



Aalto University
Media Factory

Digital_Fabrication_Studio.03

Intellectual Property, Open Design, Metadesign

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<http://www.slideshare.net/openp2pdesign>



12.09.2012



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Today:

- * IP for Digital Fabrication
- * Mass-collaboration + Open Design
- * Metadesign of Open projects



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01.

Intellectual Property: different ways of protecting your work

Close to the Napster case of 3D Printing

The screenshot shows the homepage of The Pirate Bay. At the top, there's a navigation bar with links like "Search Torrents", "Browse Torrents", "Recent Torrents", "TV shows", "Music", and "Top 100". Below the navigation is a search bar with placeholder text "Search here..." and a "Pirate Search" button. There are also filters for "Audio", "Video", "Applications", "Games", and "Other", with "All" selected. A sidebar on the left features a logo of a ship on fire and a "VIDEO" section with a woman wearing sunglasses. On the right, there's an advertisement for "UPOUUSIA TUOTTEITA Täysi Tehtaan Takuu" featuring a MacBook Air. Below the sidebar is a large red banner with the text "YOUWIN Voita en iPhone 4" and a "Klikkaa hänen >>>" button. The main content area displays a table of torrent results for "Physibles". The table has columns for "Type", "Name (Order by: Uploaded, Size, ULed by, SE, LE)", "View: Single / Double", and "SE" and "LE" counts. The results include:

Type	Name (Order by: Uploaded, Size, ULed by, SE, LE)	View: Single / Double	SE	LE
Other (Physibles)	3D Hollow Diamond		1	0
Other (Physibles)	Screwless Cube Gears		3	0
Other (Physibles)	Enclosed Cable Chain with Calibrator		2	0
Other (Physibles)	Raspberry Pi Case with VESA mount		3	0
Other (Physibles)	120 Cell Hecatonicosachoron by George Hart		2	0

There is a rising debate about 3D printing as the next possible source of piracy... so there could be even more laws and restrictions!

Digital Fabrication and copying...



The screenshot shows the Sculpteo App landing page. At the top, there's a navigation bar with links for Home, Services, Materials, Support, Cloud Engine, App, and FAQ, along with a "Upload a 3D file" button. Below the navigation, the main heading reads "Sculpteo App" and "3D PRINT YOUR PERSONAL COLLECTION". It features two download buttons: "Available on the App Store" and "Download on the iPhone" and "Download on the iPad". In the center, there's a smartphone displaying a 3D scan of a person's face, and next to it is a tablet showing a blue screen with the text "3D PRINTING COLLABORATIVE DESIGN MAKER BY SCULPTEO.COM" and "CREATE YOUR FIRST UNIQUE 3D PRINTED COLLECTION WITH TOP DESIGNERS." A "Start" button is visible at the bottom right of the tablet screen. At the bottom of the page, a note states "Free on the iPhone, iPod touch and iPad. IOS 5.0 or later."

But fabbing is only experiencing the same phenomena of design and manufacturing...

Source: <http://www.sculpteo.com/en/app/>

Digital Fabrication and copying...

LIVING / POLTRONE E CHAISE-LONGUE / POLTRONE E POUF

← Prodotto precedente Prodotto successivo

Santapouf di Campeggi

[Pin it](#) [Mi piace](#) 7

AZIENDA

Campeggi

Vai al sito →
altro da Campeggi →

DESIGNER

Denis Santachiara →
altro del designer →

CONDIVIDI

Stampa scheda →
Invia ad un amico →
Facebook →

SHOP ONLINE
Acquista su made in design ●●●

SCHEDA PRODOTTO

Nome:	Santapouf
Categoria:	Poltrone e Pouf
Azienda:	Campeggi
Stile:	Design
Designer:	Denis Santachiara
Anno:	2011
Materiali:	Poliuretano espanso, PVC, lycra



Arredo al confine tra arte e industrial design, Santapouf di Campeggi si ispira alla forma delle sculture a profilo continuo, sperimentate a partire dal Paleolitico. Tra le più conosciute sono quelle dello scultore fiorentino Giuseppe Bertelli, che le ha proposte nella modalità seriale: viste di profilo ricordano il profilo di un volto



But fabbing is only experiencing the same phenomena of design and manufacturing...

Source: <http://atcasa.corriere.it/catalogo/prodotti/Campeggi/Santapouf.shtml>

Digital Fabrication and copying...



But fabbing is only experiencing the same phenomena of design and manufacturing... So who copies who?

Source: <http://www.liveauctioneers.com/item/8263457>

Digital Fabrication and copying... even the details



They were so eager to clone Arduino that they even copied the "MADE IN ITALY" (from ebay)

337 271 days ago

But fabbing is only experiencing the same phenomena of design and manufacturing... even details are copied!

Source: <http://twitpic.com/7t9879>

Fashion Design and copying... “piracy” ?



Copying in Fashion Design is a common practice, because only the trademark is protected.. and that's how we they set trends!

Source: <http://www.refinedhype.com/hyped/entry/adidas-beachstar-sandal>

Fashion Design and copying... “piracy” ?



The screenshot shows a product page from the Adidas website. At the top, the Adidas logo is visible along with a search bar, sign-up options, and a shopping cart icon. A navigation menu includes categories like SHOP, MEN, WOMEN, KIDS, MI ADIDAS, FOOTBALL, RUNNING, BASKETBALL, ORIGINALS, TRAINING, MORE, and GO ALL IN. Below the menu, a breadcrumb trail indicates the product's path: Back | Home > Men > Shoes > Men's Duramo Clog Slides. The main image displays two dark blue clog slides with white stripes on the toe strap. Below the main image are three smaller thumbnail images showing different angles of the shoes. To the right of the images, the product title "Men's Duramo Clog Slides" is displayed in bold, with the Adidas logo above it. A green "In Stock" indicator is shown next to a five-star rating and a "Write the First Review" link. A detailed product box highlights "COLOUR New Navy / New Navy / Running White (G62583)" with a small image of the shoes. It also shows "SIZE 43 (Size Chart)" with size options 43 and 44 1/2. The price is listed as "€ 30,00" with an "Add To Bag" button. Below the price, social sharing links for "Send to a Friend" and "Add to Wishlist" are present, along with icons for sharing on various platforms.

Copying in Fashion Design is a common practice, because only the trademark is protected.. and that's how we they set trends!

Source: http://www.adidas.fi/Men%27s-Duramo-Clog-Slides/G62583_640,fi_FI,pd.html

Copyright ...

Copyright essentially attaches to every original creative work that is fixed in a tangible medium. This includes most things that are written, drawn, or designed. However, the copyright only protects the actual writing, drawing, or design itself, not the idea that it expresses.

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

Copyright =

- * the right to copy (the rights to let or stop copying)
 - * the author's rights (the rights to be credited)
-

Patent ...

Patent protection is not granted automatically. An inventor must apply for a patent on her invention at the Patent and Trademark Office (PTO). The invention must be new, useful, and non-obvious. In making the application, the inventor must disclose information that would allow others to practice the invention. Finally, patent protection is significantly shorter in duration than copyright protection.

Once an object has been patented, all copies, regardless of the copier's knowledge of the patent, infringe upon that patent. Simply stated, if you are using a 3D printer to reproduce a patented object, you are infringing on the patent.

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

Copyright, Patent and originality ...

In the world of copyright law, this intuition is correct. When a child in Seattle writes an ode to his pet dog, that work is protected by copyright. If, two years later, another child in Atlanta writes an identical ode to her pet dog (unaware of the first ode), the second work is also protected by copyright. This is possible because copyright allows for independent creation, even if the same work was independently created twice (or even more than twice). While a work must be original in order to receive copyright protection, the work does not need to be unique in the world.

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

However, and relevantly for reproducing 3D objects, patent law does have a novelty requirement. Patent law does not allow for parallel creation. Once an invention is patented every unauthorized reproduction of that invention is an infringement, whether the reproducer is aware of the original invention or not.

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

Watch out when you enter this game...

Follow Christina Bonnington (@redgirlsays) on Twitter

Apple and Samsung Both Owe One Another Damages

By Christina Bonnington August 24, 2012 | 2:37 pm | Categories: R&D and Inventions

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[Tweet](#) [+1](#) [Share](#)

273 8 10



The Apple iPad and a Samsung Galaxy Tab have a rough day in South Korea. Photo: Jon Snyder/Wired

A South Korean court ruled that both Apple and Samsung infringed on one another's intellectual property and owe each other damages.

Source: <http://www.wired.com/gadgetlab/2012/08/s-korea-court-rules-damages/>

Trademark ...

Trademark developed as a way to protect consumers, giving them confidence that a product marked with a manufacturer's symbol was actually made and backed by that manufacturer. As a result, trademark is not designed to protect intellectual property per se. Intellectual property protection is instead a side effect of needing to protect the integrity of the mark.

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

Because trademark protection is specifically geared towards preventing consumer confusion in the marketplace, trademark infringement is described in terms of "use in commerce." Unlike patent or copyright, it is not copying a trademark that creates a trademark violation. Instead, it is using that trademark in commerce (thus potentially confusing a consumer as to the origin of the product) that results in a violation.

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

Trade Dress

Trademark protection can extend beyond a logo affixed to a product to include the design of the product itself. However, in order to extend protection to product design, courts have required that trade dress acquire a distinct association with a specific manufacturer. Acquiring this type of distinctiveness takes time, and must be proven by survey results or some other proof of association in the eyes of the general public. As a result most product designs, even unique designs intended “to render the product more useful or more appealing,” will not be protected as trade dress.

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

Trade Dress, an example



A very recognizable shape...

Source: http://en.wikipedia.org/wiki/Coca_cola

Be careful: every country has its laws...

The screenshot shows the voga.com website with a navigation bar at the top featuring categories like Furniture, Office, Lighting, Accessories, In Stock, Sale, Designers, and 2nd Stock. Below the navigation is a breadcrumb trail: Home > 100% Legal. The main content area is titled "Legal statement". It contains text about the company being an English company selling replica furniture and lighting, and operating under UK copyright rules which provide 25 years of protection. It also mentions a legal review and a list of two points regarding law application and business model compliance. At the bottom, it states that it is legal for users within EU/EEA to buy and import replica products.

voga.com
THE ORIGINAL QUALITY

Furniture Office Lighting Accessories In Stock Sale Designers 2nd Sto

Home > 100% Legal

Legal statement

Voga Limited ("Voga") is an English company. We sell replica furniture and lighting of well-known designers.

We operate under the UK rule (article 52 in Copyright, Design and Patents Act) whereby protection for such designs lasts for only 25 years.

Voga has obtained a legal review of its services and business model. The unequivocal conclusion is that:

- 1) English law applies to Voga's service on voga.com; and
- 2) Voga's business model is compliant with English law. In other words: It is legal to use the service and buy products from www.voga.com.

Furthermore, it is legal for users within EU/EEA to buy and import replica furniture, lighting, etc., even if the products are protected by intellectual property laws in the user's home country.

In UK copyright only lasts 25 years after the creation ...

Licensing your project ...

The main benefit of product licensing is that you do not have all of the risk and headaches that necessarily come with running your own business. It is quite true that you could make a lot more money if you sold your own idea (if you did not screw things up at any number of places along the way).

Source: http://www.core77.com/blog/columns/product_licensing_in_an_era_of_open_innovation_22953.asp

Young designers often gasp when hearing that a good royalty rate might be 5% of wholesale cost (around 2% of retail price)—"but it is MY idea!" Seasoned designers understand that a designed product (not to mention one that is not engineered, sourced, and fully developed and tested) is but a small part of the business equation.

Source: http://www.core77.com/blog/columns/product_licensing_101_so_lets_talk_money_23366.asp

Creative Commons: licensing the sharing

The screenshot shows the Creative Commons homepage. At the top, there's a navigation bar with links for About, Licenses, Public Domain, Support CC, Projects, News, and Site Search. Below the navigation is a banner for an 'OPEN EDUCATION VIDEO CONTEST WINNERS ANNOUNCED'. It features a cartoon character of a boy sitting at a desk with a lamp, looking at a computer screen. A thought bubble above him contains a rocket ship and mathematical equations like $\Delta u = u_1 - u_0$ and $a = km/h$. To the right of the banner is another section titled 'why OPEN EDUCATION matters WINNING VIDEOS ANNOUNCED' with a link to 'Watch the winning entries in our open education video contest.' Below the banner are three main sections: 'Mission', 'License', and 'Explore'. The 'Mission' section has a 'WHAT IS CREATIVE COMMONS?' heading and text explaining that Creative Commons helps share knowledge and creativity. It also mentions that Creative Commons develops legal and technical infrastructure for digital innovation. There are 'Learn about CC' and 'Choose a License' buttons. The 'License' section has a 'HOW CAN I LICENSE MY WORK?' heading and text explaining the simplicity of choosing a license. It includes a note about a license-choosing tool. There is a 'Choose a License' button. The 'Explore' section has a 'LOOKING FOR CREATIVE WORKS?' heading and text encouraging users to search for creative work. It includes a note about Creative Commons being 'covered' by various sources. There is a 'Find CC-licensed works' button.

How to publish your content while at the same time enabling sharing and protecting your author rights.

Source: <http://creativecommons.org/>

License: Review conditions

-  **Attribution:** Licensees may copy, distribute, display and perform the work and make derivative works based on it only if they give the author or licensor the credits in the manner specified by these.
 -  **Non commercial:** Licensees may copy, distribute, display, and perform the work and make derivative works based on it only for noncommercial purposes.
 -  **No Derivative Works:** Licensees may copy, distribute, display and perform only verbatim copies of the work, not derivative works based on it.
 -  **Share alike:** Licensees may distribute derivative works only under a license identical to the license that governs the original work.
-

License: Select license



Attribution



Attribution - ShareAlike



Attribution - No Derivatives



Attribution - Non-Commercial



Attribution - Non-Commercial - Share Alike



Attribution - Non-Commercial - No Derivatives

Most Free

Least Free

Creative Commons: licensing the sharing

License Features
Your choices on this panel will update the other panels on this page.

Allow modifications of your work?
 Yes No
 Yes, as long as others share alike

Allow commercial uses of your work?
 Yes No

License Jurisdiction:
International

Selected License
Attribution 3.0 Unported

This is a Free Culture License!

Help others attribute you!
This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

Title of work:

Attribute work to name:

Attribute work to URL:

Source work URL:

More permissions URL:

Format of work: Other / Multiple formats

License mark: HTML+RDFa

Have a web page?

This work is licensed under a Creative Commons Attribution 3.0 Unported License.

Copy this code to let your visitors know!

```
<a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US"></a><br />This work is licensed under a <a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US">Creative Commons Attribution 3.0 Unported License</a>
```

Normal Icon Compact Icon

How to publish your content while at the same time enabling sharing and protecting your author rights.

Source: <http://creativecommons.org/>

Everything is a Remix #01



Everything
is a Remix

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/14912890>

Everything is a Remix #02



Everything
is a Remix

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/19447662>

Everything is a Remix #03



Everything
is a Remix

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/25380454>

Everything is a Remix #04



Everything
is a Remix

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/36881035>

For a further reading on the topic ...

The screenshot shows the homepage of the Free Culture website. At the top, there is a red banner with the text "FREE CULTURE" and a black banner with "LAWRENCE LESSIG". Below these are two rows of navigation links: "ABOUT TOC FREE CONTENT REMIXES JACKET NOTES TYPOS" and "GET IT REVIEWS PUBLISHER LESSIG.ORG CONTACT". The main content area has a "Welcome" message followed by a barcode graphic. It also contains text about the site collecting content related to the book "FREE CULTURE" and a link to the student movement. To the right of the main content is a large, vertically oriented image of the book cover for "FREE CULTURE" by Lawrence Lessig.

Welcome 

This site collects content related to FREE CULTURE, the book.

If you're looking for information about FreeCulture.org, the student movement, [click here](#).

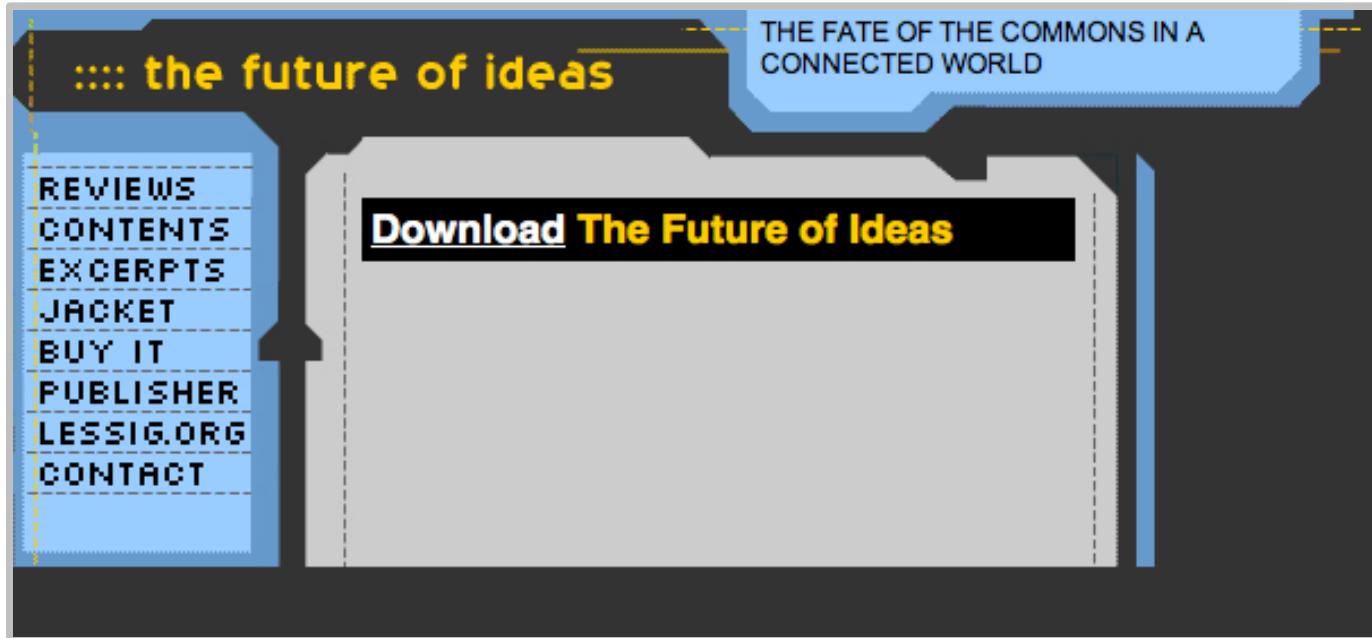


FREE CULTURE
HOW BIG MEDIA USES TECHNOLOGY AND THE LAW TO
LOCK DOWN CULTURE AND CONTROL CREATIVITY
LAWRENCE LESSIG

An open and free book about Free Culture
and Open Knowledge.

