

WRITTEN RESPONSE # 3

In this written response I take the main arguments of the text “Fuck Content” by graphic designer Michael Rock and re-present them through the method of retelling the content in 3 different styles/ways of “Exercise in Style” by Raymond Queneau.

SUMMARY (notation)

The belief that good content is the measure of good design has been commanding design circles for a while. This idea follows the premise that in graphic design form follows content and without deep content, design is reduced to pure style, something superficial or vain. However, Michael Rock advocates the idea that a designer's role is “to shape, not to write” and through shaping, the form is profoundly affected. Designers shape content using graphic elements such as typography, line, form, color, contrast, scale, and weight.

Designers are compelled to "revise and reshape the world through the way it is rendered" (Rock, 2009), in order to create works that say something. That is why there is an intimate relationship between the work and the designer because it shows a map of their personal interests and tendencies. A philosophy and an aesthetic viewpoint are made clear by the way their projects are broken down, put back together, and portrayed. Additionally, designers can reshape the connection between a viewer and an environment by creating new ways for them to interact with products. That is why graphic design is always about the How. "Our content is always design itself".(Rock, 2009).

DOUBLE ENTRY

Good design is the outcome of good content, this idea supports the long-time premise that form follows content and without deep content, design is a kind of empty shell. However, Michael Rock states that a designer's role is to “shape, not to write” (Rock, 2009) and that shaping happens when the designer is able to speak through the assignment: using graphic elements such as typography, line, form, color, contrast, scale, and weight.

Design is not a matter of concepts but of form and through proper manipulation of form, the most mundane content acquires a transformative meaning. Therefore designers create an intimate relation with their work because it is a collection of their personal interest, proclivities, decisions, philosophies and aesthetic viewpoints that fuse to reshape the connection between a viewer and environment. Evidently, for designers content is always design itself.

RETROGRADE

In graphic design, the content is always design itself. The process that happens between the work and the designer reshapes the connection between a viewer and the environment, creating new ways of interacting with the world. Through the use of elements such as typography, line, form, color, contrast, scale, and weight designers can shape content. In order to prove that design does not follow content as most of the design circles believe lately.

Bibliography

(2009) *Fuck Content*. Multiple Signatures: On Designers, Authors, Readers and Users. Available at: <https://2x4.org/ideas/2009/fuck-content/> (Accessed: November 15, 2022).

Queneau (1998) "Notation, Double Entry, Litotes, Metaphorically, Retrograde, Surprises," in *Exercises in style*. London: Calder Publications, pp. 17–26.