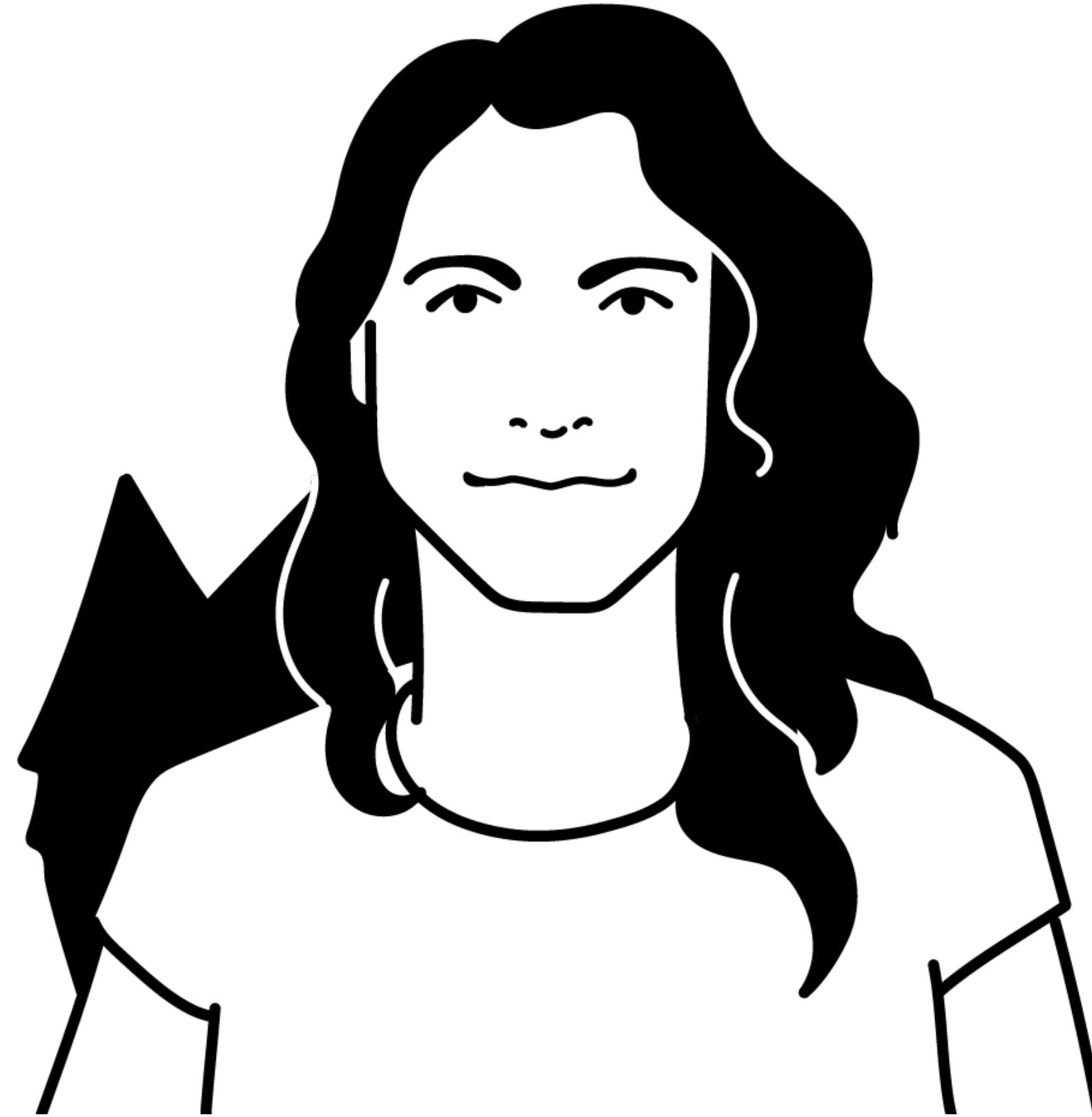


# Why Graphic Design Isn't Magic

(Though Maybe It Is)

engineering kiosk alps meetup - january 2025



# 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.



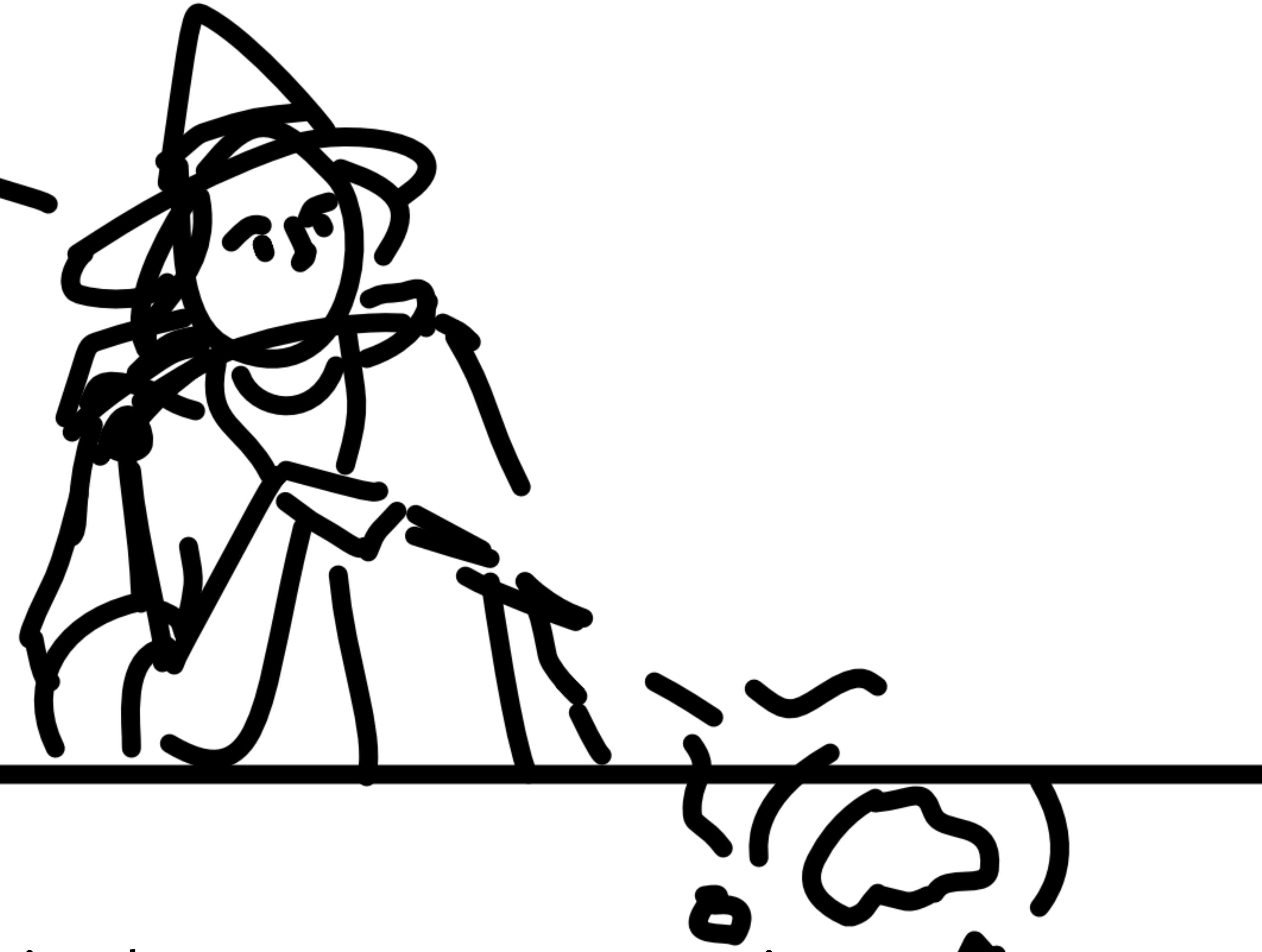
How I really work.

# Graphic Design isn't magic!



Magic in the **Harry Potter** Universe

Wingardio~  
Leviosa!



Magic in the **Harry Potter** Universe



Magic in the **Harry Potter** Universe

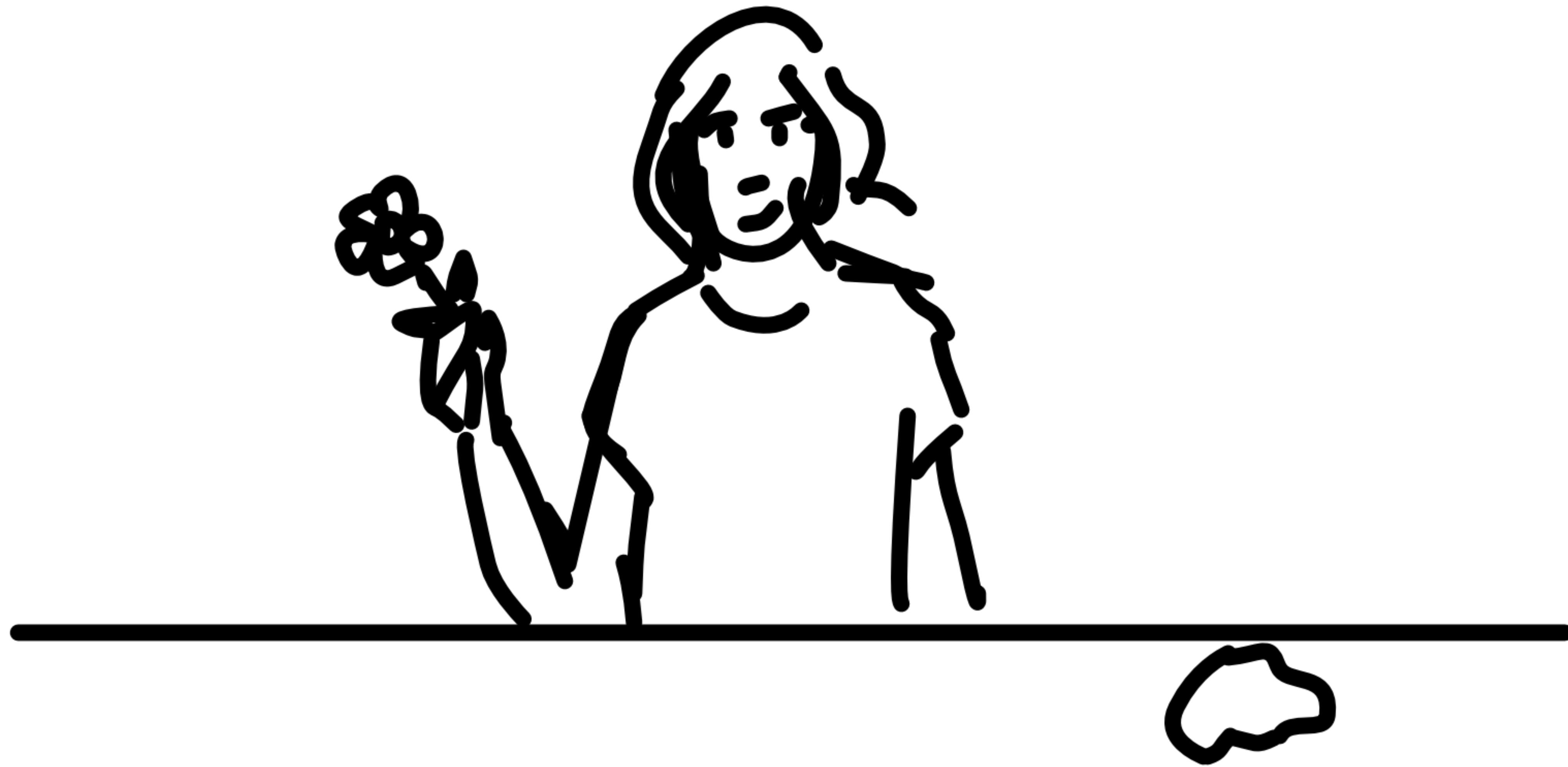
# Graphic Design isn't magic!

