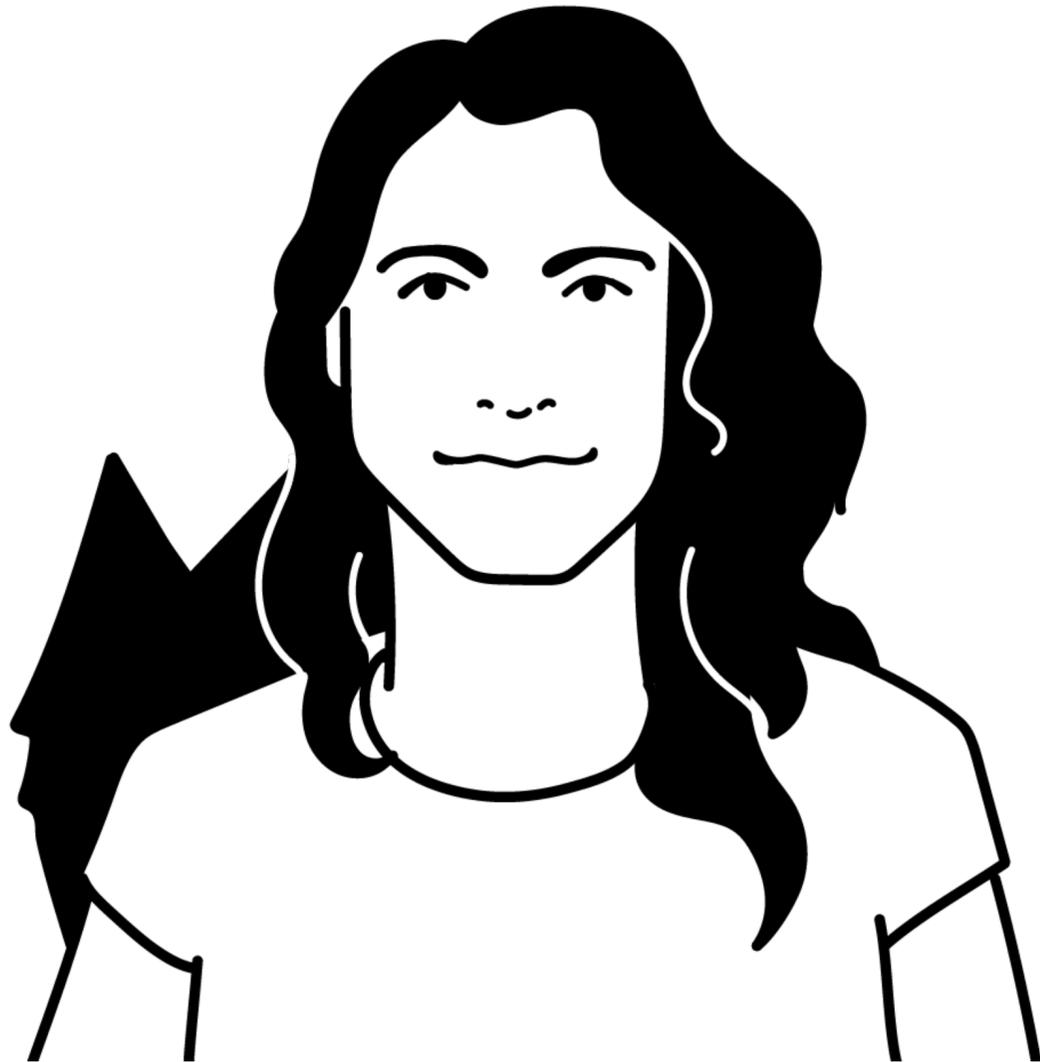


Why Graphic Design Isn't Magic

(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!

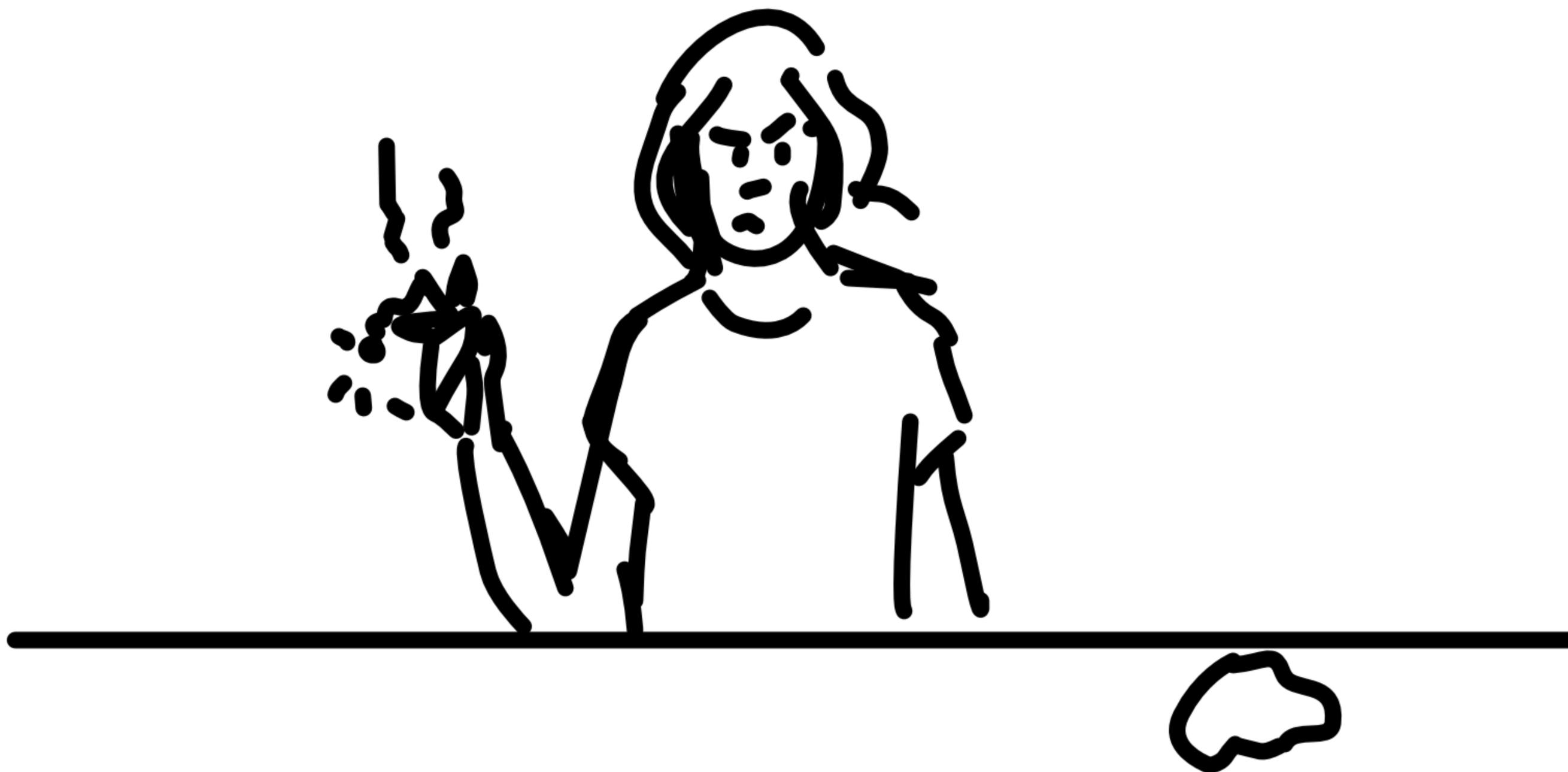
Or is it?

