

Neutrality

1930 printing techniques

racist politicians

atomic bombs

a story about Facebook

algorithms

“no, I don’t want to receive
product announcement emails”

BEATRICE
WARDE THE
CRYSTAL
GOBLET:

BW

sixteen essays on typography

“You will find that almost all the virtues of the perfect wine-glass have a parallel in typography.”

Neue Grafik New Graphic Design Graphisme actuel

Internationale Zeitschrift für Grafik
und industrielle Gestaltung
Text durchsetzt
Deutsch, englisch, französisch

International Review of Graphic
Design and related subjects
Issued in German, English and French
Text durchsetzt

Revue internationale du graphisme et
des domaines annexes
Parus en langue allemande,
anglaise et française

16

Hans Neuburg, Zürich

Thomas Mühlemann und Gisli Bon-
kage, Uster

Peter Märcher, St. Gallen

Roland P. Lohse, Zürich

Georg Riedaspeizer, Zürich

Margit Stader, Zürich

Peter Lehner, Bern

LMVY

Roland P. Lohse, Zürich

Margit Stader, Zürich

Ausgabe Juli 1963

Inhalt

Schweizer Plakate der letzten vier
Jahre
Ein Zeichenausstausch für elektri-
sche Produkte
Ferrachimische Werbungsprojekte
Werbeplakate für Londoner Möbel-
firmen

Arbeiten von Robert Paarz
Büro für Foto-Draffs
Fotodokumente des Kunstgewerbe-Schul-
Zentrums

Ausstellung für Arbeitsentwürfe (Dienst
von Max Bill)
SWF Design Forum 1962
Braun-Ausstellungsstände

Buchschaltungspläne aus den
dreißiger Jahren
Ein Modell des eigenen Photo-Druckers

Editorial

<p

“In design, be logical, search
for truth, be clear.”

–Massimo Vignelli

Design should
be neutral.

This is still how
we're taught design.





John Edwin Mason

@johnedwinmason

 Follow

Another reminder that manipulation in photography isn't really about Photoshop or darkroom tricks.



Foreign Policy @ForeignPolicy

Meet Marion Maréchal-Le Pen, the 26-year-old scion of France's far-right dynasty. atfp.co/1THzu8C

RETWEETS

15

LIKES

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10:12 AM - 12 Dec 2015

“In deciding how a picture should look, in preferring one exposure to another, photographers are always imposing standards on their subjects. Although there is a sense in which the camera does indeed capture reality, not just interpret it, photographs are as much an interpretation of the world as paintings and drawings are.”

–Susan Sontag

“The content or message of any given medium has about as much importance as the stenciling on the casing of an atomic bomb”

–Marshall McLuhan



“Like all technologies before it, artificial intelligence will reflect the values of its creators. So inclusivity matters – from who designs it to who sits on the company boards and which ethical perspectives are included. Otherwise, we risk constructing machine intelligence that mirrors a narrow and privileged vision of society, with its old, familiar biases and stereotypes.”

-Kate Crawford

nytimes.com

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BITS Daily Report: Reluctantly, Tech Notices the Election