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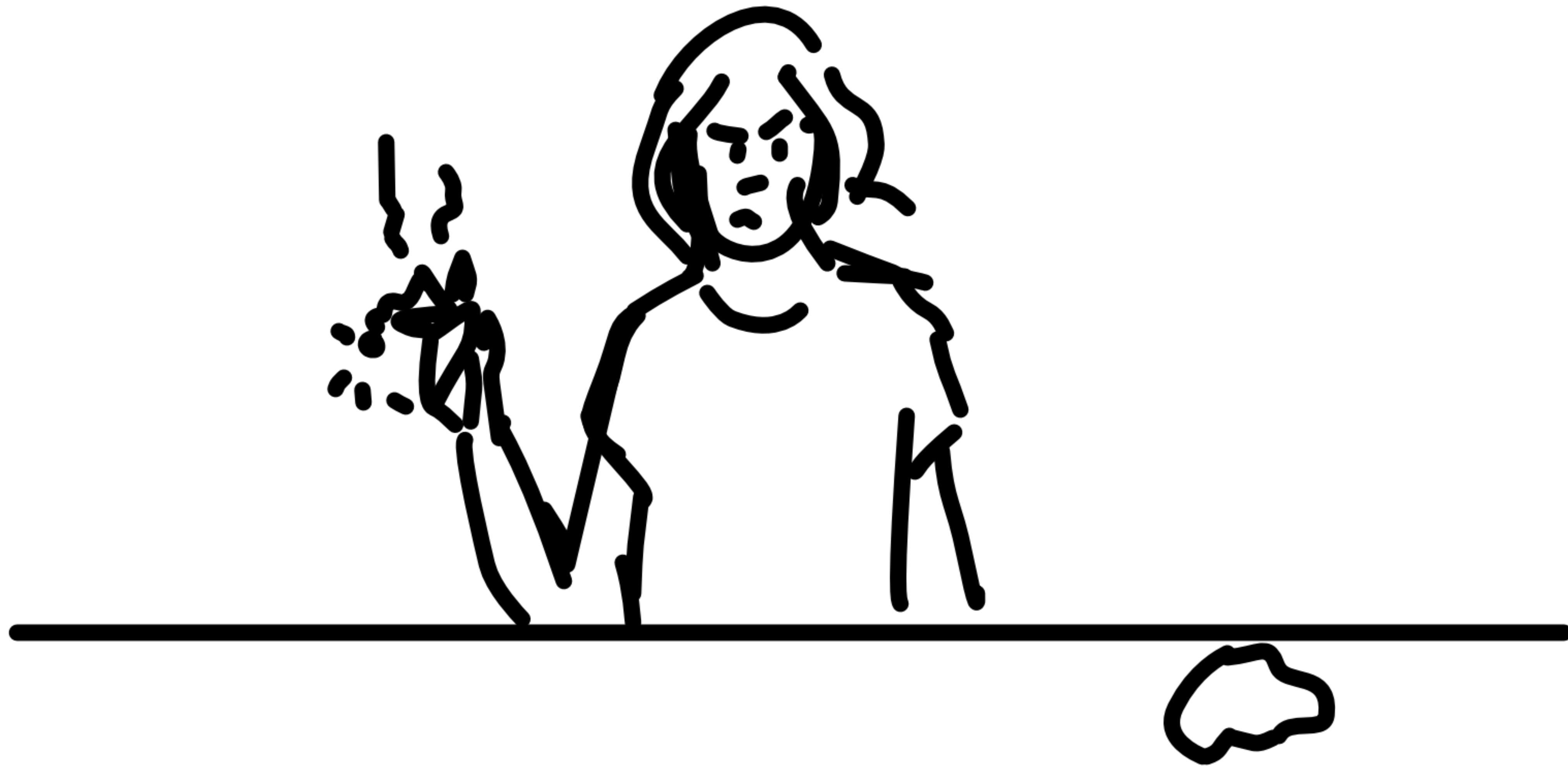
Or is it?

# Let's redefine magic!

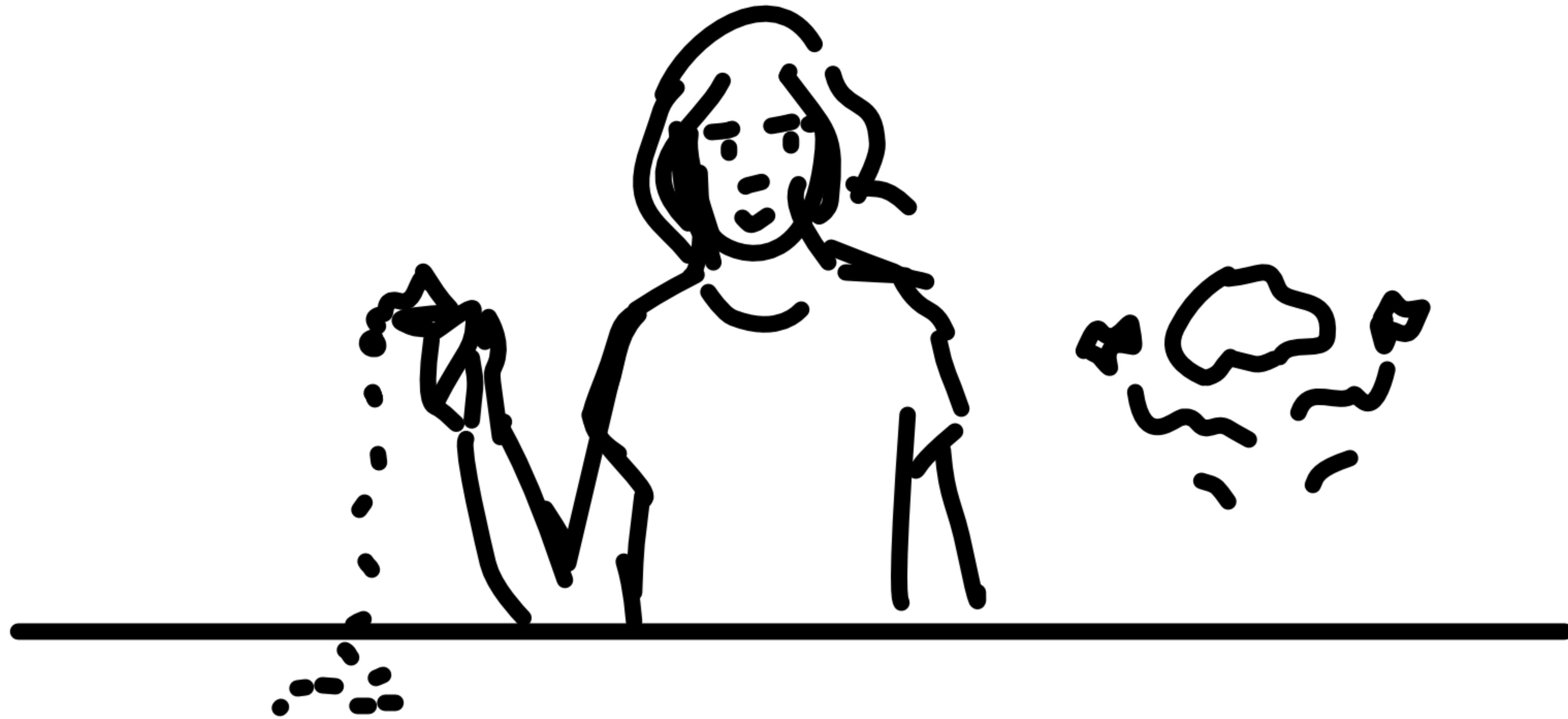
With the power of framing.



Magic in the **Witcher** Universe



Magic in the **Witcher** Universe



Magic in the **Witcher** Universe

# So, graphic design is magic!

If you give appropriate input.

The Input

**Let's talk about flowers!**

Bring some to get things done.

# What are the flowers?

Our flower bouquet is a good briefing.

# What?

Is it an illustration? A flyer? A website?



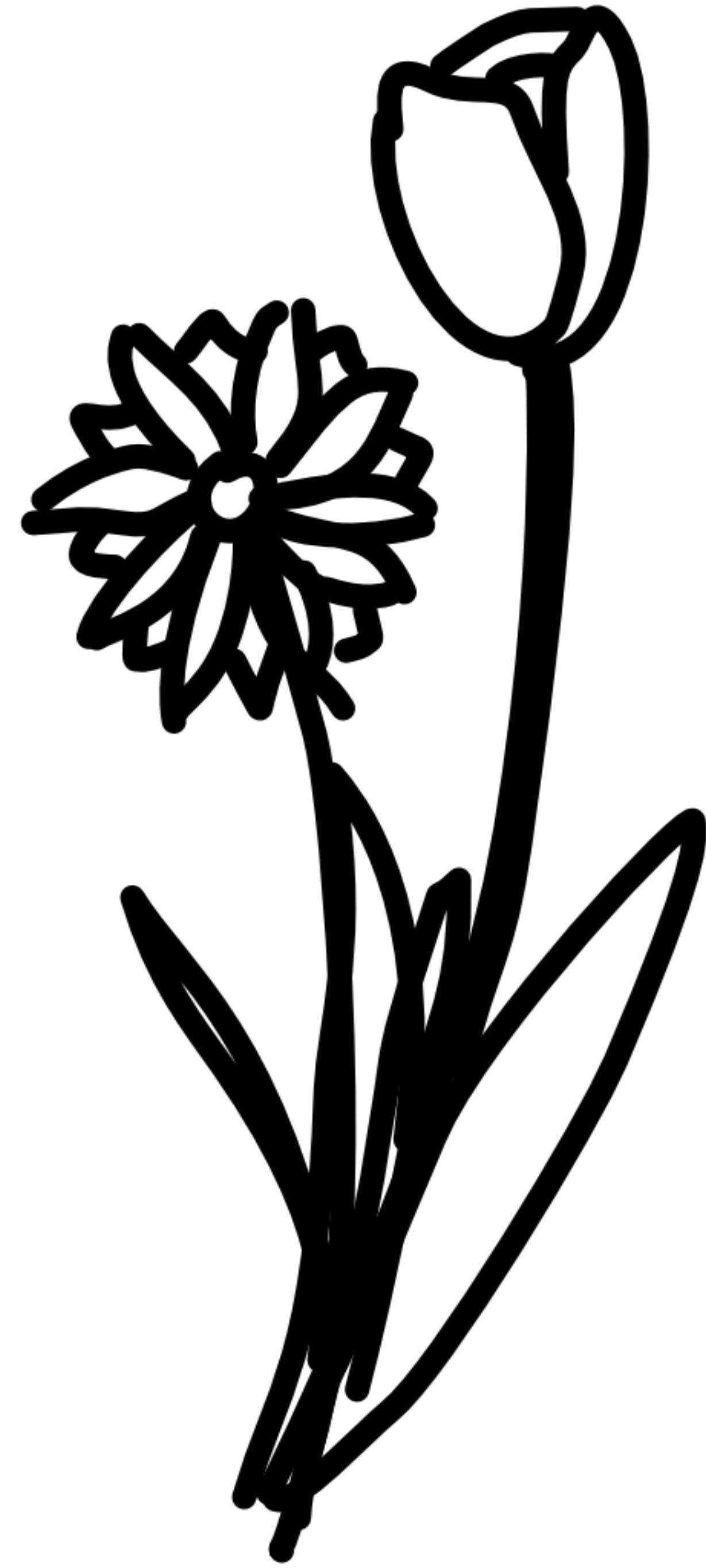
# What?

Is it an illustration? A flyer? A website?

# Why?

How does it fit to other projects/assets?

What's the goal?



# What?

Is it an illustration? A flyer? A website?

# Why?

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

# For Whom?

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



# What?

Is it an illustration? A flyer? A website?