Source: <http://www.free-culture.cc/>

For a further reading on the topic ...



An open and free book about Free Culture
and Open Knowledge.

Source: <http://www.the-future-of-ideas.com/download/>

For a further reading on the topic ...

The screenshot shows the homepage of the Sharing website. At the top, there's a navigation bar with links: About, Buy, Code, Comment, Datasets, Download, Media, and Models. To the right of the navigation is the title "Sharing" in large, colorful letters, followed by the subtitle "Culture and the Economy in the Internet Age" and the author's name "Philippe Aigrain". There's also a logo for Amsterdam University Press (AUP). Below the navigation, a section titled "About" contains a quote from Prof. Juan Carlos De Martin. To the right of this main content area are three callout boxes: "Author talks and events", "5 reasons to buy the paper book", and a thumbnail image of the book cover for "Sharing: Culture and the Economy in the Internet Age" by Philippe Aigrain.

About

“Anyone interested in the future of culture in the Internet age will want to read this carefully reasoned, pragmatic yet passionate book. Dr Aigrain enlightens our understanding of the present while opening our minds to new, better ways of reaping the cultural and social benefits of the digital revolution.”

Prof. Juan Carlos De Martin - Co-Director, NEXA Center for Internet & Society, Politecnico di Torino

This site hosts the augmented edition of **Sharing: Culture and the Economy in the Internet Age**, a book by Philippe Aigrain, with the contribution of Suzanne Aigrain, published at **Amsterdam University Press** on February 1st, 2012 as a paper book and as an open access digital monograph. On this site, you can access the **source code** and **datasets** used in the book, **comment on each of the book chapters**, run our **economic models** for the financing of a sharing-compatible culture with your choice of parameters, and run our diversity of attention analysis software on your own datasets.

Publisher and US distributor presentations

In the past fifteen years, file sharing of digital cultural works between individuals has been at the center of a number of debates on the future of culture itself. To some, sharing constitutes piracy, to be fought against and eradicated. Others see it as unavoidable, and table proposals to compensate for its harmful effects. Meanwhile, little progress has been made towards addressing the real challenges facing culture in a digital world.

Sharing starts from a radically different viewpoint, namely that the non-market sharing of digital works is both legitimate and useful. It supports this premise with empirical research, demonstrating that non-market sharing leads to more diversity in the attention given to various works. Taking stock of what we have learnt about the cultural economy in recent years, *Sharing* sets out the conditions necessary for valuable cultural functions to remain sustainable in this context.

An in-depth exploration of digital culture and its dissemination. *Sharing* offers a counterpoint to the dominant view that file

Author talks and events

5 reasons to buy the paper book

SHARING
CULTURE AND THE ECONOMY IN THE INTERNET AGE
Philippe Aigrain
with the contribution of Suzanne Aigrain
AMSTERDAM UNIVERSITY PRESS

An in-depth exploration of digital culture and its dissemination, Sharing offers a counterpoint to the dominant view that file sharing is piracy.

Source: <http://www.sharing-thebook.com/content/about>

For a further watching on the topic ...



An open and free documentary about
intellectual property and remix.

Source: <http://ripremix.com/> http://www.nfb.ca/film/rip_a_remix_manifesto/



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02.

Open Design: mass collaboration enabled by the Internet and other tools

Web 2.0



A new model of mass collaboration, based on user-generated content and commenting.

Source: <http://www.time.com/time/magazine/article/0,9171,1570810,00.html>

Web 2.0

THE CREATIVE WORLD AT WORK™

create a portfolio post a job log in

coroflot

design jobs portfolios member gallery employer directory groups genius my account

Olivier Henrichot

Back To Thumbnails ← Previous | Next →

FOOTWEAR RUNNING (1 of 15)

OVERVIEW
→ PORTFOLIO PROFILE

Contact Olivier Share

follow

Last Login: 11 Aug 2011



Muscular (2003)

Description: Muscular fiber inspired shoe on track and field last.

Comments:

- Adrián Castro says: Exelent idea...cool!!!!
Posted 28 Jan 2009
- Jose Figueroa says: this is one of my favorite images in all of coroflot...
Posted 27 Jun 2009
- s siddharth says: cool..!!
Posted 26 Jul 2009

Tags: Design, Fila, Footwear, photoshop, Rendering, running

To add a comment you need to have a public profile. [Log In](#) or [Create an Account](#).

Description

Muscular fiber inspired shoe on track and field last

Comments



Adrián Castro says:
Exelent idea...cool!!!!
Posted 28 Jan 2009



Jose Figueroa says:
this is one of my favorite images in all of coroflot...
Posted 27 Jun 2009



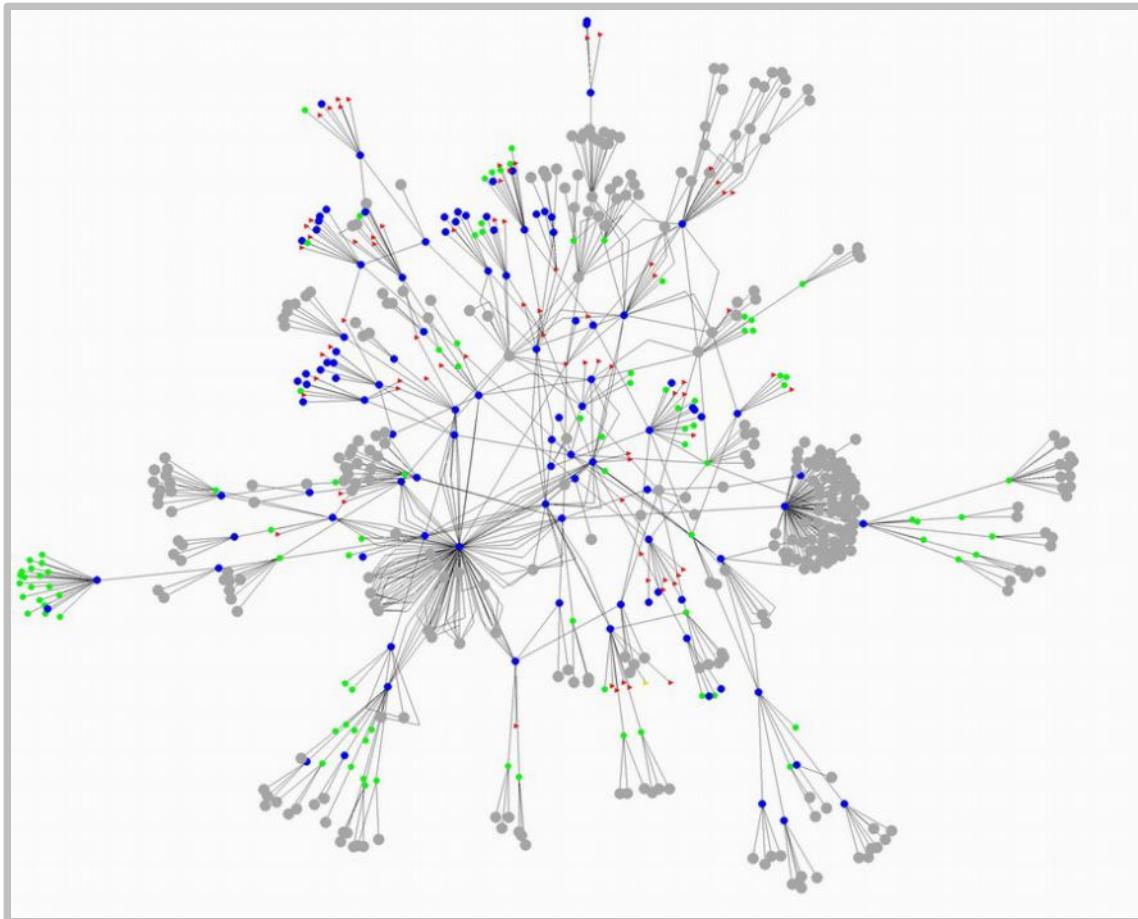
s siddharth says:
cool..!!
Posted 26 Jul 2009

To add a comment you need to have a public profile. [Log In](#) or [Create an Account](#).

And the same model can be applied to Design.

Source: <http://www.coroflot.com/heo/FOOTWEAR-RUNNING/1>

Peer-to-Peer



More than about file sharing, peer-to-peer defines new dynamics between people.

Source: <http://home.comcast.net/~gregory.bray/>

Peer-to-Peer

KIVA GIFTS LOGIN REGISTER MY BASKET

Lend About Community Updates My Portfolio

Kanze Hanjari

Samburu, Kenya Retail | Retail



A loan of \$225 helps Kanze Hanjari to purchase bundles of maize flour and wheat flour for resale.

0% raised, \$225 to go

Select amount to lend

\$25

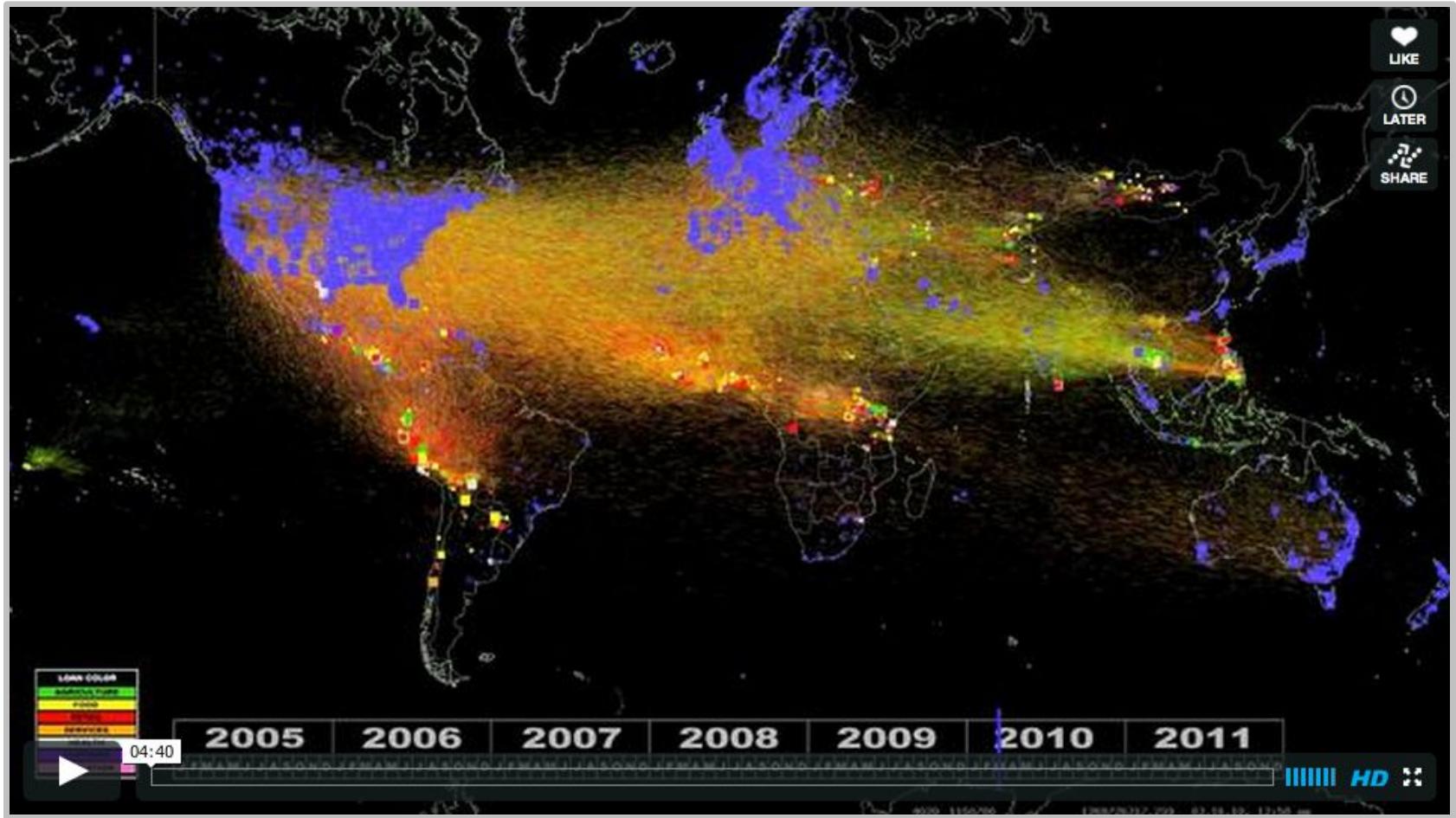
Repayment Term: 13 months (more info)
Repayment Schedule: Monthly
Pre-Disbursed: Aug 4, 2011
Listed: Sep 9, 2011
Currency Exchange Loss: Possible
Default Protection: Not Covered

Your funds will be used to backfill this loan.
Repayments will go to you.

And the same model can be applied to Design.

Source: <http://www.kiva.org/lend/333427>

Peer-to-Peer



And the same model can be applied to
Design, with important results!

Source: <http://vimeo.com/28413747>

Crowdsourcing

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My InnoCentive Products & Solutions For Solvers Challenge Center About Us Challenge Search »

Welcome To InnoCentive

Where the World Innovates

Are you looking to solve problems and accelerate your innovation capability?

Drive Innovation »



Are you passionate about solving important problems that really matter?

Become A Solver »



Open Challenges

Show: **Featured Challenges** ▾

There are 114 active challenges | [View All »](#)

	A GRI (Glucose Responsive Insulin) for Better Treatment of Type 1 Diabetes	Deadline: 11/09/2011 32 active solvers Referral award: \$10,000 USD	\$100,000 USD
	The Economist/Qualcomm Challenge: Pictures of Tomorrow	Deadline: 10/31/2011 41 active solvers Referral award: \$100 USD	\$1,000 USD

NEWSFLASH

InnoCentive and JDRF Partner to Combat Diabetes

JDRF is harnessing InnoCentive's Challenge Platform and Global Solver Community to uncover solutions for a transformative and sophisticated insulin drug for patients with diabetes to improve

Outsourcing a project or a task to an online crowd,
more about competition than collaboration.

Source: <http://www.innocentive.com/>

Crowdsourcing

The screenshot shows the homepage of DesignCrowd. At the top, there's a navigation bar with links for 'Log in', 'Register', 'Help', and a green button 'Post a design project'. Below the navigation is a secondary menu with 'Categories', 'Get Started', 'Browse Projects', 'Portfolios', and 'About Us'. The main header features the text 'Custom Design. Online. Risk-free.' in large white letters. Below this, a callout lists '1) Post a project 2) Get 100+ designs 3) Select the best design'. Two large statistics are displayed: '39,213 graphic designers' and '103 average number of designs / project'. There are two prominent buttons: a blue one labeled 'See how it works' and a green one labeled 'Get started now'. Below the main banner, the text 'As featured in' is followed by logos for 'YAHOO! FINANCE', 'smartcompany', 'Mashable', and 'TNW THE NEXT WEB'. At the bottom, there's a section for 'Web Design' starting at €235, 'Business Card' starting at €90, 'Flyer Design' starting at €130, and 'T-shirt Design' starting at €130. Each category has a small icon and a 'Learn More' button.

And the same model can be applied to
Design, with critica results!!

Source: <http://www.designcrowd.com/>

Mobile: Single user designing, no collaboration



Collaboration is not only based on a single tool: not only on a PC!

Source: <http://www.mshape.com/>

Mobile: Smart Mobs, Ubiquitous Computing



We could even (re)build a design from
noncoordinated users.

Source: <http://grail.cs.washington.edu/rome/> <http://youtu.be/HrgHFDPJHXo>

Open Source: open collaborative development



The most complete and promising model for mass-collaboration on the Internet.

Source: <http://www.buglabs.net/ford-buglabs>

And hybrid models... like OpenIDEO

The screenshot shows the OpenIDEO platform interface. At the top, the logo 'OPEN IDEO' is displayed with the tagline 'Where people design better, together' and a 'BETA' button. A search bar is on the right.

The Challenge 289 followers [Follow updates](#)

How might we use social business to improve health in low-income communities?

INSPIRATION 290 inspirations CONCEPTING 98 concepts EVALUATION 20 final concepts WINNING CONCEPTS Announced! REALISATION Ongoing

Challenge Brief

OpenIDEO has partnered with the Holistic Social Business Movement (HSBM) of Caldas – a joint venture between the Grameen Creative Lab and the Government of Caldas, Colombia – to consider how social businesses can improve the health of low-income communities in Colombia and around the world. Together, with your help, we hope to develop a set of implementable and high impact solutions to support and promote social business development and improve health in low-income areas like Caldas, where 26% of the population lives in extreme poverty.

