

Glossary

DESIGNER AS AUTHOR BY MICHAEL ROCK / 1996

A

Auteur

- 1 A director, writer and cinematographer that has the ultimate control of the entire project.
- 2 A director who meets three essential criteria: demonstrate technical expertise, have a stylistic signature that is demonstrated over the course of several films and, demonstrate a consistent vision and evoke a palpable interior meaning through his work.

Author

- 1 A person who originates or gives clearly index authoritarian—even patriarchal — connotations.
- 2 Father of all life.
- 3 Any inventor, constructor or founder.
- 4 One who begets.
- 5 A director, commander, or ruler.

Authorship

- 1 Seductive ideas of origination and agency.
- 2 Ownership of the text, and the authority granted to authors at the expense of the creative reader.

D

Design

- 1 To clarify the material or the remodeling of content from one form to another.
- 2 To express of a given content rendered in a form that reaches a new audience.

Designer (as author)

A person who is engaged in work that transcends the traditional service-oriented commercial production, and who pursues projects that are personal, social or investigative in nature.

Designer (as director)

A person who orchestrates masses of materials to shape meaning, working like a film director, overseeing a script, a series of performances, photographers, artists, and production crews.

Designer (as performer)

- 1 A person who transforms and expresses content through graphic devices. The score or script is enhanced and made whole by the performance.
- 2 The one who gives life to, who speaks the content, contextualizing it and bringing it into the frame of the present.

Designer (as translator)

A person who remolds the raw material of given content, rendering it legible to a new audience. Like the poetic translator, the designer transforms not only the literal meaning of the elements but the spirit, too.

G

Graphic auteur

- 1 A person who seeks projects that fit his or her vision and then tackles a project from a specific, recognizable critical perspective.
- 2 A person who has long, established bodies of work in which discernable patterns emerge.

References

Rock M. (1996) 'Designer as Author. Multiple Signatures: On Designers, Authors, Readers and Users. New York: Rizzoli International Publications, pp. 45–56, 91–95.