# Why?

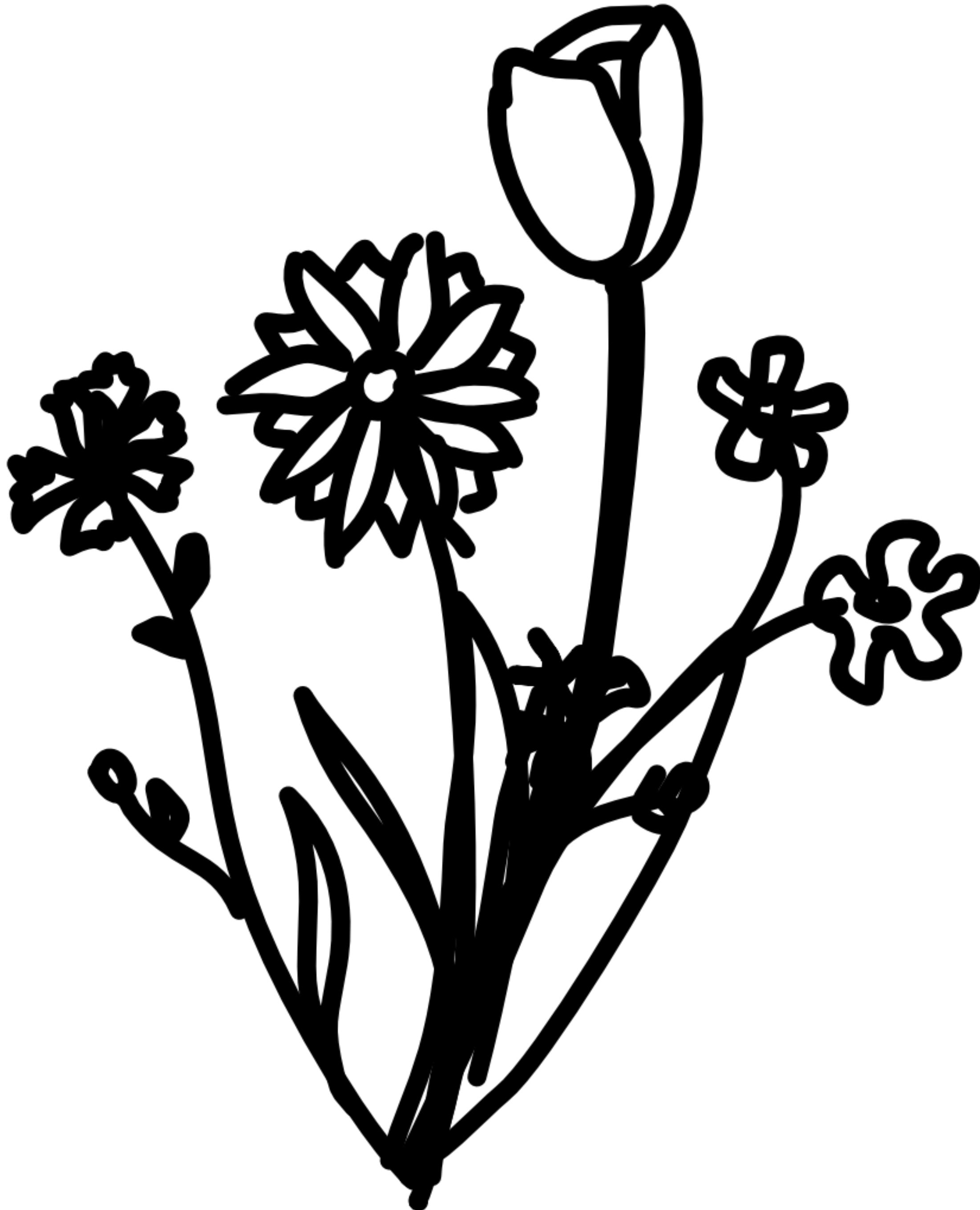
How does it fit to other projects/assets?  
What's the goal?

# For Whom?

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

# How?

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



# 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..)

# How?

What formats, dimensions?

Budget? Brand Guidelines? Limitations?

# Where?

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



# What?

Is it an illustration? A flyer? A website?

# Why?

How does it fit to other projects/assets?

What's the goal?

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(No, "All" is no audience..)

# How?

What formats, dimensions?

Budget? Brand Guidelines? Limitations?

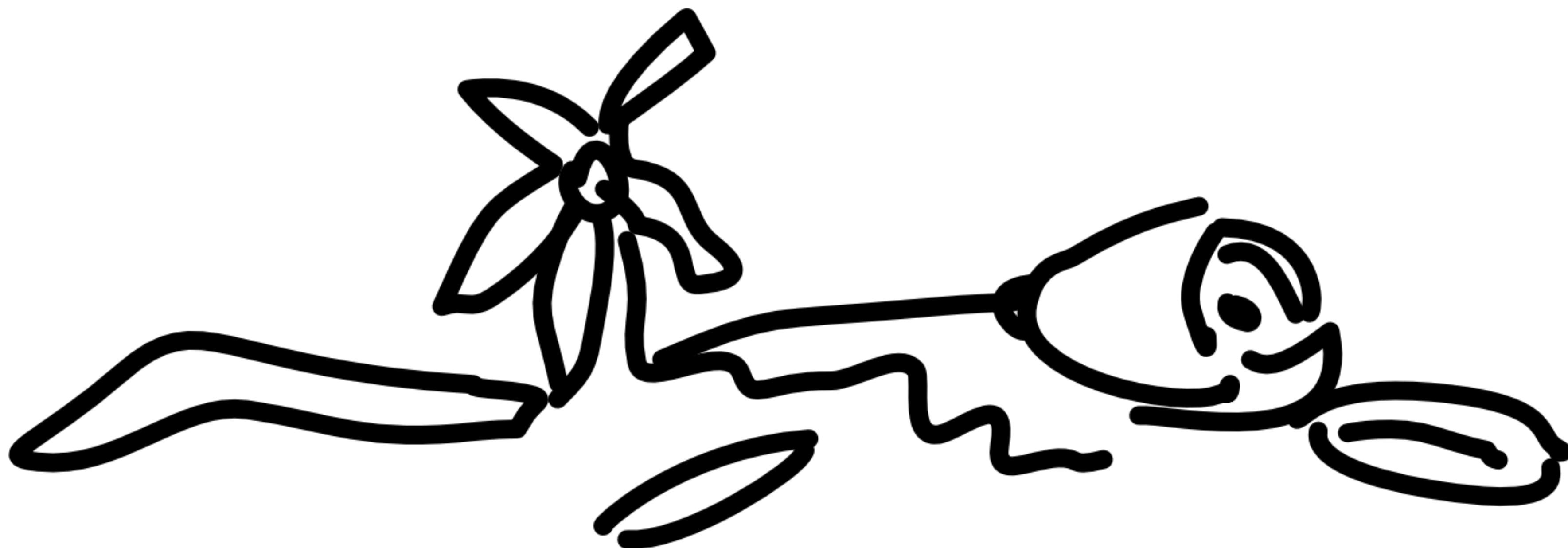
# Where?

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?

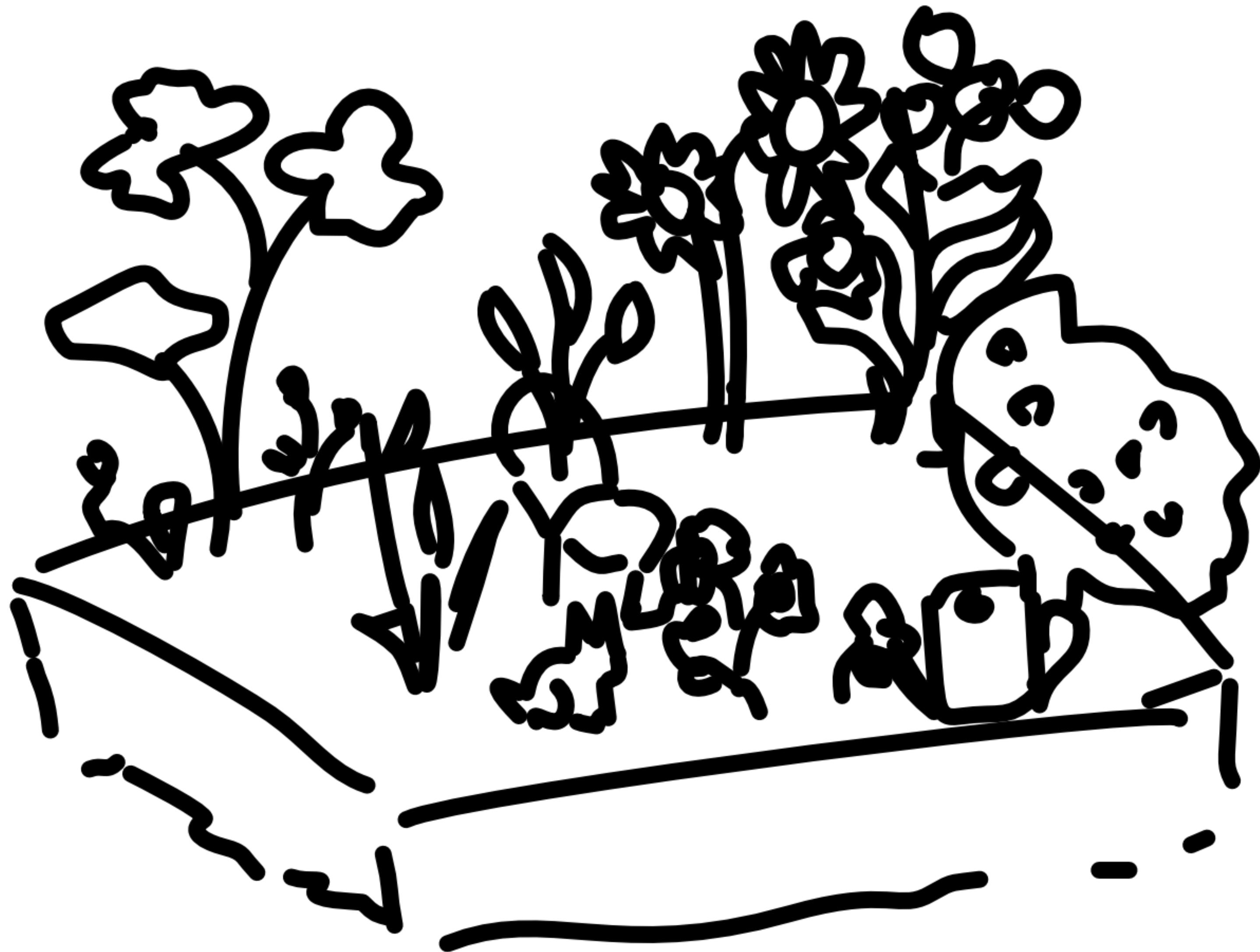
# What is the garden now?

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.)

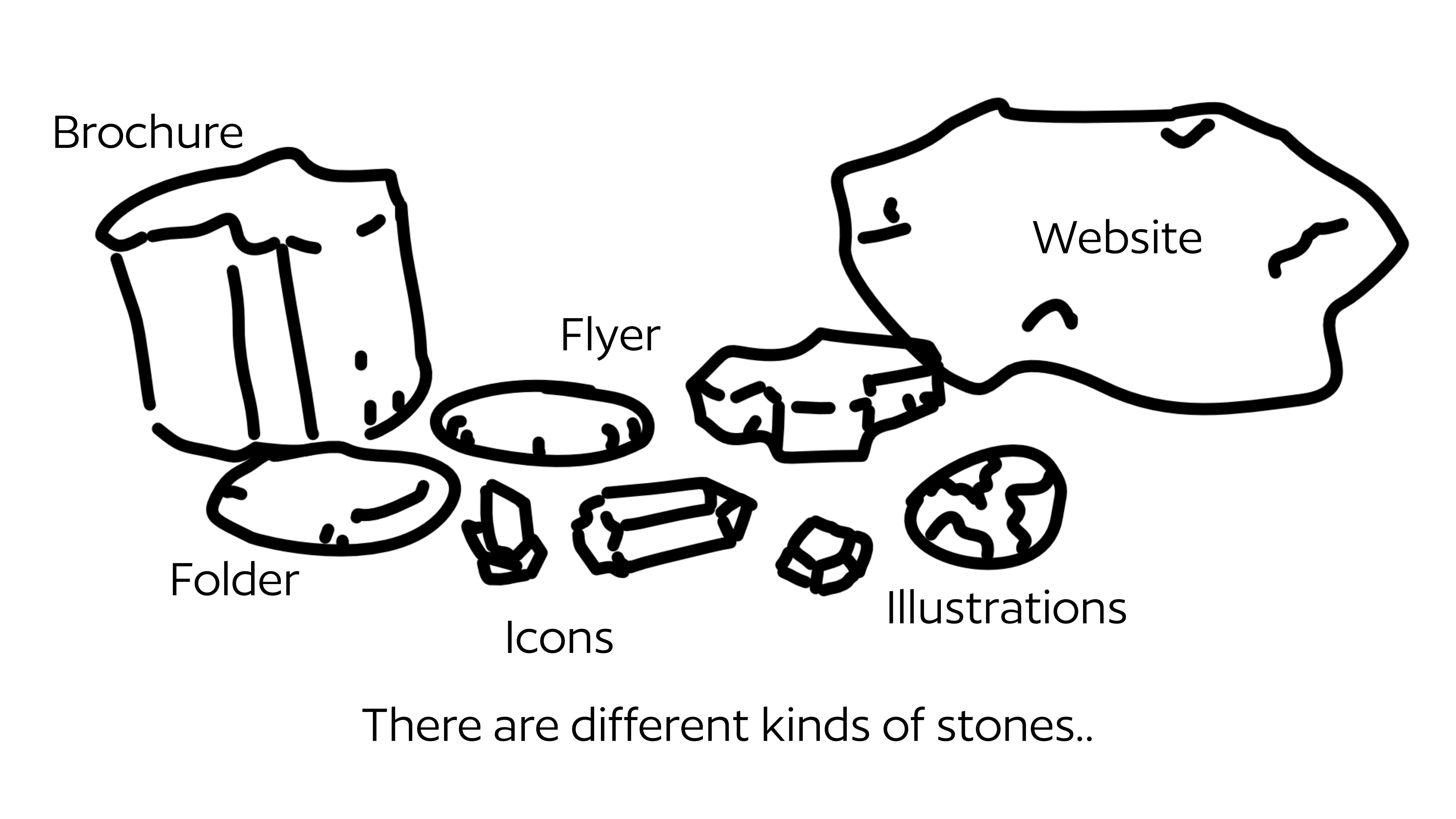


Knowing your weeds and flowers (and vegetables?)

