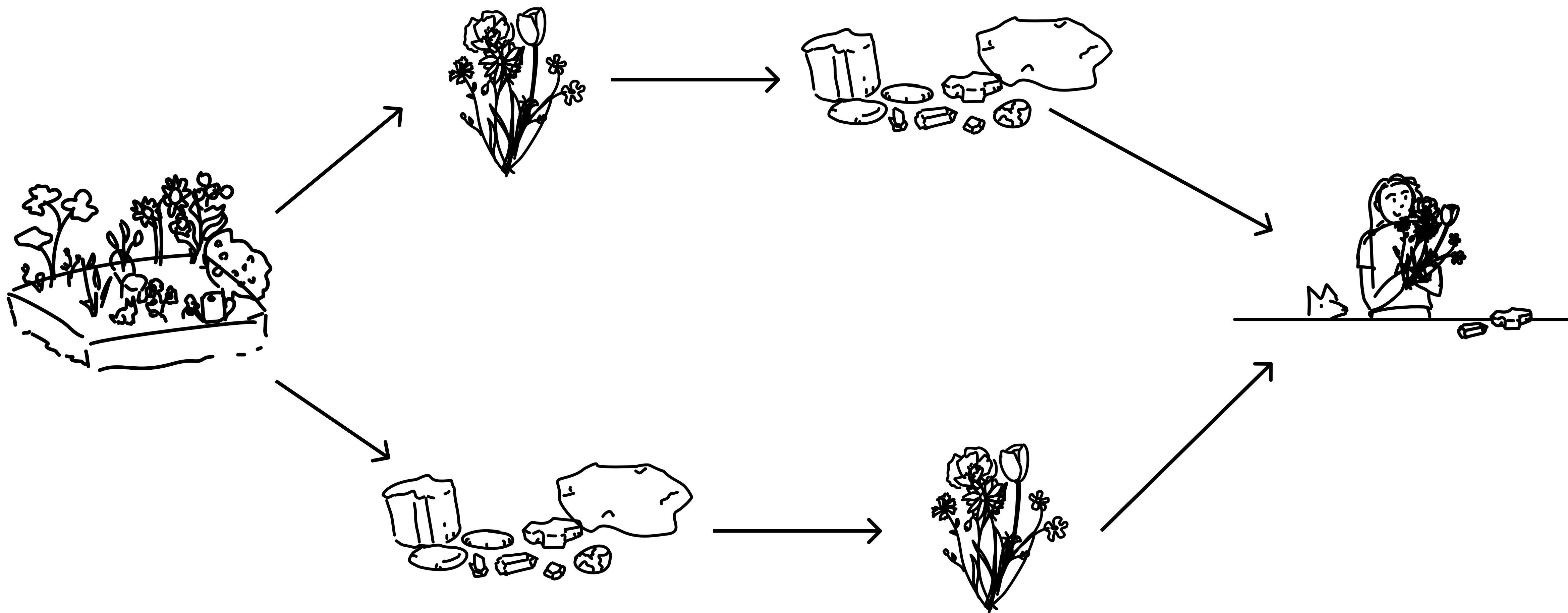
What has do be created, to achieve it ?

3. Pick the flowers

Get all the needed information and content in order to give the right input.

4. Bring flowers to sorceress

Make a briefing for your
designer, writer, photographer, ...





Then magic can happen

Magic in Action 1

ALPSS T-Shirt Design

What?

T-Shirt Design for Alpine Linux Persistence and Storage Summit (ALPSS)

Why?

All like conference shirts.

For Whom?

Summit audience

How?

One color (white on black shirt)

When?

don't know. until summit..

What?

T-Shirt Design for Alpine Linux Persistence and Storage Summit (ALPSS)

Why?