Let's redefine magic!

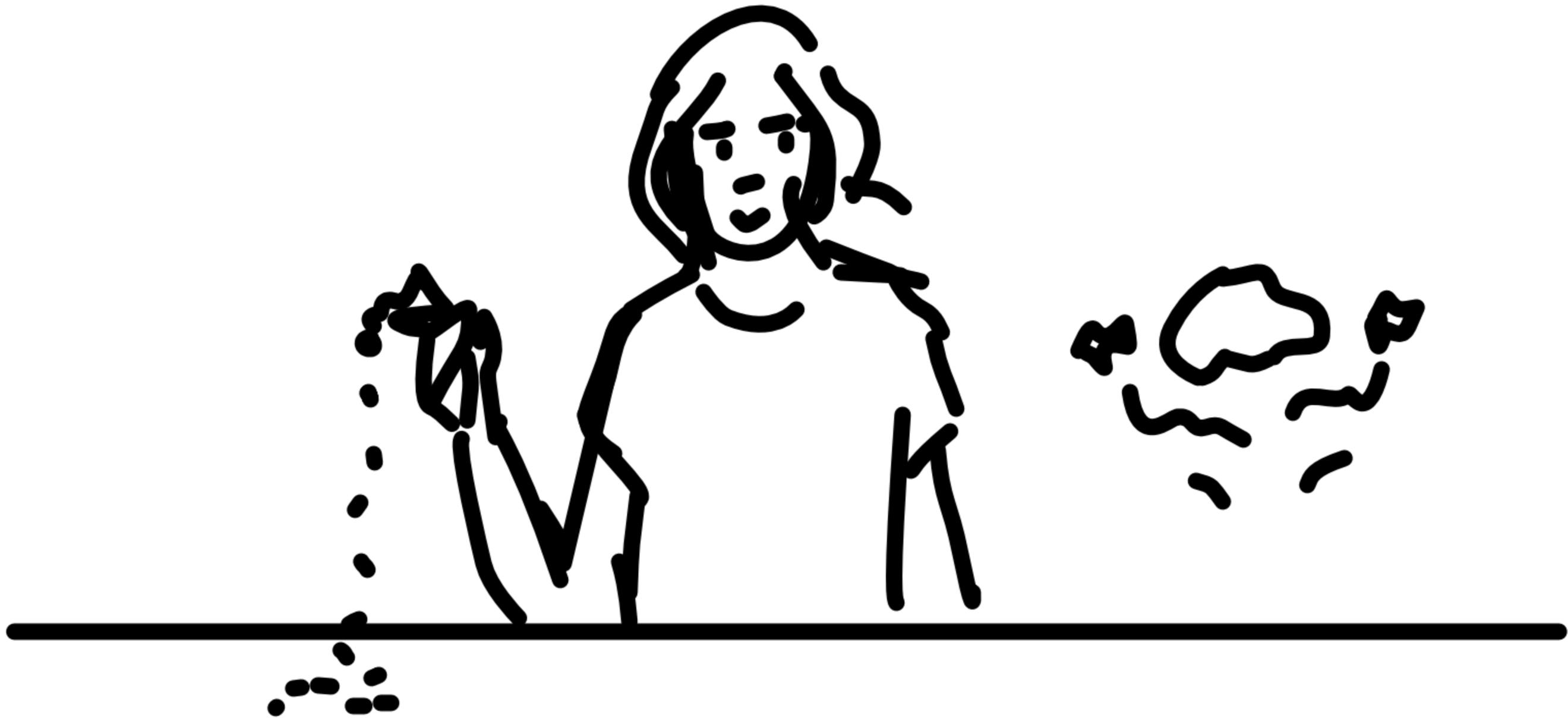
With the power of framing.



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..)



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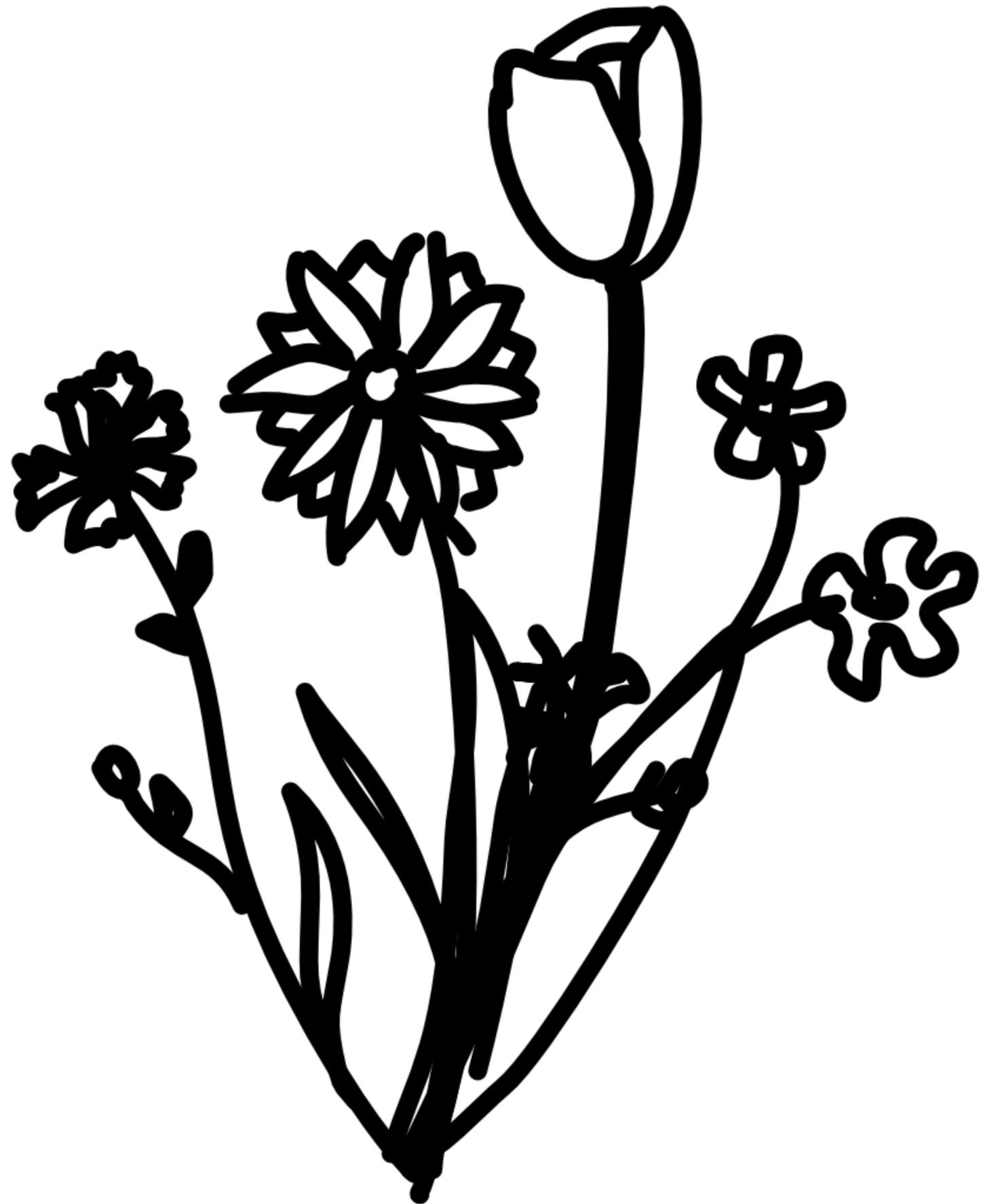
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How?

