Do You Want Typography Or Do You Want The Truth?

By Erik Carter

Oakland-based graphic designer Erik Carter (formerly of MTV, the New York Times, the Office of Paul Sahre) approached The Gradient with the idea to contribute a critical op-ed that addresses what's not being said or valued by graphic designers practicing in an ever tumultuous and high-stakes world—a world that can benefit from voices of opposition or reason in the face of inequality and injustice. On the flip side of that coin is what is being said (explicitly or not) or valued by graphic designers today, which begs the question: how do our individual and collective actions, decisions, and allegiances have the potential to have greater implications on realms ranging from consumerism to the future of the graphic design profession? Carter's op-ed delves into these pressing topics—underwritten by a sentiment that serves as a reminder for us all to periodically take a step back with a (self-)critical lens, ask questions, and change course. Check out other recent designer op-eds published here on The Gradient including Brooklyn-based graphic design studio Other Means on branding and Eric Hu and Harry Gassel on the politics of style.

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