Congratulations to all our contributors!

Check out the impact stories!

THE GRAMEEN CREATIVE LAB
FIRING FOR SOCIAL BUSINESS

Sponsored by:
Grameen Creative Lab

Challenge Start Date:

Crowdsourcing 50% + Web 2.0 30% + Open Source 20%.

Source: <http://www.openideo.com/>

What is Open Source? A generic definition

A (software) project published with a **license** that facilitates its **access + modifying + sharing** in a collaborative way.

A (software) project developed **collaboratively** by a **community**, based not on hierarchy but on **reputation**.

Why Open Source in Software?



Source Code (human readable) --> Binary Code (machine readable)

Why Open Source in Software?



Source Code (human readable) --> Binary Code (machine readable)

Why Open Source in Software?



Source Code (human readable) --> Binary Code (machine readable)

Open Source Everywhere...

“Software is just the beginning ... open source is doing for mass innovation what the assembly line did for mass production. Get ready for the era when collaboration replaces the corporation.”

Thomas Goetz, Wired November 2003

Source: <http://www.wired.com/wired/archive/11.11/opensource.html>

Open Source as promising way to organise communities.

Source: <http://www.buglabs.net/ford-buglabs>

Open Drinks



Started as an example or for marketing, now
an important field of experimentation!

Source: [http://en.wikipedia.org/wiki/OpenCola_\(drink\)](http://en.wikipedia.org/wiki/OpenCola_(drink)) http://en.wikipedia.org/wiki/Free_Beer
<http://www.flickr.com/photos/16038409@N02/2327138220/in/photostream>

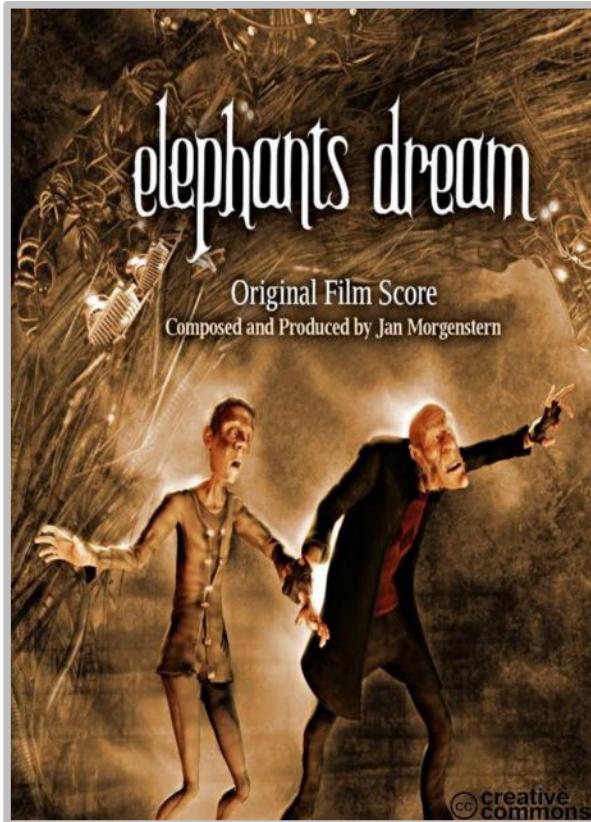
Open Biotechnology

The screenshot shows the Cambia website homepage. At the top left is the Cambia logo with the tagline "enabling innovation". To its right is a text block: "Cambia means change. Cambia is an independent non-profit institute **creating new technologies, tools and paradigms** to promote change and enable innovation." On the far right is a search bar with the placeholder "Search this website" and a "Search" button. Below the header is a navigation menu with links: Home, About Cambia, Media Centre, Papers & Publications, and Contact Us. The main content area features a large image of a hand holding and sowing seeds in soil. Overlaid on this image is a dark box containing the text "BiOS Biological Open Source Farmers have been doing it for ages" and a blue button with the text "» Visit the BIOS website". At the bottom of this section are three small numbered links: 1, 2, 3. To the right of the image is a dark blue sidebar with white text: "Global Problems?", "Disease, hunger, poverty, climate change... Most people see these as big worldwide problems.", "We see them as symptoms.", "It's time to change the way we look at the world. The people who experience these problems *are the solution.*", and a blue button with the text "» Cambia means change".

Applied in many different scientific researches.

Source: <http://www.cambia.org/>

Open Movies + Videogames



Done with and for Blender (Open Source 3D modeling software).

Source: <http://www.elephantsdream.org/> <http://www.bigbuckbunny.org/> <http://www.sintel.org/>

What is Open Design? A generic definition

a project published with a **license** that facilitates its sharing and that can be “compiled” or “manufactured” locally.

- * sharing
- * collaboration
- * open licenses
- * code --> artifact

Open Design refers to every kind of design projects that can be shared in a digital format over a network.

Open Typography

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

À Á Â Ã Ä Å Ë Ì Í Ò Ó Æ ß É Õ Ú Ý ÿ Æ Ð Ñ Ù Í Ó

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“ ‘ “ . : ? ! © * ™ ℠ & / () [] { } € † ‡ @ ® ™ ℠ ; , » » ”

¤ ¢ \$ £ € ¥ ₩ ₦ ₧ # 0 1 2 3 4 5 6 7 8 9 1 / 4 1 / 2 3 / 4 % ¶

Pts

The first open source font (2001) by Victor Gaultney, with a specific license: SIL Open Font License (OFL).

Source: http://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&item_id=Gentium

Open Fashion Design

openwear/ collaborative clothing

INFO
MEET THE COMMUNITY
BROWSE CREATIONS
COLLABORATIVE COLLECTION
BLOG

search | keep in touch | help / support | log in **JOIN US!**

Nadiuchka's Showbox

EXPERTISE: tailoring, fashion design, education

PROFESSIONAL from MILAN

Map

ABOUT → PICTURES & CREATIONS → NETWORK →

MY BLOG

FORUM

PICTURES & CREATIONS

PERSONAL PICTURE PERSONAL CREATION COLLABORATIVE CREATION CUSTOMIZATION

LATEST UPLOADS

BUY IT BUY IT BUY IT BUY IT

Visit Gallery

ACTIVITIES OF YOUR NETWORK

CREATIONS COMMENTS NETWORKING

Latest uploaded creations by collaborators

r0k0 uploaded: MEME expo panoji 2 08.04.2011 - 08:04

r0k0 uploaded: animacija_IMG_7018 06.04.2011 - 10:54

r0k0 uploaded: MEMEFEST expo Ljubljana debate 06.04.2011 - 10:10

popland uploaded: MEME expo Ljubljana banners 05.04.2011 - 11:53

popland uploaded: fluo tshirt 17.01.2011 - 10:54

Open Fashion Design projects and brands.

Source: <http://www.openwear.org/>

Open Architecture

The screenshot shows a web page from the Open Architecture Network. At the top, there's a navigation bar with links for 'ABOUT', 'PROJECTS', 'COMPETITIONS', and 'PEOPLE'. Below the navigation is a 'PROJECT DETAILS' section for the 'Native Cultural and Learning Centre'. This section includes a large image of a modern building with a wooden facade and glass windows, surrounded by small trees. To the right of the image, there's a summary of the project: NAME: Native Cultural and Learning Centre; PROJECT LEAD: Jake Chakasim; LOCATION: Toronto, Ontario, Canada; START DATE: October 02, 2007; CURRENT PHASE: Design development; PROJECT TYPE: Community Center, Cultural Display, Education Facility - Training Center, Theater (Stage), Youth Center; STUDENT: Jake Chakasim. Below this, there's a 'COPYRIGHT' section with icons for Creative Commons licensing and a link to 'More info about Creative Commons Licensing'. Further down, there's a 'Open Architecture iPad App' section featuring an icon of a globe and a button to 'Download on iTunes'.

Not as advanced as Open product design, but still part of an ongoing experimentation.

Source: <http://openarchitecturenetwork.org/>

Open Architecture

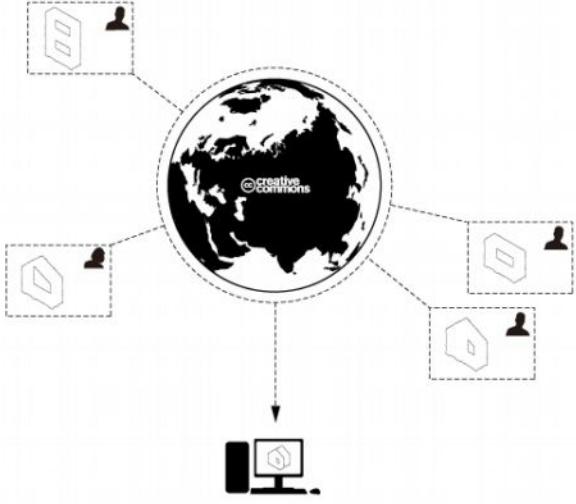


WikiHouse 

PROCESS | ABOUT | PROTOTYPE | CONTRIBUTE

$d = D \neq d$


design.is.design.is.not.design



Download houses and components which are created and shared by an open community of designers from around the world. Individual parts can be combined or adapted using the free program Google Sketchup.

1 2 3 4 5 6 7 8 9 10

powered by 

 Gwangju Biennale

Not as advanced as Open product design, but still part of an ongoing experimentation.

Source: <http://www.wikihouse.cc/>

(Open) Design competitions

[Login | Français](#)

SUBMIT YOUR DESIGN ➤

search a design

(UN)LIMITED Design Contest 2011

form food fashion fusion

Shades of Wood

[Product view](#) [Manual view](#)

[Download blueprint](#)


Designer: **Jorn van Eck & Overtreders-W.**
Published: Sep 15, 2010
Number of designs: 1
Rating: 4.4 (12 votes)




Contest winners

Shades of Wood
Jorn erfde een oude schemerlamp van zijn opa...
by Jorn van Eck & Overtreders-W

Coolplus micro knitted shawl with transfer flex folie
Future vision on the production of...
by Marina Toeters

2 teaspoons // tablespoons at once!
In cooking recipes we often...
by Eulàlia Llovet Vidal

Magic Box (entirely new)
Last year Magic Box was a tool that helped you to make custom boxes...
by Studio Ludens

Related products

Floo's Bag
The idea was to make a bag using the laser cutter only. The art of ...
by Floo

Emergency Coat Rack
Never Have a Coat Hanging Emergency Again! Just Break Apart ...
by D E Sellers

ClickBag
The ClickBag is based upon the beatiful Floo's Bag.I wanted to design a ...
by Jens

Most viewed products

Digital fabrication and FabLabs open new possibilities for Design competitions and Open Design.

Source: <http://unlimiteddesigncontest.org/>

(Open) Design competitions

The screenshot shows a web page from the domus website. At the top, there is a navigation bar with the logo 'domus' in blue, followed by 'Sections', 'Magazine', 'Network', 'Store', 'Events', and a search bar 'Search Domus...'. There is also a 'Sign up' button and an Italian flag icon. The main content features a large, intricate geometric model, possibly a chair or a sofa, composed of a grid of points and lines. A circular inset provides a close-up view of a specific joint or connector. Below the model, a dark grey banner contains the text 'Autoprogettazione 2.0: on display—'. Underneath the banner, a smaller text block reads: 'The selection committee has decided: here are the seven projects which will be on display at *The Future in the Making*, in Palazzo Clerici. A news report from Milan'.

Digital fabrication and FabLabs open new possibilities
for Design competitions and Open Design.

Source: <http://www.domusweb.it/en/upcoming-event/call-for-ideas-autoprogettazione-20--/>
<http://www.domusweb.it/en/news/autoprogettazione-20-on-display/>

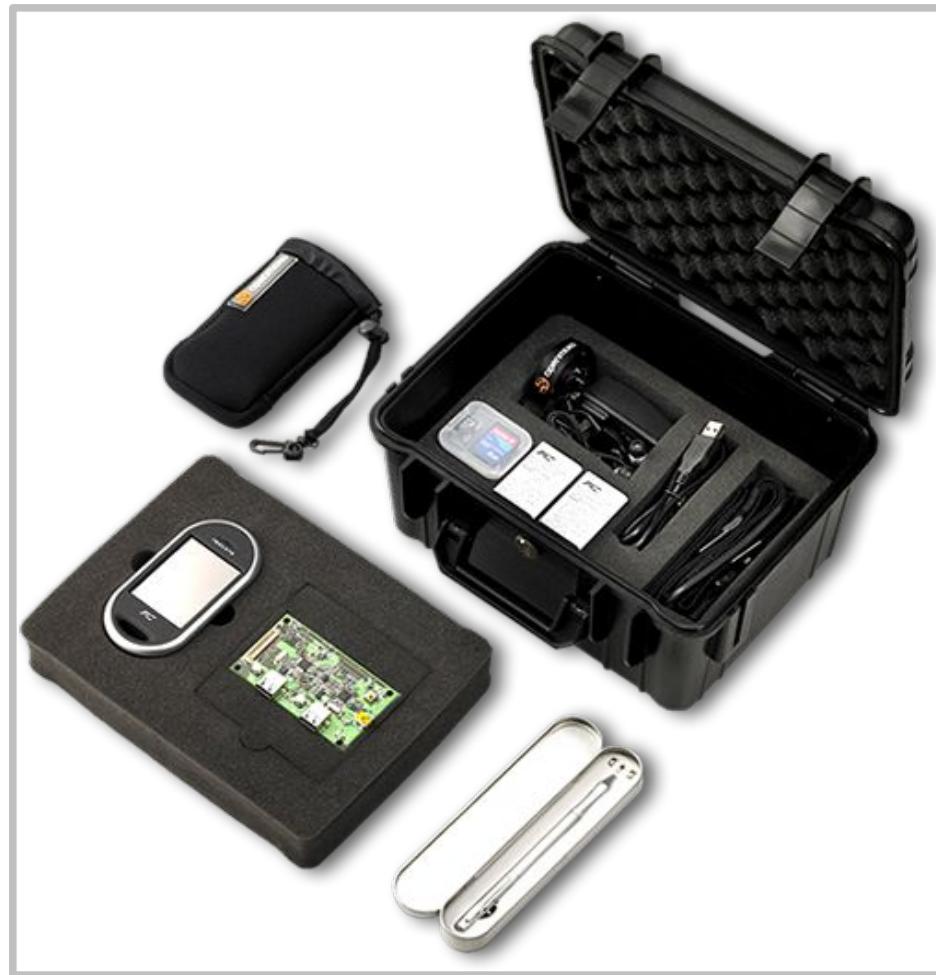
Completely Open: Hardware, Software, Design



OpenMoko was the first product to be completely open:
open hardware, open source software, open design.

Source: http://wiki.openmoko.org/wiki/Main_Page

Completely Open: Hardware, Software, Design



OpenMoko was the first product to be completely open:
open hardware, open source software, open design.

Source: http://wiki.openmoko.org/wiki/Main_Page

Completely Open: Hardware, Software, Design



BugLabs has been much more successful in offering completely open products.

Source: <http://www.buglabs.net/>

BugLabs + Ford

Ford + Bug Labs Press Release

login
sign up



Bug System Apps Store Support Community Businesses Education Developers

Google™ Custom Search

Mailing List Feed



Ford and Bug Labs explore open innovation and crowd sourced, community-driven development

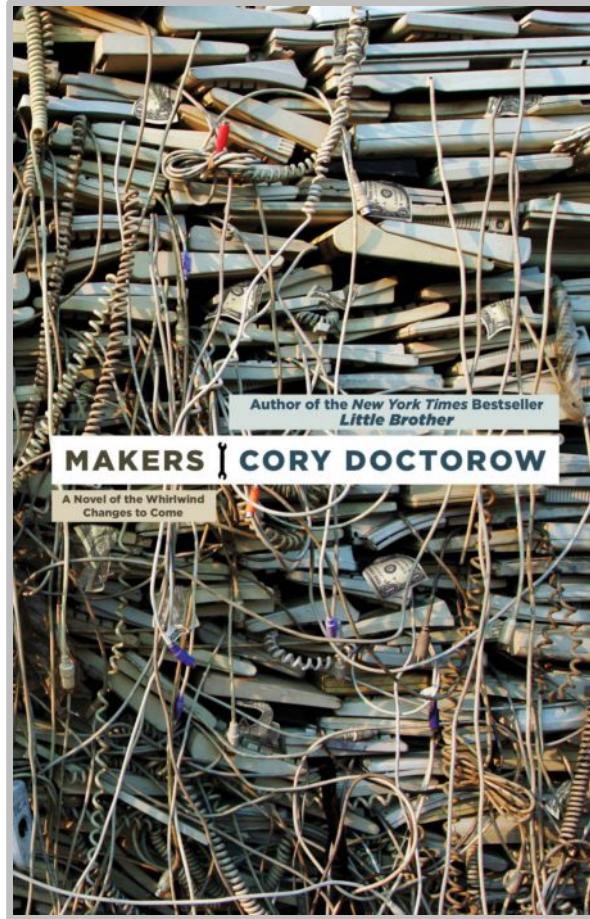
Ford and Bug Labs Develop Open-Source R&D Platform for Socially-Networked In-Car Connectivity Innovation

- Ford and Bug Labs, an open-source hardware and software provider, announce a joint development project to research, develop and distribute open-source developer tools to advance in-car connectivity innovation

So successful that they just announced a partnership with Ford Car.

