

# DEFAULTS/NEUTRALITY

1930s printing techniques

racist politicians

atomic bombs

defaults

algorithms

Helvetica

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 verwandte Gebiete  
Text durchgängig  
Deutsch, englisch, französisch

International Review of Graphic  
Design and related subjects  
Text through-out  
German, English and French

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

16

Hans Neuburg, Zürich

Thomas Mühlemann und Guy Bon-  
nac, Uster, Switzerland

Peter Märcher, St. Gallen

Roland P. Lohse, Zürich

Georg Riedaschitz, Zürich

Margit Stader, Zürich

Peter Lehner, Bern

LMVY

Roland P. Lohse, Zürich

Margit Stader, Zürich

Ausgabe Juli 1963

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Schweizer Plakate der letzten vier  
Jahre

Ein Zeichenausstellung für elektro-  
mechanische Geräte

Französische Werbegraphiken  
Werbung für die Londoner Messen  
Firmen

Arbeiten von Robert Paar

Ein Foto-Drama

Fotodokumente des Kunstgewerbe-Schul-  
Zentrums

Ausstellung für Arbeitsprojekte (Dienst  
von Max Bill)

SWB Design Forum 1962

Braun-Ausstellungsstände

Books and年書籍  
aus den  
drei  
Jahren

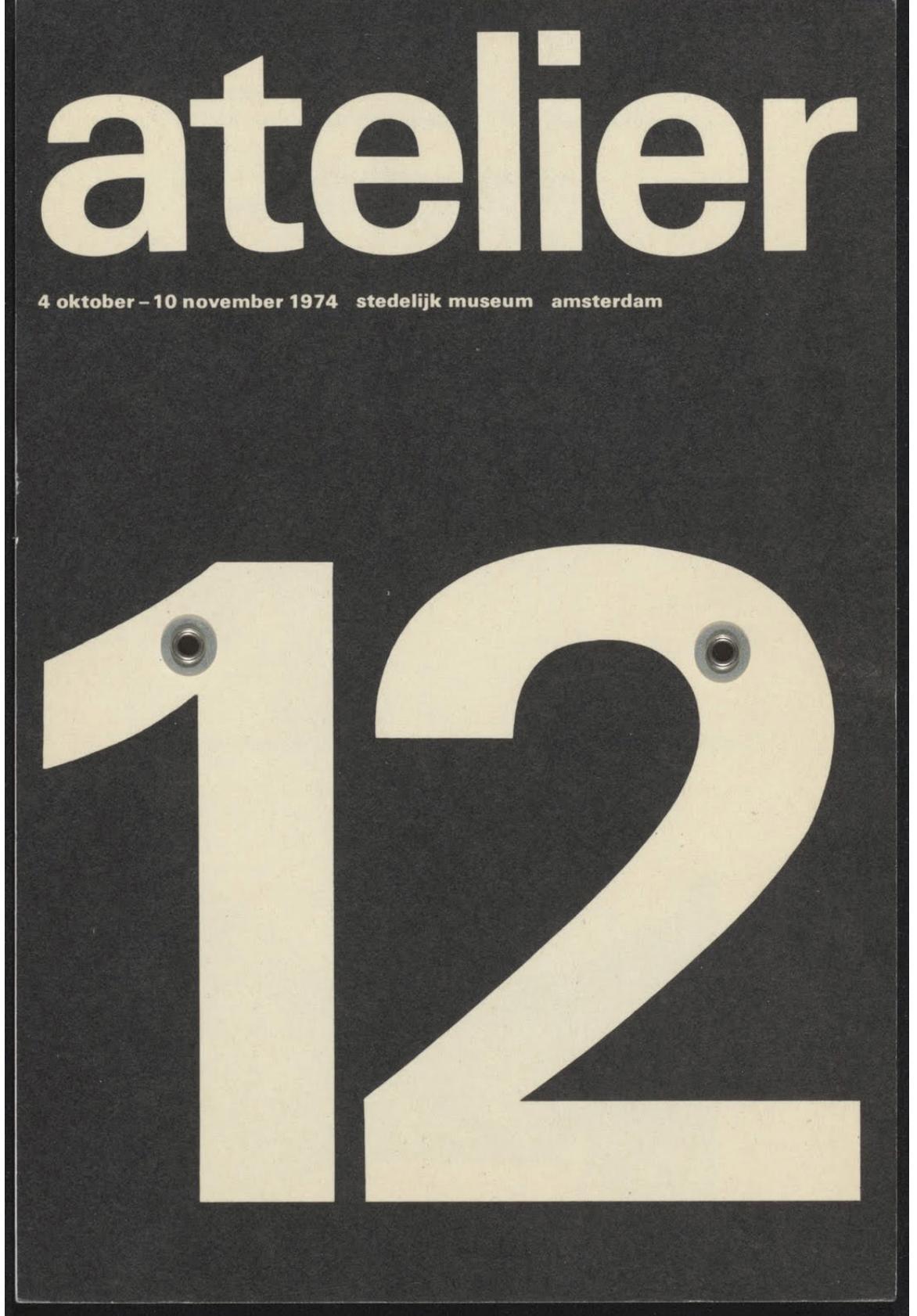
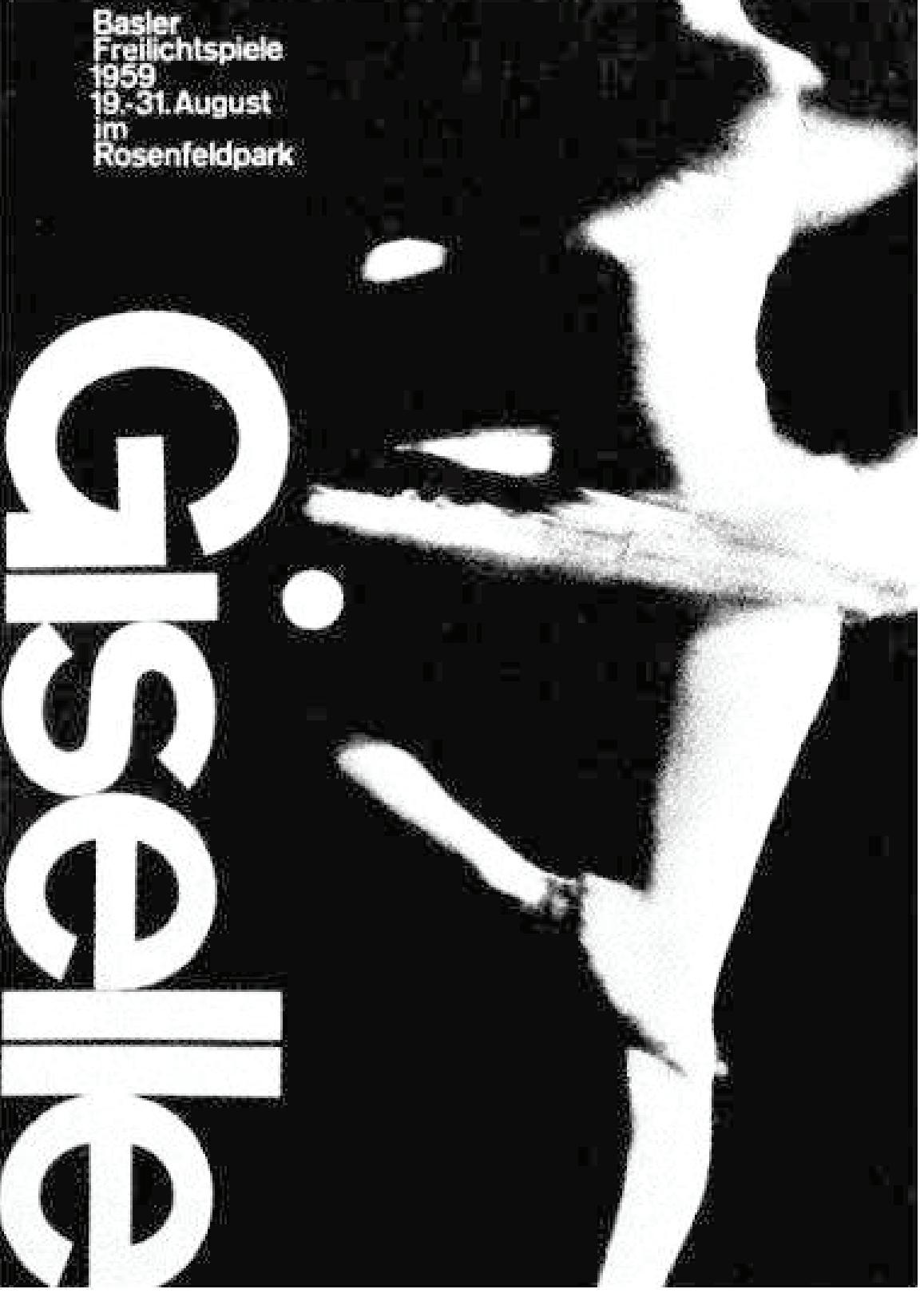
Ein Modell des eigenen Fotografen