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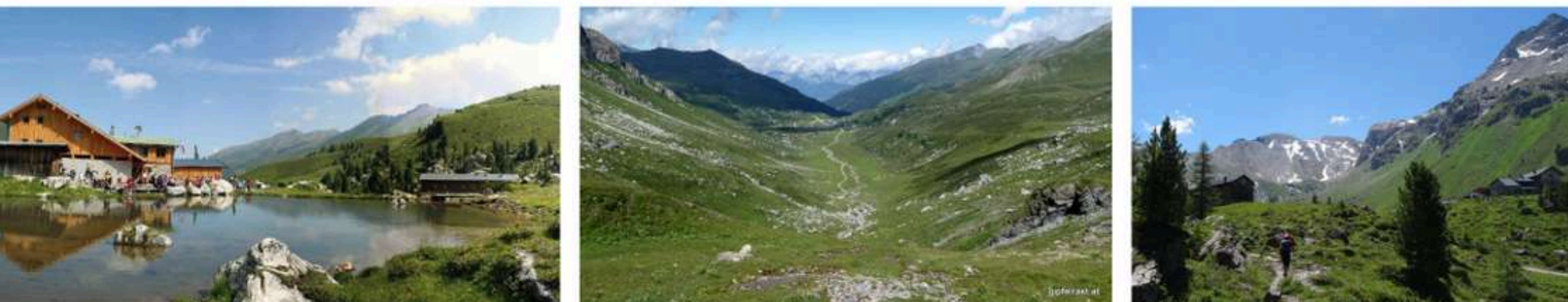
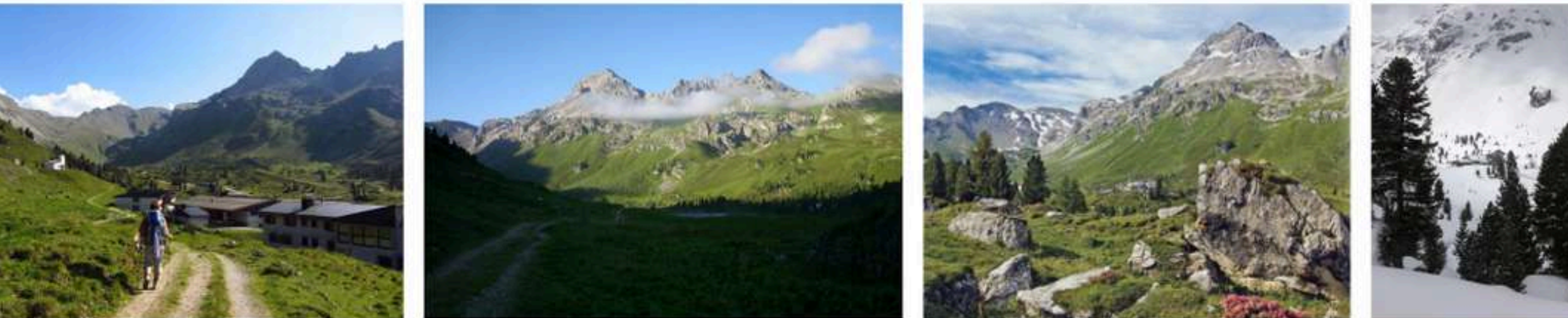
How?

One color (white on black shirt)

When?

don't know. until summit..

FAIL -> this thing has to be printed and shipped
And get the shirt sizes from your audience...



Google Search Results “Lizumer Hütte”

Alpine Linux Persistence and Storage Summit

September 24th to 27th 2024

Lizumerhütte, Tyrol, Austria

[DETAILS](#)

[ATTENDANCE](#)

[SCHEDULE](#)



Details

We proudly announce the Alpine Linux Persistence and Storage Summit (ALPSS) 2024!

The goal of this conference is to discuss the hot topics in Linux storage and file systems, such as memory, NVMe, multi-pathing, raw or open channel flash and I/O scheduling in a cool and relaxed atmosphere with spectacular views in the Austrian alps.

We plan to have a small selection of short and to the point talks, and lots of room for discussion as well as ample downtime to enjoy the surrounding.

Schedule for Tue 24.09.2024

Time	Topic
12:00 - 14:00	Optional Lunch near Innsbruck Central Station
14:00 - 14:30	Meet at Innsbruck Central Station