The Strategy behind of Input

**Let's talk about stones!**

What do you want me to lift?



Brochure

Website

Flyer

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?

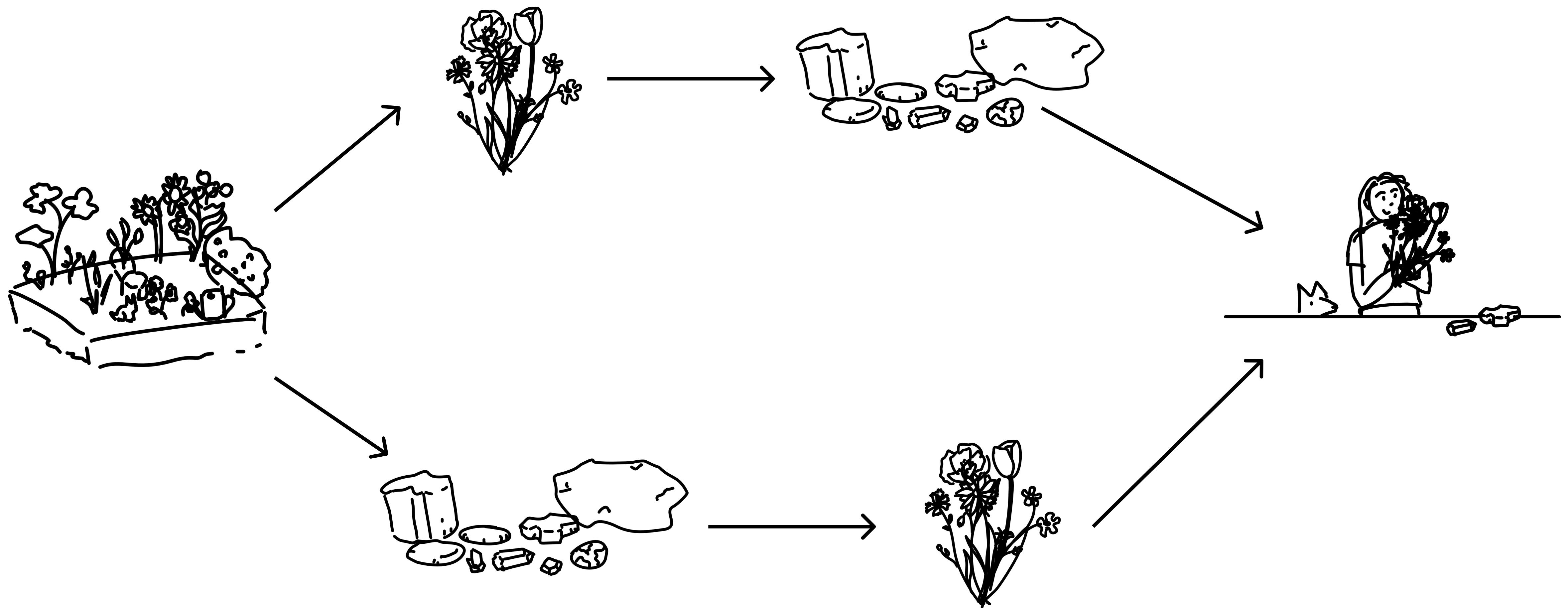
What has do be created, to achieve it ?

### 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?

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..

FAIL -> this thing has to be printed an shipped

# 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..

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



# Alpine Linux Persistence and Storage Summit

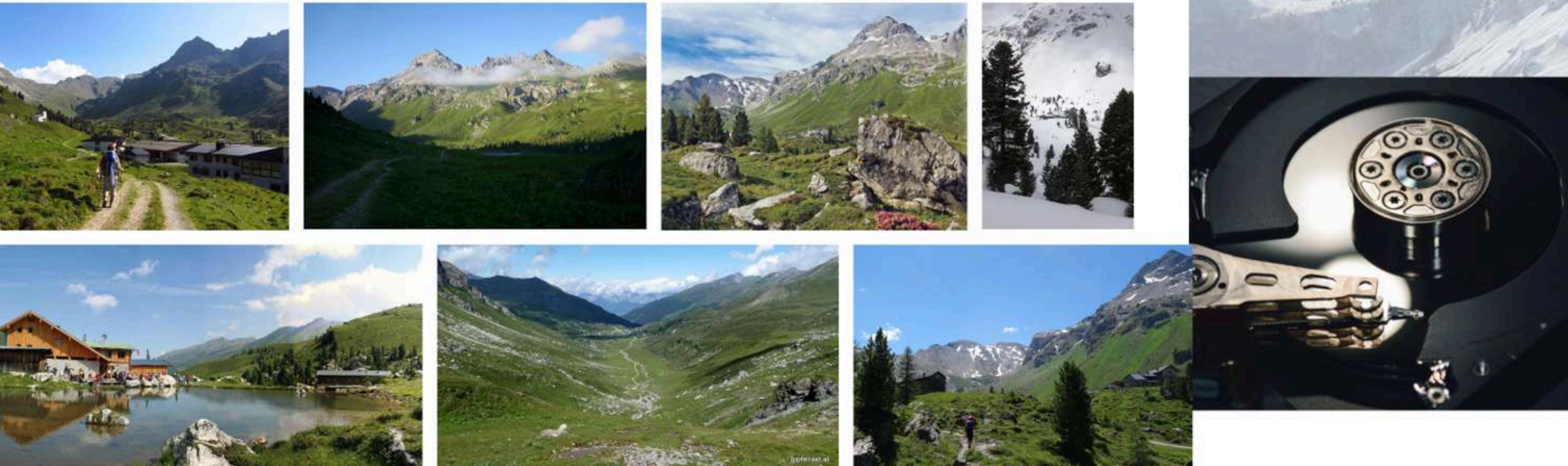
September 24th to 27th 2024

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 relax environment with spectacular views in the Austrian alps.

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

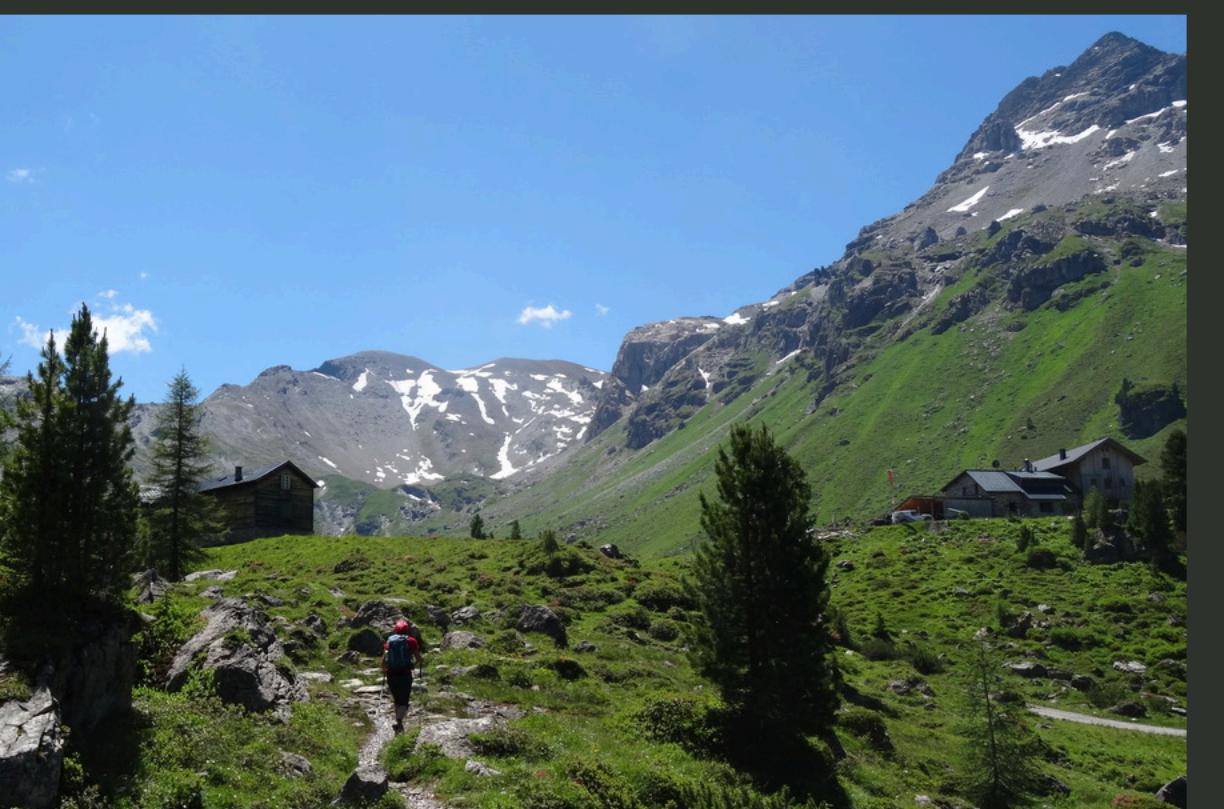
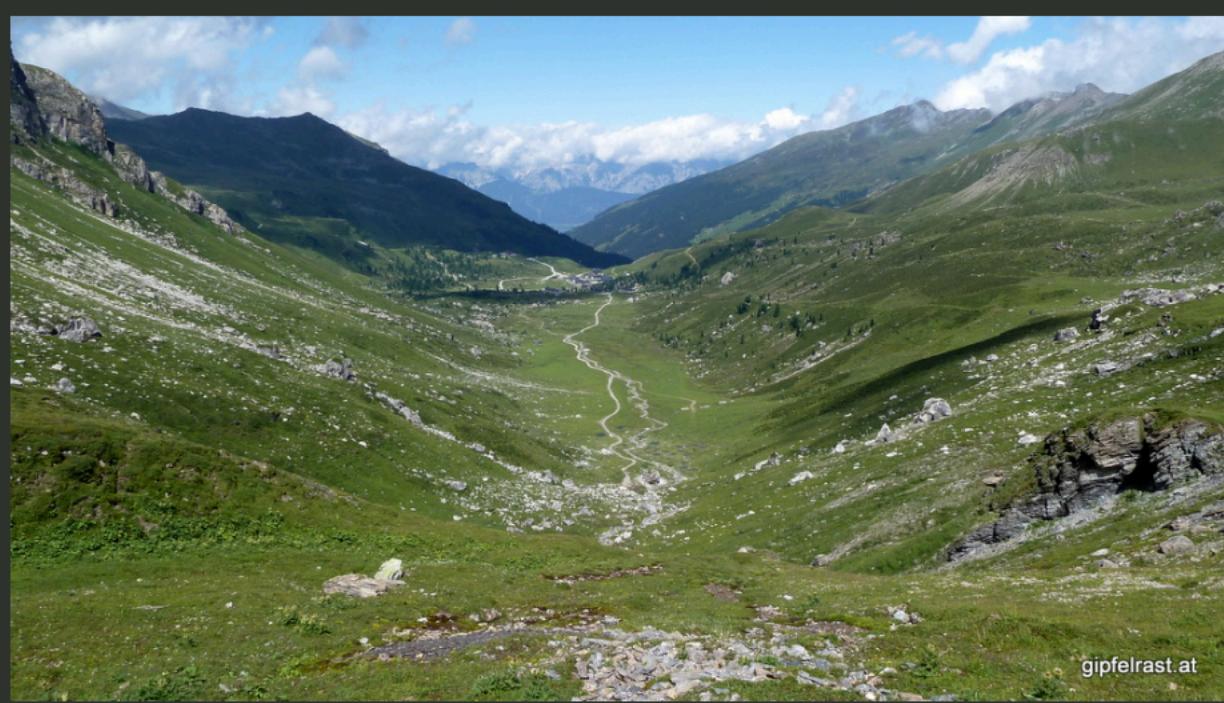