Designer

Expositionen Fr. 1.-

Single number Fr. 15.-

Le numéro Fr. 15.-



“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](http://atfp.co/1THzu8C)

1:12 PM - 12 Dec 2015

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“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 New York Times Magazine**

MAY 30  
1937

Section 8

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**WHERE HITLER DREAMS AND PLANS**

At the Berghof on a Bavarian Peak He Lives Simply, Yet His Retreat Is Closely Guarded

"Here, amid gorgeous mountain scenery, not in set conferences but in informal walks and talks, Hitler mulls over new ideas for the application of his ideology."

*The photograph at top shows Berchtesgaden. Times Wide World and Nesmith.*

**By OTTO D. TOLISCHUS**

**G**ERMANY is administered from Berlin, capital of the Third Reich. It is supplied with foodstuffs from Munich, capital of the National Socialist movement. But it is ruled from a mountain top—the mountain on which Fuehrer and Reich Chancellor Adolf Hitler have built himself a lofty fortress where he spends the largest part of his time and to which he always retires to ponder events and to make those fateful decisions that so often startle the world.

Der Berghof, as this residence is now called, is rapidly becoming a place of German destiny. Here, more than 3,000 feet above sea level and 1,400 feet above the nearest town in the southern tip of Bavaria and only two miles away from his native Austria, Hitler takes refuge from the clamor of Berlin that irritates him and from the daily grit of routine paper work that stifles him. Here, in the quiet of the Alpine mountains, he can be found in Germany, not in set conferences, but in informal walks and talks with his closest collaborators and with chosen representatives from all walks of German life, he mulls over new ideas for the practical application of his National Socialist ideology that later find expression in political speeches and pronouncements at National Socialist festivals or party gatherings.

And here, in the solemn solitude of a higher region, where frozen mountain peaks stand in the eternal pattern of the world that yet changes in accordance with the constant change of atmospheric moods, and where the little things of everyday life below seem to drop away to let the essentials come out in all their clarity, the Fuehrer who has assumed sole responsibility for a nation of 67,000,000 finds the strength to continue on his self-imposed mission.

However, the presence of the head of a mighty nation is already transforming the quiet, austere, unpretentious simplicity of the place and is giving it—more than ever seen—a formidable and a martial air.

BERCHTESGADEN—which means mansion of the Goddess Berchta—was once a little-known spa of less than 4,000 inhabitants. But its beauty, it was always known, attracted many members of the German royal family and Hitler likewise selected it as a place of recreation while still a struggling party leader. With a company of friends to whom he belonged his early mentor, the peasant Dietrich Eckart, his erstwhile stage partner, Dr. Max Behrstaegi, and Max Amann, his publisher and now head of the Reich Press Chamber, Hitler used to spend many pleasant hours in Berchtesgaden, especially in the Platterhof Inn which has now been adapted as the residence of the Fuehrer, and the time had by all been so pleasant that some of his most puritanical followers protested. But here also he wrote the second and more substantial part of his book, "Mein Kampf," following his release from imprisonment after the Munich putsch.

Now Berchtesgaden is rapidly turning into a miniature national capital. A speedy motor road has been built to it from Munich and a private railway is being constructed from the Berghof to the Berchtesgaden station. The Reichstag, near Hitler's residence, a large building has been erected to house a branch of the Reich Chancellery, because, as State Secretary Dr. Hans Heinrich Lammers explained at its dedication early this year, the Fuehrer is always on the road, even when vacationing. New houses are being built for the staff of officials and new barracks have gone up for the guarding garrison. This garrison, incidentally, consists of army troops, but Hitler's body guard, recruited from the Nazis, from which is also recruited the Gestapo, or secret State police. Despite efforts of the army generals to abolish the body guard as a semi-independent military unit, Hitler insists on keeping it.