Website: Alpine Linux Persistence and Storage Summit

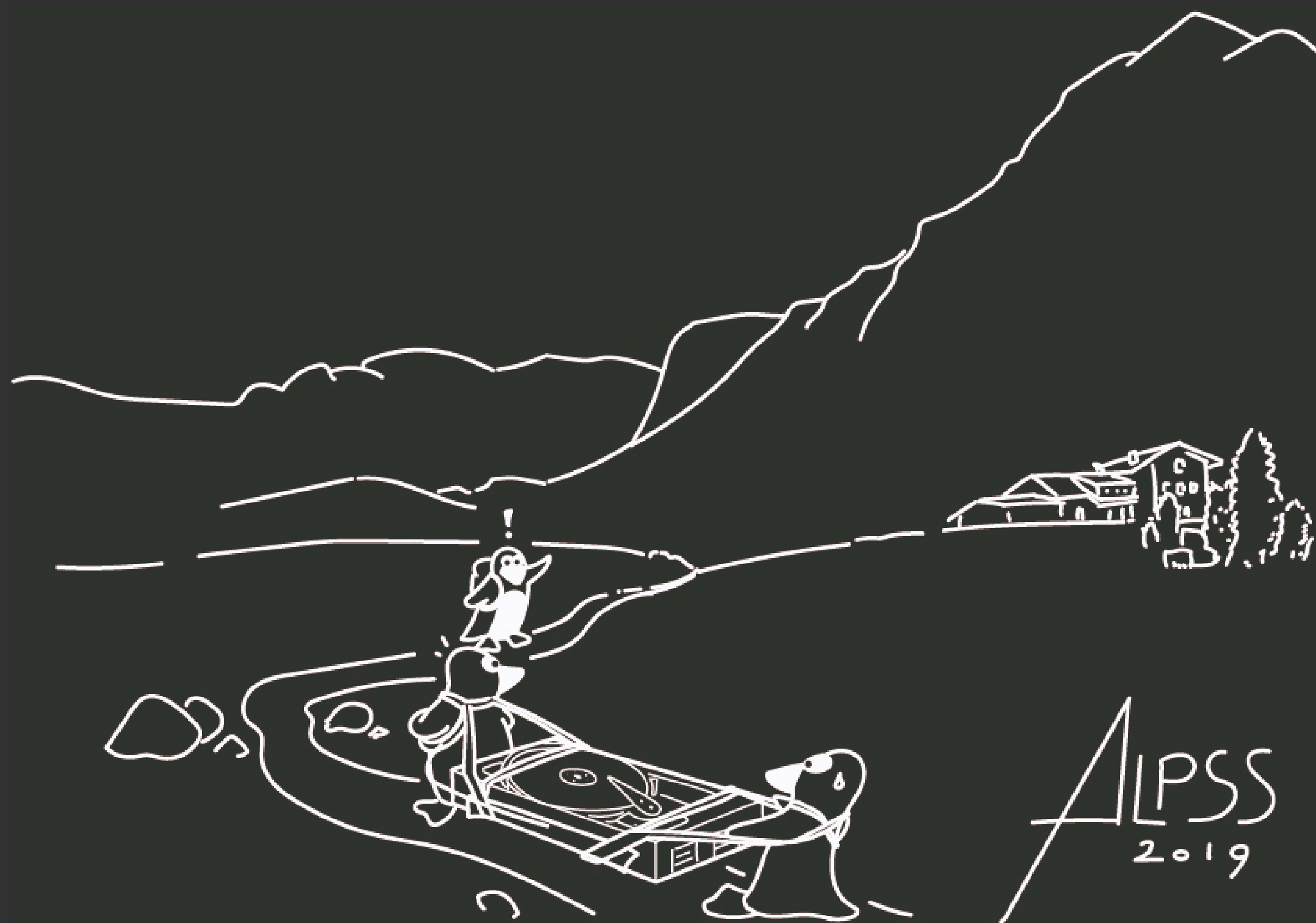




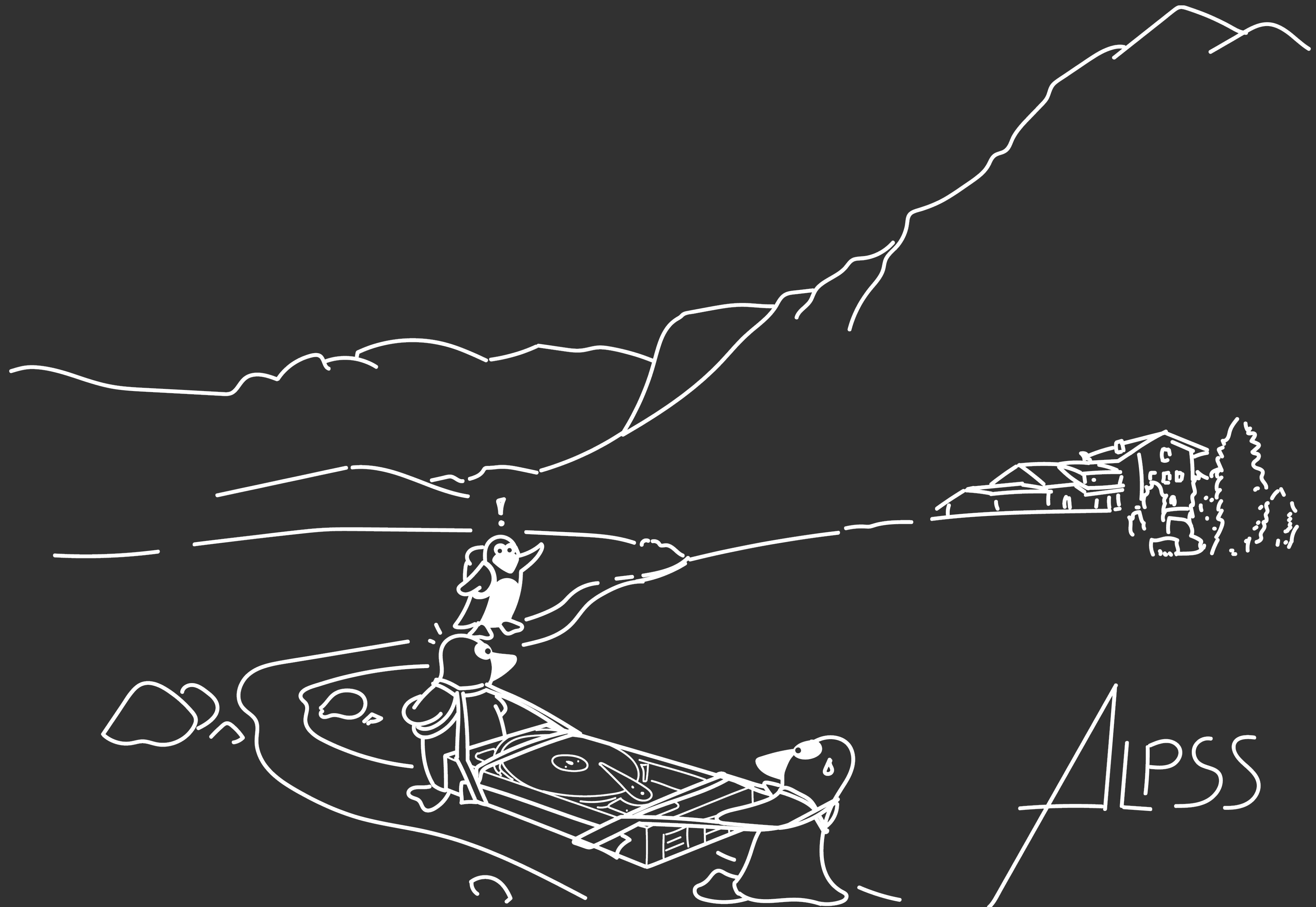
ALPSS
2019



ALPSS
2019



ALPSS
2019



Briefing

Research

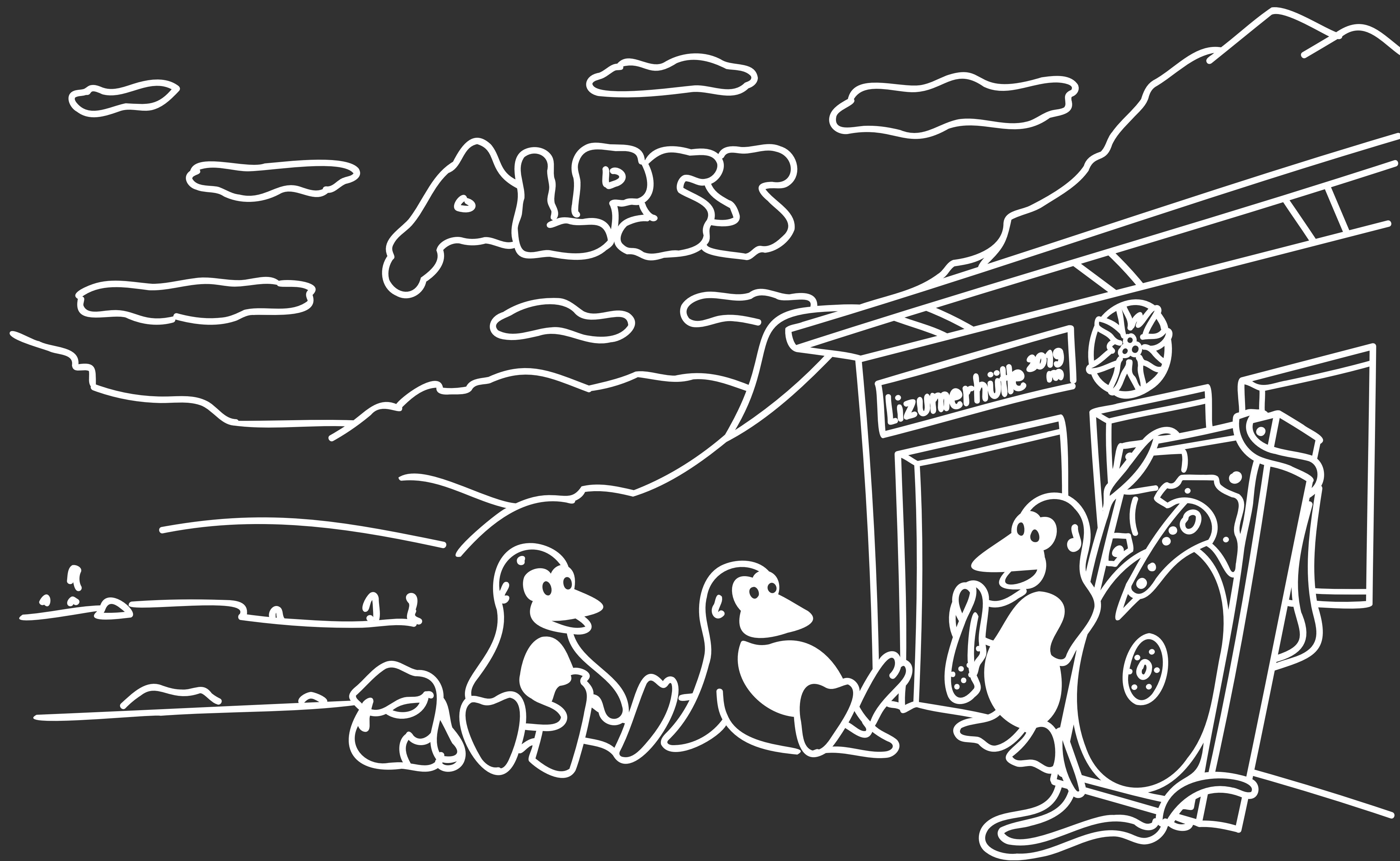
Sketch

Feedback

Versions

Feedback

Final Version





Magic in Action 2

sigma star website redesign

% New structure sigma-star.at
% 2022-08-19
% daga

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- 1. Challenge Us! (Services we offer)
 - Software Engineering
 - Consulting
 - Training
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- 5. Get in touch (Contact)

The new structure should be like this

- 1. Our services
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 - Engineering
 - Training
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Due to our continuous engagement in OSS, we are always up-to-date about actual development and we can offer you efficient and accurate solutions.