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



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Budget? Brand Guidelines? Limitations?

Where?

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



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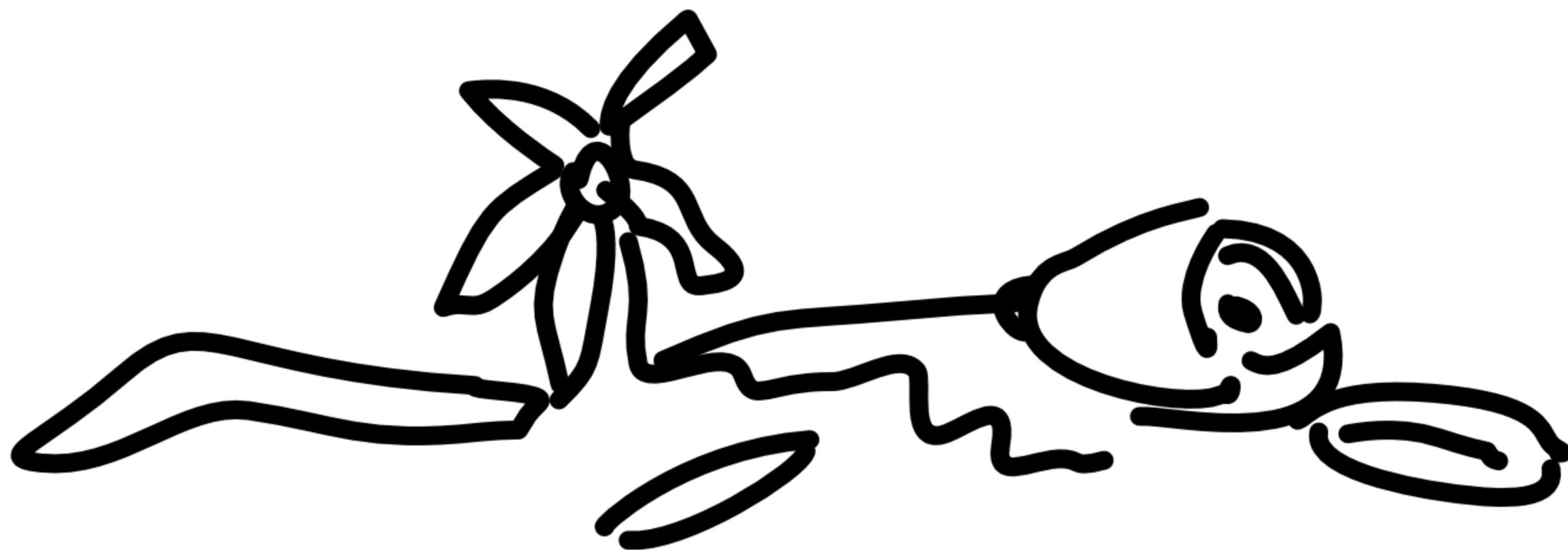
Where?

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?

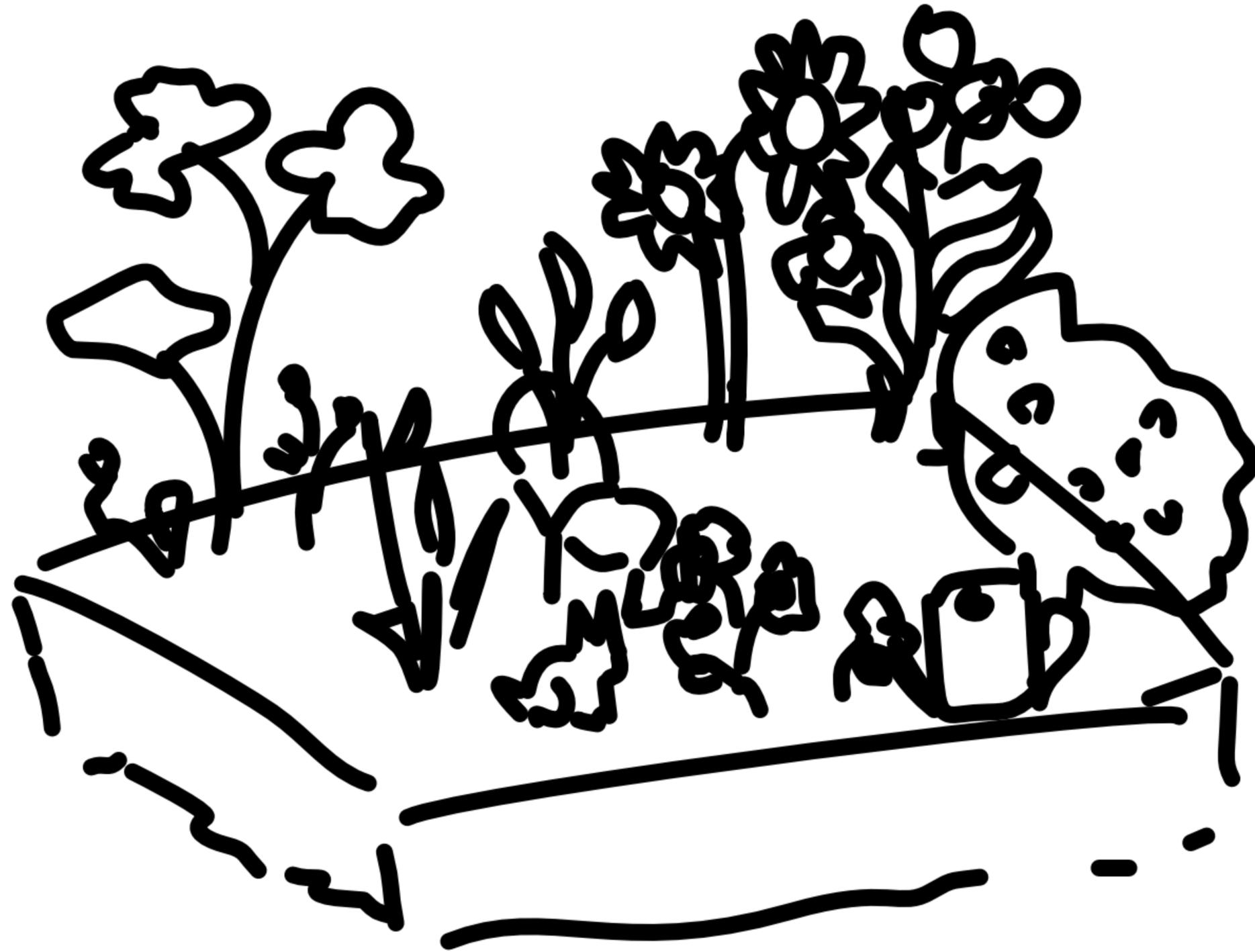
What is the garden now?

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.)



