Design as Content

A manifesto based on Michael Rock's Essay, *Fuck Content*

By Runxin Zheng

Our world is saturated with content. The demand and consumption of the content are rising while the lifecycle of content is shortening. Businesses, institutions, and even governments are in constant pursuit of content. Meanwhile, the audience is overloaded with information and has become increasingly selective about the content they will consume. There is even a new profession born out of the demand: content creators – authors in the digital realm.

However, not all content holds the same quality or value. Design is the differentiator in a world that competes for attention. Though people, including designers, tend to value content more than design, good design shines a different light on the same content and enables the audience to see it differently.

Unlike writers and artists, graphic designers speak through treatments and devices, such as typography, colour and forms. The content of graphic designers is Design.

Misconception

Only content represents originality.
C on te n t is able to exist without form.
Content creation is completed before the act of designing takes place.
Content without the design still holds the same value and impact.

Shape and form

To design is to shape rather than to write.
Shaping itself is an impactful form.
When shaping itself does not seem enough, explore deeper and study the treatment, which carries complex meanings like text.
The history of graphic design is a history of changing forms.
There won't be much new content under the sun, but there will likely be many new forms of content.

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Language

Graphic design is a language that tells stories through typography, line, form, colour, contrast, scale and weight. Content is realised and communicated through the language of design.
Good design enables people to uncover new perspectives and information from mundane content.
Graphic design also constantly reshapes the relationship between users and the world, which makes graphic design an influential language.
The content of Graphic Design is the Design itself, reflecting the present society.

Hitchcock

Hitchcock converted the scripts from writers through his unique filmmaking, which is a combination of cinematography, cast and plots.
Hitchcock reshapes, orchestrates and activates the experience between the audience and the written script through his storytelling.
Hitchcock's film reflects the world he lived in during that period of time.
Hitchcock's content is in the storytelling, not the story.

References

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