CAPS I OCK — Part 1

The Designer as Scribe On The Record / Trading Information In Gold We Trust Notes from the Bank The Plastic Economy Playing with Money SLUB	het
The Designer as Engineer One Size Fits All / The Good Citizen Desktop Power / Scientific Rhetoric Get Off My Property! To Map is to Conquer	75
The Designer as Brander Making Marks / Corporate Identity Contrabrand / Stealth Branding Selling the City	131
The Designer as Salesperson	181

The Sales Curse The Worship of Products Design vs. Advertising Quantified Everything Crash Sale / Banana Republic

CAPS LOCK — Part 2 Designer as Worker

The Designer as Worker
A History of Work
My Work is my Passion
Work it Harder Do it Faster
The End of Work
Showing Solidarity

The Designer as Entrepreneur
Like a Boss

The Star Designer
Intellectual Property

The Designer as Amateur
Who is a Designer?
The Rise of Professionalism
If You Don't Get Paid, it's Not Work
A Matter of Taste
Informal Economies

A Matter of Taste
Informal Economies

The Designer as Educator
Teaching Design / The School as a Factory
The Creative Curriculum
Who Even Has \$50,850?
Towards a Radical Pedagogy

CAPS LOCK — Part 3

The Designer as Hacker 369 The Age of Data / What is a Hacker? Who Owns the Network Merchants of Data Pixel Engineers and Time Thieves Stupid Artificial Intelligence The Hacker Ethic / Open Source Ethical Digital Design The Designer as Futurist 397 The Spectre of Speculative Design **Priests and Prophets** The Prediction Economy Design and the Future / Trading Futures Commodification of the Future **Design Derivatives** The Designer as Philanthropist 419 Change makers / Philantrocapitalism Design for Good / Design Thinking Design Like You Give a Damn

The White Saviour Industrial Complex

Mutual Aid

The Designer as Activist What is Activism? The Personal is Political The Design Commons	445
Brave New Alps	457
Common Knowledge	465
Cooperativa de Diseño	473
Mídia NINJA	483
Open Source Publishing	490
The Public	499
CAPS LOCK — Part 4	1
CAPS LOCK — Part 4	1 509
Outro Alt/Escape	
Outro	
Outro Alt/Escape	