Source: <http://www.buglabs.net/ford-buglabs>

Open Design: (almost) already successful



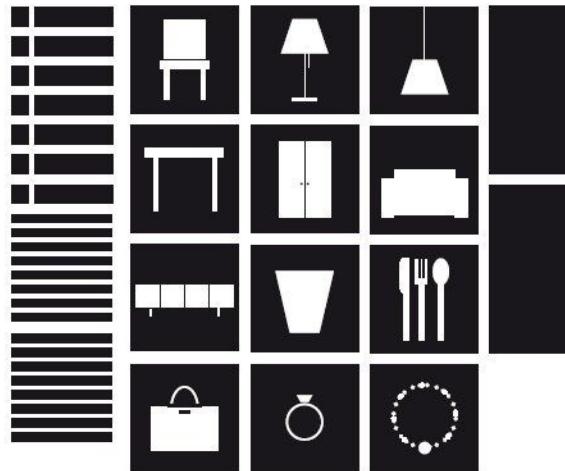
When you have a sci-fi novel from a popular autor about open design and makers, they are not underground any longer.

Source: <http://craphound.com/makers/download/>

Open Design: (almost) already successful



design for download



When a famous design company and the national organization of design embrace Open Design ...

Source: <http://www.buglabs.net/ford-buglabs>

Open Design: (almost) already successful

The screenshot shows the Instructables website. At the top is the logo featuring a yellow robot-like character and the word "instructables" with the tagline "share what you make". Below the logo is a navigation bar with categories: Food, Living, Outside, Play, Technology, Workshop, and a "Community" section represented by three bat icons. The main content area displays a blog post titled "Instructables Joins Autodesk" in orange text. The post discusses the company's vision and its acquisition by Autodesk, expressing excitement about the future of the community.

Community : forums : community blog

Instructables Joins Autodesk

The Instructables community is incredible: you build, bake, and create amazing things, then share your projects and ideas with the world. I think it's great when someone builds a project using instructions from our site, but it's even more amazing when we inspire someone to start (or finish) that project they've always dreamed of. This has been my vision for Instructables: to have a positive impact on the world by giving passionate people great publishing tools to document their projects, and connect them to a community full of like-minded people.

Today I'm able to share my plan for accelerating that vision, and making Instructables an even better place to be. I'm proud to announce that **Instructables is becoming part of Autodesk**. Everyone here at Instructables HQ is absolutely thrilled, because this is going to be awesome for the entire Instructables community.

And when probably the biggest CAD design software house buys an open design community, there must be money ahead!

Source: <http://www.instructables.com/community/Instructables-Joins-Autodesk/>
<http://techcrunch.com/2011/08/01/autodesk-acquires-diy-community-instructables/>

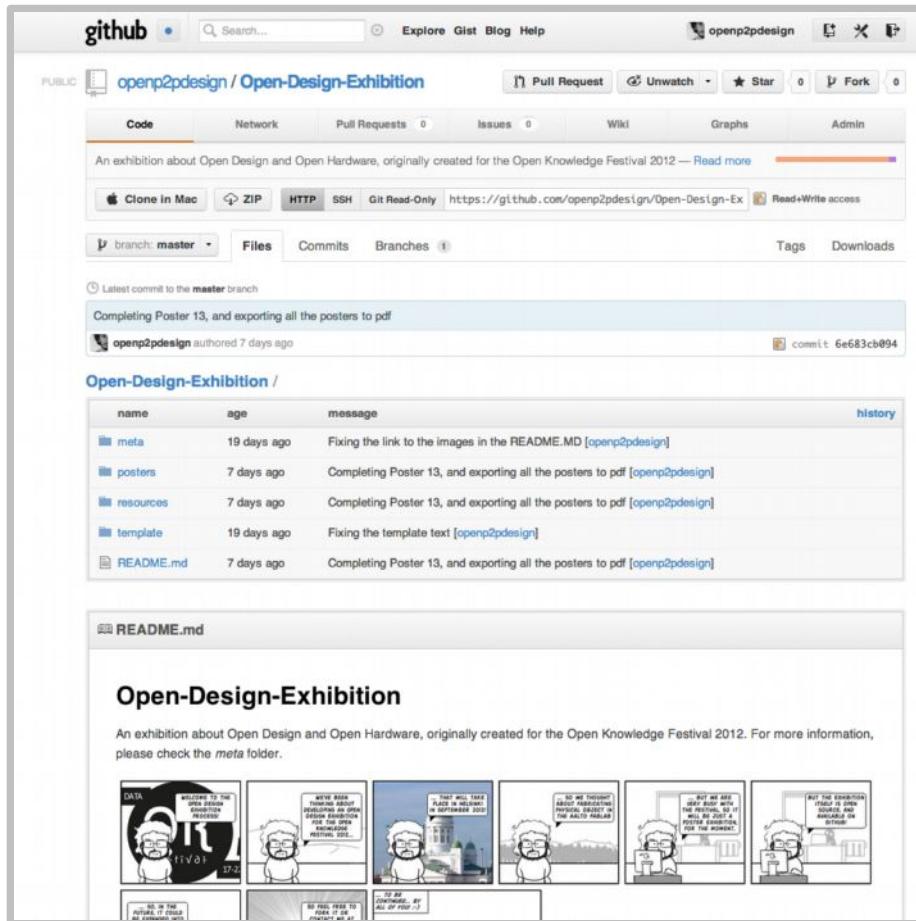
Open Design: (almost) already successful

The screenshot shows the Autodesk 123D Beta 7 website. At the top, there's a dark blue header bar with the Autodesk 123D logo on the left, followed by navigation links: "About 123D", "Get Content", "Gallery", "Make It", "My Corner", and "Get 123D". On the right side of the header are "Login or Register", "My Cart (0 Items)", and "Support". Below the header, the main content area has a white background. A large title "Autodesk 123D Beta 7" is centered at the top of the content area. To the left of the title, there's a text block: "Laser cutting workflows plus in-app access to fabbing services and free 3D models." Below this text is a yellow "Download" button. To the right of the text, there's a photograph showing several wooden laser-cut parts, including a large circular wheel-like component and some smaller pieces, arranged on a light-colored surface.

And when probably the biggest CAD design software house offers freeware software for makers, there must be money ahead!

Source: <http://www.123dapp.com/>

More on the Open Design Exhibition!



An open exhibition about the most important Open Design projects:
on Media Factory's walls and on GitHub!

Source: <https://github.com/openp2pdesign/Open-Design-Exhibition>

Sketch Chair: Open Design as code

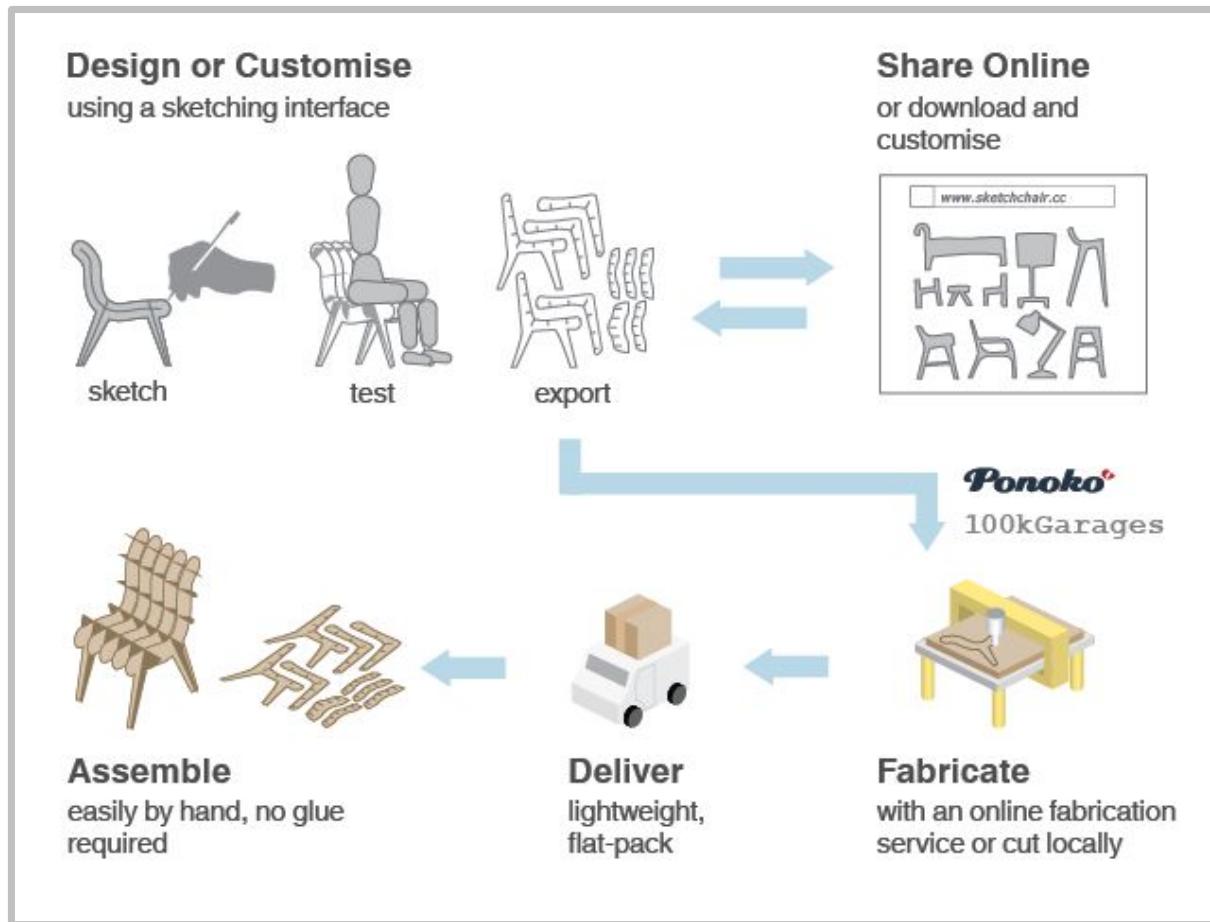
SketchChair



What is Open Design, if the chair is designed
by a software?

Source: <http://www.sketchchair.cc/>

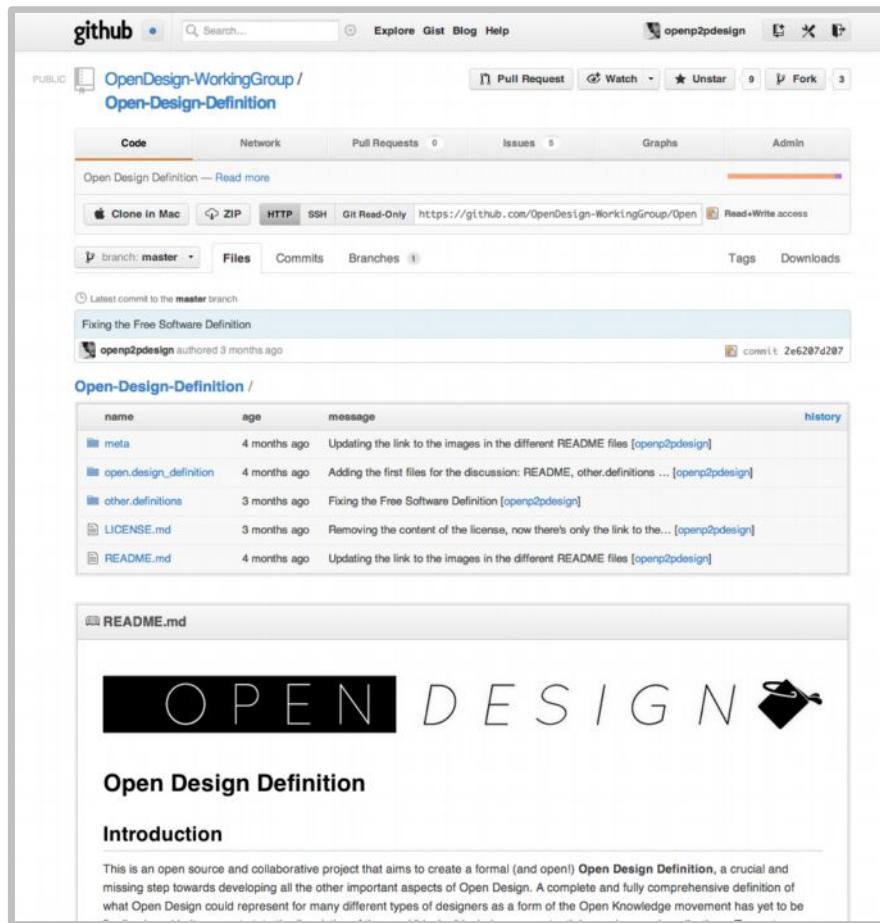
Sketch Chair: Open Design as code



What is Open Design, is manufacturing and supply chain process?

Source: <http://www.sketchchair.cc/>

... and participate in the Open Design Definition!



And when probably the biggest CAD design software house offers freeware software for makers, there must be money ahead!

Source: <https://github.com/OpenDesign-WorkingGroup/Open-Design-Definition>

The current status of Open Design

- * single persons or small groups design a project and then **just publish it online**
- * lack of new **tools, processes, systems** that enable designers and users in developing open design projects

--> where is the **collaboration**?

--> where are the **open processes**?

--> where are the **communities**?



The current status of Open Design

From: torvalds@klaava.Helsinki.FI (Linus Benedict Torvalds)

Newsgroups: comp.os.minix

Subject: What would you like to see most in minix?

Summary: small poll for my new operating system

Message-ID:

Date: 25 Aug 91 20:57:08 GMT

Organization: University of Helsinki

Hello everybody out there using minix -

I'm doing a (free) operating system (just a hobby, won't be big and professional like gnu) for 386(486) AT clones. This has been brewing since april, and is starting to get ready. I'd like any feedback on things people like/dislike in minix, as my OS resembles it somewhat (same physical layout of the file-system (due to practical reasons) among other things).

I've currently ported bash(1.08) and gcc(1.40), and things seem to work. This implies that I'll get something practical within a few months, and I'd like to know what features most people would want. Any suggestions are welcome, but I won't promise I'll implement them :-)

Linus (torvalds@kruuna.helsinki.fi)

So successful that they just announced a partnership with Ford Car.

Source: <http://www.cs.cmu.edu/~awb/linux.history.html>

The experience of a user of Open Source software

sourceforge

Register Log In

Find, Create, and Publish Open Source software for free

Search from 293,991 projects

Search

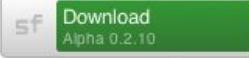
TODAY: 3,506,302 DOWNLOADS 5,259 CODE COMMITS 3,374 FORUM POSTS 577 BUGS TRACKED MORE SITE ACTIVITY

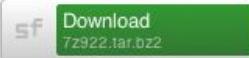
Audio & Video
Business & Enterprise
Communications
Development
Home & Education
Games
Graphics
Science & Engineering
Security & Utilities
System Administration

Project of the Month

 **OpenPetra**
OpenPetra is a free and easy-to-use administration software package for non-profit organizations. Specifically designed to meet the administrative requirements of an international mission agency or other non-profit organisation, OpenPetra runs standalone or as a multi-user system in an office ... [Read more.](#)

 **7-Zip**
7-Zip is a file archiver with the high compression ratio. The program supports 7z, XZ, BZIP2, GZIP, TAR, ZIP, WIM, ARJ, CAB, CHM, CPIO, CramFS, DEB, DMG, FAT, HFS, ISO, LZH, LZMA, MBR, MSI, NSIS, NTFS, RAR, RPM, SquashFS, UDF, VHD, WIM, XAR, Z.

 Download Alpha 0.2.10

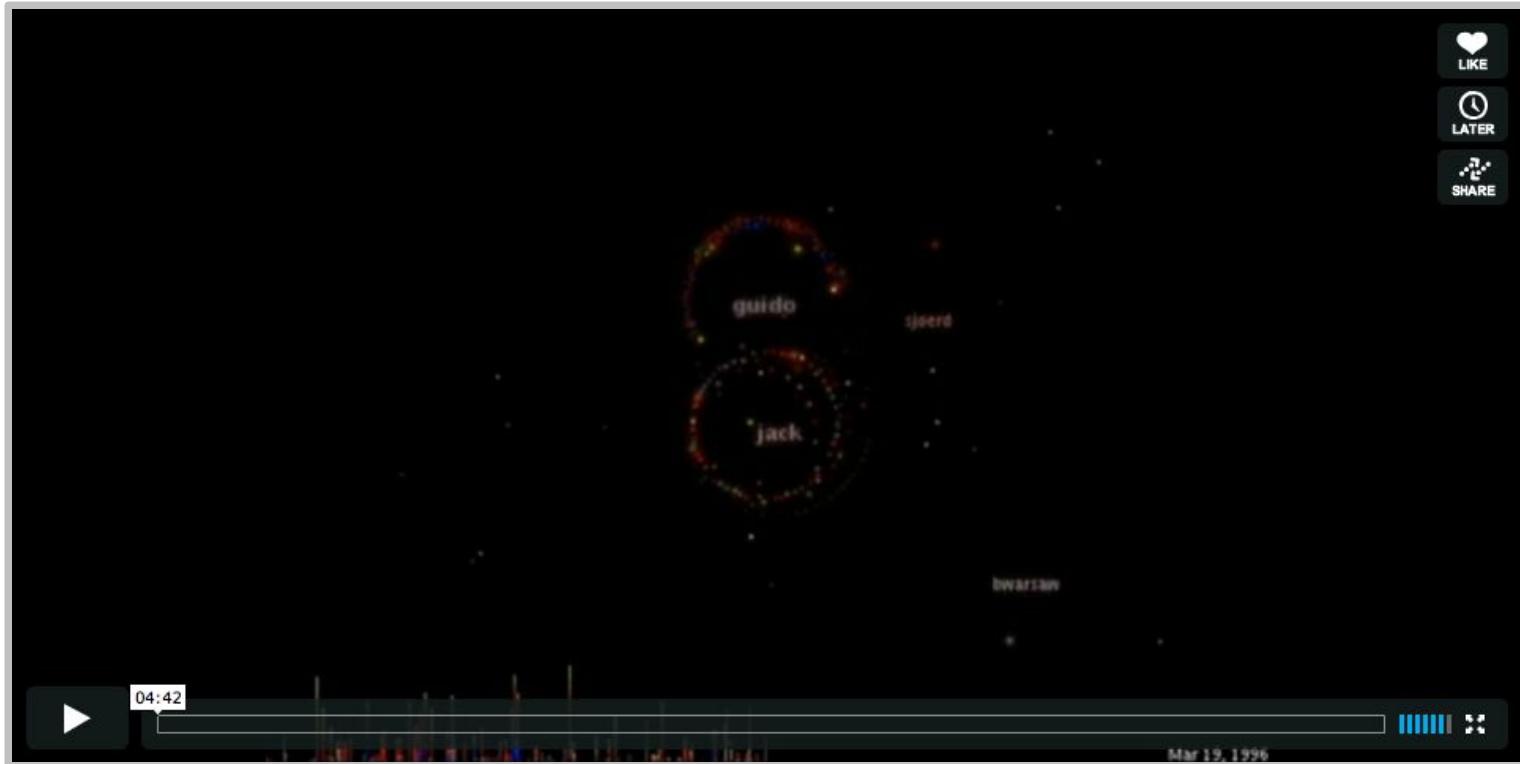
 Download 7z922.tar.bz2

@sourceforge

The surface experience with open source software: not only finished products that can be downloaded and used!