In the same way the Berghof has grown from a little mountain chalet into a stately manor house on a large estate. Originally it was little more than a mountain cottage, furnished in the rustic but

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AUGUST 15, 2011

**Newsweek**

**Economy on the Brink**  
BY GORDON BROWN, NIALL FERGUSON, JENNIFER GRANHOLM, JANE HARMAN & How to Protect Your Portfolio From Politics

**Somalia: TYRANNY AND PAIN BY DR. HAWA ABDI**

**THE QUEEN OF RAGE**  
**MICHELE BACHMANN ON GOD, THE TEA PARTY, AND THE EVILS OF GOVERNMENT**

ANTHONY PELUCANO

“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

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

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

“Defaults (and their designers) hold immense power – they make decisions for us that we’re not even aware of making... Someone, somewhere, decided what those defaults should be – and it probably wasn’t you.”

– Lena Groeger

“[Technology] reflects 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

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TECHNOLOGY

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

By MIKE ISAAC MAY 20, 2016

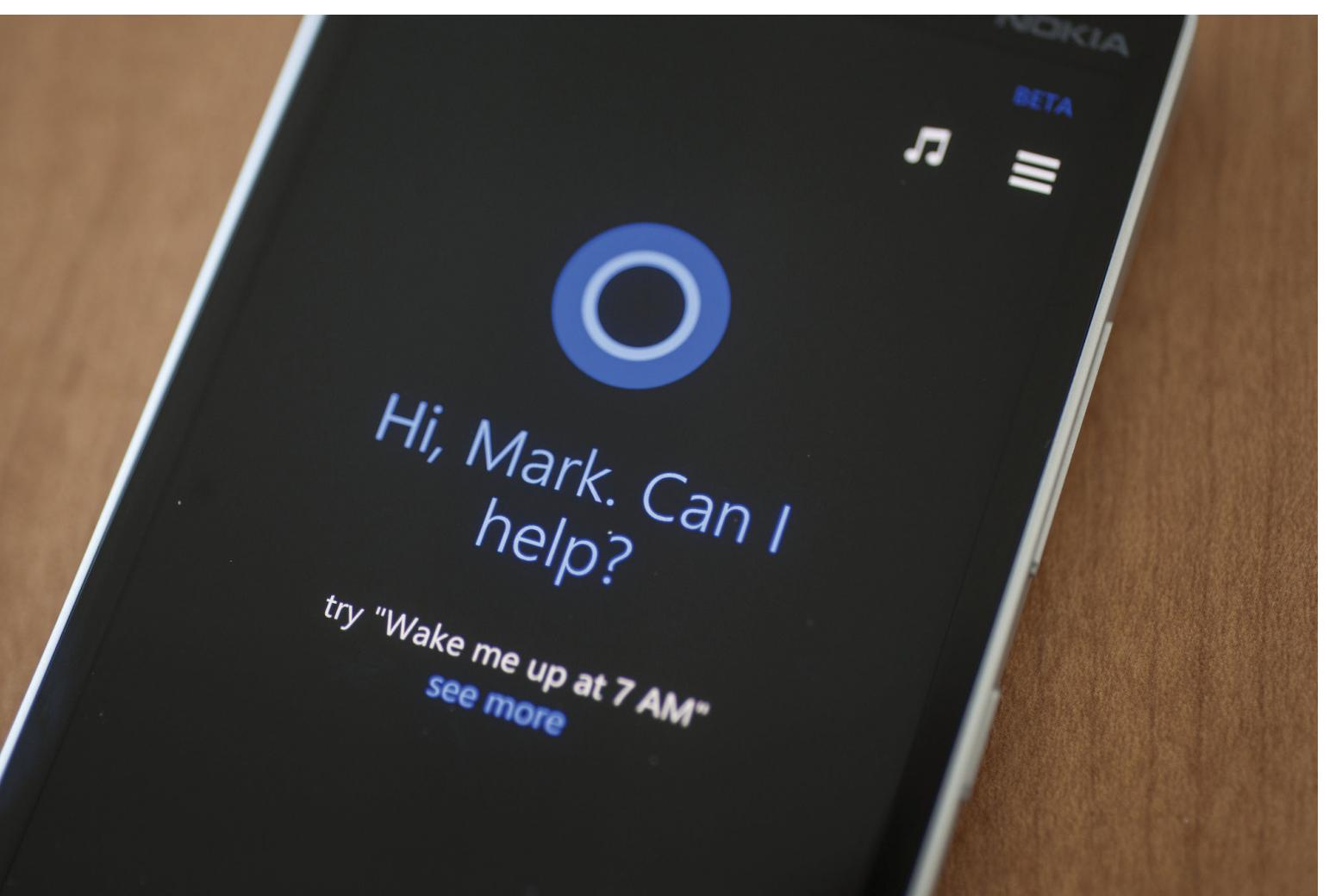
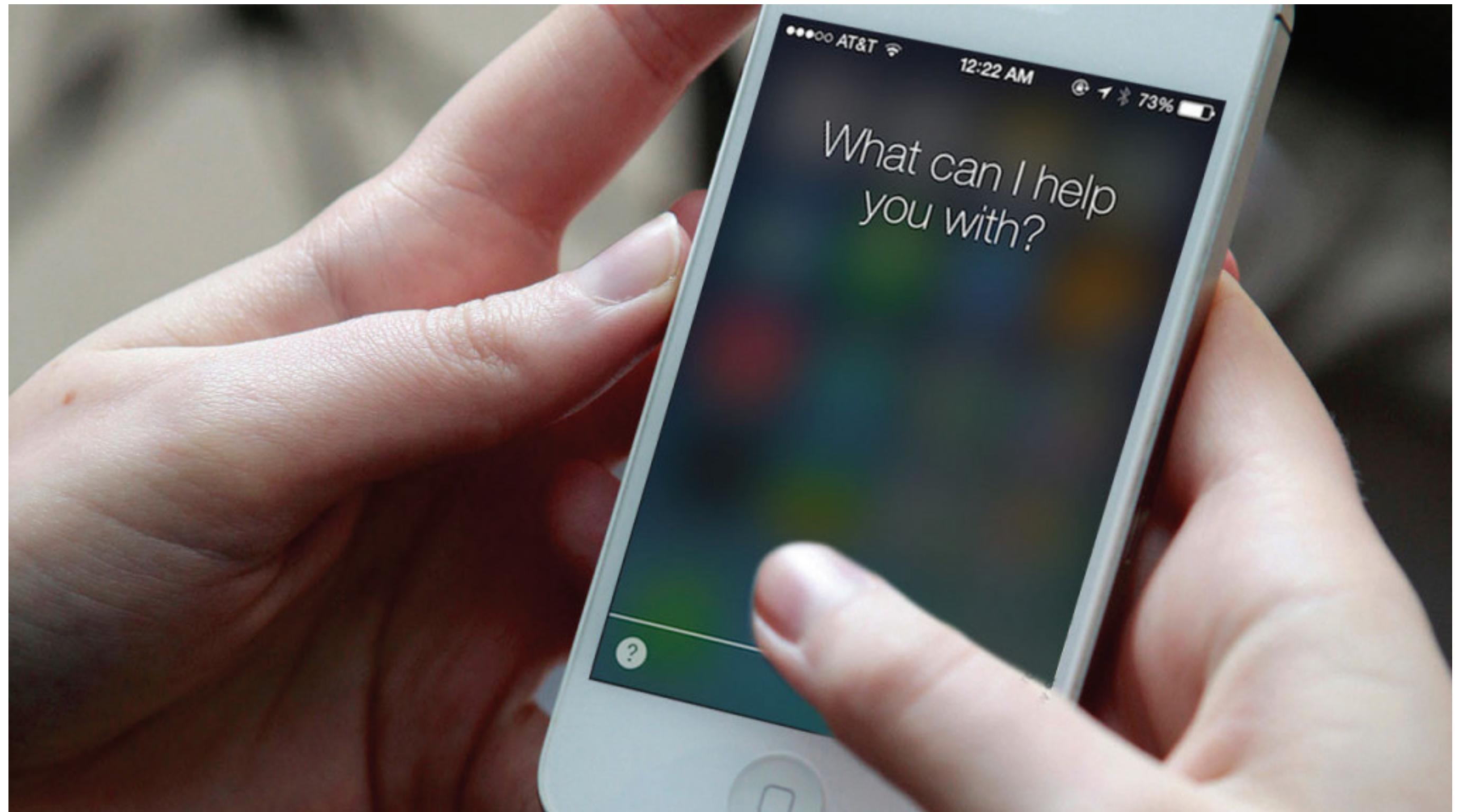
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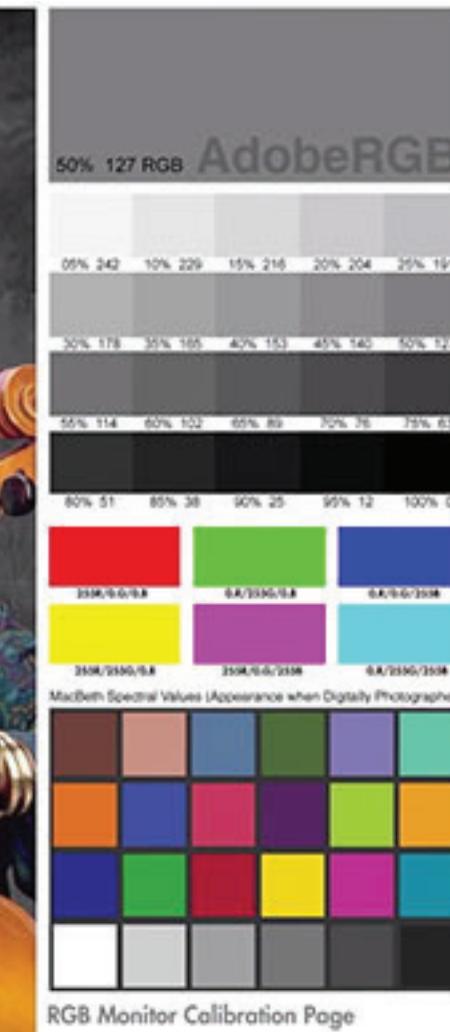