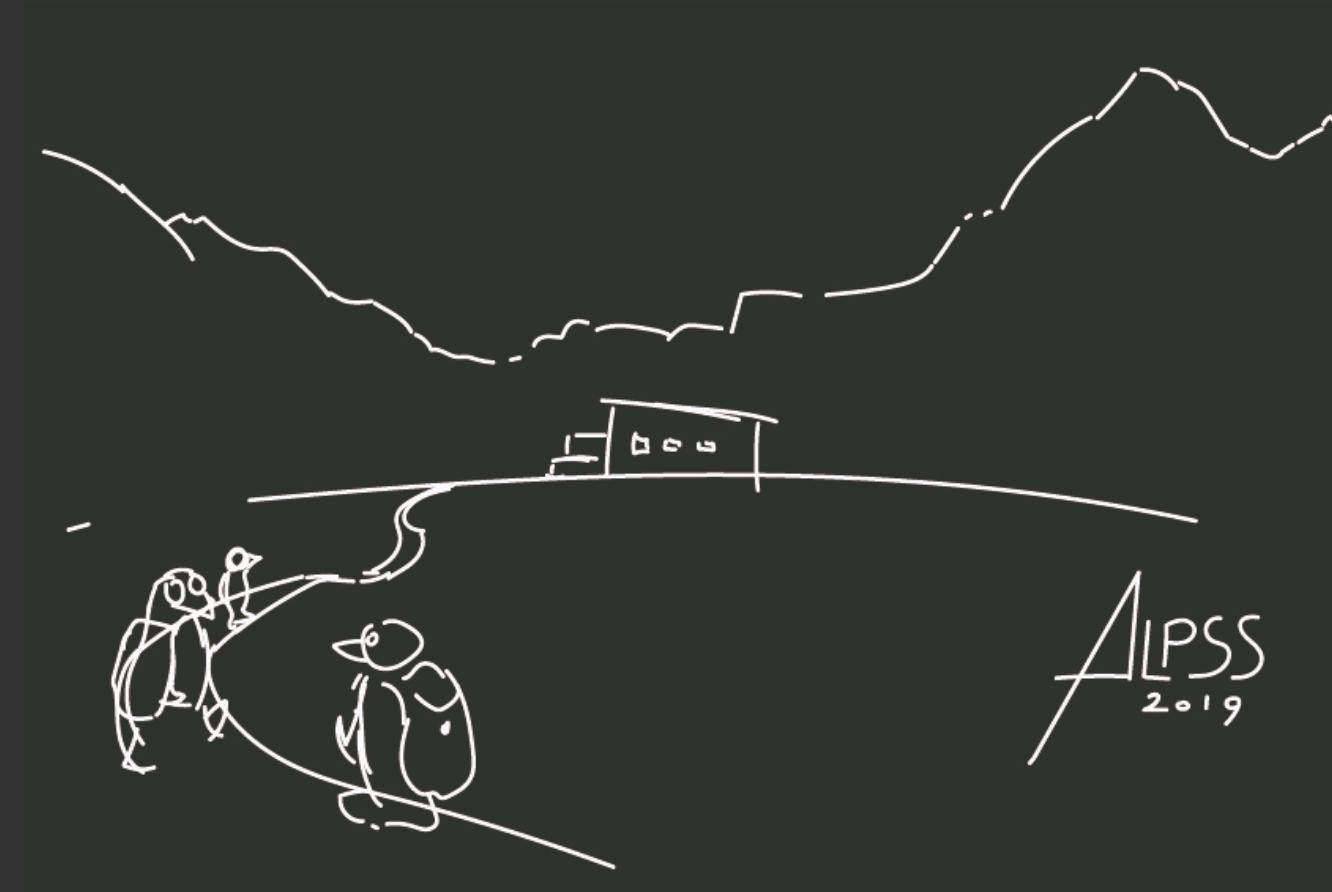
## Schedule for Tue 24.09.2024

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

Website: Alpine Linux Persistence and Storage Summit

Google Search Results "Lizumer Hütte"







Briefing

Research

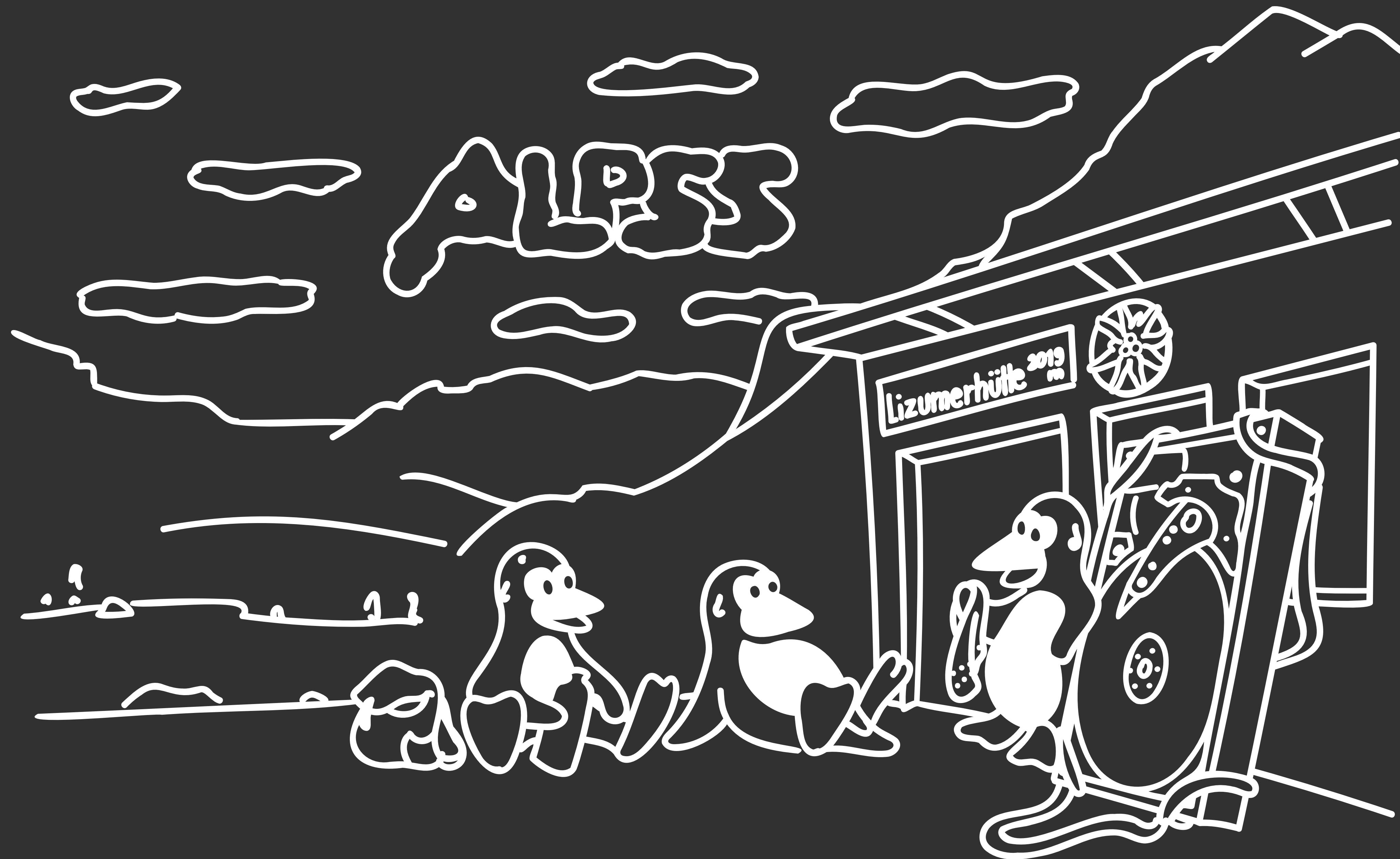
Sketch

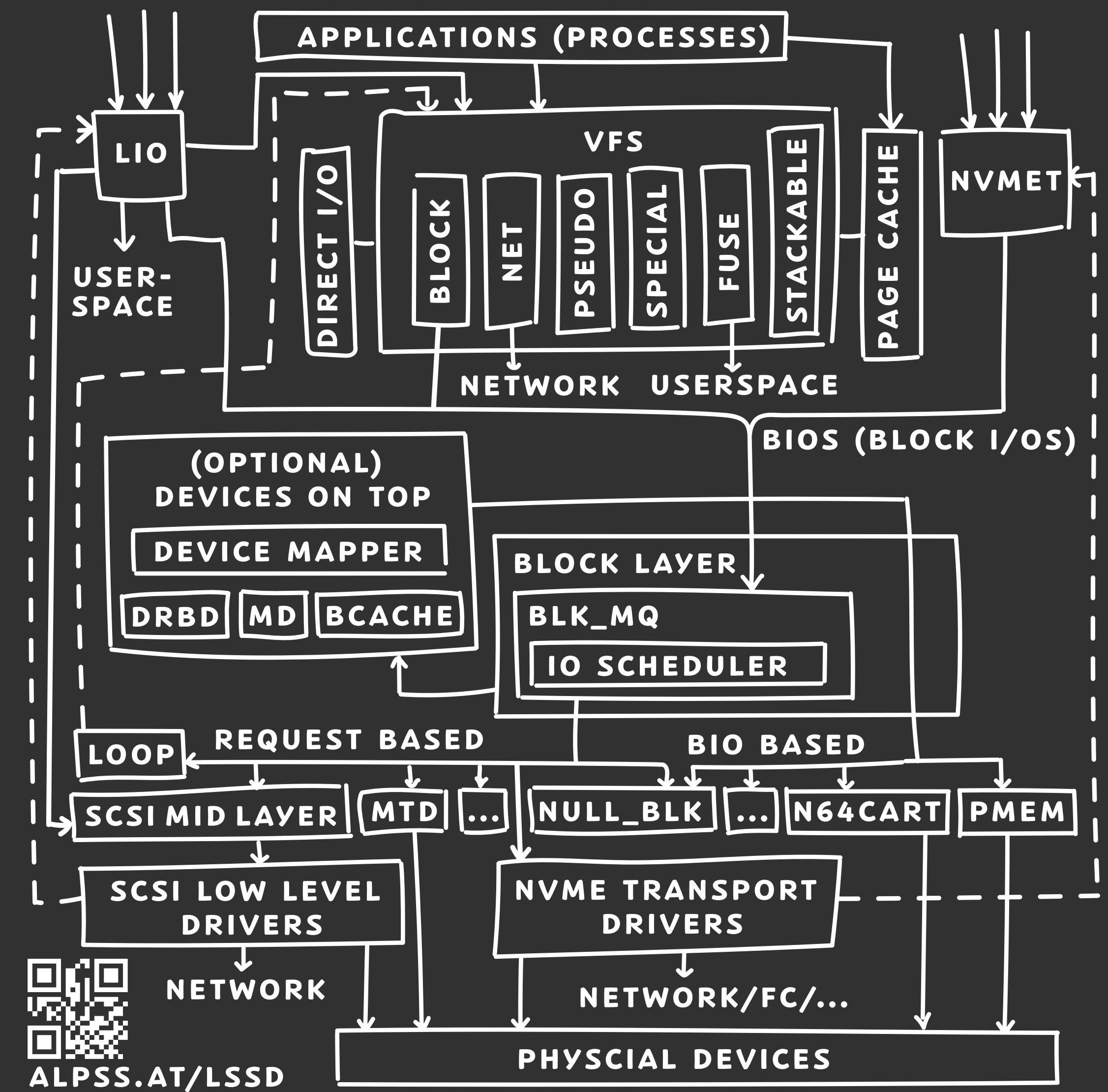
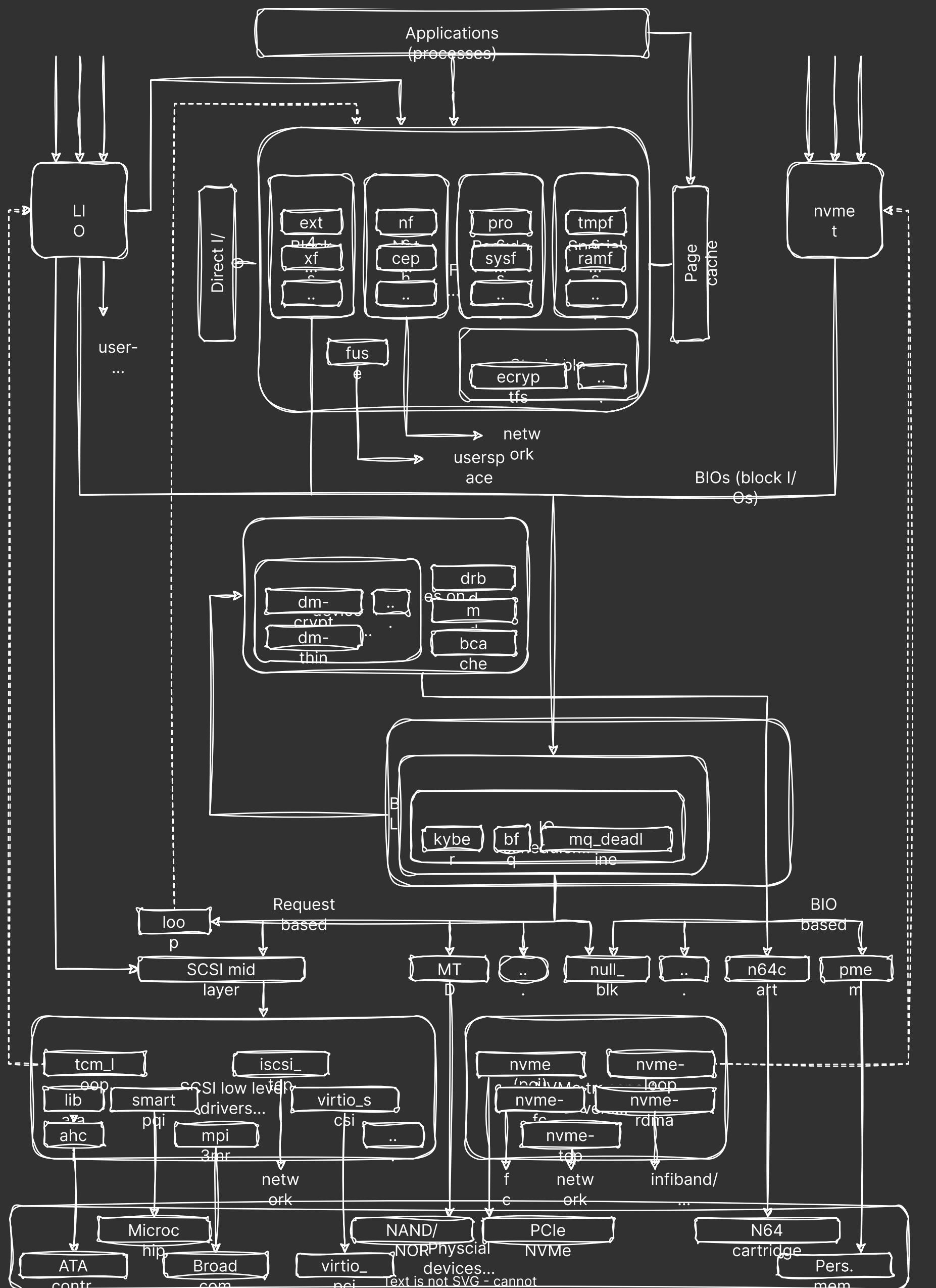
Feedback