Source: <http://sourceforge.net/>

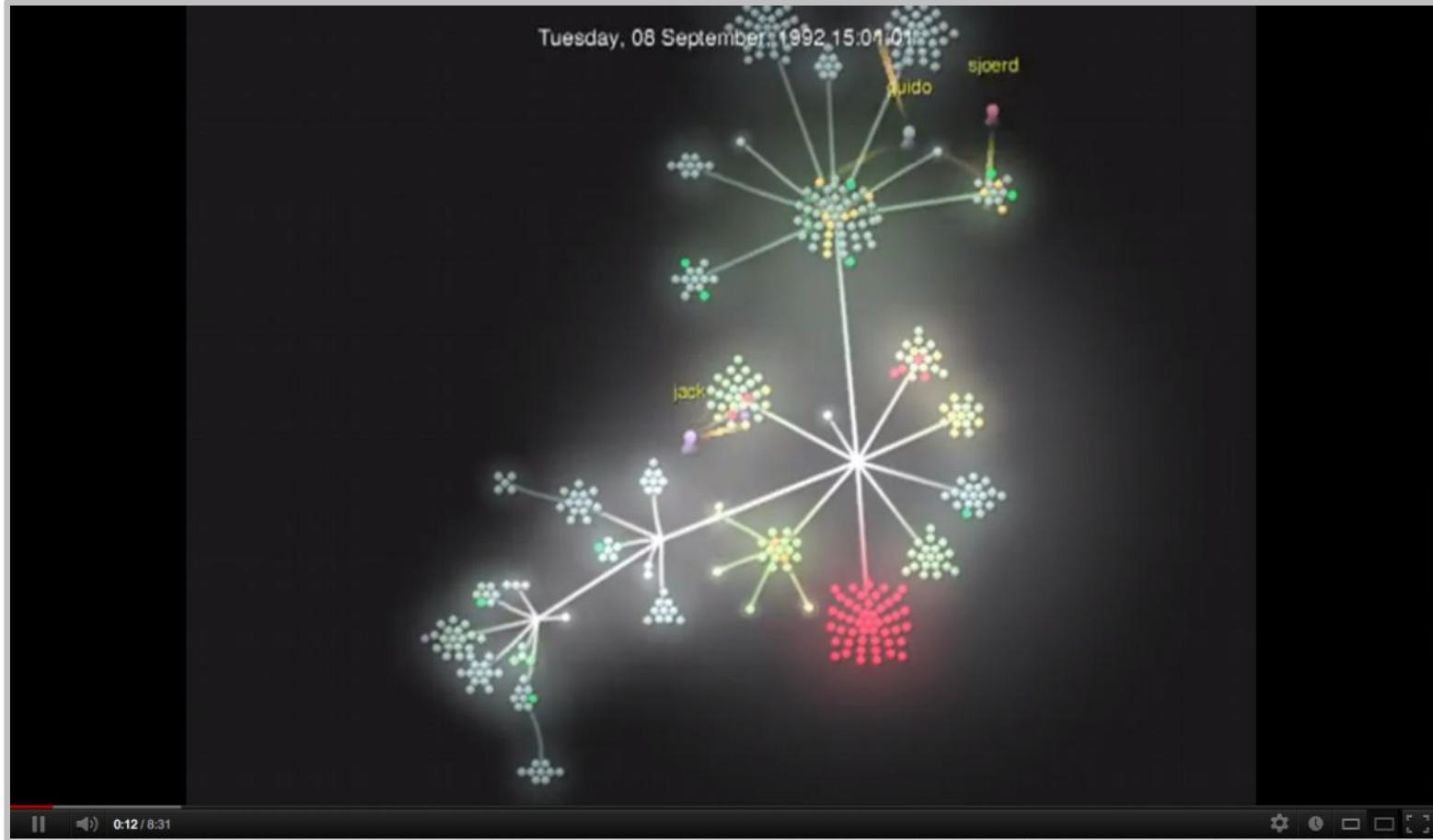
... the big picture of Open Source: the process



But there's a big process of collaboration
behind the final product!

Source: <http://code.google.com/p/codeswarm/>
<http://vimeo.com/1093745>

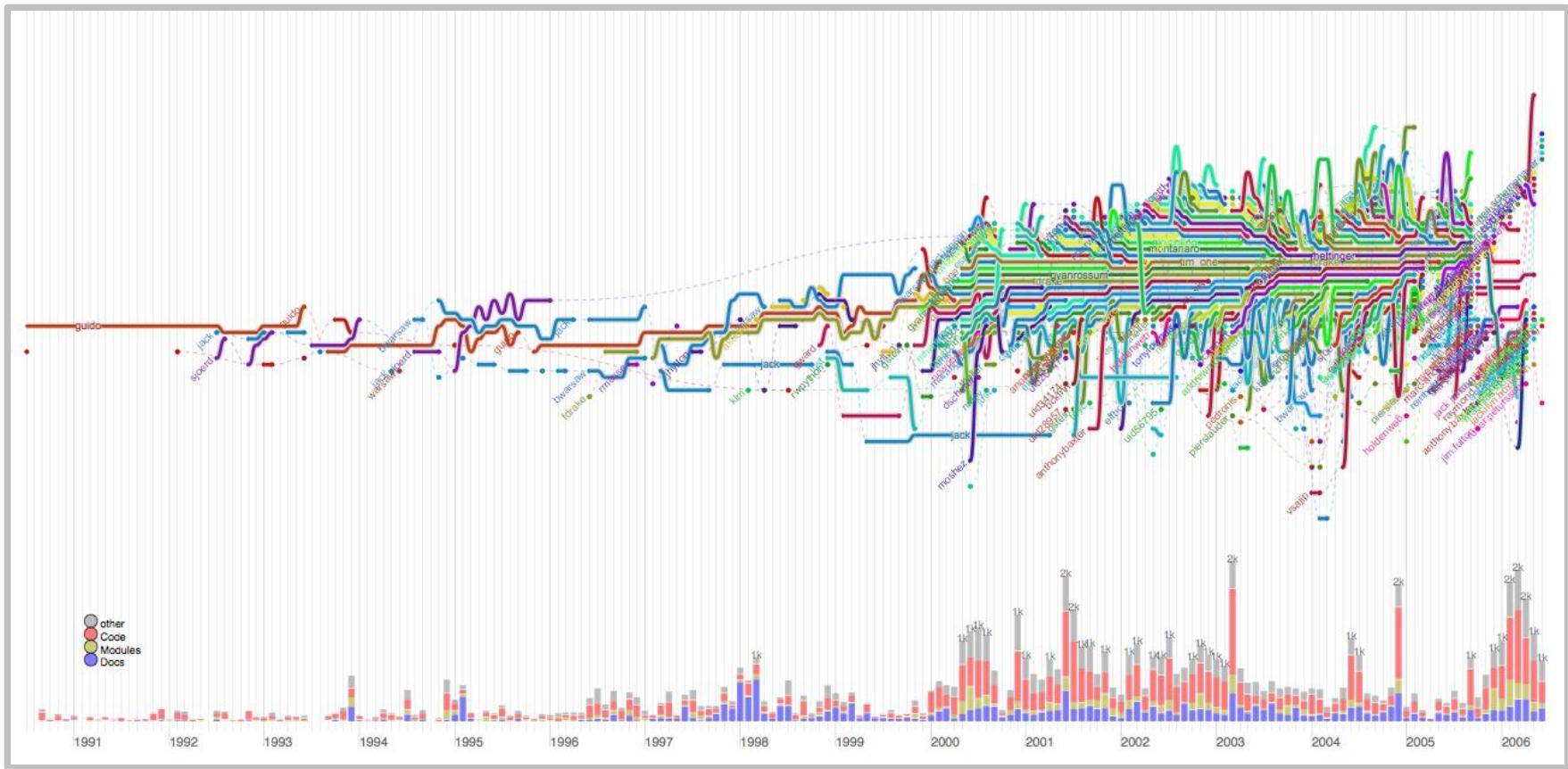
... the big picture of Open Source: the process



But there's a big process of collaboration
behind the final product!

Source: <http://code.google.com/p/gource/>
<http://youtu.be/aPk1BqK8zzI>

... the big picture of Open Source: the process



But there's a big process of collaboration
behind the final product!

Source: <http://www.michaelogawa.com/research/storylines/>

A more systemic definition of Open Design

A collaborative distributed **system** of design & manufacturing

- * sharing
- * collaboration
- * open licenses
- * open and distributed manufacturing technologies

A **system of agents** that:

- * use
 - * design
 - * manufacture
 - * market
 - * distribute
 - * manage the end-of-life
-



Aalto University
Media Factory

03.

Metadesign: designing the design processes and tools

What can we do for Open Design projects?

Metadesign is the design of the design tools, processes and systems

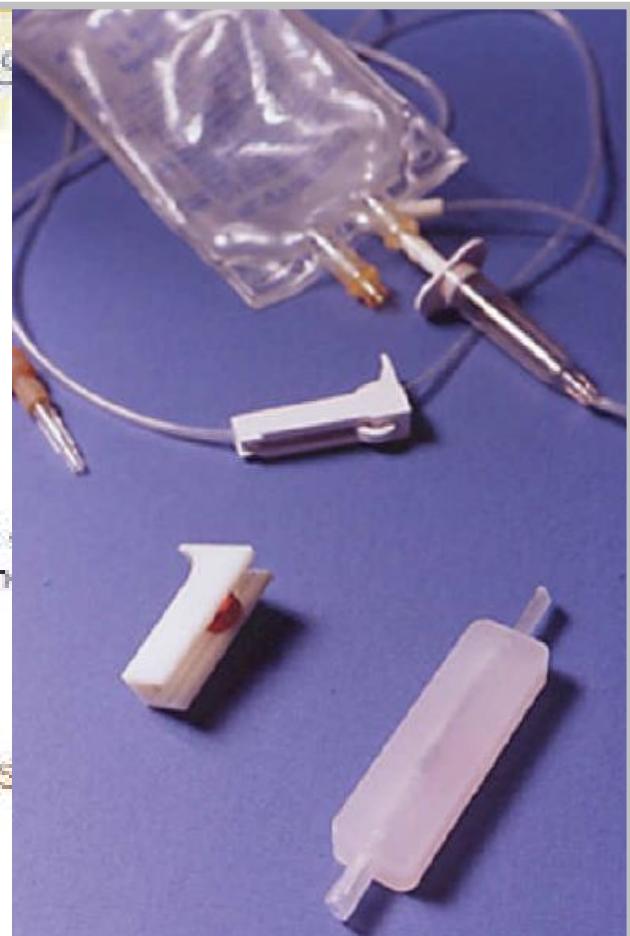
- * research and share **design knowledge**
 - * research and share **business models**
 - * research and share **financial and environmental sustainability**
 - * design and share **design tools**
 - * design and share **design processes**
 - * facilitate **design & manufacturing & end-of-life systems**
 - * facilitate the **distributed creativity**
-

Designing Open Collaborative projects: Thinkcycle



The screenshot shows the homepage of ThinkCycle. At the top, there's a logo featuring a stylized orange and yellow figure. Below the logo, the text "ThinkCycle" is written in a large, green, sans-serif font, followed by "Open Collaborative Design" in a smaller, gray font. To the right of the logo, there are navigation links for "HOME" and "TOPICS". Below the header, there's a banner with the date "May 4, 2008", a link to "Login to ThinkCycle", and a "SoapBox" section indicating "1 New Rant Today". The main content area has a heading "About ThinkCycle" in blue. Below it, a paragraph describes ThinkCycle as an academic, non-profit initiative engaged in supporting open-source design innovation. There's also a section titled "Why Open Source?" with a bulleted list:

- Key Article: Cathedral and the Bazaar by Eric Raymond
- Software Movements: Free Software Movement and the Open Source Movement
- Research: Open Source Research Community (MIT)



First example: a platform and supply chain and social system for Open Design projects.

Source: <http://www.thinkcycle.org> (now closed) <http://web.media.mit.edu/~nitin/thesis/>

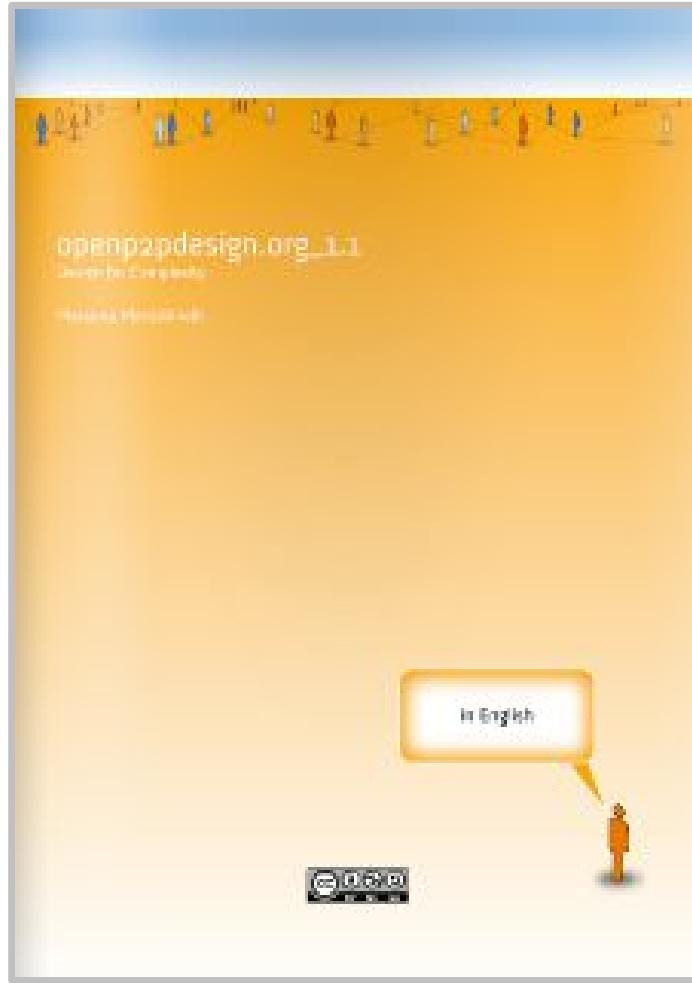
P2P Service Design: Open Health (Design Council)



Second example: first peer-to-peer public services by design (2004-2006).

Source: <http://www.designcouncil.info/mt/RED/> (now inactive) <http://www.participle.net/>

Open P2P Design: Metadesign for Open projects



A short summary of a research about developing metadesign initiatives for Open projects.

Source: <http://www.issuu.com/openp2pdesign> <http://www.scribd.com/openp2pdesign>

Where should we use Open P2P Design?

- * for community-centered projects
- * for community-based services / businesses
- * for projects that are distributed in a territory / locality
- * for complex projects
- * for participatory processes
- * for open processes and projects

In Open Design, Open Innovation, Open Business, Open Government...

Why Open P2P Design?

- * mass-collaboration/crowdsourcing --> change in the role of designers
 - * being subjected to mass collaboration --> designing it
 - * communities generate innovations --> more opportunities for designers
- > designers can be **enablers / facilitators** of distributed creativity
- > designers still have more **knowledge and expertise**, just now they are part of collaborative networks
- > designers could even **adopt** open strategies
-

And the Design research and practice is changing

Design by author -->

Design by marketing -->

User-centred Design →

User-experience Design →

Activity-centred Design →

Co-Design --> ...



What does Open P2P Design design?