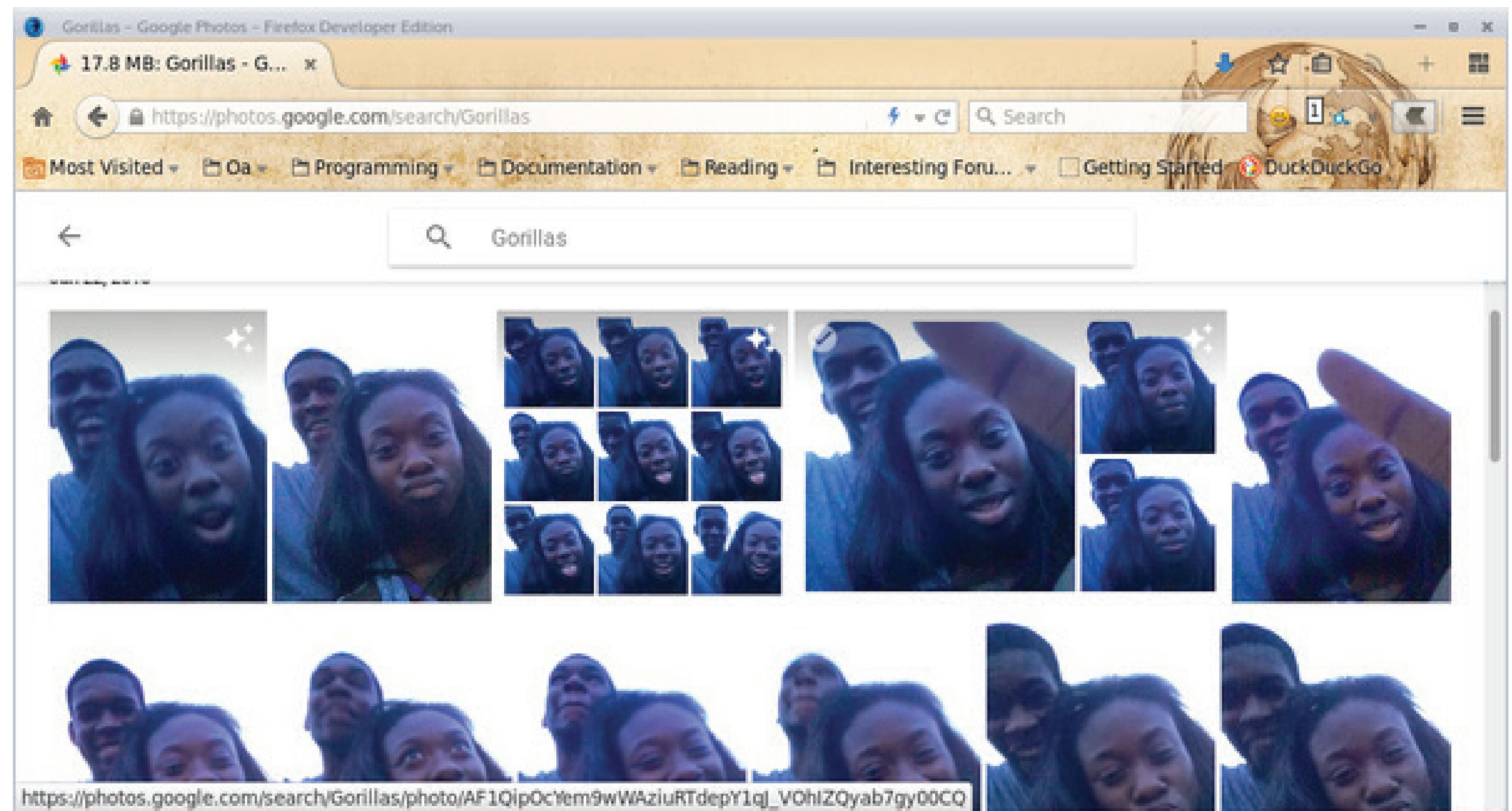
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