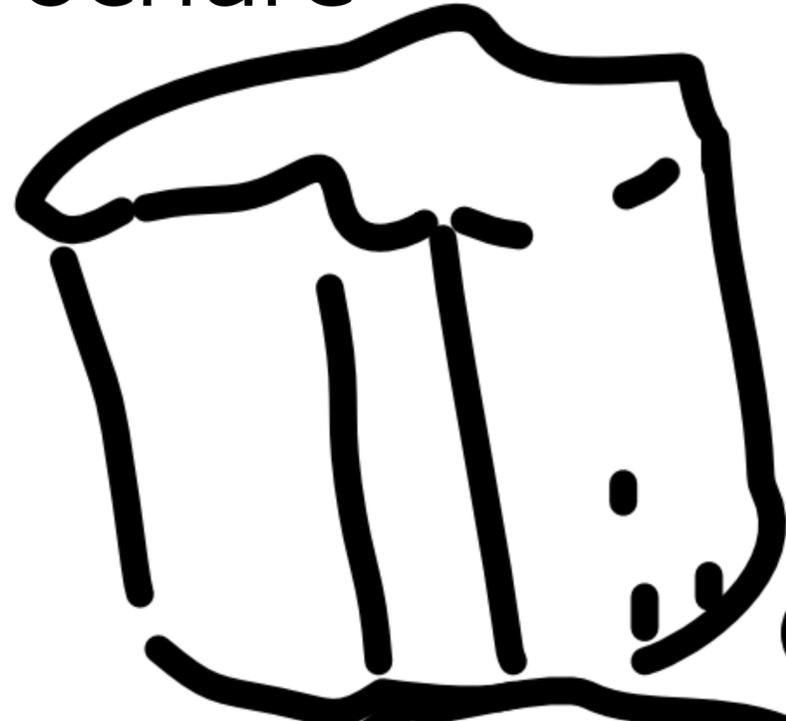
Knowing your weeds and flowers (and vegetables?)

The Strategy behind of Input

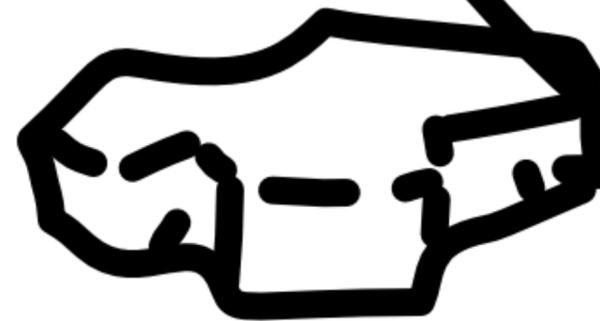
Let's talk about stones!

What do you want me to lift?

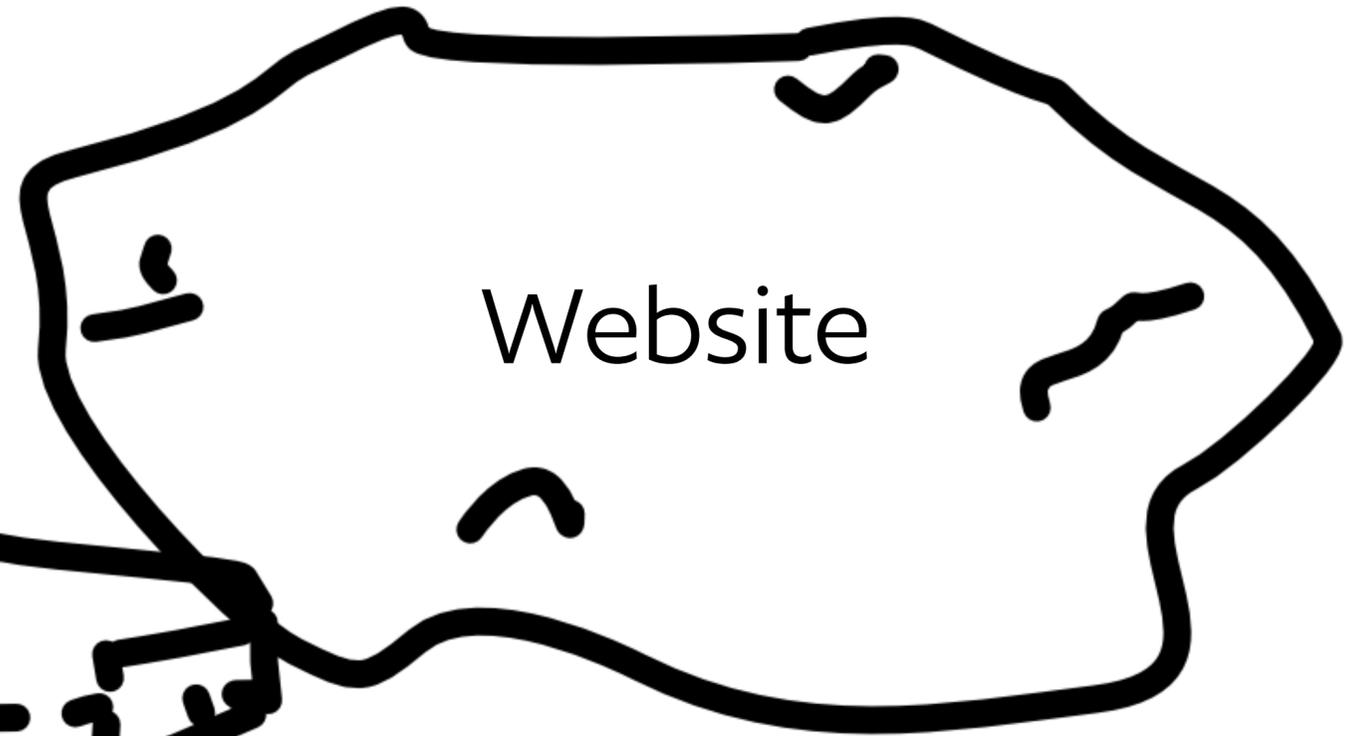
Brochure



Flyer



Website



Folder



Icons

Illustrations

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?

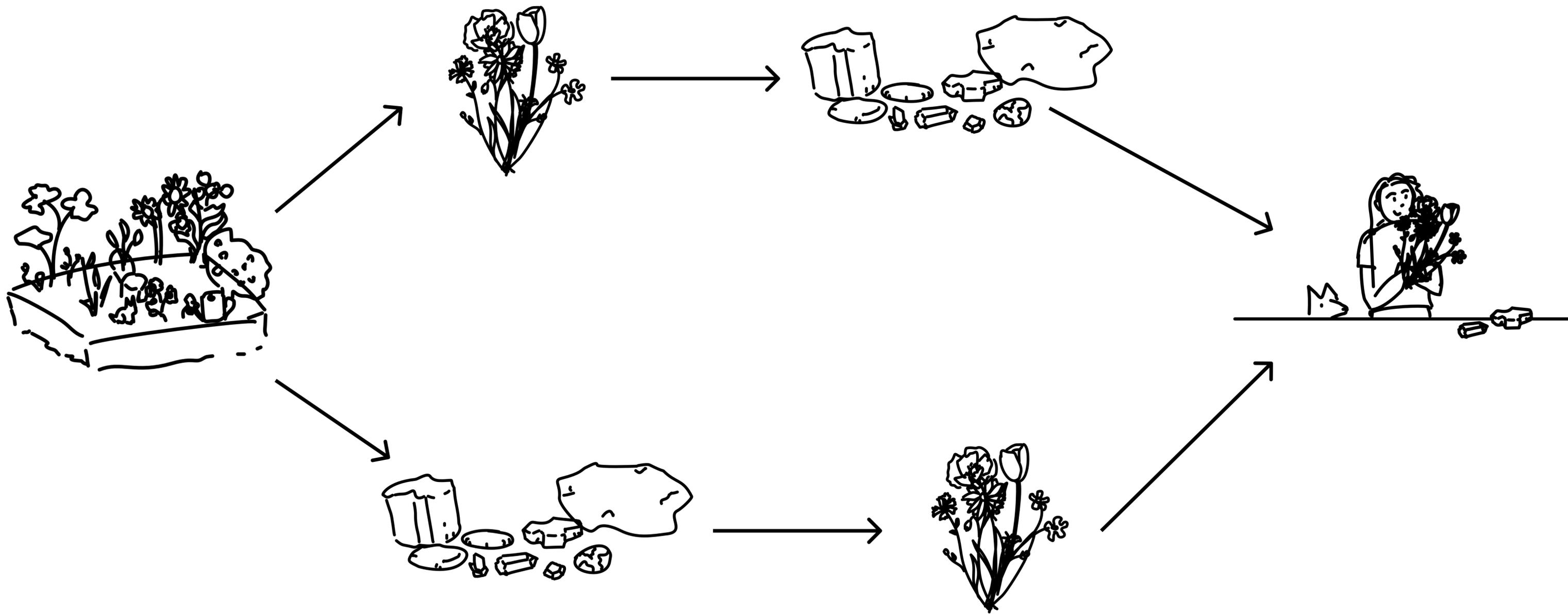
What has do be created, to achieve it ?