TECH TIP How to F Kindle

TECHNOLOGY

Facebook ‘Trending’ List Skewed by Individual Judgment, Not Institutional Bias

By MIKE ISAAC MAY 20, 2016

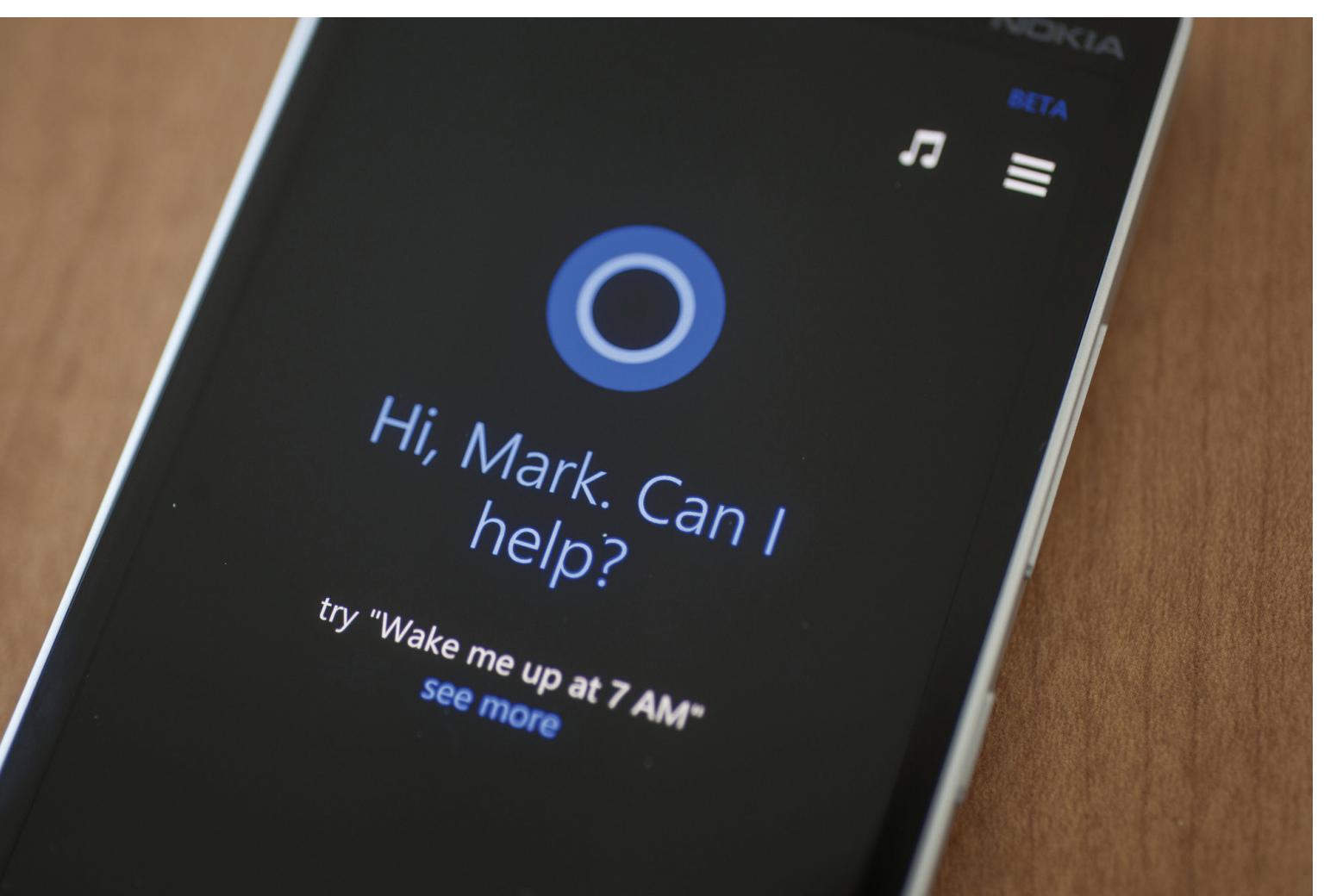
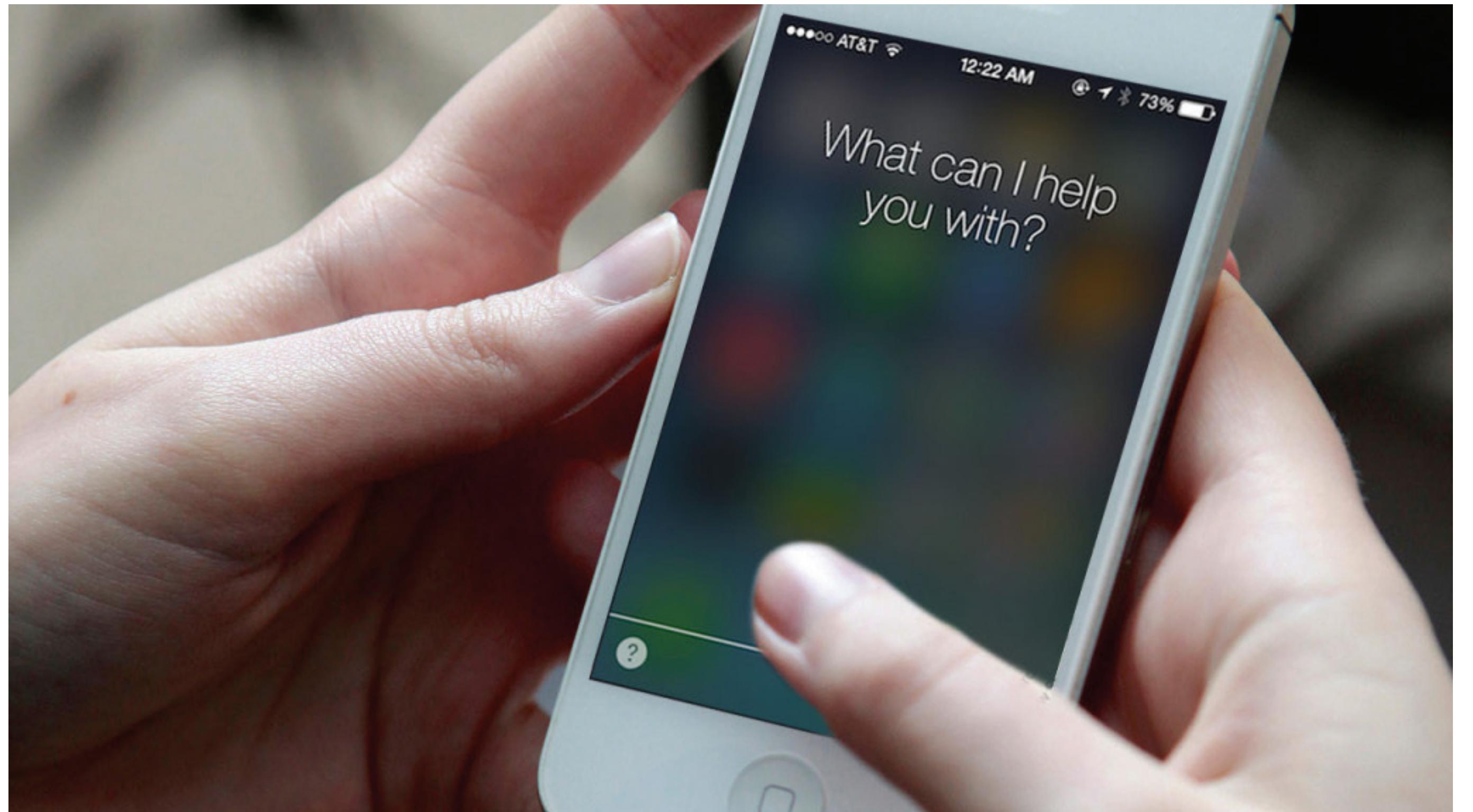
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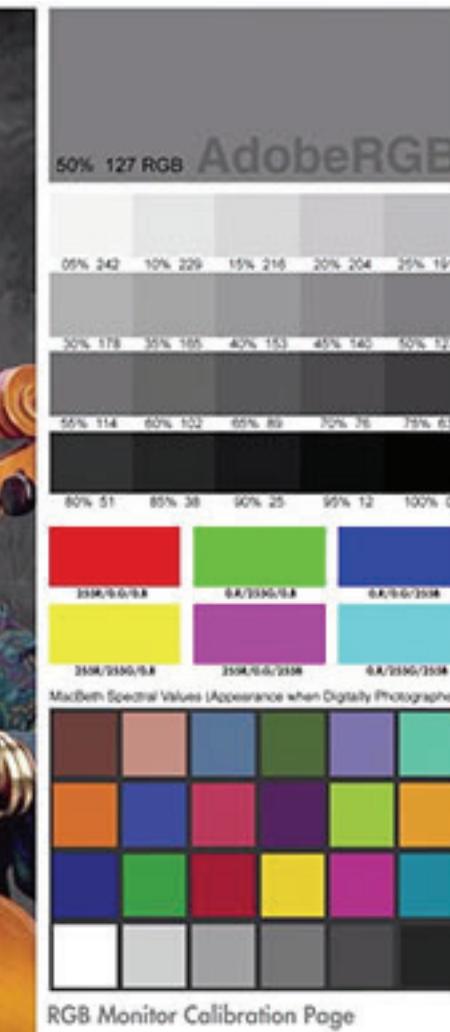


