

Free TON Web & Design Sub-Governance



Description

This document describes a way to achieve governance in the design similar to <https://gov.freeton.org> for tasks like UI/UX design and development of the website, illustrations and other digital materials.

The goal is to provide end users of websites, applications, articles and other information products with quality design, illustrations and navigation and further enhance digital user experience and effectiveness of information processing.

[Free TON Web & Design group](#) – this is a public group and everybody is welcome to join!

General Goals

The goal of this Sub-Governance is to create and support:

a) a decentralized structure and a transparent process for managing the visual part of the ecosystem;

b) an accessible design platform for systematic performance of design tasks.

Main Tasks

1. To accelerate the time to market for products within the ecosystem through design support for initiatives: design tokenization, implementation of design processes.
2. To increase the availability, convenience and quality of products by implementing the Sub-Governance participants experience: selecting the Jury, onboarding new teams, supporting current projects.
3. Develop a uniform graphic language for the ecosystem and provide for its evolution: ready-made design kits, libraries, components.
4. Increase the popularity of the products through involvement of creative people in the contests and their activity.

Current Proposal

It is proposed to create an on-chain governance for Web & Design Sub-Governance and accomplish the following goals:

1. Free TON Web & Design Initial Members should be appointed to form the initial Free TON Web & Design Sub-Governance and Jury. This initial entry list assumes all responsibilities of the Free TON Web & Design Jury and is to launch a Free TON Web & Design Jury Contest.
2. A mechanism for the Free TON Web & Design Contests should be implemented with the main purpose – to enhance all visual and digital communications of the network.
3. Free TON Web & Design Sub-Governance should host a Telegram group where members, the Jury and other involved parties would develop, discuss and formulate plans and proposals for the Sub-Governance.
4. Essential contests should be held for purposes of enhancing visual clarity of the website, the brand book, the application, illustrations and all other forms of design materials.
5. Proposals should be passed through discussion stages in the Telegram group and on the Forum, should be posted correctly on-chain with the necessary deadlines and should be voted by the Jury members after the contestants publish their results.
6. A Free TON Web & Design Jury Contest should be held to select the group of the Free TON Web & Design Jury. The main duty of the Free TON Web & Design Jury should be to vote for Free TON Web & Design Sub-Governance proposals.

Initial members

1. [Idel G](#), cf0d8ffc19bdca2607385a957abffc52162d98e4a27e773f1af072666b232730
2. [Nikita Inshakov](#),
0dd55d3e5ecbd1f7c4c18eee4a35282c3933c08243c9034fc3ae39e71b790915
3. [Michael Kabanov](#),
55567a479eeec273038198ac8d06a5406666ff2e29f3196dd06e40000c5de622
4. [Eugene Téslov](#),
1ee988171bb950a4e82adc2b07f11a9ae8a80b9ce9e83f4fdc915c3d96efb886
5. [Grigorii](#),
fd9333c65b8ac909f74a9f905bd8e95c4019c62bb9cfdbc65f50e3ac081d2577
6. [Roman D](#),
6f10bb0c31958196a87e35a7d8320355e6ae161da57d9a77abbfa1e12d4131be
7. [Ivan Kotelnikov](#),
b37e94b3177921824eeebb978bc2916f80a2fb19982e1b673171b5fe41dc0c9c
8. [Roman Nguyen](#),
f0c02482ac2a54691aba1e2c38b6cd7fd3708f9eb015058c7d85a939646715e7
9. [Vlad Gohn](#) ,
1a3c1cc54f635835526305f8edc7161d9bf0bb2df20b87726b85b06c936d2a3f
10. [Alexander](#),
3bfb73d61dea6dcea28941510f23ad94b310034f47ae6b97588326392a017141
11. [Alexey Mihailovic \(Lelique\)](#),
d80ced55accce7ce986d958e9d556d8ca2601123174961340c52a4abf6f9cb1e

Note:

The Free TON Web & Design Initial Members form the initial Free TON Web & Design Jury until the Free TON Web & Design Jury Contest is held.

Immediate Plans

Jury selection contest

Since initial members will be the first Juries for the contests, some initial members will be selected out of the members of the TON Telegram groups and Free TON Forum. Juries will be selected through the Web & Design Jury Contest which will be the first contest performed by the current Sub-Governance.

List of Contests

#	Contest name	Expense	Num of contests	Motivation
1	Website Features	100 000	2	To develop and support the necessary features of the current freeton.org website
2	UI/UX Standard Elements	100 000	1	To create identity concepts to implement user experience to the web and mobile applications
3	Illustrations Kit	100 000	4	To provide concepts and sketch books for enhancing visual communication on the web, mobile and blogging materials
4	Mobile UI Kit	200 000	1	To create a UI/UX kit for the mobile application for the reference of the mobile developers of all the TON mobile applications
5	Web UI Kit	150 000	1	To create a kit for web applications elements to implement user experience to all the TON web applications
6	New Landing Page	50 000	5	To create additional landing pages for the the product website submenus (e.g. FAQ, Features) for general and marketing purposes.
7	Logo Brandbook	100 000	1	To design a logo for different purposes
8	Media Vault	100 000	1	To create a media vault (catalogue) with all the available graphic materials in the 'source' formats on the kit.freeton.org . The source language is English
9	Presentation Templates	100 000	1	To create a set of templates for presentations in Powerpoint, Keynote, InDesign, Word, etc.
10	2D / 3D Graphics Design Elements	50 000	3	To create various graphic elements to be used on web, mobile, presentations, video, SMM
11	Static Infographics and Schemes	150 000	2	To create static infographics for SMM and general marketing
12	Infographic Videos	150 000	4	To create infographic videos for SMM and general marketing

#	Contest name	Expense	Num of contests	Motivation
13	Merchandise Design	100 000	1	To create design templates for the Free TON merchandise: T-shirts, hoodies, hats, casual wear, etc.
	Total	2 750 000		

This list is preliminary and can be changed depending on community needs.

Jury Rewards

The amount of Free TON Web & Design Jury's rewards will be defined by the complexity of the contests and will average out at 5% of contest rewards.

Administrative costs

Administrative funds	Expense	12 months budget	Motivation
Administrative costs	20 000	12	Costs associated with running the sub governance group, quick implementations needs for website, logo and illustrations and other implementation needs.
Total	240 000		

Monthly fees may vary from month to month depending on current needs and TON market price, given 20 000 is an average estimate.

Request

For the initial implementation of plans on the current Sub-Governance and immediate plans, it is necessary to:

- a) Initiate Web & Design Sub-Governance with initial members.
- b) Allocate to the Web & Design Sub-Governance wallet 2.99M tons (TON Crystals)

Free TON Wallet address:

**0:4986f03380754aba879fdb6cdd4dc7d348817f4937ad4a1ff4d8413de8
403c69**

Disclaimer

Anyone can participate, but Free TON does not distribute TONs to US citizens or entities.