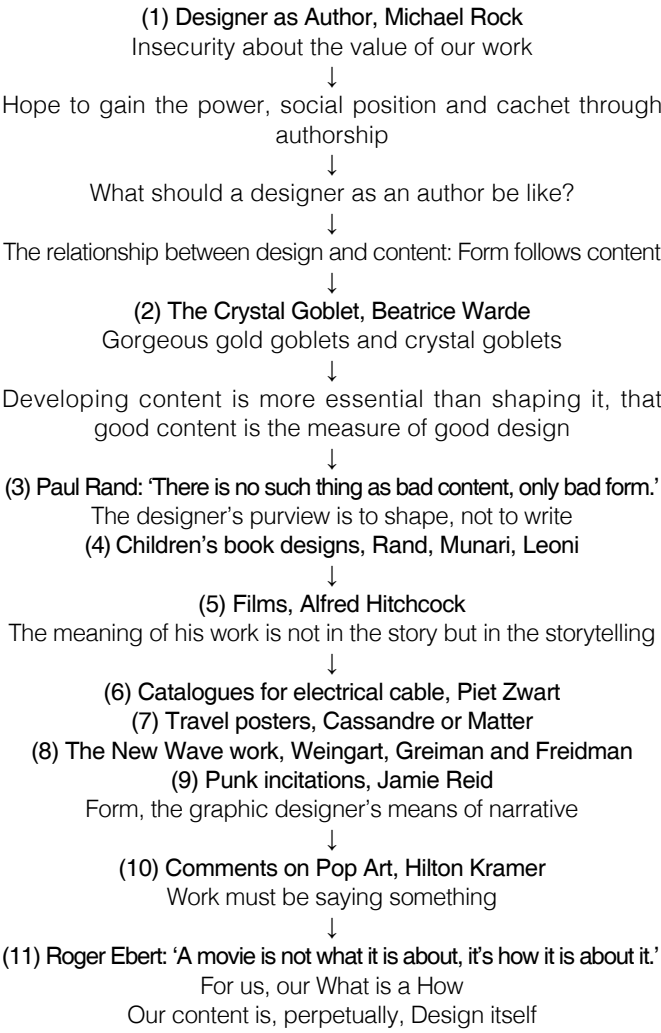


Input

- (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



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.