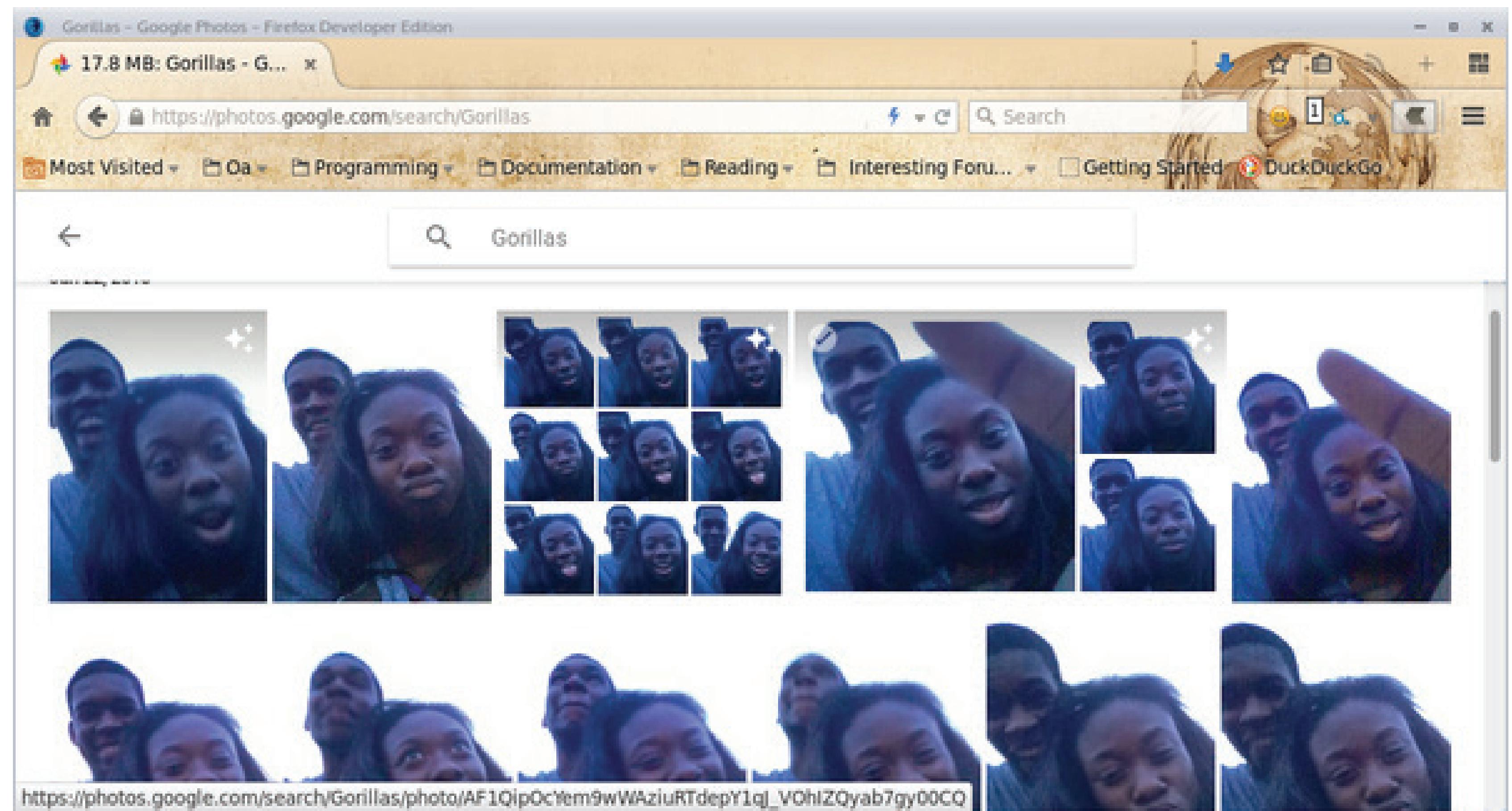
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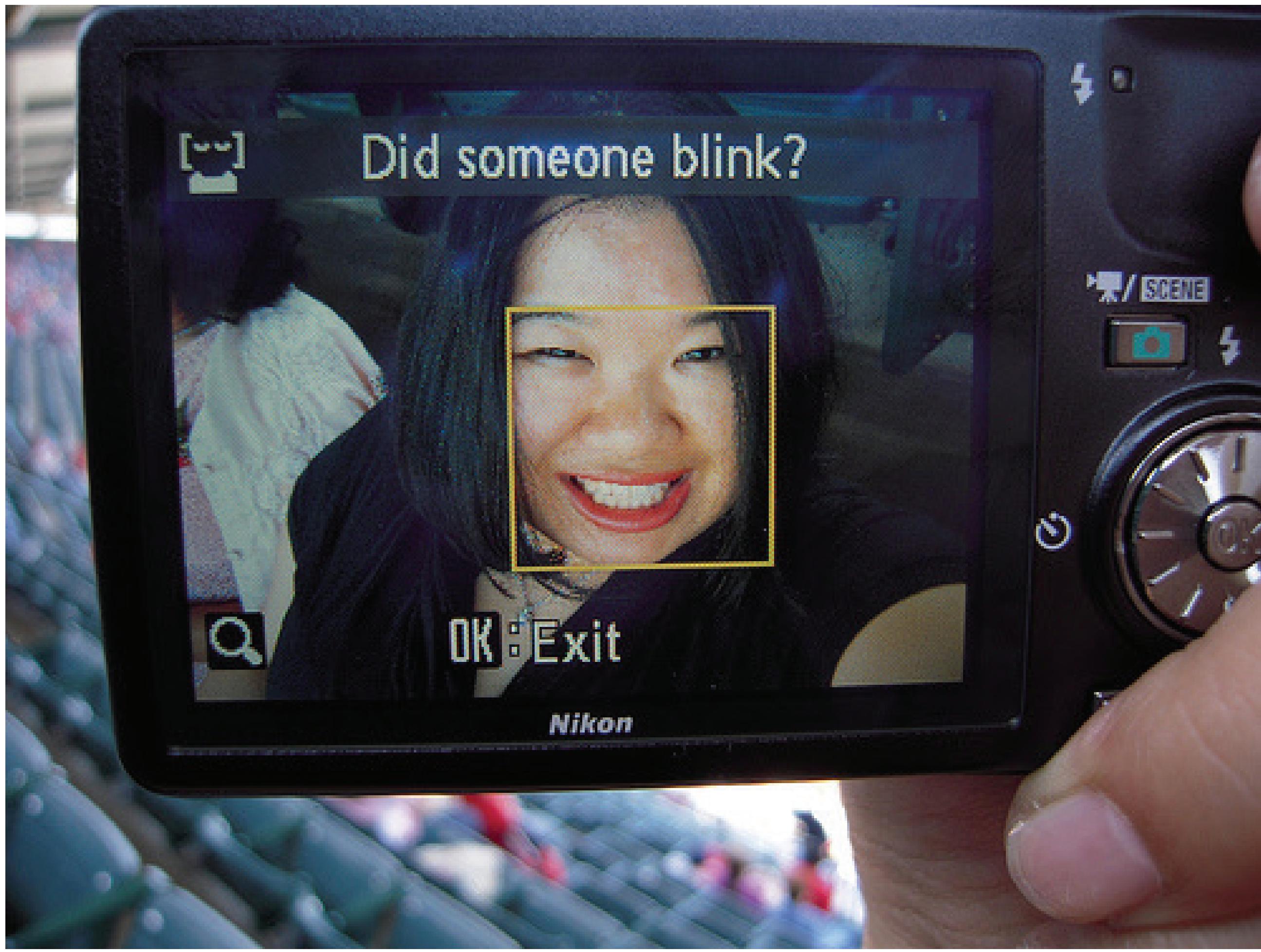
Daily Report

