

Mozilla Badges 2014

Led by Open Badges team

Badges@mozillafoundation.org

At Mozilla Summit in 2013, there was great interest across all three locales in supporting Mozilla-wide staff and contributor badging. In an effort to recognize the efforts of our distributed community (and in alignment with the interoperable Open Badges Infrastructure), we are encouraging the growth of a three-part system starting this year.

Contributors will be able to display badges they earn across the project on their social and professional networks, on their blogs, and soon on Mozillians.org. The system features complimentary components:

- I. **Mozilla-wide badges** created by an internal advisory group and mapping to 4 Pillars (summer)
- II. **Team/Product badges** created by team members, i.e. MDN, SUMO, Open News (spring)
- III. **Individual/Community badges** created by the larger global group of Mozillians (fall/winter)

Teams are designing their badge criteria within Mozilla-developed BadgeKit software (BadgeKit.org). We've created a visual language that establishes a common system across the components, and it will be integrated into the badge studio portion of BadgeKit as it's rolled out across the organization.

These visual templates allow teams to select a color to associate with their badge systems. They will have access to a series of glyphs with suggested uses / representations in designing Team/Product badges.



	BASE SYSTEM	COLOR SELECTION	DETAIL OVERLAY	TEXTURE MASK	GLYPH SELECTION
COMMUNITY	1 COLOR				
MOZILLA-WIDE	2 COLOR				
TEAM / PRODUCT	3 COLOR				

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Proposed 2014 plan

Spring 2014

Badges content

Team/Product badge system design

- + Webmaker will be the first use case of a Mozilla team using BadgeKit software.
- + Sean Martell developing cohesive yet flexible visual templates for teams.

Tool & resource development

- + Planning for a future redesign of badges.mozilla.org for badges discovery.
- + Issuing pointers for prospective badge issuers across the organization.

Summer 2014

Badges content

+ Mozilla-wide badges: A limited set of badges that will be designed in alignment with the Mozilla Manifesto and 4 Pillars. Contributors may have earned team/product badges before being issued these org-wide badges.

+ Case studies: Highlight promoted practices of relevant teams on topics that would be of great interest: i.e. designing badges for diverse communities, planning and using badge templates, growing a badge system beyond a pilot.

Fall/winter 2014

Badges content

Individual/Community badges

- + The entire organization will work to support community-created badging efforts as they come to light. This may include a recommendations on "what not to do" in regards to using the Mozilla logo and wordmark for consistency.
- + Will also review these badges regularly through a TBD process so as to vet them for inclusion in either Team/ Product badges or Mozilla badges. integrated into the badge studio portion of BadgeKit as it's rolled out across the organization.

