



**Contributors, contributors ....**

**Sankarshan Mukhopadhyay**

# <emotion>

**Help people see, feel and experience the importance of an idea through a story**

Making it simple to contribute

Making it possible to “see” results

Making it easy to feel part of something special



# <concreteness>

Ensure that the message is recalled

The simplicity of the messaging should allow more folks to pay it forward

The messaging should be unexpected and sticky



# <marketing>

**Get a fan following**

Ensure that more folks use, talk about, know about, hear about, read about GNOME

Get the right message to the right people

<http://live.gnome.org/GnomeMarketing>



**<art>**

**Not just mere eye-candy**

Aesthetics, visual appeal, sensuous and tactile

Visual cues to strike right chords

<http://live.gnome.org/GnomeArt>



# <triage>

**Help users help developers help GNOME**

Every story has a closed feedback loop  
Comprehension is the way to contribution  
<http://live.gnome.org/Bugsquad/TriageGuide>



# <translate>

**Complete the story in the local language**

Make it sticky

<http://library.gnome.org/about/about>

<http://developer.gnome.org/projects/gtp>



# <document>

**Create the FM you want others to RTFM**

Content and accountability are inseparable

<http://live.gnome.org/DocumentationProject/Contributing>