BITS Facebook and the Problem With News Online MAY 13, 2016









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by Arielle Duhaime-Ross · @ArielleDRoss · Sep 25, 2014, 12:55p

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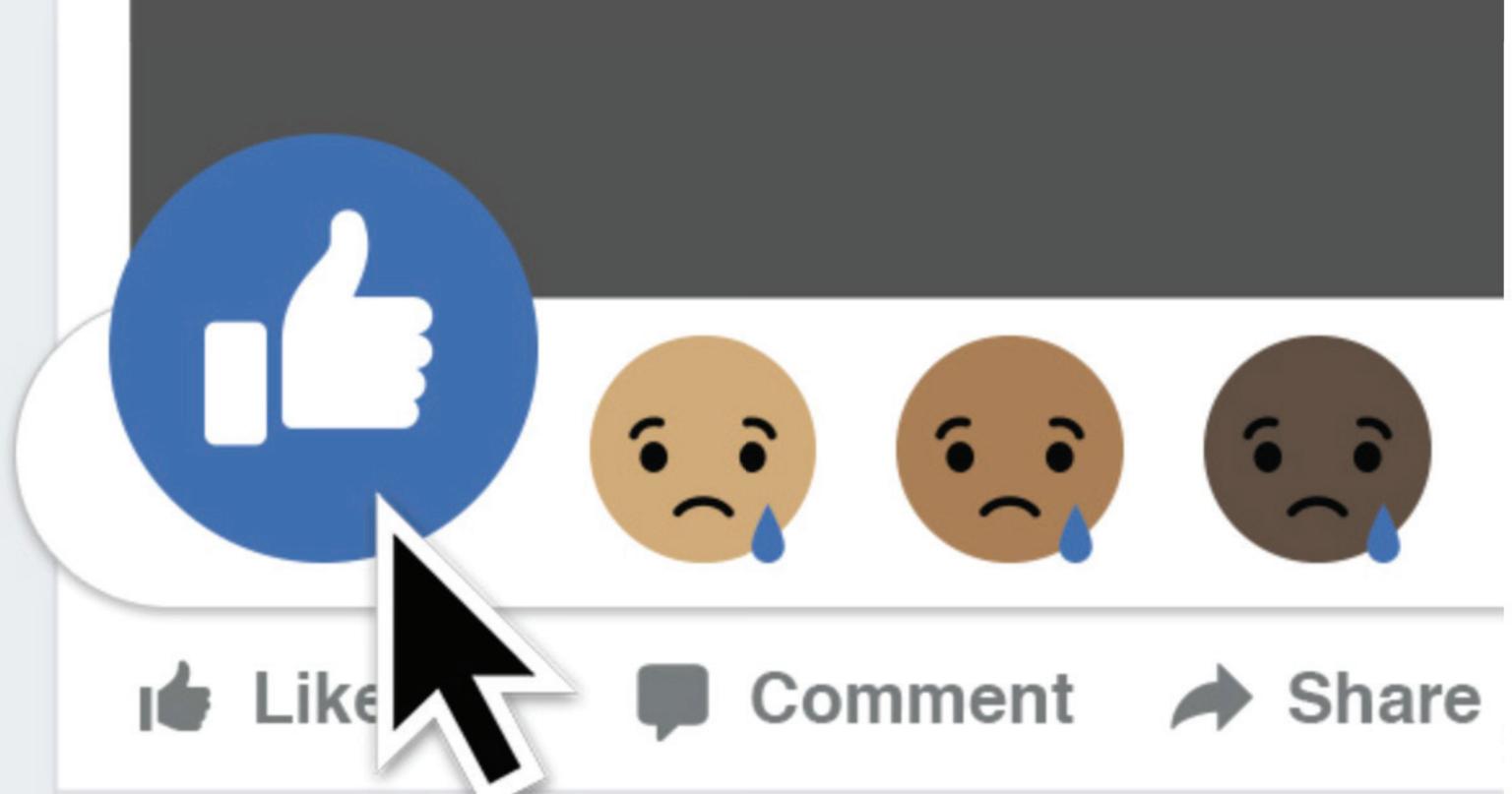
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Facebook Lets Advertisers Exclude Users by Race

Facebook's system allows advertisers to exclude black, Hispanic, and other "ethnic affinities" from seeing ads.

by [Julia Angwin](#) and [Terry Parris Jr.](#)
ProPublica, Oct. 28, 2016, 8 a.m.

563 Comments | [Print](#)



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[Natalie Smith, Mark Josephs, Jan...](#)

Detailed Targeting INCLUDE people who match at least ONE of the following

Behaviors > Residential profiles

Likely to move

Interests > Additional Interests

Buying a House

First-time buyer

House Hunting

Add demographics, interests or behaviors

[Suggestions](#) | [Browse](#)

Narrow Audience

EXCLUDE people who match at least ONE of the following

Demographics > Ethnic Affinity

African American (US)

Asian American (US)

