

OPEN COLOUR STANDARD AND OPEN SOURCE FOR DESIGNERS ACTION PLAN

The Open Colour Standard research report isolated several problems and questions associated with the creation and adoption of an Open Colour Standard. This action plan outlines the worst problems advances potential solutions and strategies.

MAJOR PROBLEMS

- OCS needs to gain a critical mass of print professionals in order to be successful.
- OCS needs to break into the school-industry-designer-employer-printer loop.
- Developing colour is difficult. Either pigments need to be developed, existing inks need to be used, or all colours need to be mixable from CMYK.
- Designers have little confidence in or knowledge of Open Source.
- Most designers are happy with their current tools.
- Any standard would need to be integrated into the software designers actually use, not just what we wish they would.

LOW-HANGING FRUIT

- Get designers interested in Open Source. Show them showpiece programs like Amarok, Inkscape and the GIMP. Show them easy distros of Linux that they can conveniently tailor to their needs.
- Go proselytizing, talking about how to promote adoption of Open Source tools among designers.

OCS ACTIONS

- Test and develop a method for creating cross-media colour.
- Open that method to the community so that they can experiment.
- Build up awareness among designers of the ills of proprietary and the benefits of Open.
- Connect with the other people/groups working on Open colour.

OPEN SOURCE FOR DESIGNERS ACTIONS

- Talk to different sorts of designers, find out what software they use in their practise.
- Create live running CDs of customized Ubuntu versions for each sort of designer, with the appropriate software included.
- Isolate a few showpiece apps to use as demo.
- Hold Open Source parties to display the software and hand out disks.
- Go to where designers congregate and hit them with the CDs and demos.
- Convince design schools to, if not go Open, at least implement some Open programs.