Versions

Feedback

Final Version







# 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)

3. Your team of specialists (About us)

4. Get in touch (Contact)

We can also keep "Powering Open Source" and "Focused on Security" in some form or the other.

Also, the slogan "Challenge? Handcrafted solution!" should be removed!

Our three competences "Software Engineering | Consulting | Training" are now:

"Security | Engineering | Training"

## ## Our Services

The three areas our services we offer should either get dedicated sub-pages or larger sections with more space for content and some nice graphics.

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

ç

## ### Engineering

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)
- Realtime systems development (Xenomai, PREEMPT\_RT)
- Linux security technologies
- Embedded systems
- Linux distribution consulting and development (Yocto, ELBE, buildroot, etc.)
- Bootloader development and consulting
- Software Architecture consulting
- Technology consulting

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

\*This should be somehow highlighted:\*

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

[LINK](#)

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

## ### Training

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

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

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

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

## ## Blog

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

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

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

```
% New structure sigma-star.at
```

```
% 2022-08-19
```

```
% dags
```

```
# Why?
```

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- Network security technologies
- In-depth analysis of various VPN technologies
- Hardening Linux systems

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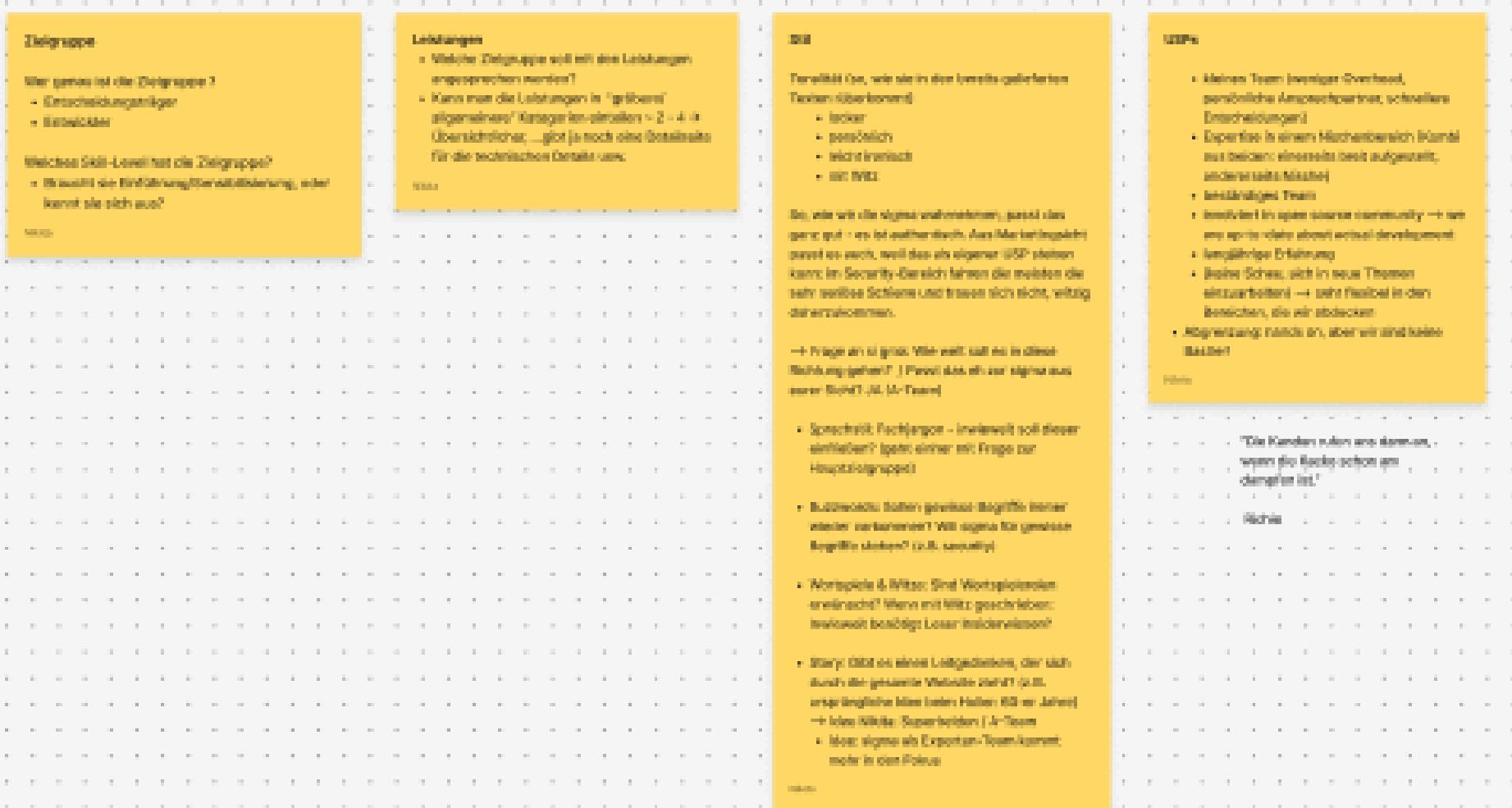
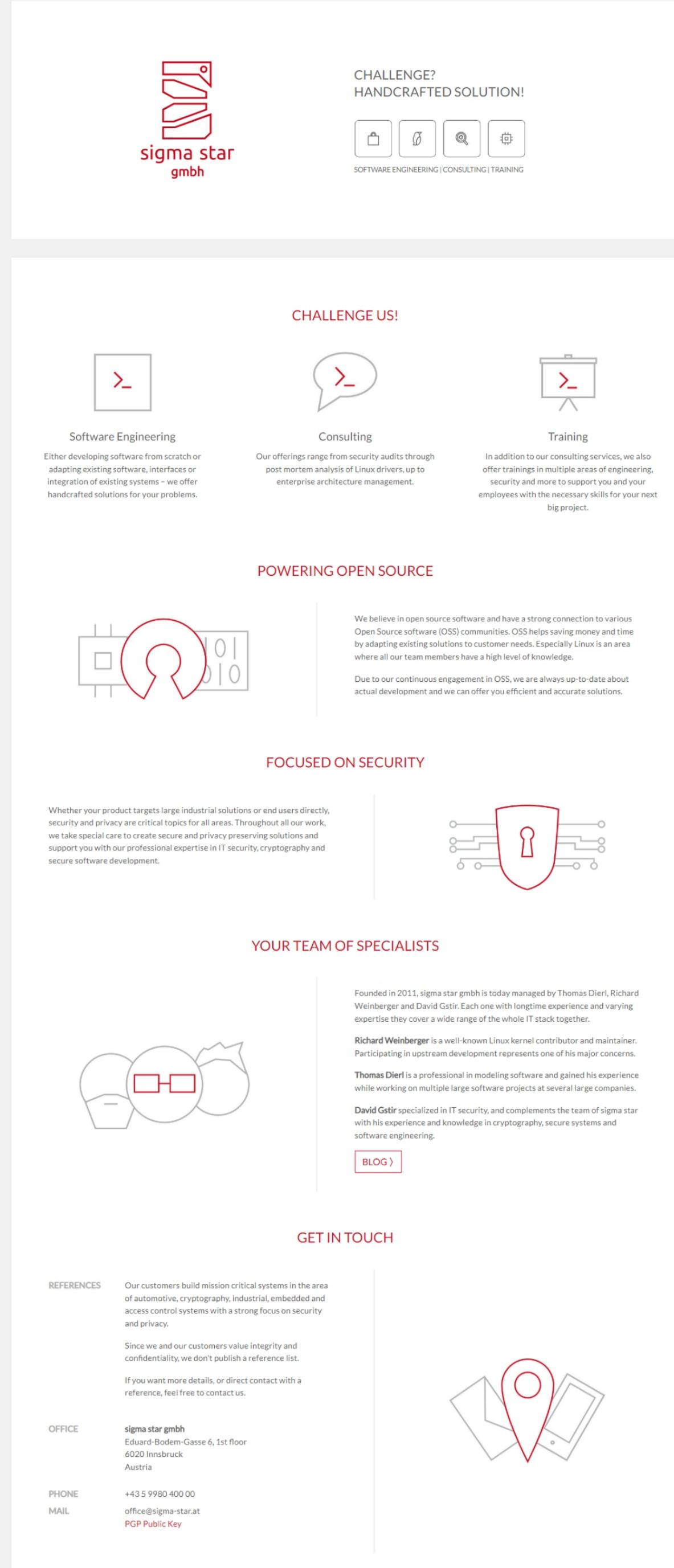
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## ## Blog