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?

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*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!

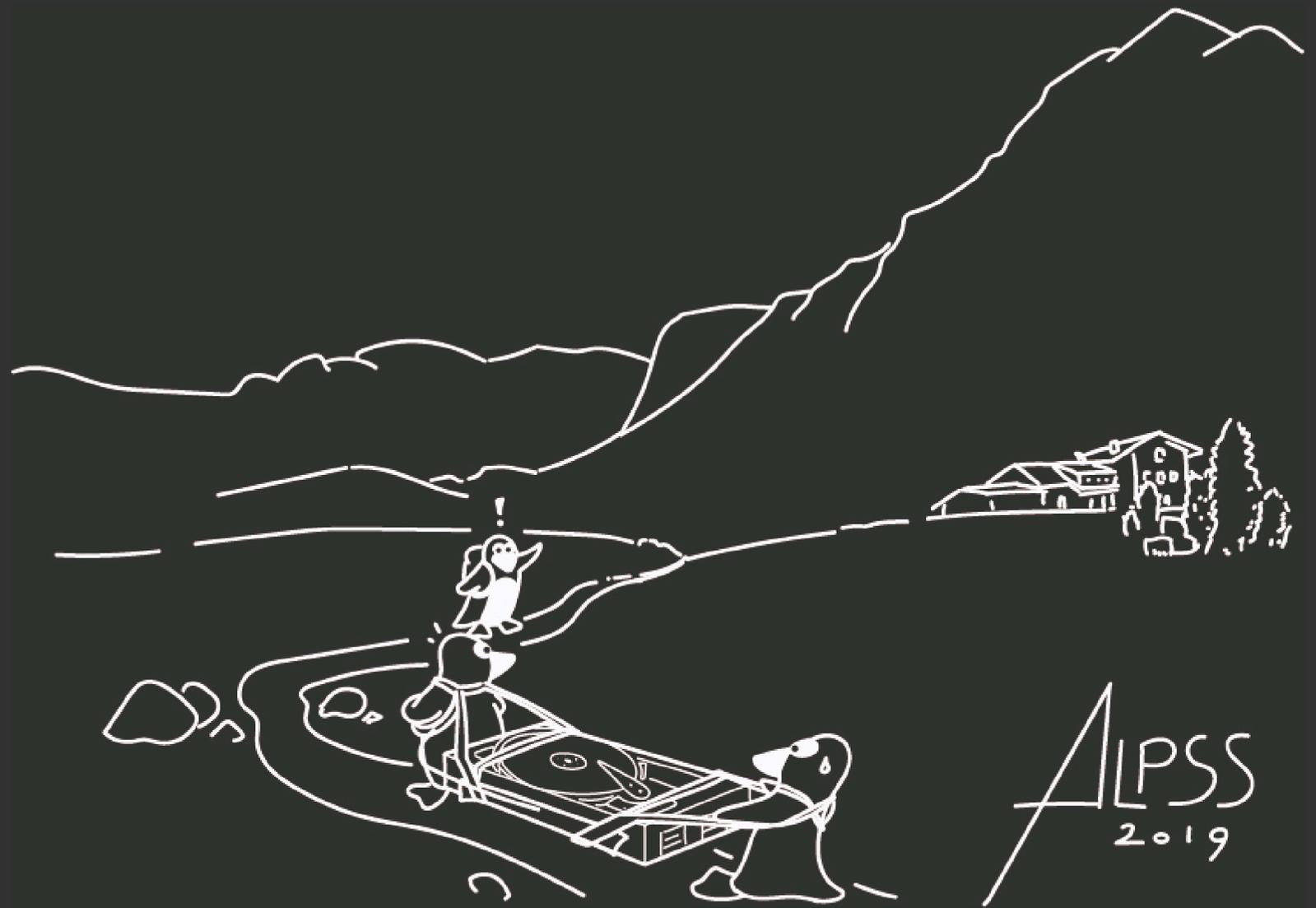
The goal of this conference is to discuss the hot topics in Linux storage and file systems, such as memory, NVMe, multi-pathing, raw or open channel flash and I/O scheduling in a cool and relaxed atmosphere with spectacular views in the Austrian alps.

