

INDESIGN: THE SYSTEM IS NEVER NEUTRAL

Tool to Misuse: InDesign (ONLY InDesign)

No Illustrator, no Photoshop, no imported images, no external assets.
Everything – shapes, textures, typography, layout – must be created inside InDesign.

Create an A4 portrait poster with the headline:
“THE SYSTEM IS NEVER NEUTRAL”
Include one short supporting sentence, for example:
- “Every layout has an agenda.”
- “Tools guide decisions before you do.”
- “Invisible rules shape visible outcomes.”

Format Constraints
- A4 (portrait)
- Color allowed
- Headline must be visible
- Export the final result as PDF

Design the entire poster using only the Table Tool. No text frames, no shapes, no drawing tools. Everything – layout, structure, background shapes, typography – must be built using tables.

That means you can:
- merge cells
- change cell fills
- manipulate strokes
- insert text inside cells
- stretch or distort rows and columns
- create patterns or grids by accident

But you may not draw rectangles or regular text boxes.

ADDITIONAL MISUSE CONSTRAINTS (PICK ONE):

1. The headline must span across a table made of at least 40 cells.
Huge, clumsy cell-merging is part of the process.
2. At least one visual element must come from a table with randomly resized rows. Introduce chaos by dragging row heights unpredictably.
3. One part of the poster must use table cells as pixels.
Create a low-res shape, icon or symbol by coloring individual cells.