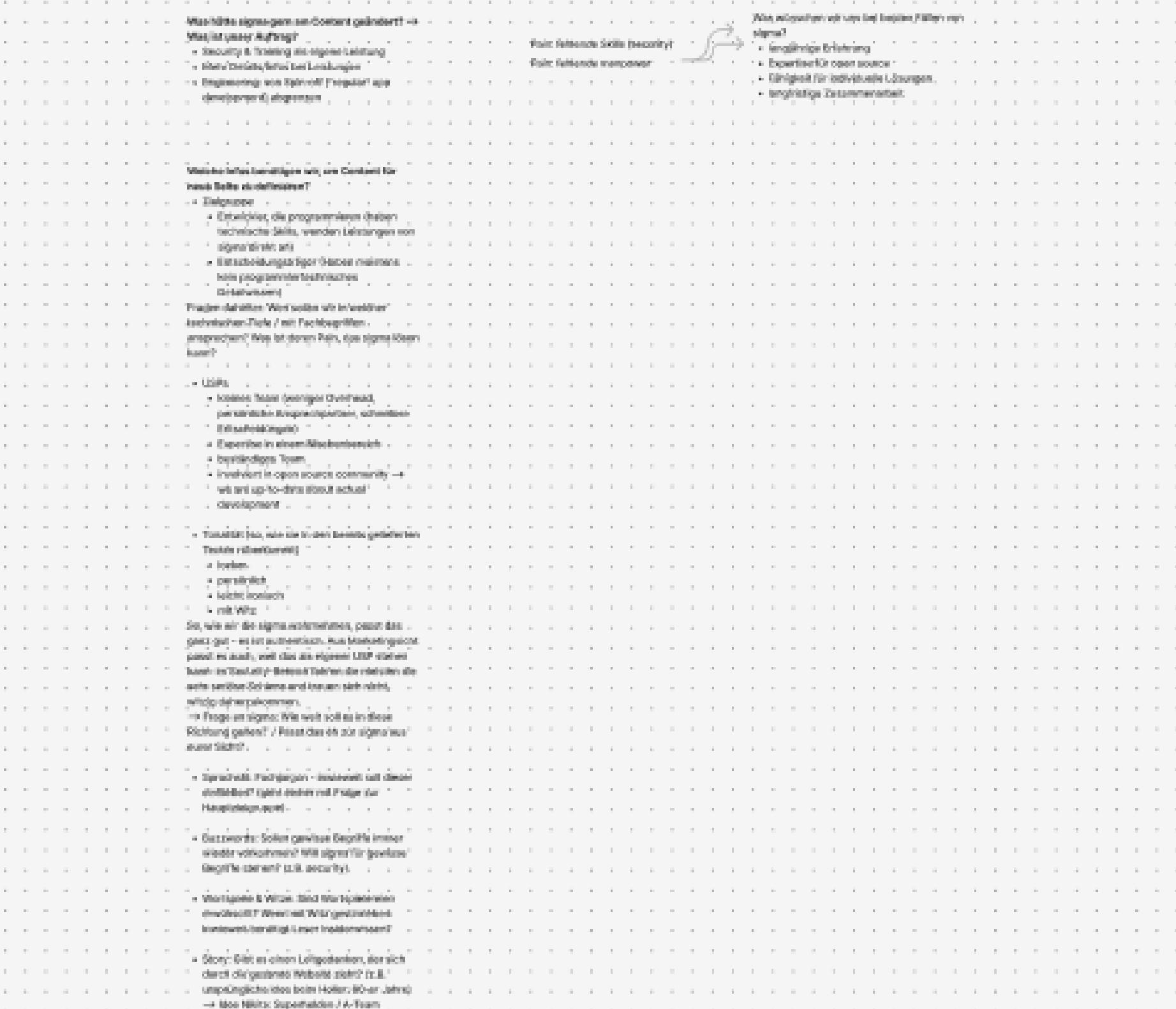
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## ## Your team of specialists (About us) & Get in touch (Contact)

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



• schätzen Sie Ihre  
großen Unternehmens-  
strukturen geschärfter, um Ihnen  
Bereiche



## Why?

The current site has only minimal info and front-end looks ok but 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.

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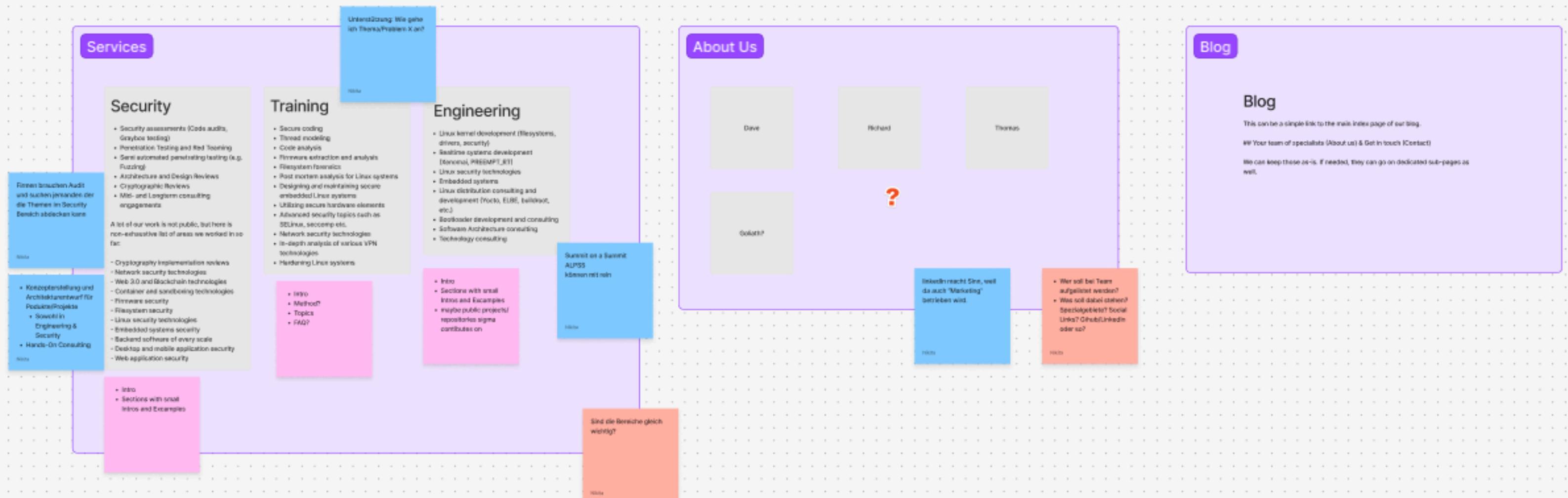
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Also, the slogan "Challenge? Handpicked solution" should be removed!

Our three competencies ("Software Engineering" | Consulting | Training) are now: "Security" | "Engineering" | "Training".



- Welchen Zweck hat die Seite? Einzelkarriere oder Aspiration?
- Deutsch/Englisch?
- Wer baut die Seite?
- Info? - Als erstes hier sind wir und was wir sonst da uns befinden.



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Has now the context for each service. Text written in *italic* is a note and not to be part of the page content.

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

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

- Linux kernel development (kernels, drivers, security)
- Realtime systems development (kernel, PREEMPT\_RT)
- Linux security technologies
- Embedded systems security
- Linux distribution consulting and development (Yocto, ELB, balldust, etc.)
- Backdoor development and consulting
- Software Architecture consulting
- Technology consulting

Interested? Get to [Yocto](#)!

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

## Security

IT without security is unthinkable. It does not really matter what your piece of software does and if it runs in a tiny microchip or some large server cluster, at some point you have deal with software security. Security is and has always been an integral part of sigma star gmbh's 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 few bugs as possible. But as we all know, there are still some bugs left 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
- Cryptographic analysis (e.g. Fuzzing)
- Architecture and Design Reviews
- Cryptographic Reviews
- Mid- and Long-term 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 2.0 and Blockchain technologies
- Container and Containerization techniques
- Firewall security
- Ethernet security
- Linux security technologies
- Embedded systems security
- Backend software of every scale
- Desktop and mobile application security
- Web application security

Interested? Get in touch [LINK](#)

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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:

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- Thread modeling
- Code analysis
- Firmware extraction and analysis
- Fuzzers/forensics
- Post-reviews analysis for Linux systems
- Designing and maintaining secure embedded Linux systems
- Cryptographic analysis
- Advanced security topics such as SELinux, seccomp etc.
- Network security technologies
- In-depth analysis of various VPN technologies
- Hardening Linux systems

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

Interested? Get in touch [LINK](#)

## About Us

Dave

Richard

Thomas

Julian?

?

Hilmi

## Blog

### Blog

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

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

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



**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 something security is unthinkable. No matter where your software runs, be it in a tiny microchip or in some huge 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 find your weakness - we are here to support you!

**TESTING**  
Security requirements and  
Penetration testing  
Smart automated testing

**REVIEWS**  
Cryptanalysis, architecture and  
Design reviews

**CONSULTING**  
Security consulting  
Architecture Consulting  
Requirements Consulting

**ENGINEERING**

**Custom solutions for your system**

No matter which 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 economic solutions.

**DEVELOPMENT**  
Linux distribution  
Containerization  
Cloud native  
Software architecture and  
Technology

**CONSULTING**  
Linux distribution  
Containerization  
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 offices or as a stand-alone service. Sure, we do lectures, but mostly as hands-on sessions. In our experience individually designed workshops are the key to success. Your engineering team lacks some knowledge or skills we can provide? Get in touch!

**SECURITY**  
Secure coding  
Describing and understanding various  
unethical Linux techniques  
Writing secure hardware elements

**ENGINEERING**  
Thread modeling  
Code analysis  
Performance analysis and analysis  
Fuzzing framework  
Rootkit analysis for Linux systems

**Time to team up**

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

Na matter what the reason is, we try to get to the bottom of it. In our opinion the best way to do this is by getting to know you and your needs and work out the best solutions together. Finding out what really works sometimes leads to unexpected places. Let's move up and get things done!



**Can We Help?**

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

**SECURITY**

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

If something 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 to deal with software security. Security is and has always been an integral part of our work and we are here to help you with it!

**TESTING**  
Security requirements and  
Penetration testing  
Smart automated testing

**REVIEWS**  
Cryptanalysis, Architecture and  
Design reviews

**CONSULTING**  
Security consulting  
Architecture Consulting  
Requirements Consulting

**ENGINEERING**

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

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

**DEVELOPMENT**  
Linux distribution  
Containerization  
Cloud native  
Software architecture and  
Technology

**CONSULTING**  
Linux distribution  
Containerization  
Software architecture and  
Technology

**TRAINING**

**We love to share our knowledge.**

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

**SECURITY**  
Secure coding  
Describing and understanding various  
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**ENGINEERING**  
Thread modeling  
Code analysis  
Performance analysis and analysis  
Fuzzing framework  
Rootkit analysis for Linux systems

**HOW WE WORK**

**We like to talk, but we love to act.**

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

In our opinion the best way to do this is by getting to know you and your needs and work out the best solutions together. Finding out what really works sometimes leads to unexpected places. Let's move up and get things done!



**Can We Help?**

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

**SECURITY**

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

If something 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 to deal with software security. Security is and has always been an integral part of our work and we are here to help you with it!

**TESTING**  
Security requirements and  
Penetration testing  
Smart automated testing

**REVIEWS**  
Cryptanalysis, Architecture and  
Design reviews

**CONSULTING**  
Security consulting  
Architecture Consulting  
Requirements Consulting

**ENGINEERING**

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

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

**DEVELOPMENT**  
Linux distribution  
Containerization  
Cloud native  
Software architecture and  
Technology

**CONSULTING**  
Linux distribution  
Containerization  
Software architecture and  
Technology

**TRAINING**

**We love to share our knowledge.**

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

**SECURITY**  
Secure coding  
Describing and understanding various  
unethical Linux techniques  
Writing secure hardware elements

**ENGINEERING**  
Thread modeling  
Code analysis  
Performance analysis and analysis  
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Rootkit analysis for Linux systems

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Frame 77

## Got any engineering 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-starat.de



### SECURITY

#### Let's take a closer look.

IT without security is vulnerable. 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!



### ENGINEERING

#### Custom solutions for your system

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



Hmm, Code? meh.

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#### Time to team up

Some of our customers like us because they are stuck, others lack the motivation to work together. Some are looking for others to find their own bug, but we realize 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. Playing out what really works sometimes leads to unexpected places. Let's team up and get things done!



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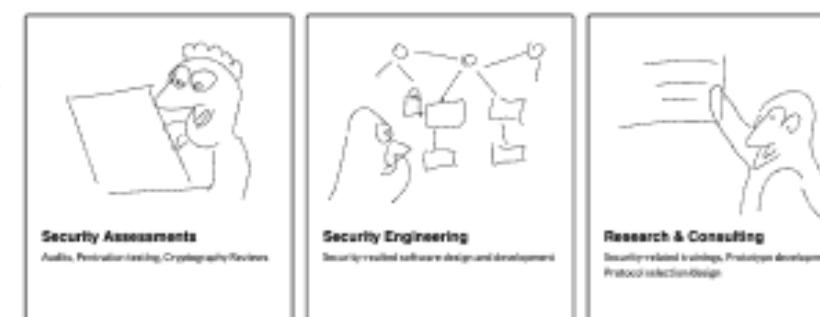
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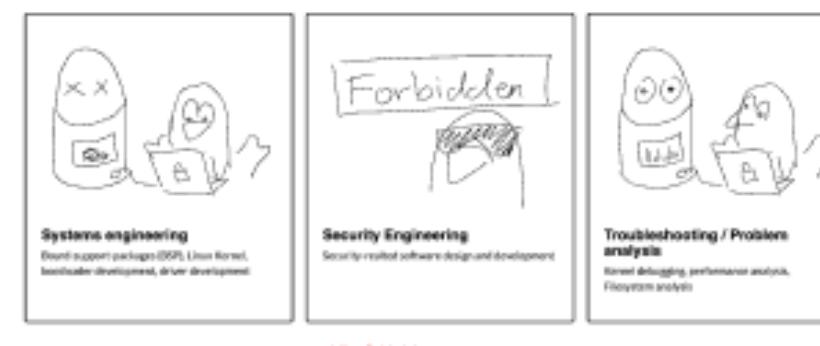
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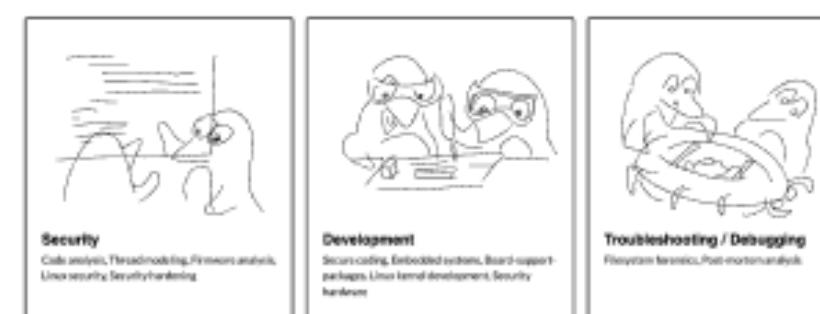


