

Fuck Content

An article for designers

Through “Designer as Author”, its attempt was to recuperate the act of design itself as evocative language. However, it has been mistaken as a call for designers to generate content; in effect, to become designers and authors, not as authors. The problem is that in graphic circles, there is still a misconception going on where form-follows-function is reconfigured as form-follows-content. We seem to believe that good content is the measure of good design.

We don't believe shaping is enough. Instead of hiding our design under the thumb of content, we should focus on how things look and communicate rather than what the story is. We must master in the devices of the telling not the content narratives. As a popular film critic once wrote, “A movie is not what it is about, it's how it is about it.” For us, our What is How. Our content is, perpetually, Design itself.

The misconception

Without deep content, design is meaningless.

Good content is the mature of good design.

We seem to accept the fact that developing content is more important than shaping it.

Storytelling

Designers also trade in storytelling.

We tell stories through our assignment.

The storytelling devices we use are typography, line, form, color, contrast, scale, weight, etc.

The meaning of one's work is not in the story but in the storytelling.

Like Hitchcock, what makes him the esteemed auteur is not the story but a consistency of style and the ability to mold the form into his style to tell stories in a unique way.

Form

Form has an essential, even transformative, meaning.

Form suggests a profession that continually revises and reshapes the world through the way it is rendered.

By manipulating form, we reshape the essential relationship.