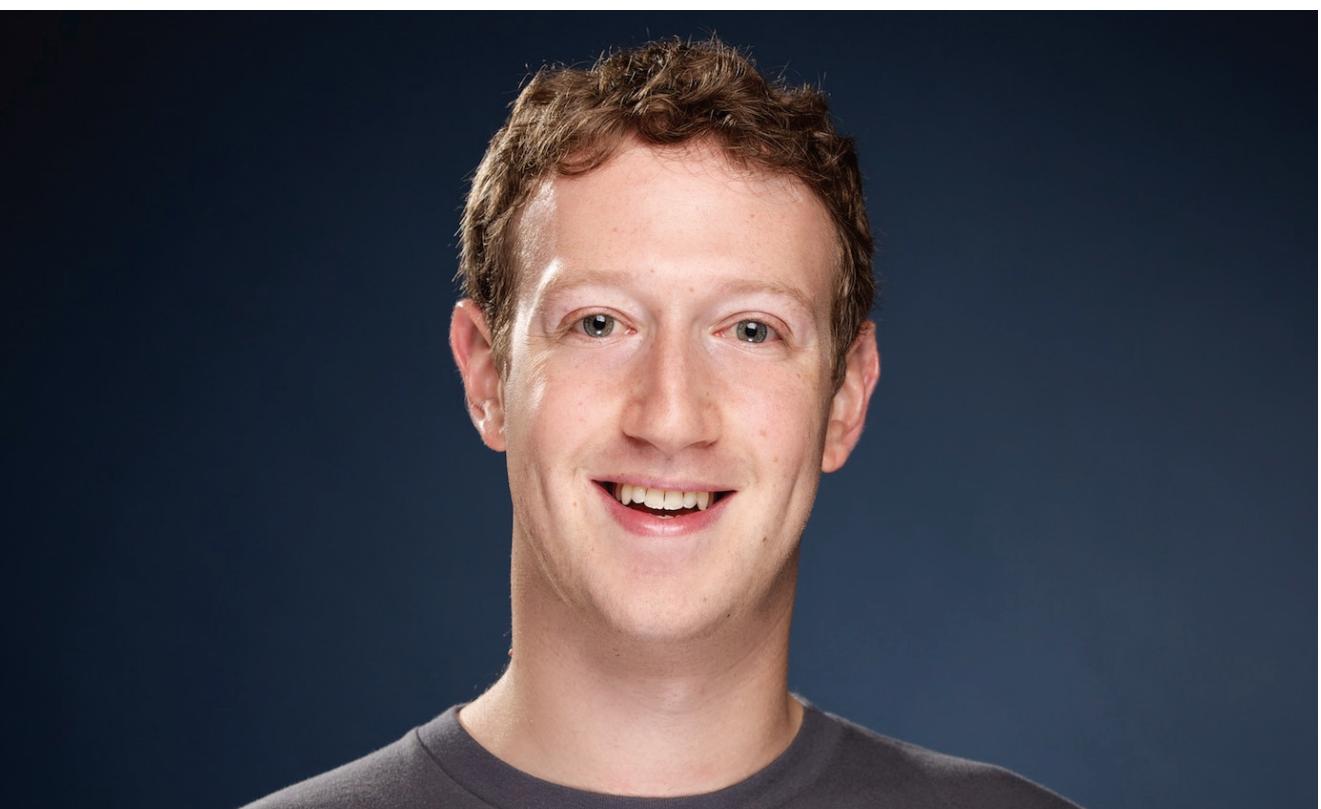
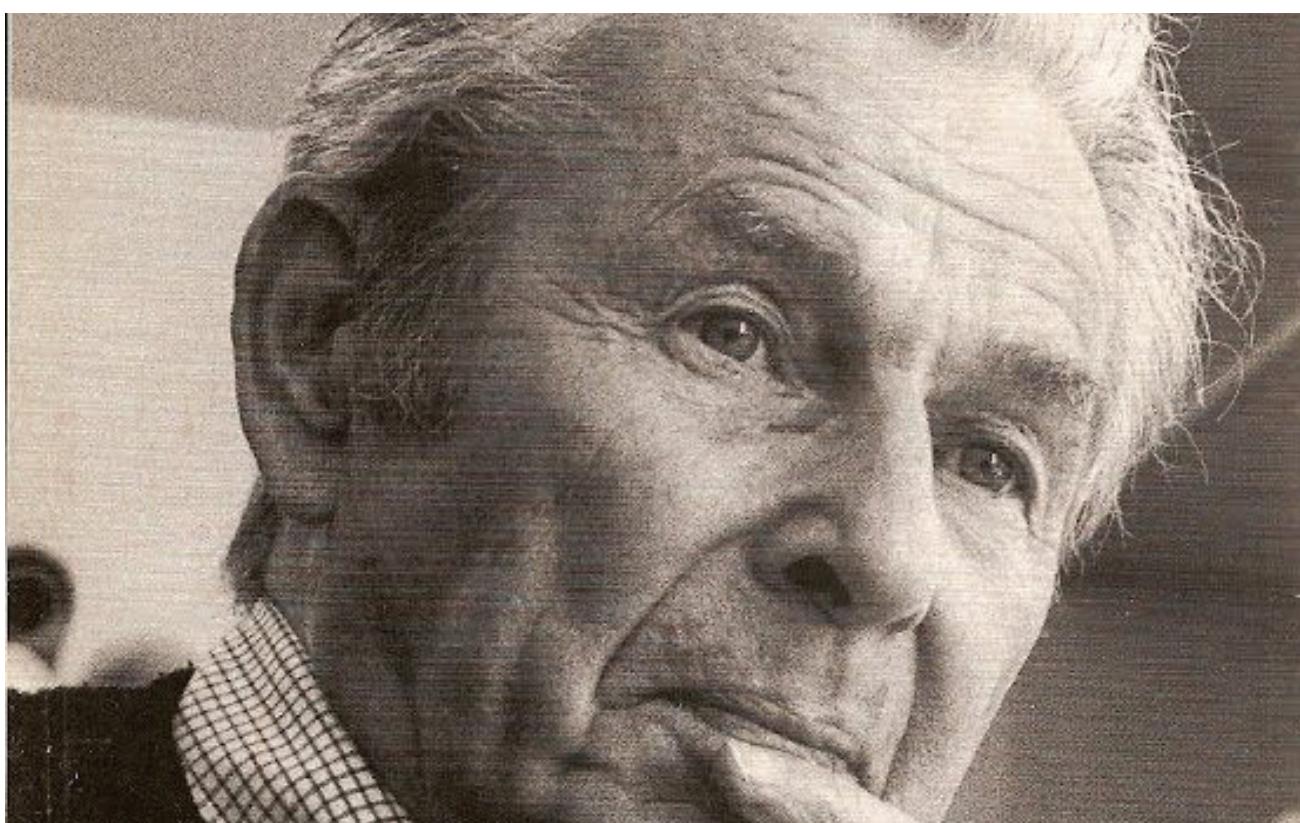
Hispanic (US - Spanish dominant)