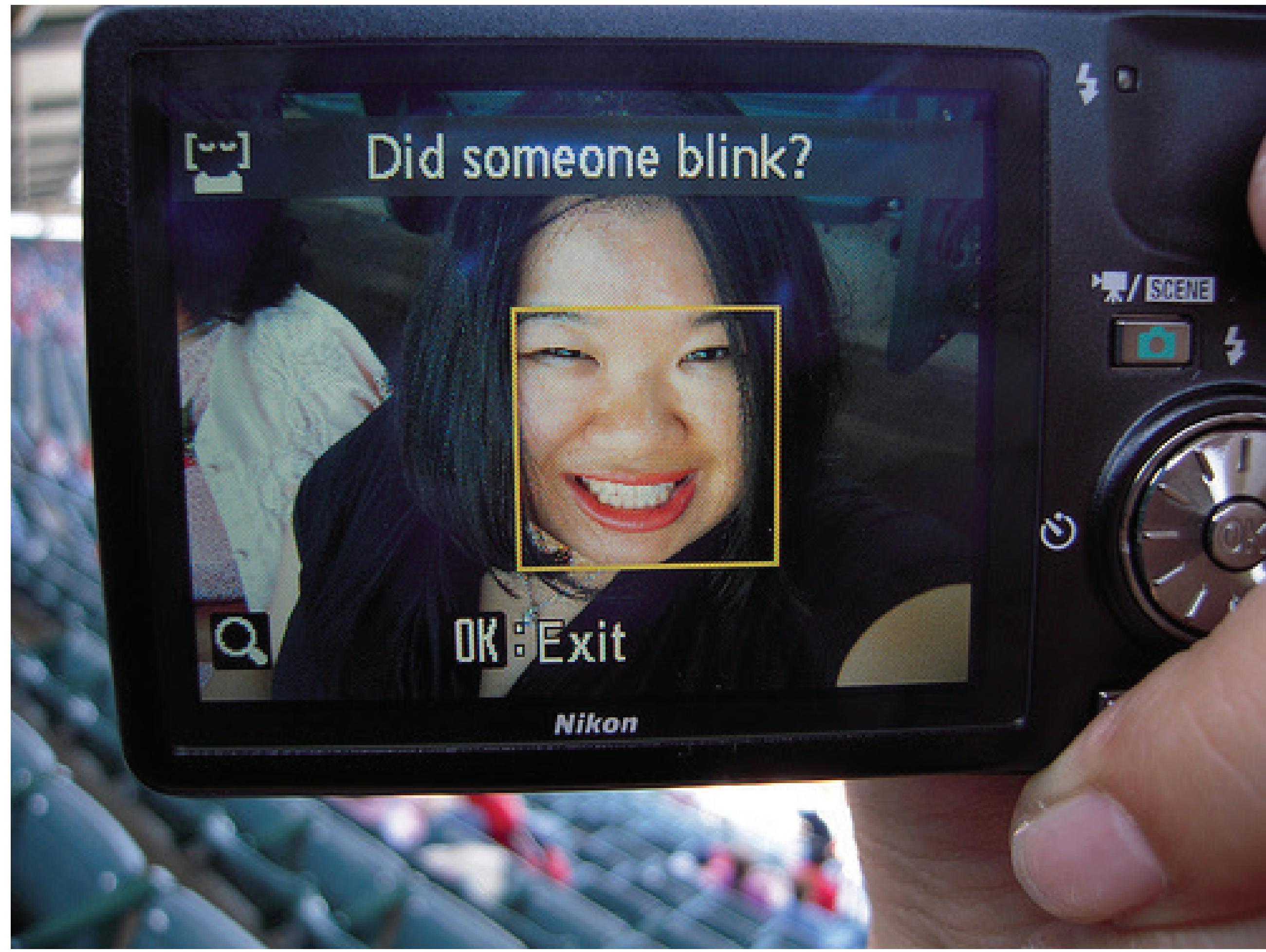
DAILY REPORT BITS