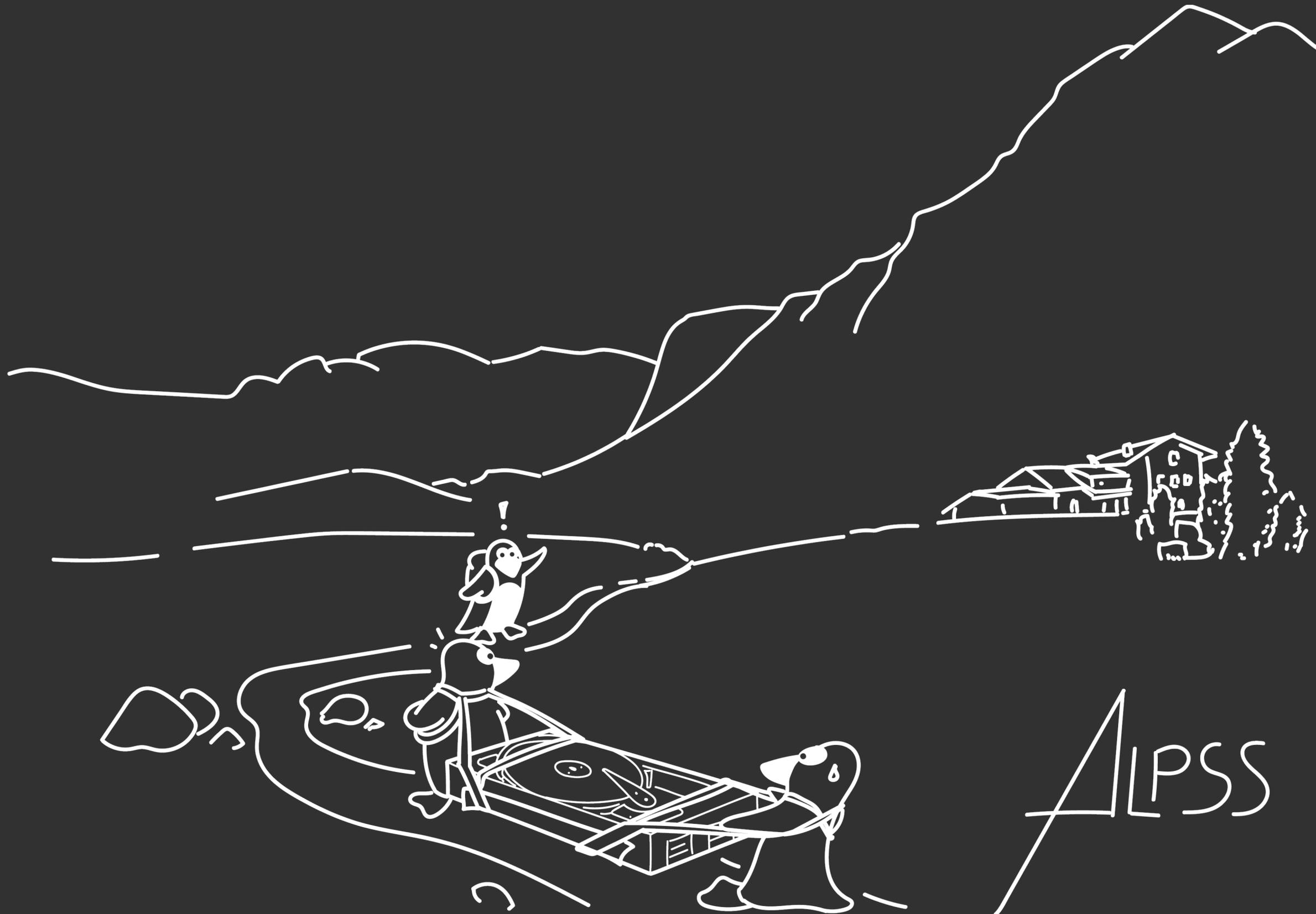
We plan to have a small selection of short and to the point talks, and lots of room for discussion as well as ample downtime to enjoy the surrounding.

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







ALPSS

Briefing

Research

Sketch

Feedback

Versions

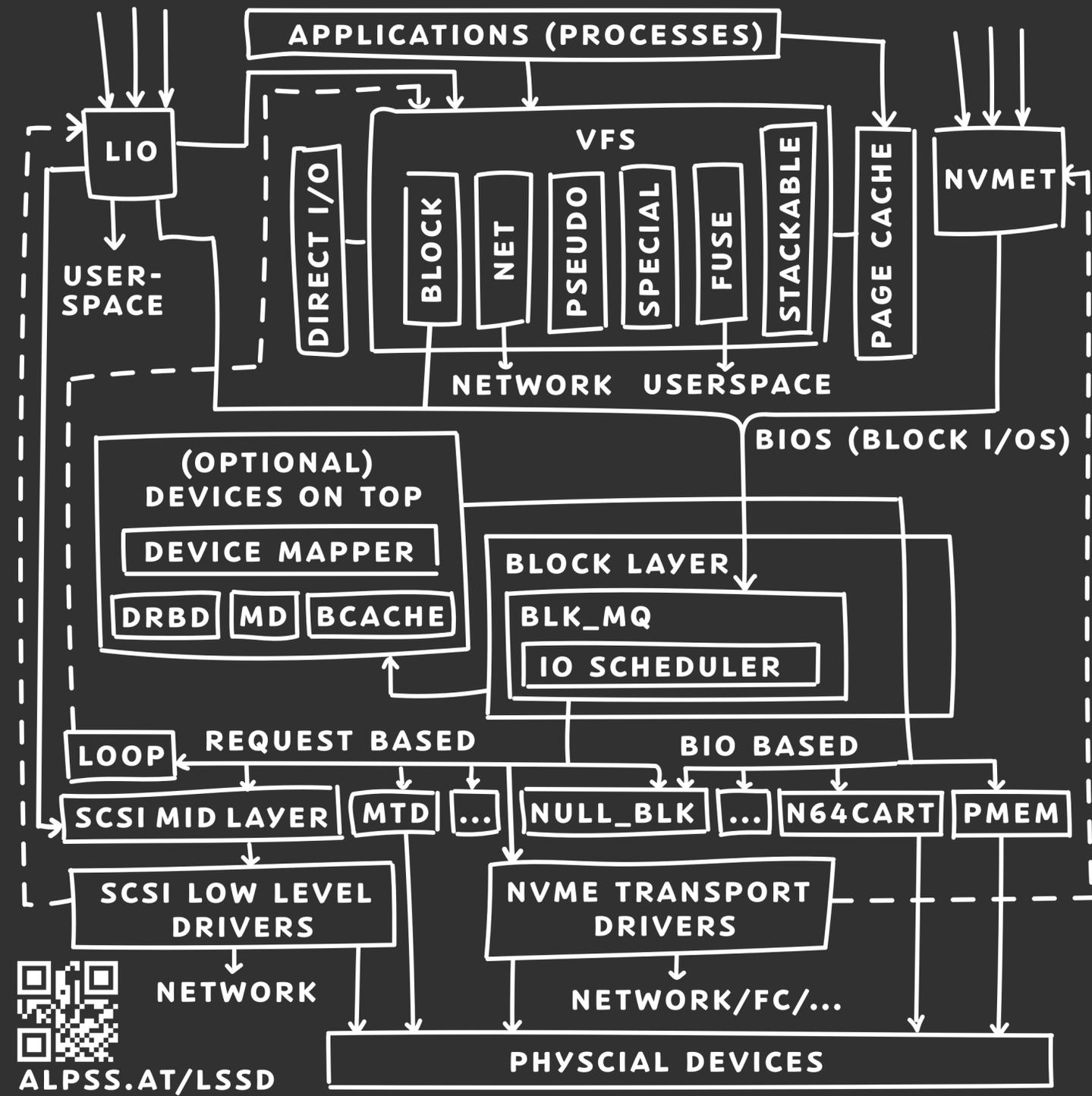
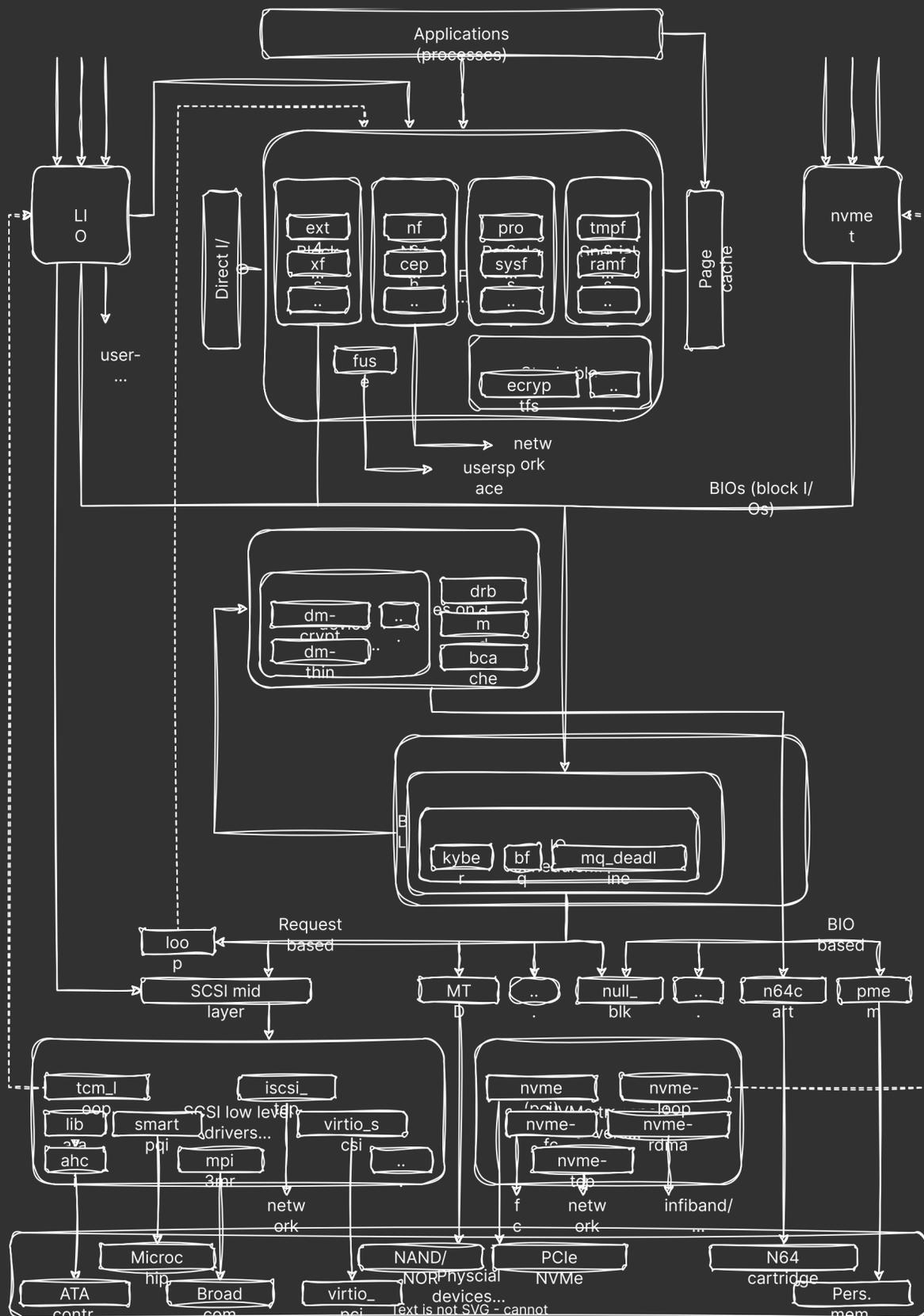
Feedback