We offer these decades of engineering and OSS experience in a wide range of areas. Here is a selection of areas we commonly work in

- Linux kernel development (filesystems, drivers, security)
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- Bootloader development and consulting
- Software Architecture consulting
- Technology consulting

Interested? Get in touch: [LINK!](#)

This should be somehow highlighted:
For application development, head over to our application development team: [LINK](#)

- **Similar to what we have on sigma star gmbh website**

Training

At the end of all of our engineering and security engagements there is some form of knowledge transfer to our customer's engineering team. This often happens in form of dedicated in-house trainings. On the other hand, we do also provide dedicated trainings on a wide variety of topics we cover in our engineering and security engagements. Here is a list of selected topics we cover:

- Secure coding
- Thread modeling
- Code analysis
- Firmware extraction and analysis
- Filesystem forensics
- Post mortem analysis for Linux systems
- Designing and maintaining secure embedded Linux systems
- Utilizing secure hardware elements
- Advanced security topics such as SELinux, seccomp etc.
- Network security technologies
- In-depth analysis of various VPN technologies
- Hardening Linux systems

TBD: we might want to add more, or give only a more high-level description to keep the list short

Interested? Get in touch: [LINK!](#)

Blog

This can be a simple link to the main index page of our blog.

Your team of specialists (About us) & Get in touch (Contact)

We can keep those as-is. If needed, they can go on dedicated sub-pages as well.

% New structure sigma-star.at
% 2022-08-19
% dags

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CHALLENGE? HANDCRAFTED SOLUTION!



SOFTWARE ENGINEERING | CONSULTING | TRAINING



Software Engineering

Either developing software from scratch or adapting existing software, interfaces or integration of existing systems – we offer handcrafted solutions for your problems.



Consulting

Our offerings range from security audits through post mortem analysis of Linux drivers, up to enterprise architecture management.



Training

In addition to our consulting services, we also offer trainings in multiple areas of engineering, security and more to support you and your employees with the necessary skills for your next big project.

POWERING OPEN SOURCE



We believe in open source software and have a strong connection to various Open Source software (OSS) communities. OSS helps saving money and time by adapting existing solutions to customer needs. Especially Linux is an area where all our team members have a high level of knowledge.

Due to our continuous engagement in OSS, we are always up-to-date about actual development and we can offer you efficient and accurate solutions.

FOCUSED ON SECURITY

Whether your product targets large industrial solutions or end users directly, security and privacy are critical topics for all areas. Throughout all our work, we take special care to create secure and privacy preserving solutions and support you with our professional expertise in IT security, cryptography and secure software development.



YOUR TEAM OF SPECIALISTS

Founded in 2011, sigma star gmbh is today managed by Thomas Dierl, Richard Weinberger and David Gstir. Each one with longtime experience and varying expertise they cover a wide range of the whole IT stack together.

Richard Weinberger is a well-known Linux kernel contributor and maintainer. Participating in upstream development represents one of his major concerns.

Thomas Dierl is a professional in modeling software and gained his experience while working on multiple large software projects at several large companies.

David Gstir specialized in IT security, and complements the team of sigma star with his experience and knowledge in cryptography, secure systems and software engineering.

[BLOG](#)

GET IN TOUCH

REFERENCES Our customers build mission critical systems in the area of automotive, cryptography, industrial, embedded and access control systems with a strong focus on security and privacy.

Since we and our customers value integrity and confidentiality, we don't publish a reference list.

If you want more details, or direct contact with a reference, feel free to contact us.

OFFICE sigma star gmbh
Eduard-Bodem-Gasse 6, 1st floor
6020 Innsbruck
Austria

PHONE +43 5 9980 400 00
MAIL office@sigma-star.at
PGP Public Key



Zielgruppe

Wieviele Zielgruppe soll mit den Leistungen angesprochen werden?
→ Entscheidend

Welches Skill-Level hat die Zielgruppe?
→ Wie weit ist die Einführung/Einstellungsberatung, oder kommt sie sich aus?

11/2021

Leistungen

Wieviele Zielgruppe soll mit den Leistungen angesprochen werden?
→ Kann man die Leistungen in "größere" allgemeine" Kategorien einteilen? → 2 - 4 - 8
Übersichtlicher, ... gibt es noch eine Detailsseite für die technischen Details usw.

11/2021

SW

Parasitiert das, was sie in den bereits gelieferten Themen überkommt

- locker
- persönlich
- leicht verständlich
- mit PPT

Sie, wie wir die sigma verstehen, passt das ganz gut - es ist sehr einfach. Aus der Vergangenheit kommt es auch, weil das als eigenes USP gesehen wird. Im Security-Bereich haben die meisten die sehr weißen Systeme und treten sich nicht, wenig dazwischenkommen.

→ Frage an sie: Wie weit soll es in diese Richtung gehen? / Passt das, was wir sigma aus einer Sicht? (z.B. 10-Team)

• Spracherfolg: Fachjargon - inwiefern soll dieser sein? (z.B. immer mit Frage zur Hauptzielgruppe)

• Buzzwords: Sollen gewisse Begriffe immer wieder vorkommen? Will sigma für gewisse Begriffe stehen? (z.B. security)

• Wortspiele & Witze: Sind Wortspiele immer erlaubt? Wenn mit Witzen gearbeitet werden soll, benötigt man mehr Wissen?

