

# Fuck Content

A translation from 'Fuck Content' (Michael Rock, 2009) into the form of the Conditional Design Manifesto (Blauvelt, et al., 2013).

In 'Fuck Content', Michael Rock (2013, p. 91-95) argues that design is content and he is firm on the theoretical fact that "Good content is the measure of good design". He criticises "form without content" by listing, quoting and comparing. In Michael Rock's essay, he blends the literary attributes of an author

with the implications of a designer to have the user rethink about the present and to see how systems intertwine. Michael Rock demonstrates that design as content is as important and influential as any other type of content, and he makes a strong case for the expanded and empowering role of graphic design.

## Misconception

The misconception is that without profound content, design is hollow.

Form-follows-function is reconfigured as form-follows-content.

Beatrice Warde asserted that design is a transparent container for content.

Developing content is more important than shaping it, and good content is the measure of good design.

## Storytelling

Storytelling is the meaning of the work.

Paul Rand stated that the designer's responsibility is to shape, not to write. This evokes for designers an endless potential for form.

Treatment is a text in itself, as complex and referential as any traditional understanding of content.

The designers' storytelling devices are: typography, line, form, colour, distinction, percentage and weight.

The consistency of style allows Hitchcock film to be itself, shaping the form into its precious style in a truly unique and interesting way.

Designer actually speaks through the mission, literally between the lines.

Form itself is indexical. The designer's work reflects the imprint, preferences and arguments of the designer.

Visual form is the text, design is the content.

## History

The history of form is the span of graphic design.

The graphic design of mundane content by Piet Zwart, Cassandre, Weingart and others is of transformative importance to the manipulation of form.

The content of graphic design: an summon of "what it's like to live in the present of civilisation," with all its "commodities, banalities and vulgarities."

Blauvelt, A., et al. (2013) *Conditional Design Workbook*. Amsterdam: Valiz, pp. ii-xiv.  
Michael Rock. ([2009], 2013) 'Fuck Content', *Multiple Signatures: On Designers, Authors, Readers and Users*. New York: Rizzoli, pp. 91-95.