Activity Theory +

Service Design (+ Activity Theory) +

Action Planning (Urbanism) +

Social Network Analysis +

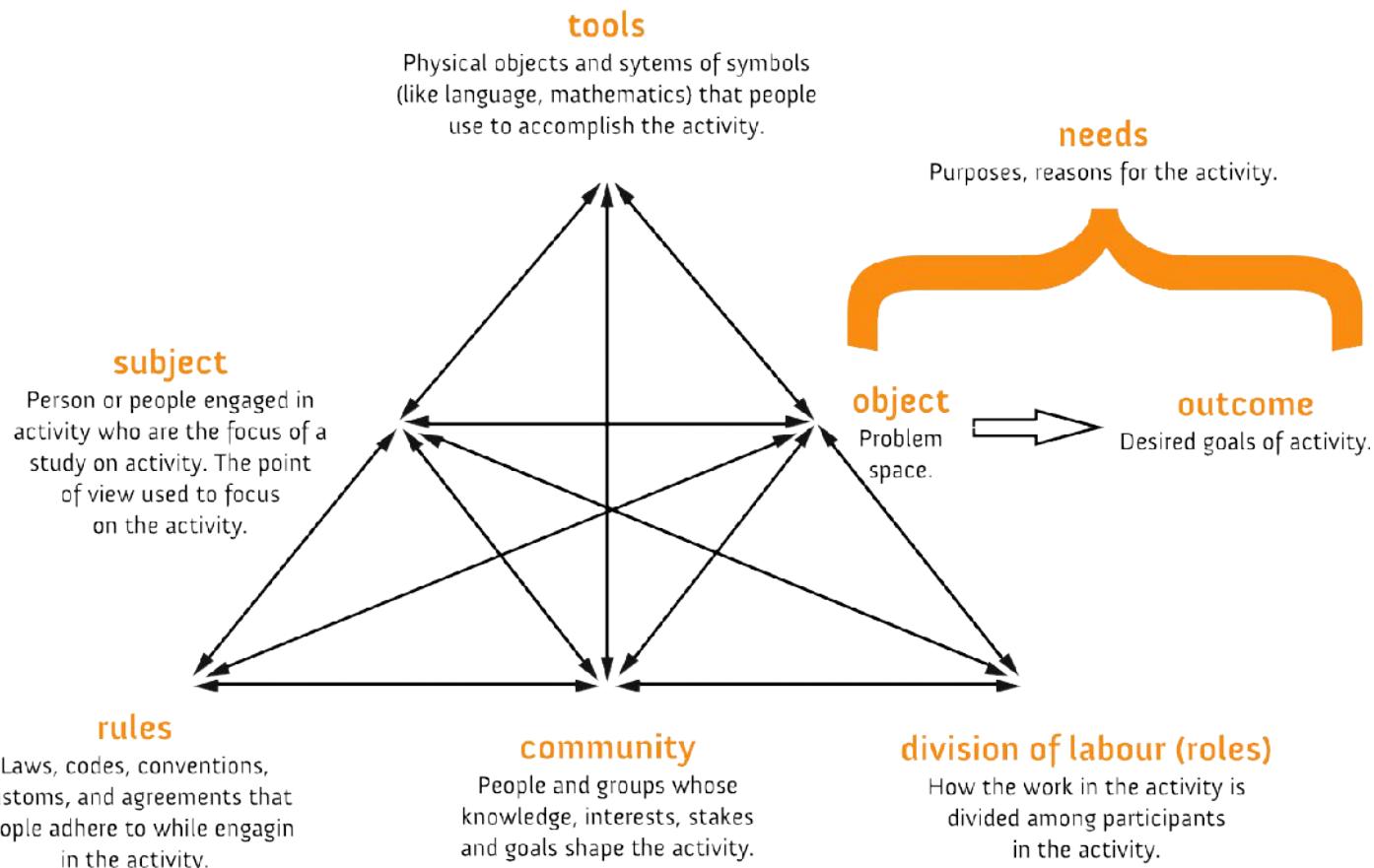
...



Activity



Activity Theory



Activity theory is an approach in psychology that aims to understand individual / social entities, with an analysis of the genesis, structure, processes of their activities.

Metadesign with Open P2P Design ?

Analysis +

Concept design +

Prototyping +

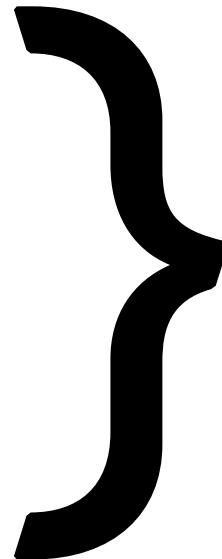
Manufacturing +

Distribution +

Support +

End of life +

...



Design process:
A systemic **activity**
comprising set of
**actions (sub-
activities)**, with
their own tools,
roles, rules

What about the source code for Open P2P Design?

Participation matrix +

Activity analysis +

Social Network Analysis +

Storyboard +

System map +

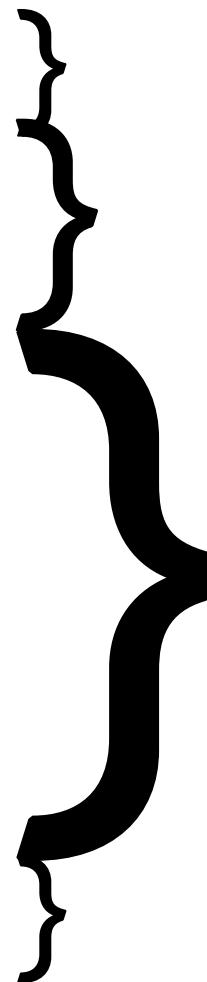
Service blueprint +

Motivation matrix +

Activity description +

...

Design project



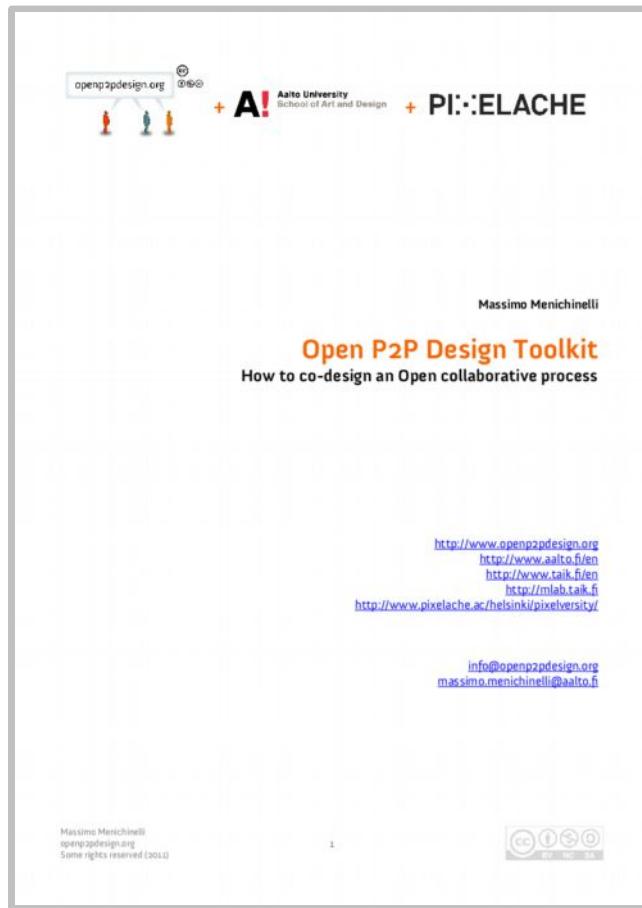
Process Design

Community analysis

Activity Design

Open Design

A toolkit for the Open P2P Design methodology



A simple, free and open paper toolkit for brainstorming metadesign projects for Open initiatives.

Source: <http://www.issuu.com/openp2pdesign> <http://www.scribd.com/openp2pdesign>

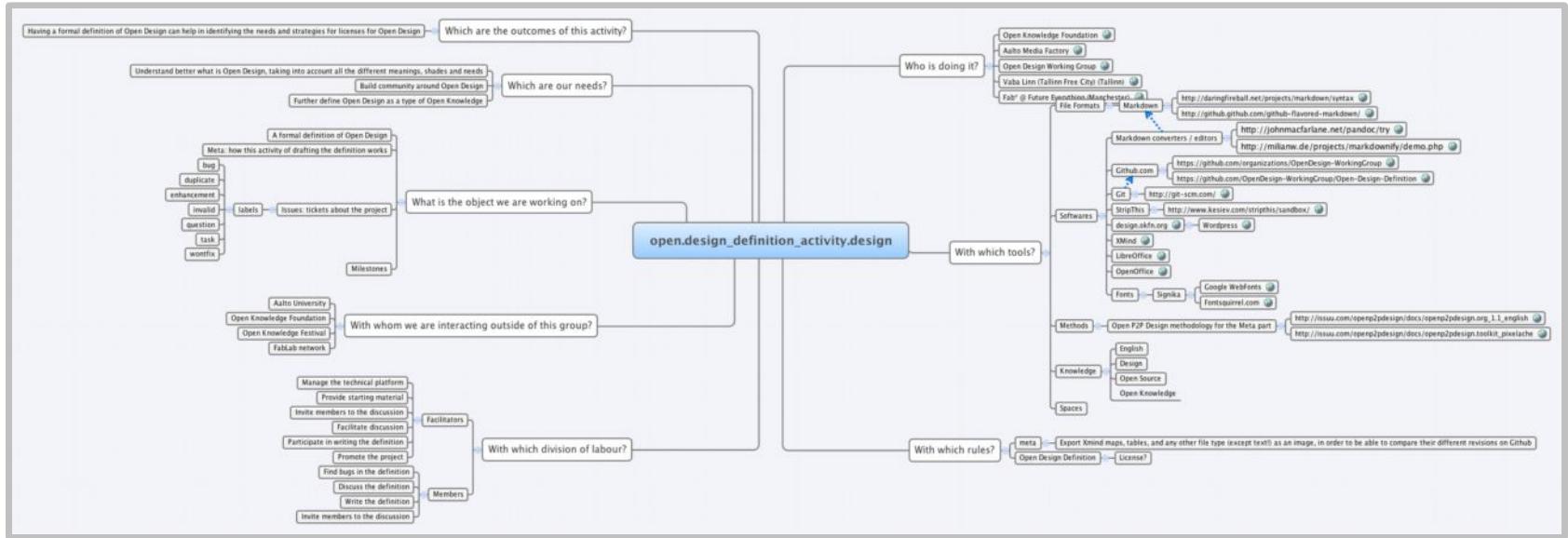
Process: Activities and participation

	Step 01:	Step 2:	Step 03:	Step 04:	Step 05:	Step 06:	Step 07:
None							
Indirect							
Consultative							
Shared control							
Full control							

A simple way for designing the level of participation in the different steps of the design process.

Source: Hamdi, N., & Goethert, R. (1997). Action Planning for Cities: A Guide to Community Practice. Academy Press

Activity Design



A simple way of designing the Open Design Activity is by using a MindMap instead of an Activity System.

Source: <https://github.com/OpenDesign-WorkingGroup/Open-Design-Definition/tree/master/meta>

Open P2P Design Process

	Open P2P Design proposal								
	Analysis	Concept Design	Communication of the concept	Co-Design / Prototyping	Manufacturing	Distribution	Support	End of life	
None									
Indirect									
Consultative									
Shared control									
Full control									



Flows: System Map

The System Map is very useful to visualize and design **interactions** as **flows** between people. Its elements are:

- * material flows



- * information flows



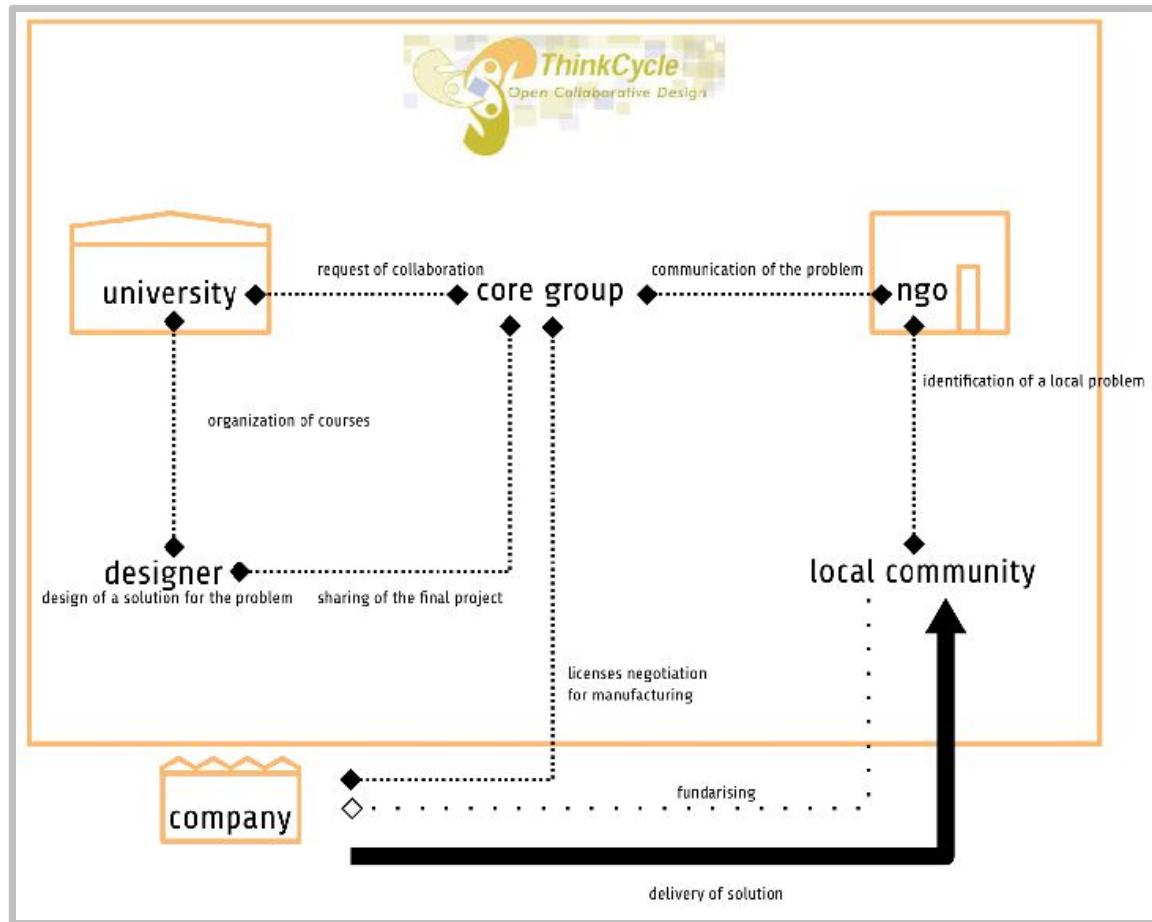
- * financial flows



- + roles

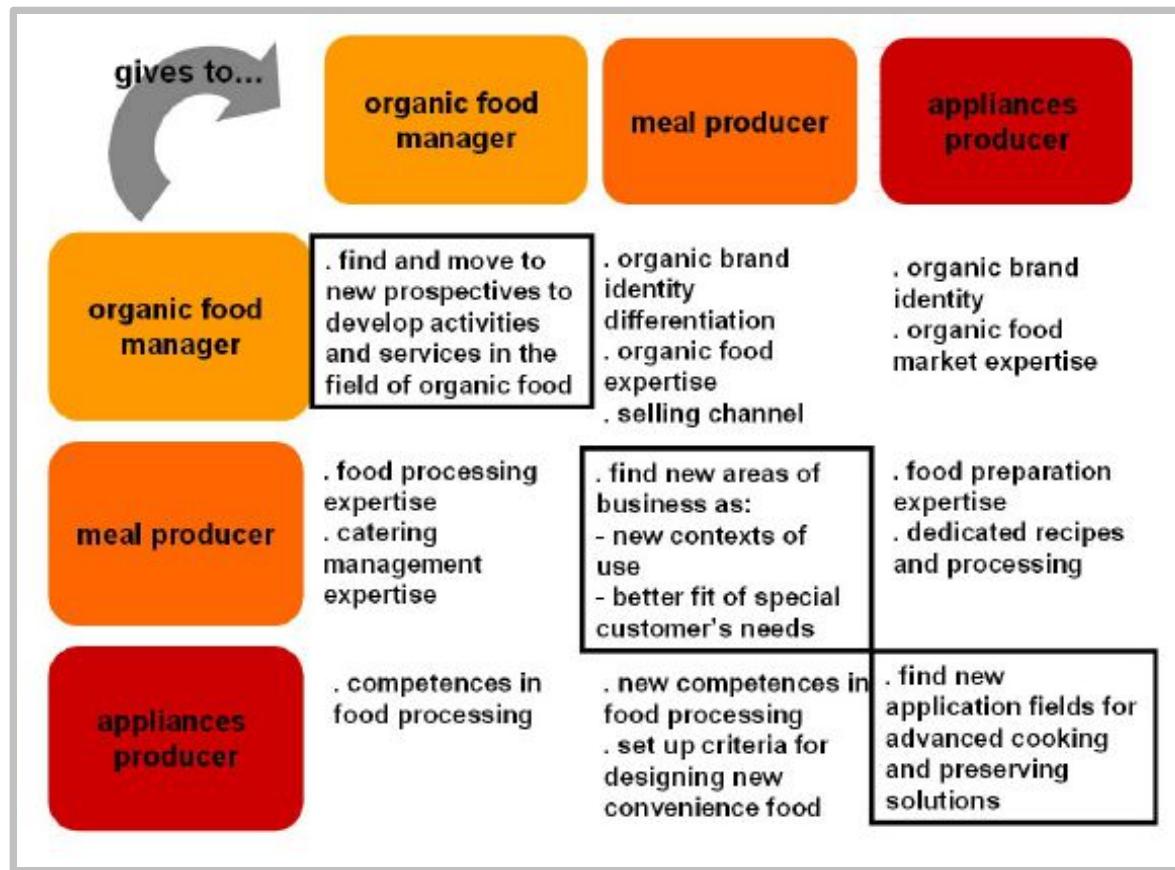
- + border of the system

System Map



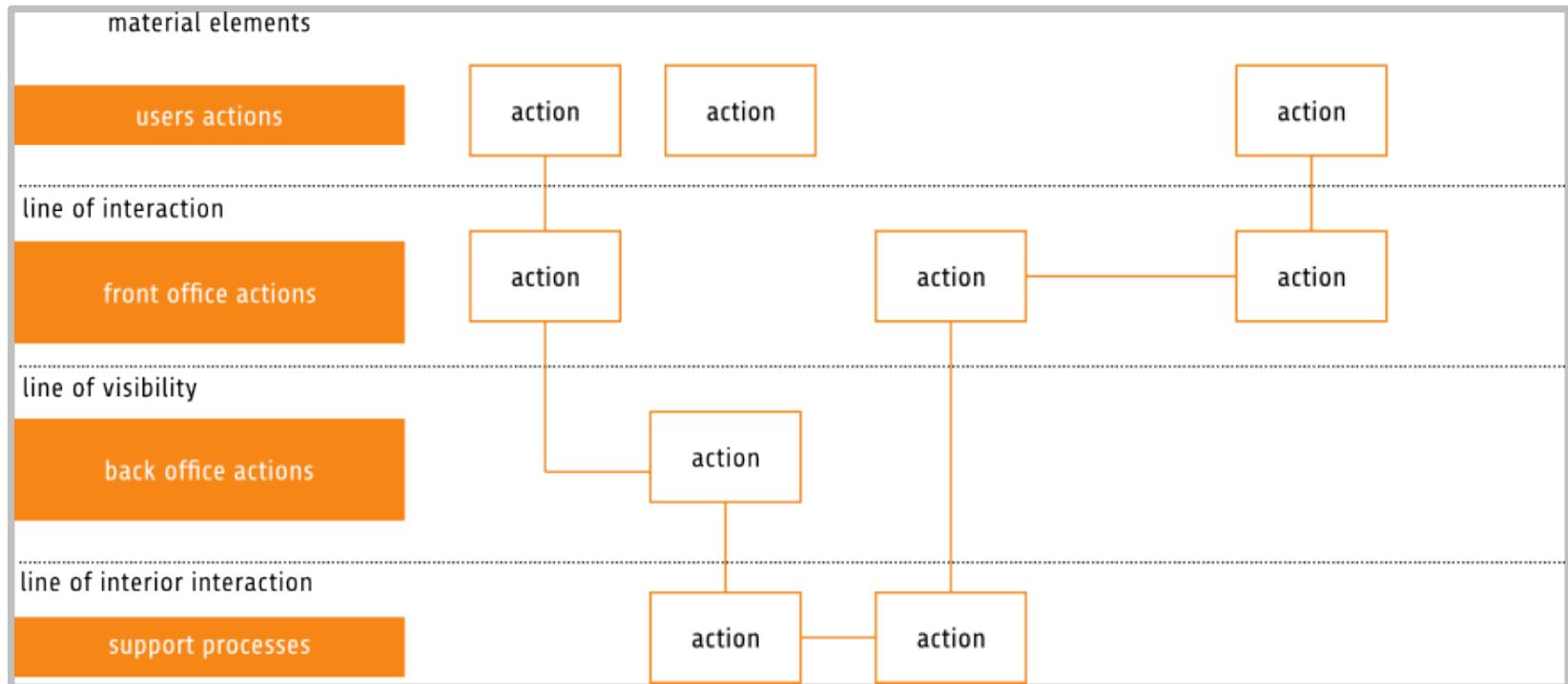
The flows of money, information and material resources in the Thinkcycle project.

Interactions: Motivation Matrix



The Motivation Matrix is useful for analysing, designing, visualizing interactions as motivations between the roles of the Open Design activity.

Blueprint



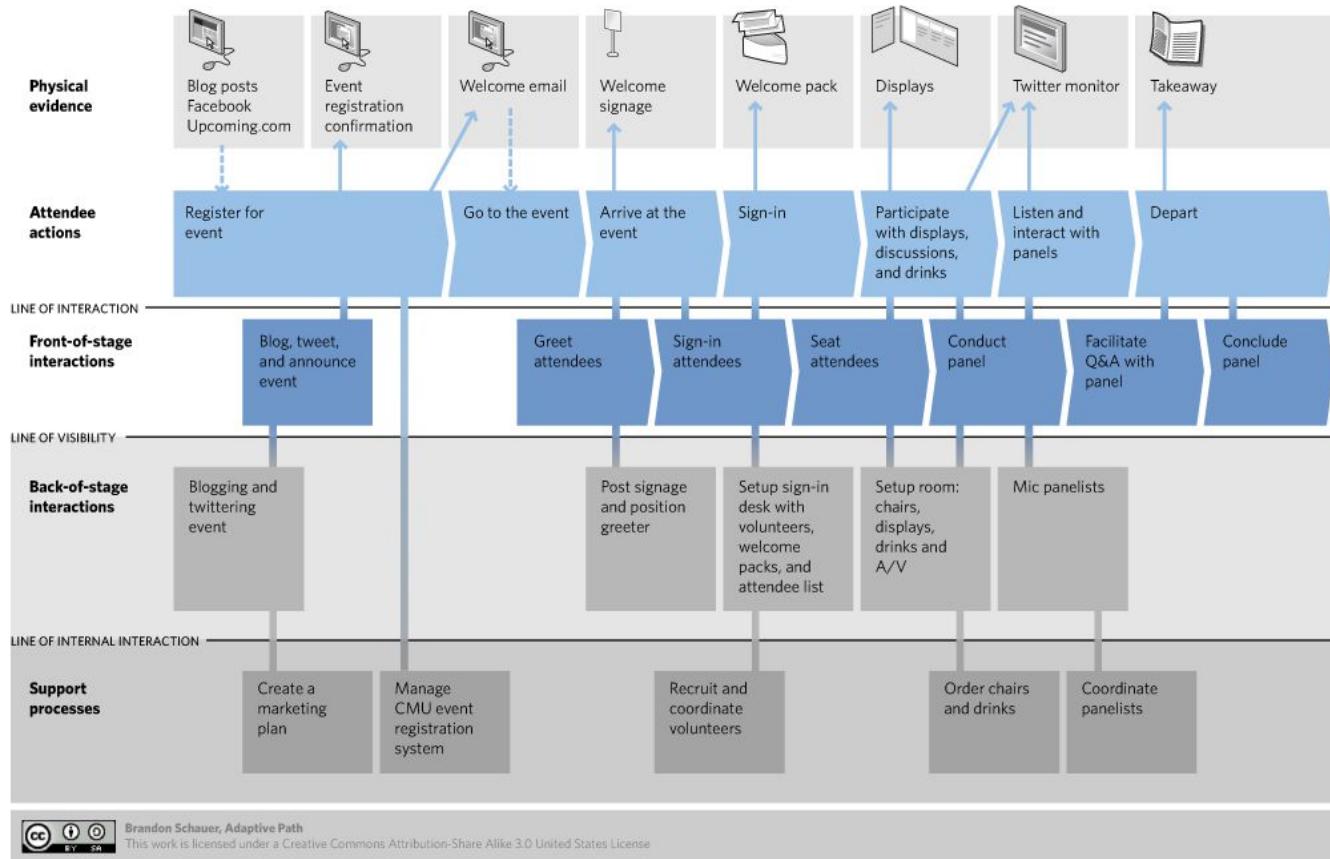
Service Blueprints are used in order to design and visualize processes and specifications of the Activity when it happens inside an organization or place.

Source: <http://www.face.ubiobio.cl/webfile/media/42/version%20-8-1/mariaperez.pdf>
<http://www.servicedesigntools.org/tools/35>

Blueprint

Service Blueprint for Seeing Tomorrow's Services Panel

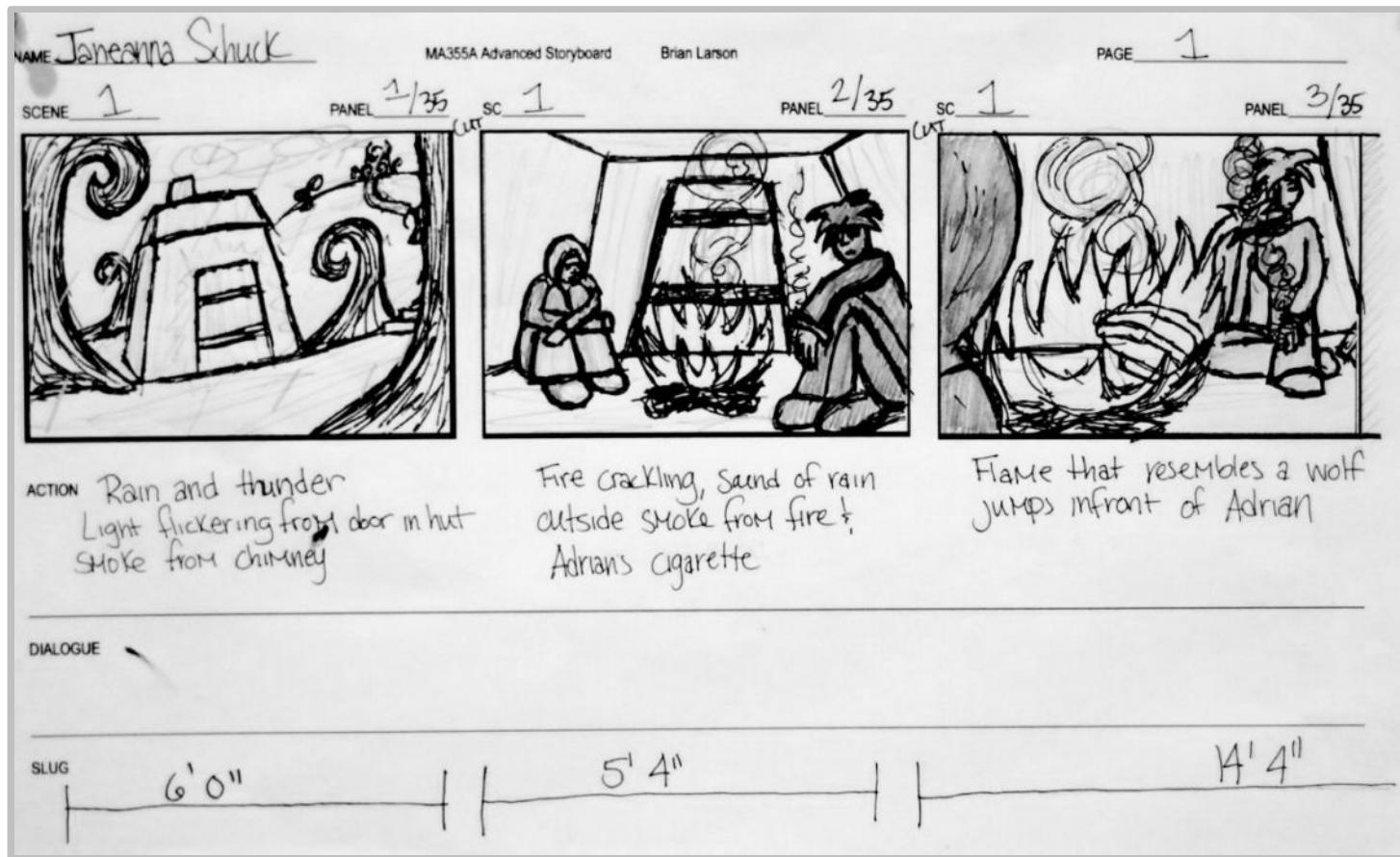
find out more: <http://upcoming.yahoo.com/event/1768041>



Service Blueprints are used in order to design and visualize processes and specifications of the Activity when it happens inside an organization or place.

Source: <http://www.face.ubiobio.cl/webfile/media/42/version%20-8-1/mariaperez.pdf>
<http://www.servicedesigntools.org/tools/35>

Storyboard



Storyboards are a series of illustrations or images displayed in sequence. They enable analysing, designing, visualizing interactions through time as a story.

Source: <http://www.servicedesigntools.org/tools/13> <http://en.wikipedia.org/wiki/Storyboard>
<http://www.flickr.com/photos/ninga/473316247/>

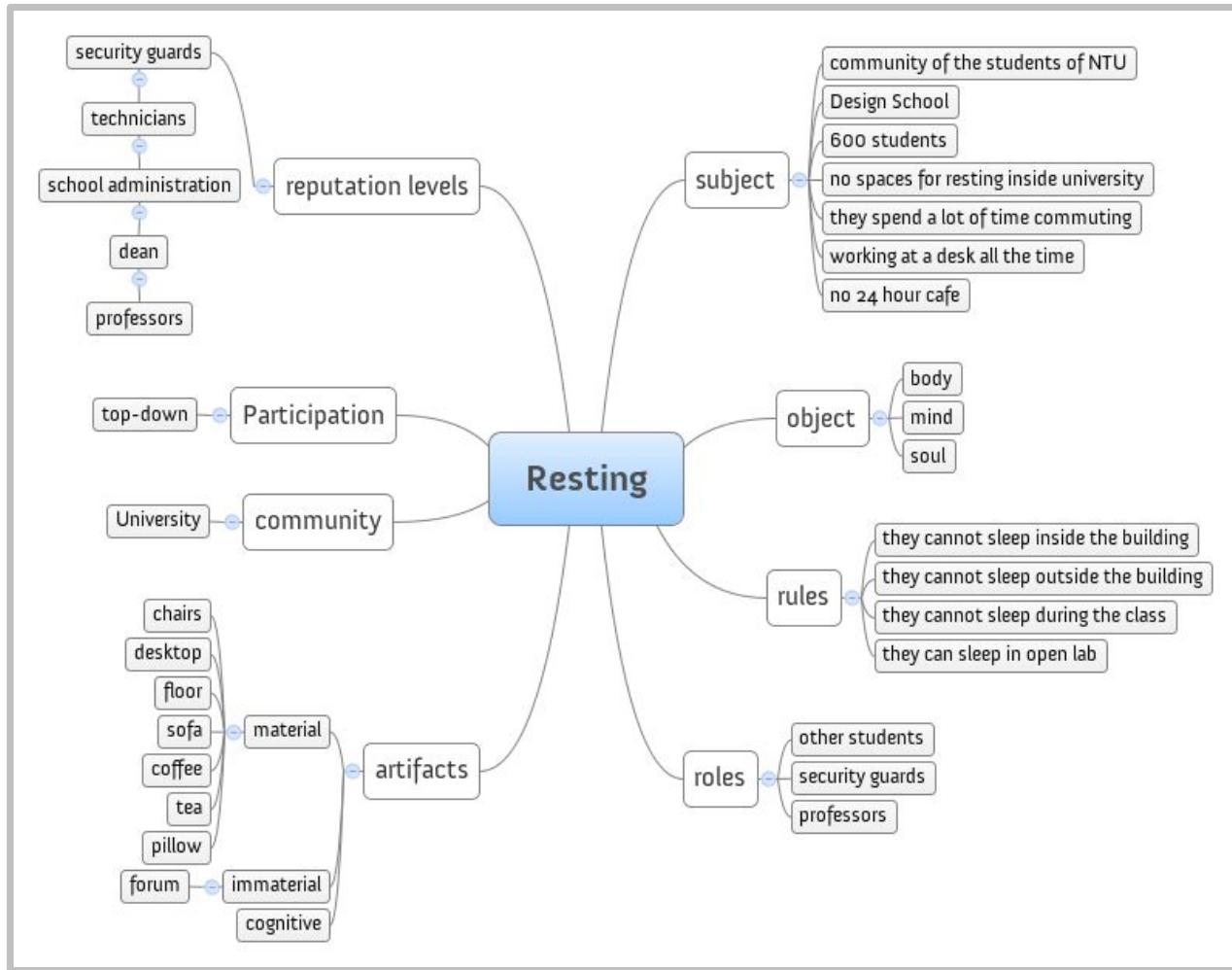
Open P2P Design Workshop, Singapore, NTU



With Roger Pitiot. 25-27 November 2009, NTU University
Singapore Design Festival

Source: <http://www.openp2pdesign.org/projects/past-projects/open-p2p-design-workshop-seoul-singapore-2009/>

01. Community Analysis



Analysis of the community of students at NTU and
of their activity we want to solve.