• Story: Gibt es einen Leitgedanken, der sich durch die gesamte Website zieht? (z.B. ursprüngliche Idee beim Haken 10-er Jahren) → Idee: Story: Superhelden / A-Team
• Idee: sigma als Export-Team kommt, mehr in der Phase

11/2021

USPs

- Kleines Team (weniger Overhead, persönliche Ansprechpartner, schnelleres Entscheiden)
- Expertise in einem Nischenbereich (Kunde hat beiden: einerseits best aufgewacht, andere sehr flexibel)
- Internationaler Team
- Involvement in open source community → wir sind aktiv in der open source community
- Langjährige Erfahrung
- Breite Skills, nicht in neue Themen einzutreten → sehr flexibel in den Bereichen, die wir abdecken
- Abgrenzung: Welche ist, aber wir sind keine Berater!

11/2021

Hauptmerkmale: mit großem Unternehmen zusammenarbeiten, wir können die Bereiche

"Die Kunden haben uns kommen, wenn sie das schon am Anfang ist."

11/2021

Wieviele sigma-gem. am Content geändert? → Wie ist unser Auftrag?
→ Security & Training als eigene Leistung
→ Intern/Extern/Extern zur Leistung
→ Begrenzung: wie tief soll "Freigabe" sein (z.B. 10-Team)

Wieviele Skills (security) / Wie viele Teams (security)

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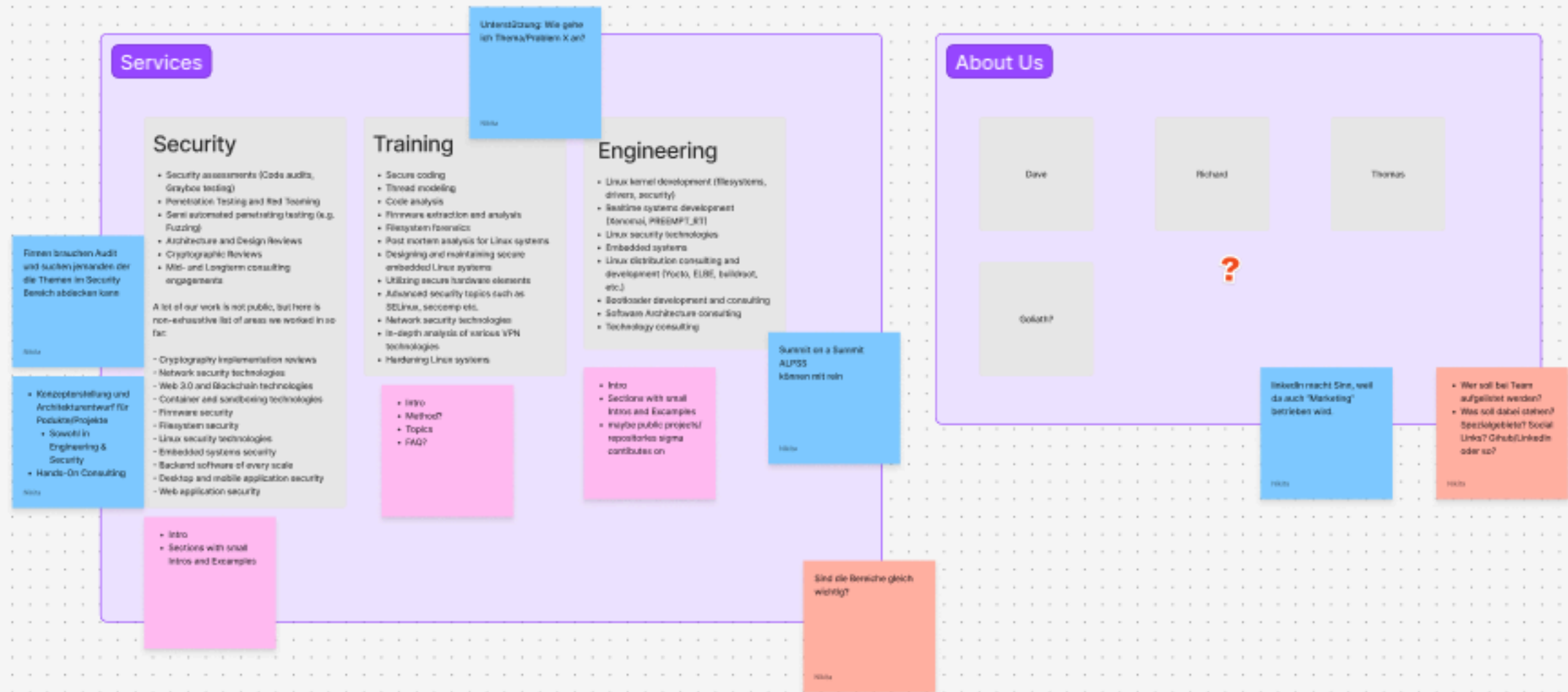
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- Realtime systems development (Realtime, RTOS, RTT)
- Linux security technologies
- Embedded systems
- Linux distribution consulting and development (Yocto, ELKS, balenaOS, etc.)
- Bootloader development and consulting
- Software Architecture consulting
- Technology consulting

Interested? Get in touch: LINK

This should be somehow highlighted

For application development, head over to our application development team: LINK

Security

IT without security is unthinkable. It does not really matter what your piece of software does and if it runs in a tiny microchip or some large server cluster, at some point you have deal with software security. Security is and has always been an integral part of sigma star's growth philosophy and we are here to help you with it!

