FUCK
CONTENT

*k content

Designers seeking to be authors, apparently to ensure validation. Importance given to original content motivates form - follows - content premises. Hence without content, form is empty and developing content is prioritise.

But shaping content affects form, by creating a new manifestation of the content. Film directors are considered authors because of consistent style in storytelling, which reshapes content. For designers, typography, color, scale, etc, are elements for storytelling. Through these, manipulation of form is possible and an inevitable original body of work is produced.

Fuck content!

Designers are seeking to be designers and authors! Because they are insecure about their work!? This motivates originated content over manipulation of content! But that is because of a misconception that only deep content makes good design!

Shaping content profoundly affects the form! This treatment of content develops new texts! That is what directors do! They mold the film in their own style! How can this be pushed towards designers?! Through graphic design tools the content can be shaped to a specific storytelling, and at the same time leaves traces of the designer's voice in the work! Content is designing and reshaping itself!

Content, fuck.

Designing itself generates content. The designer's voices speak through the treatment they give to a body of work. By mastering design tools such as typography, scale, colour, and form, ect, designers shape content into a particular style that reveals their position and manipulate the relationship between audiences and products. In this sense, manipulating form is the treatment that transforms and recreates texts.

It is essential to remember this since designers have started to believe that developing content is more important than shaping it, and have made "good content the measurement for good design" (Rock,

2009). This misconception has transformed form - follows - function, into form - follows - content. Motivating a movement that values the origination of content. Is the insistence of generating content a sign of insecurities about the vale of the design practice?

Fuck content in 2022?

As a designer in 2022 I can relate and agree with
the text. The constant silent pressure to originate
content from scratch is evident. And therefore,
understanding and more importantly, being con-
scious that designing itself is a way of generate
content should be a constate reflection. In essence
I agree with Rock, but further readings of the text
also generated many questions. As a reader, I felt
the other side of the argument wasn't there. We are
never faced with the question of why valuing con-
tent over it's manipulation is problematic. The au-
thor doesn't even state that it is problematic, just
calls for "an attempt to recuperate the act of design
itself as essentially linguistic—a vibrant, evocative

language." (Rock, 2009). But is valuing the generation of content correlated with a lost of design language and elements?

I think that just like form is always influenced by content, and viceversa, generating content wouldn't be possible if there isn't a certain master over design tools and elements. This intertwine and inseparable relationship between form, function and content turn phrases like: "The span of graphic design is not a history of concepts but of forms." (Rock, 2009) questionable and open for further discussions. As a designer in 2022, from what I have experienced, there shouldn't be a specific focus on one of the three (form, function, content). Rather, having a conscious knowledge, use and balance of the three core elements can lead to a good design practice and body of work.

Rock, M. 2009/2013 'Fuck Content', Multiple Signatures: On Designers, Authors, Readers and Users. Available at: https://2x4.org/ideas/2009/fuck-content/ (Accessed: 16/11/22).