Hier fehlt Idee

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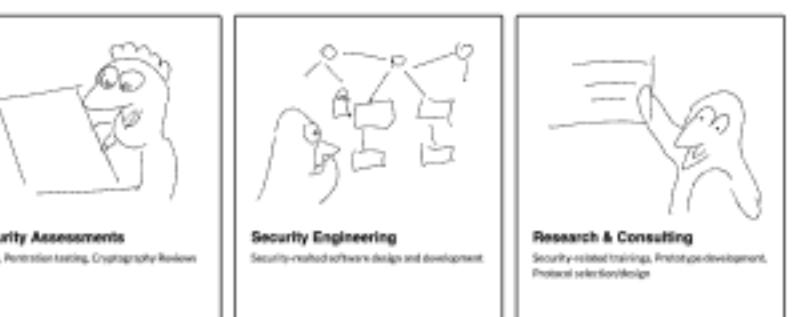
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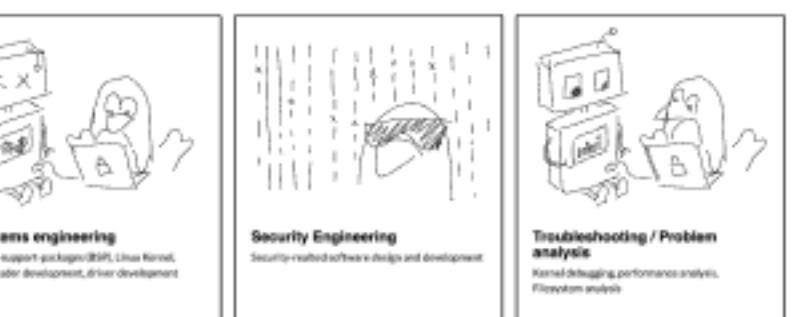
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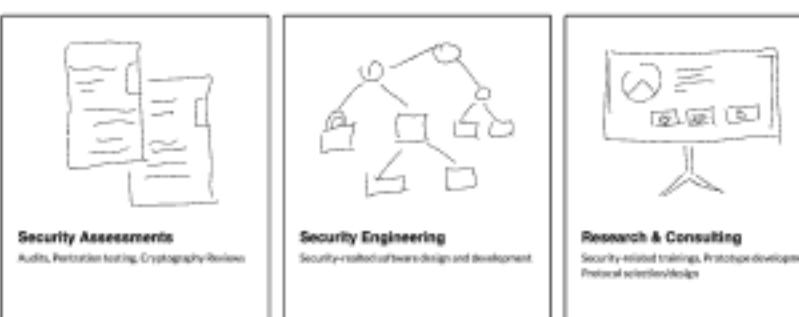
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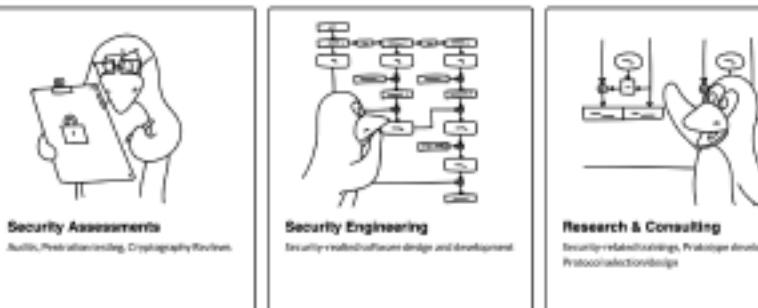
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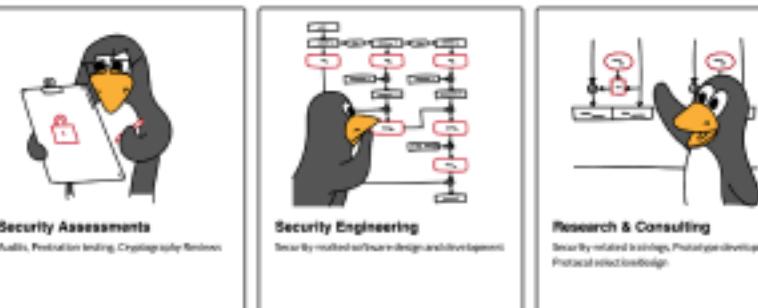
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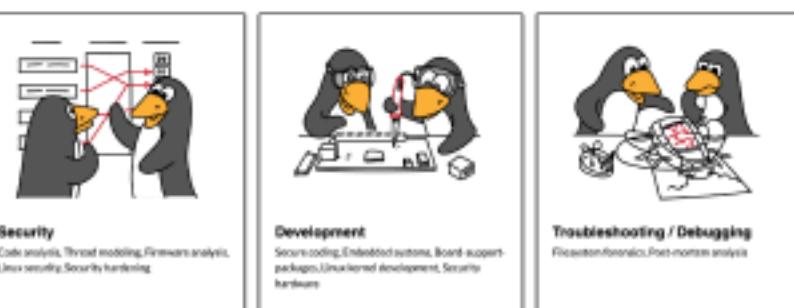
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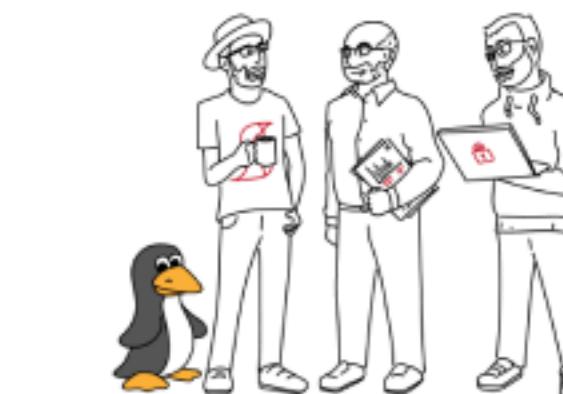
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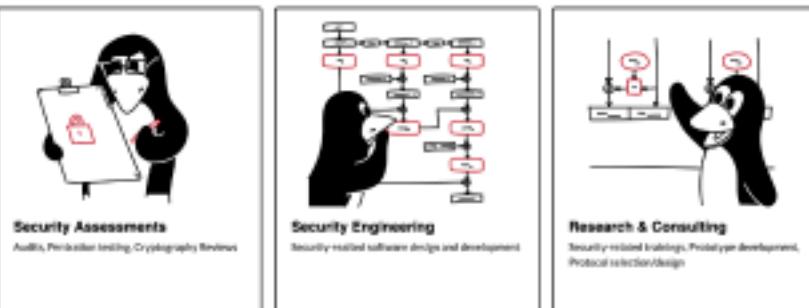
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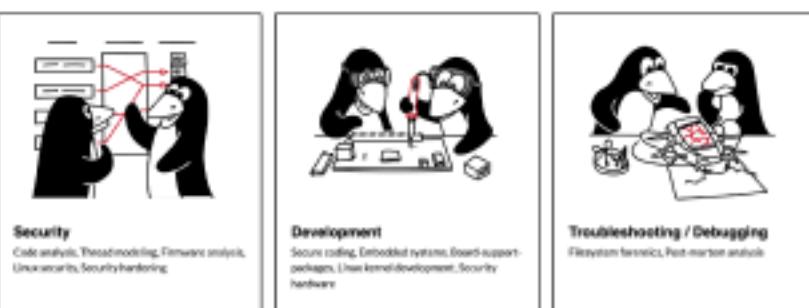
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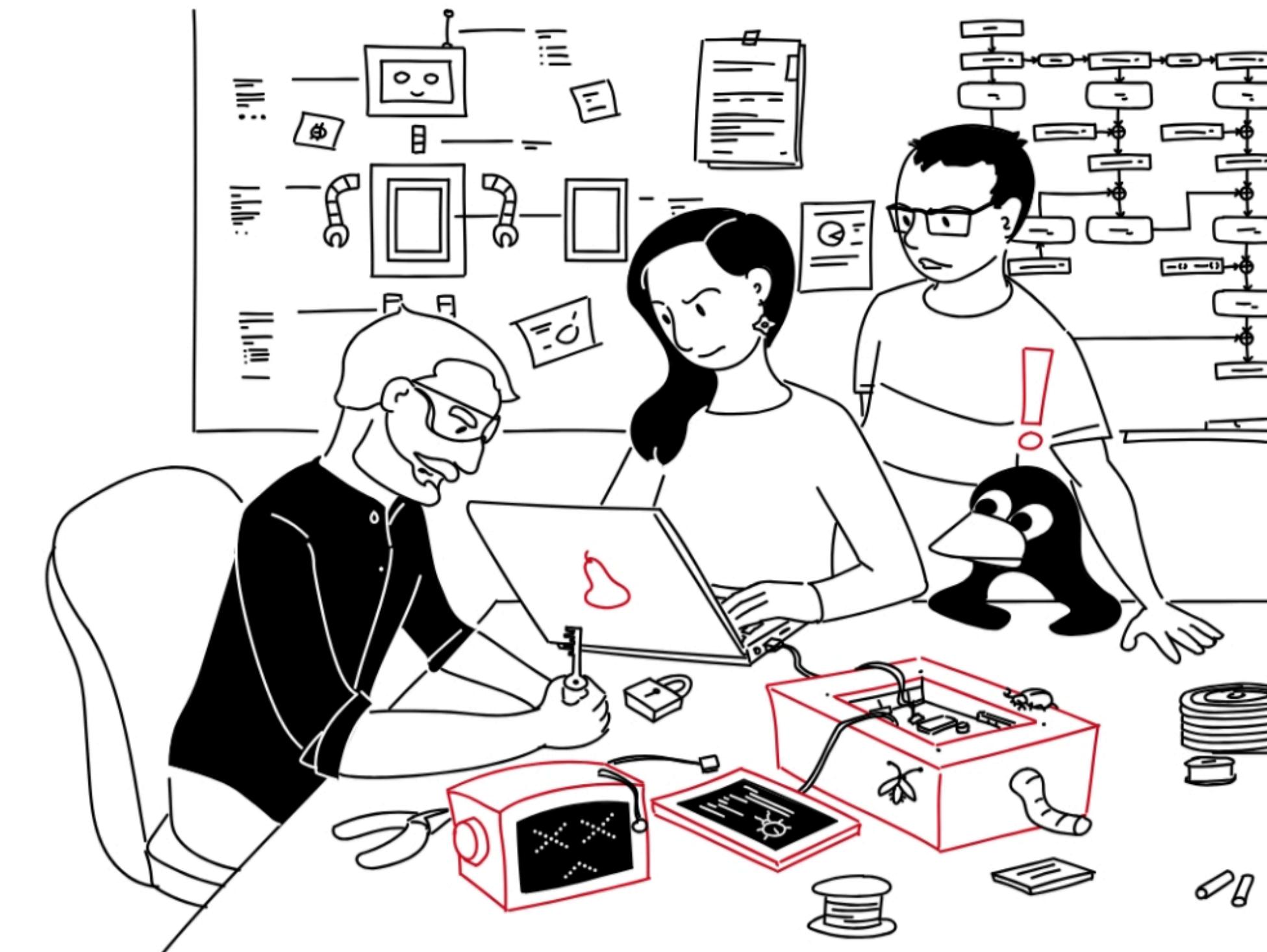
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# Got issues with Cryptography?

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office@sigma-star.at



## TRAINING

We love to share our knowledge.

### ON DEMAND

Building Embedded Linux Systems with Yocto  
Master Yocto for embedded Linux in this hands-

### ON DEMAND

C/C++ Secure Coding  
Get to know C and C++ and learn how to apply

### ON DEMAND

Code Review Training  
Master code review! Learn effective techniques,

### ON DEMAND

Embedded Linux Hardening and Firmware Security  
Master embedded Linux hardening and firmwa-

Check out “final” site: [sigma-star.at](http://sigma-star.at)

# Thank you for listening!

And next time - bring flowers

Romana Mayr  
[romanamayr.com](http://romanamayr.com)

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And next time - bring flowers

So I can burn them

Romana Mayr  
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