Input

- (1) Designer as Author, Michael Rock
- (2) The Crystal Goblet, Beatrice Warde
- (3) Paul Rand: 'There is no such thing as bad content, only bad form.'
- (4) Children's book designs, Rand, Munari, Leoni
- (5) Films, Alfred Hitchcock
- (6) Catalogues for electrical cable, Piet Zwart
- (7) Travel posters, Cassandre or Matter
- (8) The New Wave work, Weingart, Greiman and Freidman
- (9) Punk incitations, Jamie Reid
- (10) Comments on Pop Art, Hilton Kramer
- (11) Roger Ebert: 'A movie is not what it is about, it's how it is about it.'

Logic

(1) Designer as Author, Michael Rock

Insecurity about the value of our work

Hope to gain the power, social position and cachet through authorship

What should a designer as an author be like?

The relationship between design and content: Form follows content

(2) The Crystal Goblet, Beatrice Warde

Gorgeous gold goblets and crystal goblets

Developing content is more essential than shaping it, that good content is the measure of good design

(3) Paul Rand: 'There is no such thing as bad content, only bad form.'

The designer's purview is to shape, not to write

(4) Children's book designs, Rand, Munari, Leoni

(5) Films, Alfred Hitchcock

The meaning of his work is not in the story but in the storytelling

(6) Catalogues for electrical cable, Piet Zwart

(7) Travel posters, Cassandre or Matter

(8) The New Wave work, Weingart, Greiman and Freidman (9) Punk incitations, Jamie Reid

Form, the graphic designer's means of narrative

(10) Comments on Pop Art, Hilton Kramer Work must be saying something

(11) Roger Ebert: 'A movie is not what it is about, it's how it is about it.'
For us, our What is a How

Our content is, perpetually, Design itself

Process

(The right)

References

Blauvelt, A., Maurer, L., Paulus, E. Puckey, J., and Wouters, R. (2013) *Conditional Design Workbook*. Amsterdam: Valiz. Rock, M. (2013) *Fuck Content*. New York: Rizzoli International.