Final Version



ALPS

Lizumerhütte 2019



Author: Werner Fischer



Magic in Action 2

sigma star website redesign

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

Why?

The current site has only minimal info and first and foremost lacks details on training topics and security services we offer. Additionally, we want to make a more distinct separation to our "regular" application development services. The new structure attempts to remedy this and improve the overall description of our services.

New Structure

This layouts the new structure and includes some proposed texts or at least bulletpoints of infos we want there.

The website is currently structure as follows:

1. Challenge Us! (Services we offer)
 - Software Engineering
 - Consulting
 - Training
2. Powering Open Source - essentially: "We work a lot with open source"
3. Focused on Security - essentially: "We know security and work a lot with it"
4. Your team of specialists (About us)
5. Get in touch (Contact)

The new structure should be like this

1. Our services
 - Security
 - Engineering
 - Training
2. Blog (should get a more prominent place)
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We can also keep "Powering Open Source" and "Focused on Security" in some form or the other.

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Here now the content for each service. Text written in *italics* is a note and not to be part of the page contents:

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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.

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**

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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
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% New structure sigma-star.at
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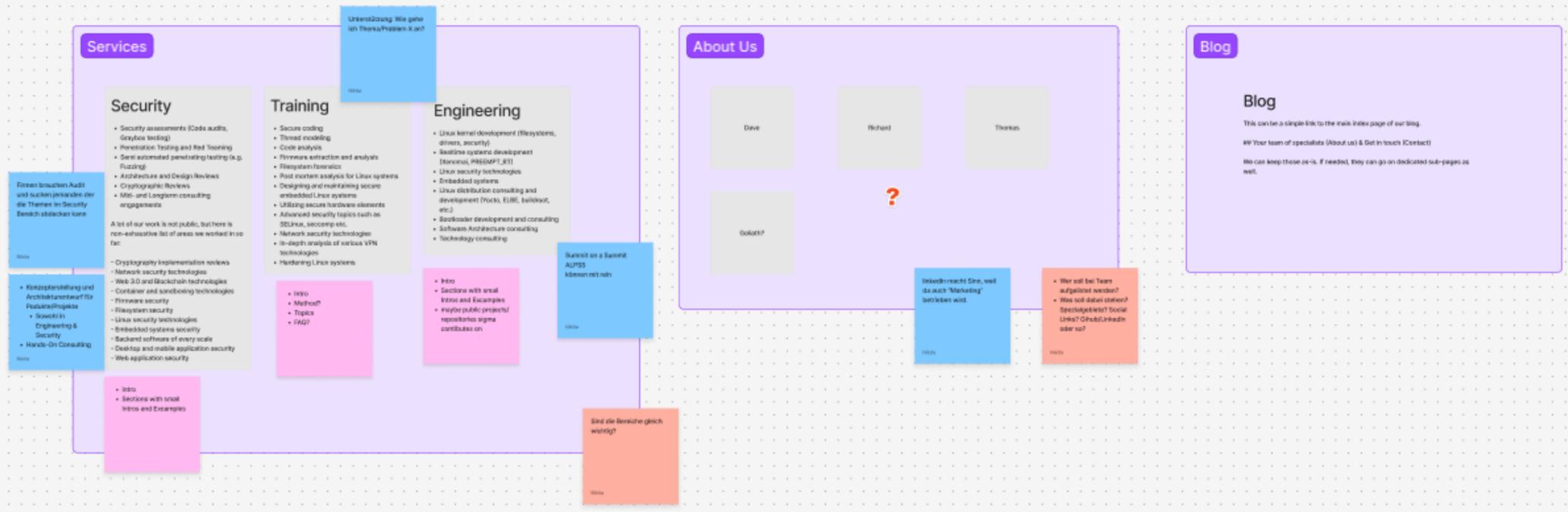
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- Welchen Zweck hat die Seite? Erweiterter Vorkurs oder Akquisition?
- Deutsch/Englisch?
- Wer baut die Seite? I
- SEO? - Als erstes über sich selbst und warum sollte ich dich beachten.



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- Technology consulting

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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 agnosto 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 proper 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 penetration 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
- Packaged software of every scale
- Desktop and mobile application security
- Web application security

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

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

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Blog



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.

If 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 customer training	REVIEWS Code reviews, Architecture and Design reviews	CONSULTING Info and awareness consulting, engagements
--	---	---

ENGINEERING

Custom solutions for your system

No matter what stage your product 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 userspace Embedded and system software Linux distribution Buildtools	CONSULTING Linux distribution Buildtools Software architecture and technology
---	---

WORKSHOPS

We love to share our knowledge.