Add demographics, interests or behaviors

[Browse](#)

“I was morally opposed to Helvetica because I viewed the big corporations that were slathered in Helvetica as sponsors of the Vietnam War. So therefore if you used Helvetica you were in favor of the Vietnam War so how could you use it?”

–Paula Scher



“All design is ideological.
The design process is informed
by values based on a specific
world view, or way of seeing and
understanding reality.”

–Anthony Dunne and Fiona Raby

Defaults

How many settings
do you change on
your phone or
computer?

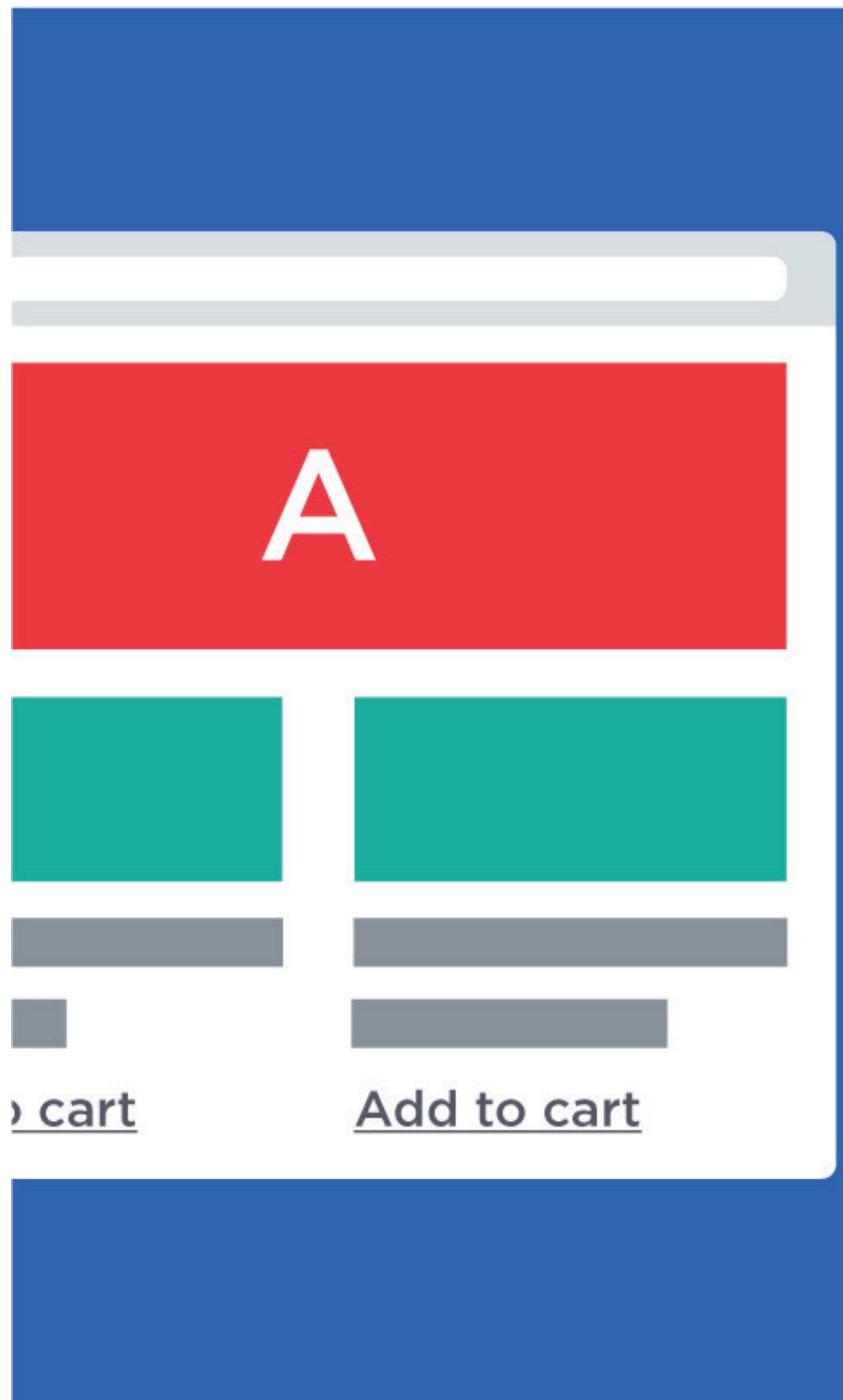
95% of users don't
change any settings
on their phone