Alternative wording:

So you have implemented a great new feature, added TLS to your network connection, ensured that everything sensitive is encrypted. Great, but have you let somebody outside the project check your code?

As developer, your main goal is to finish the feature and get it running with as little bugs as possible. Yes, developers think of security issues and do try their best to avoid them. But this is often not enough. An independent check of your software helps to find things you overlooked. It does not matter at which stage, your project is in. We have the proven expertise with a wide range of security topics and can help you achieve the best possible outcome.

Here are some of the topics we cover:

- Security assessments (Code audits, Graybox testing)
- Penetration Testing and Red Teaming
- Semi-automated penetrating testing (e.g. Fuzzing)
- Architecture and Design Reviews
- Cryptographic Reviews
- Mit- and Longterm consulting engagements

A lot of our work is not public, but here is non-exhaustive list of areas we worked in so far:

- Cryptography implementation reviews
- Network security technologies
- Web 3.0 and Blockchain technologies
- Container and sandboxing technologies
- Firmware security
- Filesystem security
- Linux security technologies
- Embedded systems security
- Backend software of every scale
- Desktop and mobile application security
- Web application security

Interested? Get in touch: LINK

Training

At the end of all of our engineering and security engagements there is some form of knowledge transfer to our customer's engineering team. This often happens in form of dedicated in-house trainings. On the other hand, we do also provide dedicated trainings on a wide variety of topics we cover in our engineering and security engagements. Here is a list of selected topics we cover:

- Secure coding
- Thread modeling
- Code analysis
- Firmware construction and analysis
- Filesystem forensics
- Post-mortem analysis for Linux systems
- Designing and maintaining secure embedded Linux systems
- Utilizing secure hardware elements
- Advanced security topics such as SELinux, seccomp, etc.
- Network security technologies
- In-depth analysis of various VPN technologies
- Hardening Linux systems

TBC: we might want to add more, or give only a more high-level description to keep the list short

Interested? Get in touch: LINK

Blog


Blog

This can be a single link to the main index page of our blog.

or: Your team of specialists (About us) & Get in touch (Contact)

We can keep these as-is. If needed, they can go on dedicated sub-pages as well.






ABOUT USBLOG

Got any [secutity] issues?

Our passion for Open Source and cryptography brought us to work in security and engineering for numerous companies during the past decades. Find out what we can get done for you.

info@sigma-star.at



Placeholder Images done with Open Peeps

SECURITY

Let's take a closer look.

It without security is undesirable. No matter where your software runs, be it in a tiny microchip or in some large server cluster. At some point you have to deal with software security. That's where we come in. Security is and has always been an integral part of our work. So, let's test your system - we are here to support you!

TESTING

Security assessments and Penetration testing
Best outsourced testing

REVIEWS

Concepts, Architecture and Design reviews

CONSULTING

MLI and long-term consulting engagements

ENGINEERING

Custom solutions for your system

No matter which stage your project is in we are here to support you. Thanks to our continuous engagement in open source we are always up-to-date about current development. This way we don't have to reinvent the wheel but are able to provide efficient and accurate solutions.

DEVELOPMENT

Linux kernel and security Embedded and system actions Linux distribution Buildtools

CONSULTING

Linux distribution Buildtools Software architecture and technology

WORKSHOPS

We love to share our knowledge.

That's why we provide dedicated in-house workshops on a variety of topics: be it additional to our other offers or as a standalone service. In any case the knowledge transfer to our customer's engineering team is our goal!

SECURITY

Design coding Designing and validating secure embedded Linux systems DRilling secure hardware elements Advanced security topics such as: Windows, Android, etc. Network security technologies Incident analysis of various ICS/OT technologies Hardening Linux systems


ENGINEERING

Thread modeling Code review Performance analysis and analysis Platform transition Post-mortem analysis for Linux systems

Time to team up

Some of our customers hire us because they are stuck, others lack the manpower to fulfill their engineering ambitions. Some are looking for a long-term security strategy, others want to find that one bug.

No matter what the reason is, we try to get to the bottom of it. In our opinion the best way to do this involves getting to know you and your team and work out the best solution together. Finding out what really works sometimes leads to unexpected places. Let's turn up and get things done!




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Can We Help?

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SECURITY

Greybox testing, Fuzzing, Pentesting. We know it all. Do you?

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ENGINEERING

We don't try to reinvent the wheel. We use Open Source.

Adopting existing solutions helps you to save money and time. Open Source software, especially Linux, is our home ground and main field of expertise. Thanks to our continuous engagement in these areas, we are always up-to-date about current development. This way we offer you efficient and accurate solutions.

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HOW WE WORK

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Some of our customers hire us because they are stuck, others lack the manpower to fulfill their engineering ambitions. Either way, we get things done. Which of our expertise is helping you the most? Let's find it out together. No matter what phase your project or company is in, be it short or long-term commitment. We are on for it.