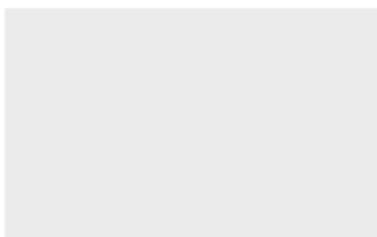
That's why we provide dedicated in-house workshops on a variety of topics: be it additional to our other offers or as a standalone service. In any case the knowledge transfer to our customer's engineering team is our goal.

SECURITY SOCM (OSINT) Designing and maintaining secure embedded Linux systems Building secure hardware elements Advanced security topics such as: Wireless, printing etc. Network security technologies In-depth analysis of various WiFi technologies Hardening Linux systems	ENGINEERING Thread handling Code review Process architecture and analysis Filesystem forensics 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 fulfil 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 team up and get things done!



Can We Help?

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

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DEVELOPMENT Linux kernel and userspace Embedded and system software Linux distribution Buildtools	CONSULTING Linux distribution Buildtools Software architecture and technology
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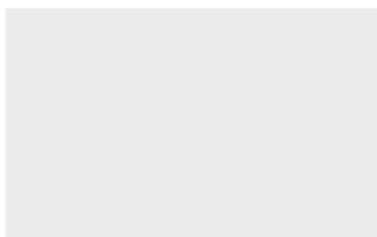
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HOW WE WORK

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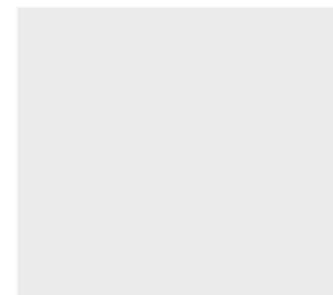
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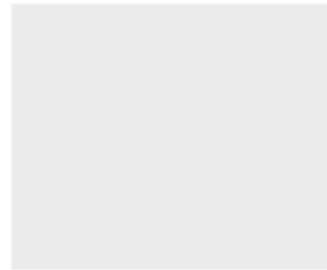
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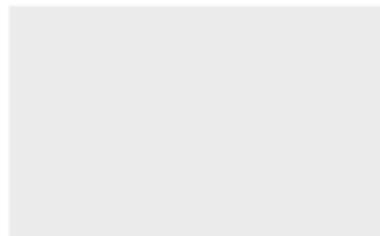
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Got any engineering issues?

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SECURITY Let's take a closer look.

It doesn't matter if it's a small server or a 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!

<p>Security Assessments Audits, Penetration testing, Cryptography Reviews</p>	<p>Security Engineering Security-related software design and development</p>	<p>Research & Consulting Security-related coding, Prototype development, Protocol specification</p>
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<p>System engineering Server support packages (SRP), Linux kernel, hardware development, driver development</p>	<p>Security Engineering Security-related software design and development</p>	<p>Troubleshooting / Problem analysis Kernel debugging, performance analysis, Filesystem analysis</p>
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Hmm, Code? meh.

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Time to team up

Some of our customers hire us because they are stuck, others lack the manpower to fulfil their engineering ambitions. Some are looking for a long term security strategy, others need to find that one bug. No matter what the issues are, 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 solutions together. Finding out what really works sometimes leads to unexpected places. Let's team up and get things done!



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Her? left? I don't.

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Soll so X-Ray nicht sein, aber ist nur ein Strichen nicht ganz so einfach darzustellen :D

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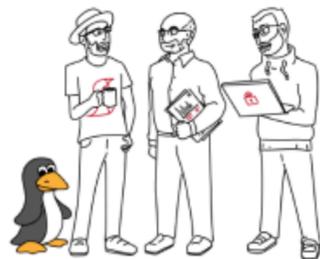
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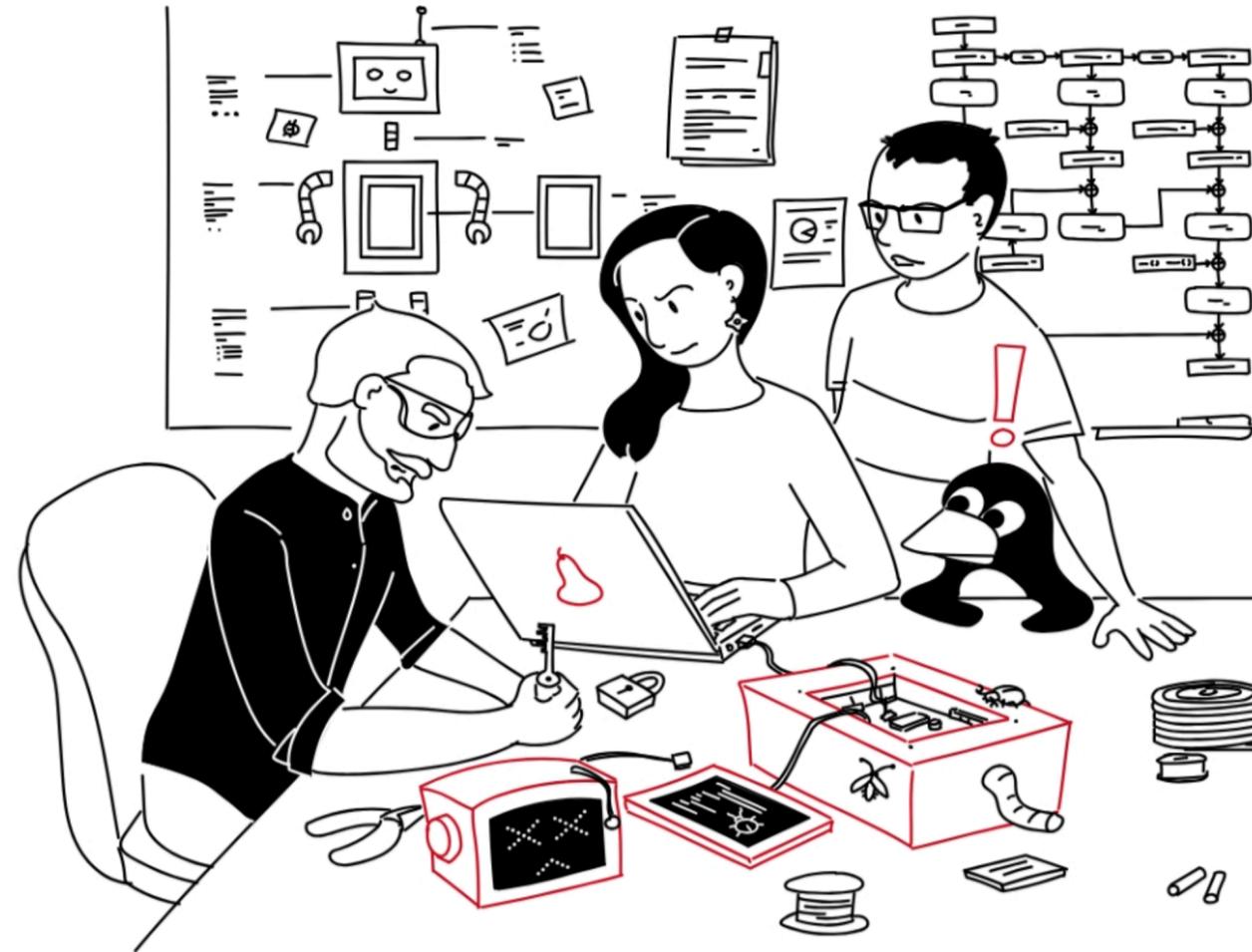
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And next time - bring flowers

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romanamayr.com

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And next time - bring flowers

So I can burn them

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