“They might not seem like much, but defaults (and their designers) hold immense power - they make decisions for us that we’re not even aware of making. Consider the fact that most people never change the factory settings on their computer, the default ringtone on their phones, or the default temperature in their fridge. Someone, somewhere, decided what those defaults should be - and it probably wasn’t you.”

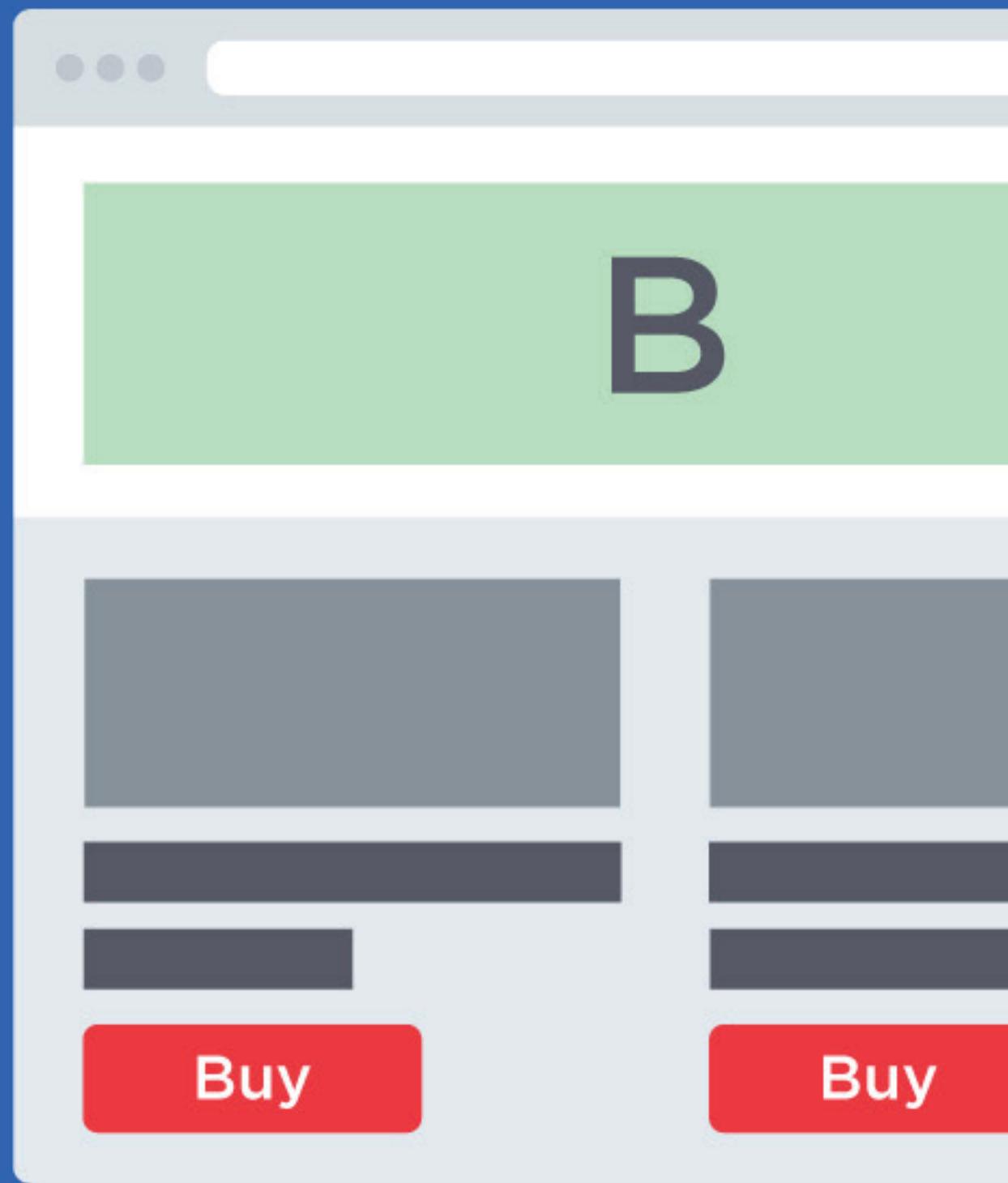
- Lena Groeger



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vs.



“The camera is just as capable
of lying as the typewriter”
-Bertolt Brecht