# Shuttle Manifesto (Part K)

To make the design process easier Michael started writing ideas and notes. These are my initial thoughts. The idea is that we mesh Joen's, Michael's and mine together and hopefully we should come up with a concrete battle plan, ready for action.

I'll tackle the most important parts of the design as I see it. I'm sure I've missed something out, so I'll add them when and if they come back to me.

**Colour**

The colour scheme for us seems a bit defined in a certain way. WP is closely associated with white, greys, blacks and blues. Those are the colours of choice. There is no red, save when you want to delete something. There are gradients but again, not very subtle ones.

One of the things that I don't like about the backend is that it doesn't really excite me visually in any way. This can be attributed to the complete grey and black motif which is too boring at best, depressing at worst.

In my mind there are a few ways we can approach the design in terms of colour specification. For a start I think the blue, and it's shades should be made more prominent in the design. Light and dark blues should dominate more rather than grey and black. The grey and black just kills the atmosphere. They should be used to enhance areas rather than be those areas.

I think that using grey as the background also does kill the mood a bit, returning to a while background will make the space breathe a bit more. Light colours can also be used in this instance successfully as well, but grey should be avoided I think.

I think one more colour can be added here without seeming too obtrusive. This could be orange, purple, pink, aqua or any other colour that compliments the blue, as it's the only non-neutral colour in the current scheme.

**Icons**
The addition of colourful icons can also a bring a bit more life, as the addition of icons brings a great deal of class to the overall design. However there are several traps that need to be avoided. This could lead to over saturating and by extension cluttering the design.

Other issues I can think of is bloating the size of the final download without really adding much to the design.

If the icons are done in such a way that enhances the navigation then they can be included very successfully.

Pixel Icons
I generally don't like the pixel fine icons. It's a personal preference rather than an actual critique of the style itself.

Glass Icons
I'm not adverse to glass icons and buttons, but I think that the style has been emulated to death and so I don't think it's the best option to pursue.

Cartoony Icons
I actually like these kinds of icons, but it all really does depend on the image we're trying to achieve here. One of the things that attracts people to WordPress for example is little touches like in the installation which is all a bit tongue and cheek. Never taking itself too seriously. These icons could reinforce that image slightly. It's another way of linking all aspects of the WordPress culture as it were.

Photo Detailed Icons
I will admit that I do like detailed icons, that are an artform in and of themselves. We have to be sure that the icons will fit in because they could take a great deal of space and time to create. I can do the sketching and whatever else, but I think one of the guys (Michael or Joen) will have to do the 3D goodness (I'm still a 3D newbie).

**Typography**
The character of the software is defined by a number of aspects; the icons will provide a certain amount of direction with regards to what we want to convey with the software. The colour scheme plays another important role in this respect. The final step is the typography. The question is do we go for serif or sans-serif fonts? We don't have that many to choose from, for the html items at least, (the logo and tag line are a different issue, and will be covered in Branding).

Because it is called WordPress, having serif fonts kind of fits in with the Press image. Having said that I'm not very keen on their use for web based projects.

I think using serif fonts might actually be novel within an interface, however it should be limited to the text areas only.

**Branding**

I think WP does need to have a more friendly and distinct brand. Makes it more appealing. It's an open-source project , and the idea that comes with that is a lack of professionalism, or lack of style. I imagine WordPress being as appealing as Firefox or Blender are to people all over the world.

While the code itself and the features it provides (not to mention all the plugins, community etc) which all show the contrary, this stigma won't be able to be shaken off unless something is done to both the admin panel and the brand itself.

The option then is for an additional item, that is clear and distinguishable that can be reproduced in small and in large sizes etc. A stamp.

I've been thinking about this and I've got two ideas. One which I started and I'm still playing around with shown below:
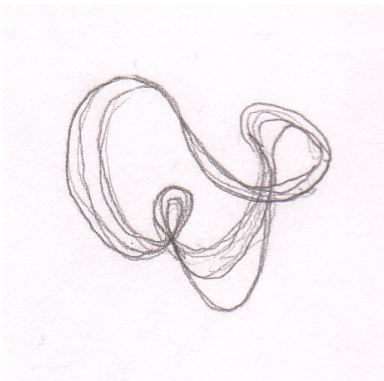


This is still work in progress, I was thinking along the lines of more wavey lines. This could either be made to look like the w and the p, or could be made to look like forms flowing into each other, and have it seem strange at first sight before people realise exactly what it is; like I said I'm still playing around with this.

The second is to actually play around and come up with some sort of letterpress machine logo. These things are very distinct, however as Michael has already pointed out to me, MT has got the bloody cogs.

I was originally thinking of something Steampunk, very Victorian Era. It would a detailed logo which might not be what's correct for WP.

I think the tag line is brilliant. Code is Poetry, does it for me every time. I think this should be in the admin panel for sure. Something thin, very round, but the text has to be separate or does it? The word code implies 1s and 0s, whereas Poetry implies cursive writing. So it'll be interesting finding a balance between these two ideas, finding a font that can be manipulated in such a way to bring out the best in both meanings.

The typography for the word WordPress needs to be interesting. The current logo is simply a very slightly modified version of times new roman. This can be improved upon. Again how this is modified is what we think we're trying to convey for the program.

Some words that I think it should imply are the following: Fun, cutting-edge, one-step ahead, friendly, funny, professional.

**Features**
There are several additional features to the admin interface that I think should be considered:

From personal experience I would like the uploading of files to be from the write area, not a separate tab. It take too long, and it's not very user friendly.

In the main panel, more quicktags, but if we're not going to put a WYSIWYG plugin, which to be honest I've tried and the crap that came out on the other end made me delete it straight away, then at the very least we should make the ones that we have look like WYSIWYG buttons or whatever, because the current tags aren't completely intuitive to the new user. The new user should feel right at home the second he goes into starting to type out anything. The long term user shouldn't have to fight to get where he want either.

Addition a resources tab on each section. So in the presentation section, you look at your resources tab and it's got links to wp-themes.org, or W3C or wherever we choose. If you're in the write post section, then you get links to the support forum, and maybe dictionary.com (it's just an example). The idea would be try and make the user feel more at home.

The preview to show me what it will look like on the site as well, rather than just standard html markup.

Looking at other backends, it seems that the category is a drop down menu, that's nice, however as well all know sometimes you want to assign it to multiple categories, what happens then? So the question is do we go with the drop down menu or the radio buttons as we have now?

Obviously I wish the links manager was as easy to manage as that in Firefox, but that's not happening, so I can't really see much room for improvement in that area.

It would be nice to move the categories up and down, and organise them again like firefox.

The list above isn't soo much what I think are the requirements for everyone. I'm sure there are loads of others, but I decided to approach this question as first and foremost as a WP user, what would make my life easier/ more fun, and these are what I came up with. The first three I think and very important additions, whereas the others are more of a that would be cool, but it's not going to make the interface weak or anything.