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Security Assessments
Audits, Penetration testing, Cryptography Reviews

Security Engineering
Security-related software design and development

Research & Consulting
Security-related training, Prototype development, Protocol specification

ENGINEERING

Custom solutions for your system

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Systems engineering
Board support packages (BSP), Linux kernel, bootloader development, driver development

Security Engineering
Security-related software design and development

Troubleshooting / Problem analysis
Kernel debugging, performance analysis, Flarestorm analysis

Hmm, Code? meh.

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Security
Code audits, Threat modeling, Firmware analysis, Linux security, Security hardening

Development
Secure coding, Embedded systems, Board support packages, Linux kernel development, Security hardware

Troubleshooting / Debugging
Flarestorm forensics, Post-mortem analysis

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Hier geht's los

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Soll so X-Ray Müllig sein, aber is nur mit Strichen nicht ganz so einfach darzustellen :D

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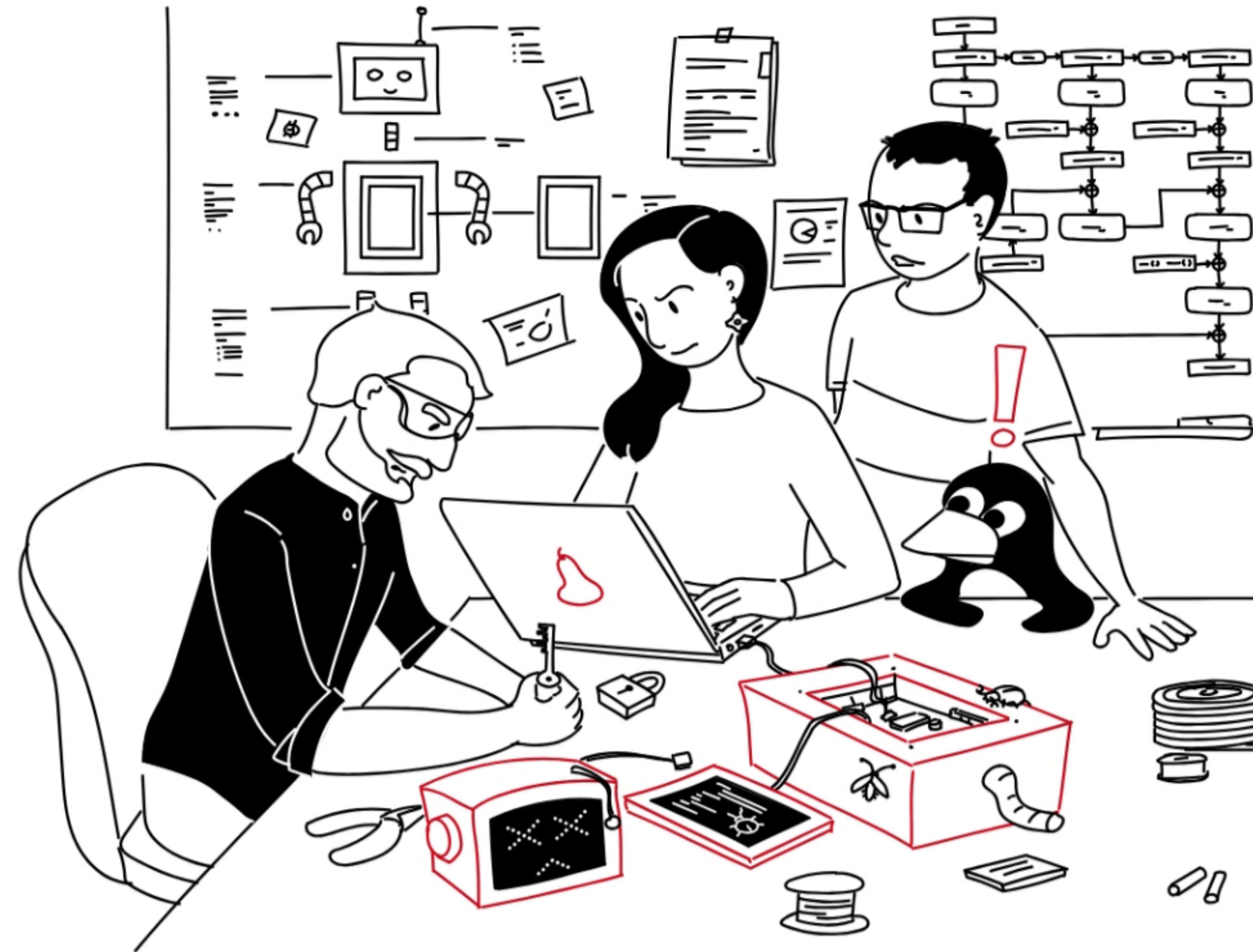
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TRAINING

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ON DEMAND

Building Embedded Linux Systems with Yocto

Master Yocto for embedded Linux in this hands-

ON DEMAND

C/C++ Secure Coding

Get to know C and C++ and learn how to apply

ON DEMAND

Code Review Training

Master code review! Learn effective techniques,

ON DEMAND

Embedded Linux Hardening and Firmware Security

Master embedded systems security with this

Check out “final” site: sigma-star.at

Thank you for listening!

And next time - bring flowers

Romana Mayr
romanamayr.com

Thank you for listening!

And next time - bring flowers

So I can burn them

Romana Mayr
romanamayr.com