02. Participation Matrix

	analysis	organizing the design process	concept design	meeting	Co-design	meeting	Co-design	manufacturing	distribution	end of life
none										
indirect										
consultative										
shared control										
full control										

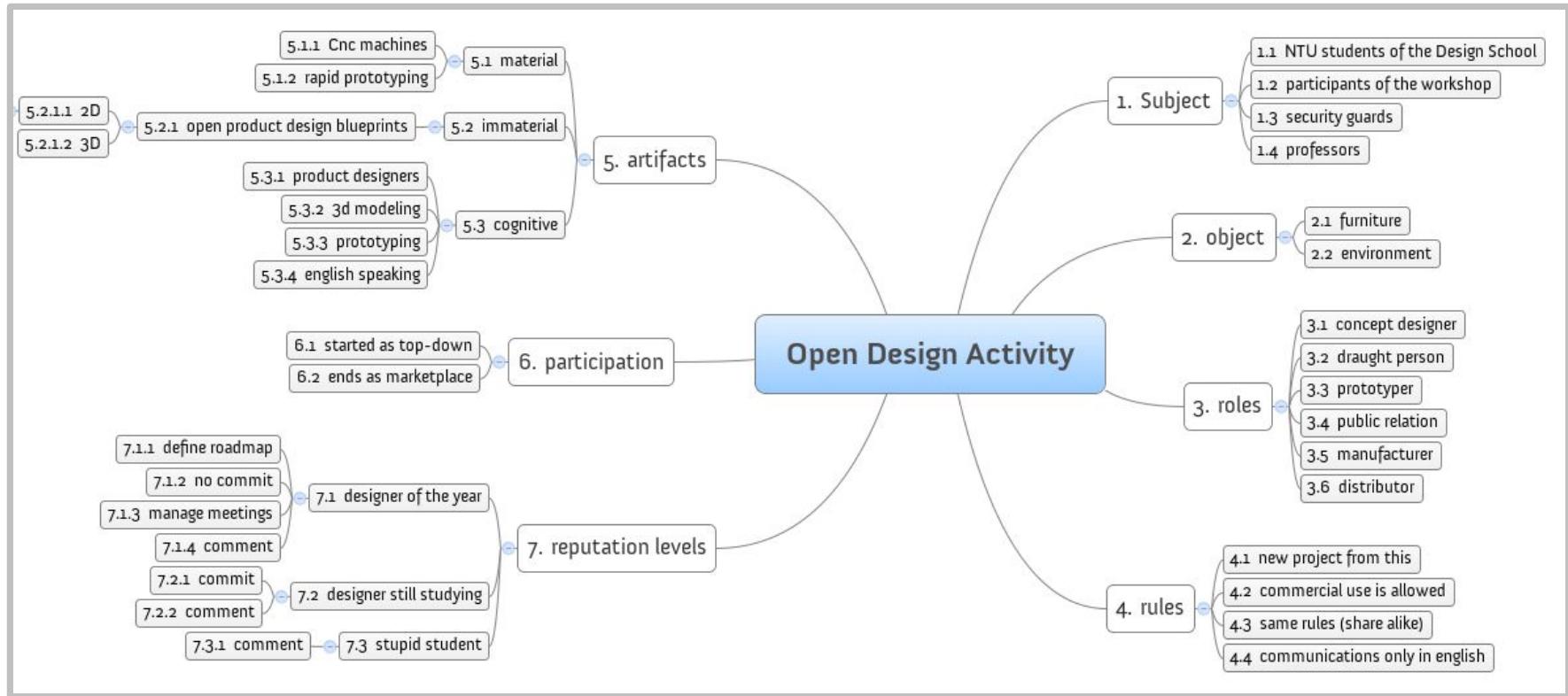
“First version of the Participation Matrix, we do everything by ourselves”

	analysis	organizing the design process	concept design	meeting	Co-design	manufacturing	distribution	end of life
none								
indirect								
consultative								
shared control								
full control								

“Second version, now the students manufacture and manage the product, we just help them distributing it”

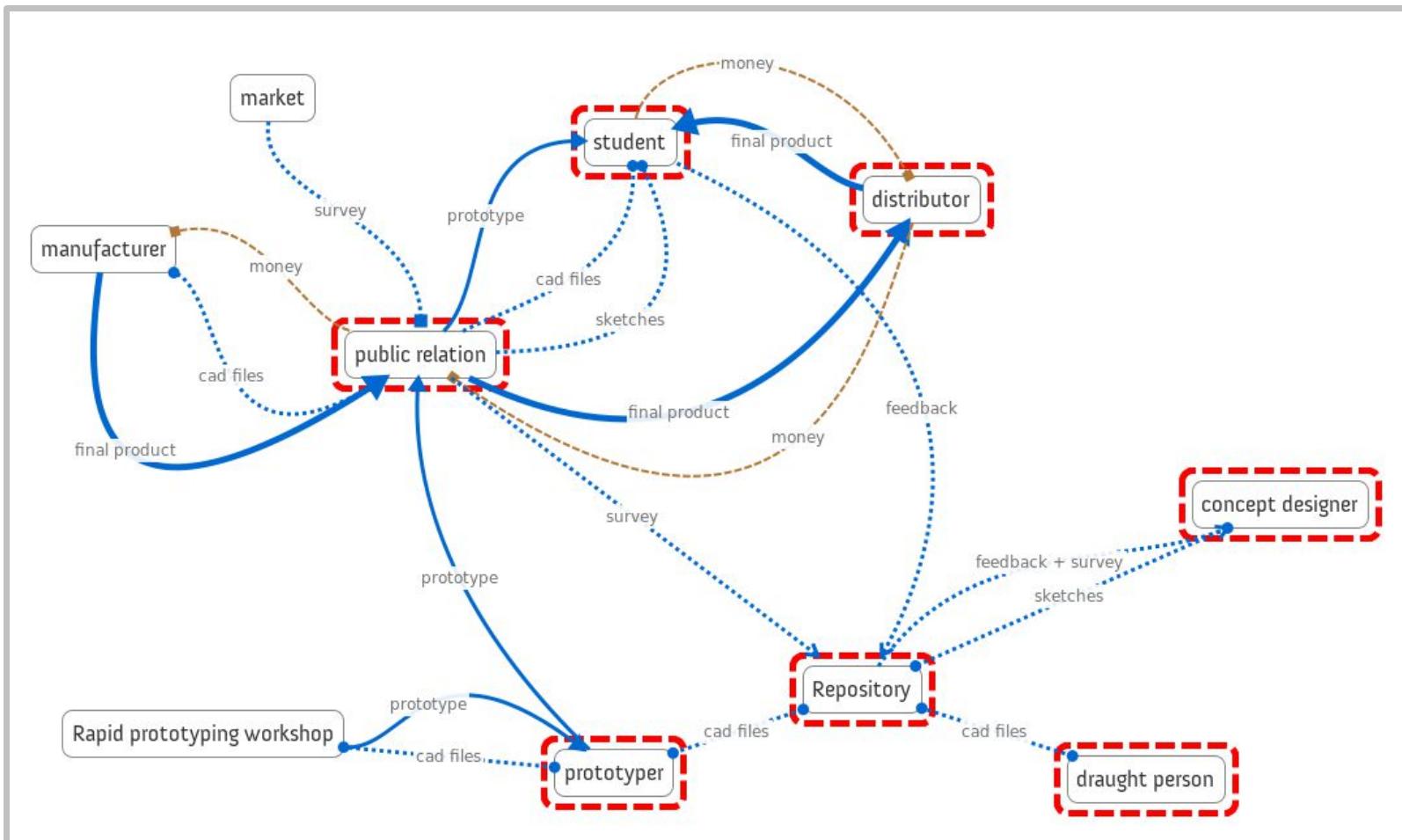
Process design (with a participation matrix): two revisions.

03. Open Design Activity



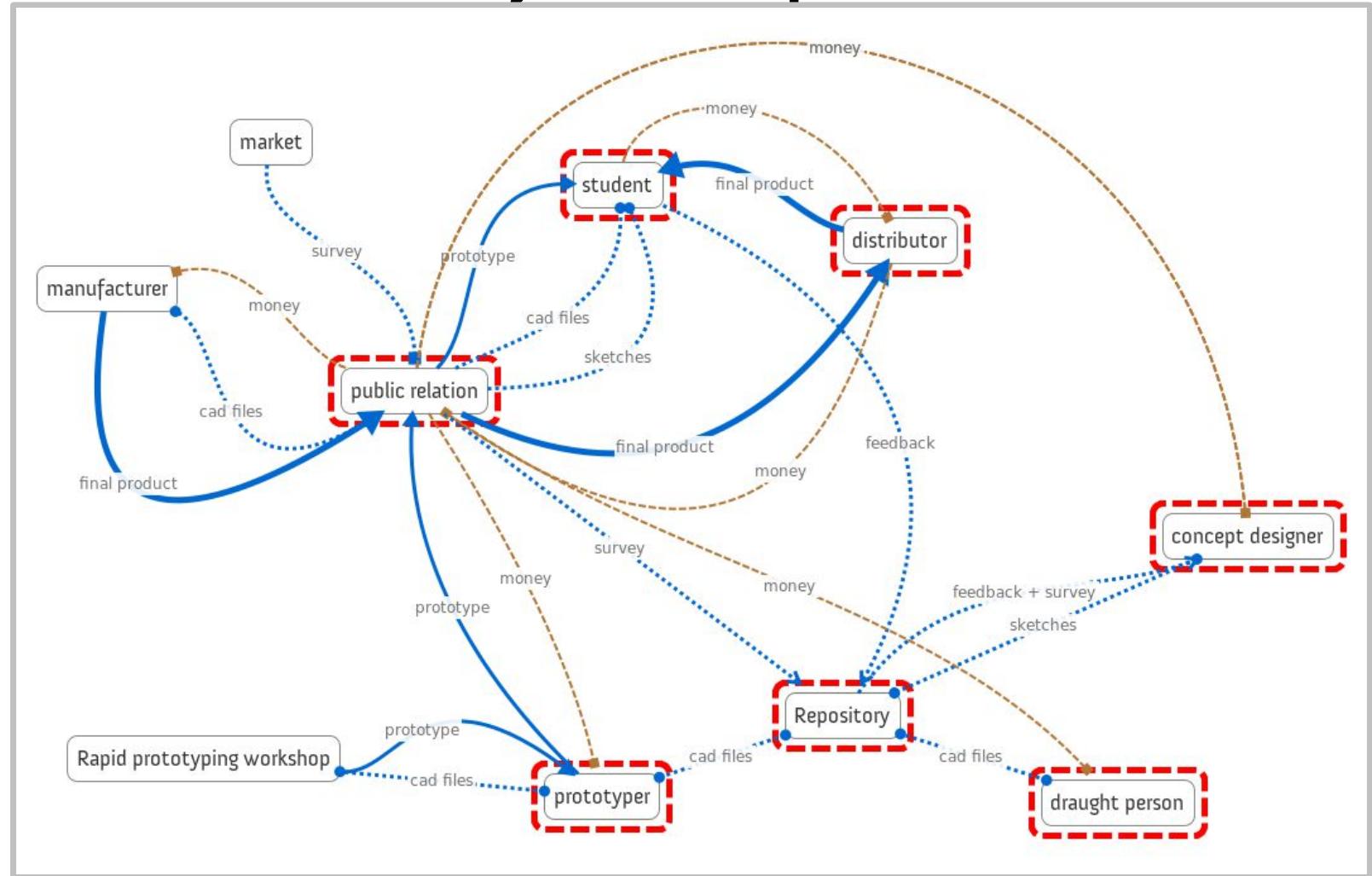
Design of the Open Design Activity, based on the Activity Theory System.

04. System Map rev. 20



“Feedback from students and survey results from customers, now available to read by concept designers.”

04. System Map rev.21



“Everyone gets paid now”

05. Open Design Activity Poster

Now you can have no fear of falling
while you **sleep!**

CC CLAMP

You're invited.
Come join the project!

Now you can have no fear of falling
while you **sleep!**
Fits well with all chairs

DC CLAMP

You're invited.
Come join the project!

Final posters for promoting the Open Design projects,
first version and second modification.

Storyboard: can be generated with software!

STRIP THIS!
Web. Comic. For real.

« FIRST < PREVIOUS #10 OF 10

FLEXIBLE INSTRUMENTS

ORIGINAL IN ENGLISH IT FR ES DE

COMIC SCRIPT

"Flexible instruments" in english

kesiev is with glass and serious looking down

office panel
kesiev
alessio happy says "Hi kes! Which game you've purchased this weekend?"

another panel
kesiev says "Band hero. For 6.90 euros."
alessio surprised replies "A guitar hero game for cheap! Cool!"
kesiev says "mh."

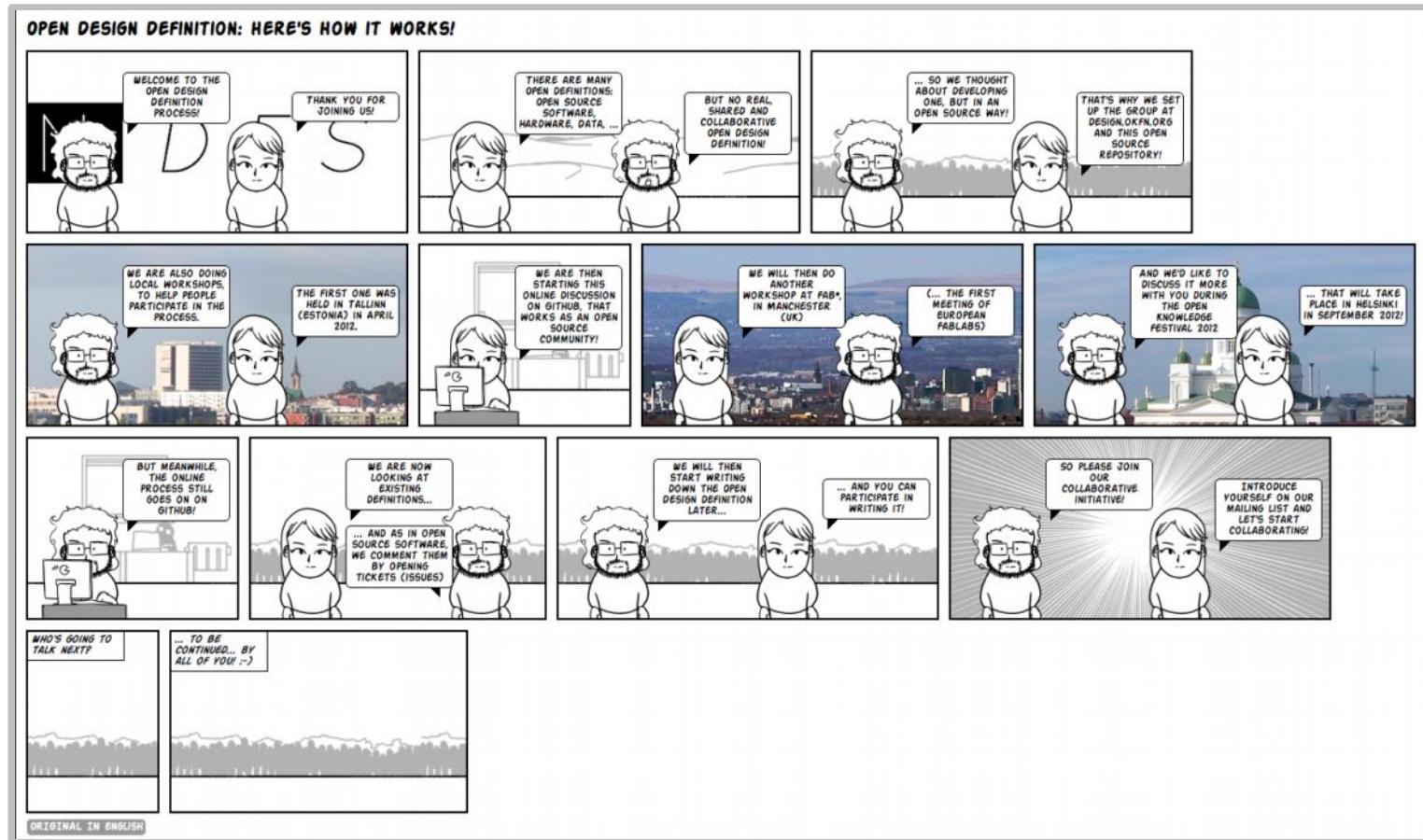
dark confusion panel
kesiev looking right with ghostly head says "You actually play electric trumpet in Y.M.C.A."
alessio scary looking left
kesiev says "and piano. sometime. With the guitar."

office panel
kesiev says "pay me another coffee and is your."
alessio scary looking down replies "I'm actually homeless... and... my children are starving..."
alessio replies to self "I hope you understand..."

For generating storyboards more easily, a javascript app that turns a script into a comic.

Source: <http://www.kesiev.com/striphis/>

Storyboard: can be generated with software!



For generating storyboards more easily, a javascript app that turns a script into a comic.

Source: <https://github.com/OpenDesign-WorkingGroup/Open-Design-Definition/tree/master/meta>



Aalto University
Media Factory

05.

**Work for the next weeks:
Clone the repository of the projects.
Work in your folder, document ideas
for a personal project with your
README.md file.**

Our repo on GitHub!

The screenshot shows a GitHub repository page for 'DigitalFabricationStudio / Project_0.2'. The repository is public and contains code, network, pull requests (0), issues (0), a wiki, graphs, and admin options. It includes a description of projects developed during a course, clone options (Mac, ZIP, HTTP, SSH), and a link to the repository's URL. The 'Code' tab is selected. A commit history table shows multiple commits from users 'dipti.sonawane', 'georgia.panagiotidou', 'janne.lehtimaki', 'jussi.pullinen', 'matti.niinimaki', 'toni.enstrom', and 'valteri.wikstrom' all made 4 minutes ago, all committing the same message: 'Committing the personal folders and the basic readme.md [openp2pdesign]'. The last commit is by 'README.md'.

name	age	message	history
dipti.sonawane	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	
georgia.panagiotidou	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	
janne.lehtimaki	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	
jussi.pullinen	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	
matti.niinimaki	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	
toni.enstrom	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	
valteri.wikstrom	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	
README.md	4 minutes ago	Committing the personal folders and the basic readme.md [openp2pdesign]	

This is where we will work together!

Source: https://github.com/DigitalFabricationStudio/Project_0.2



Aalto University
Media Factory

05.

**Work for next weeks:
choose a Creative Commons license
for your projects, and add it to the
Readme.md file.**

A”

Aalto University
Media Factory

Thank you!!

Massimo Menichinelli
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massimo.menichinelli@aalto.fi
@openp2pdesign
<http://www.slideshare.net/openp2pdesign>



12.09.2012