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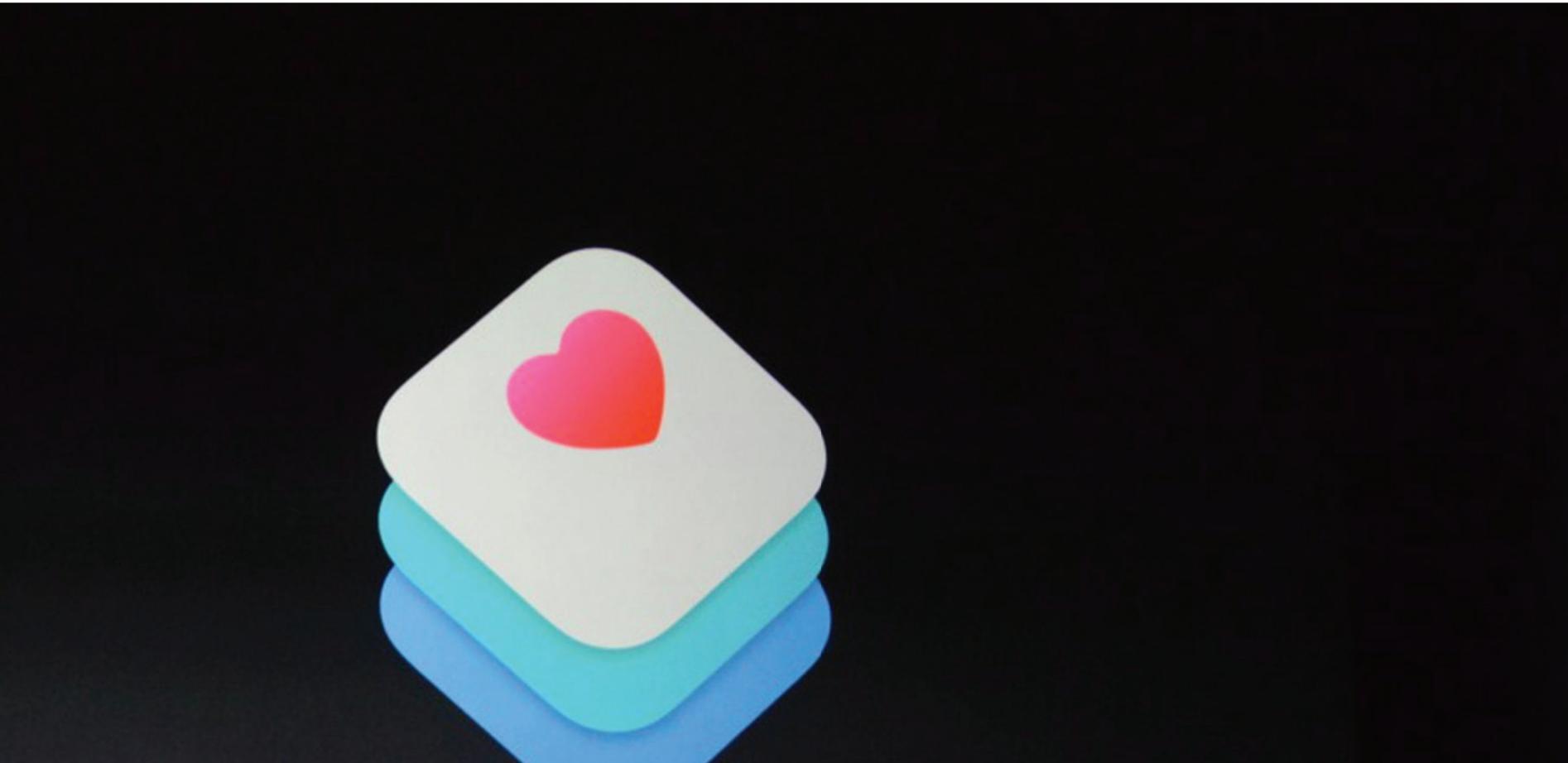
APPLE TECH

# TL;DR

## Apple promised an expansive health app, so why can't I track menstruation? 296 ▾

by Arielle Duhaime-Ross | Sep 25, 2014, 12:55pm EDT

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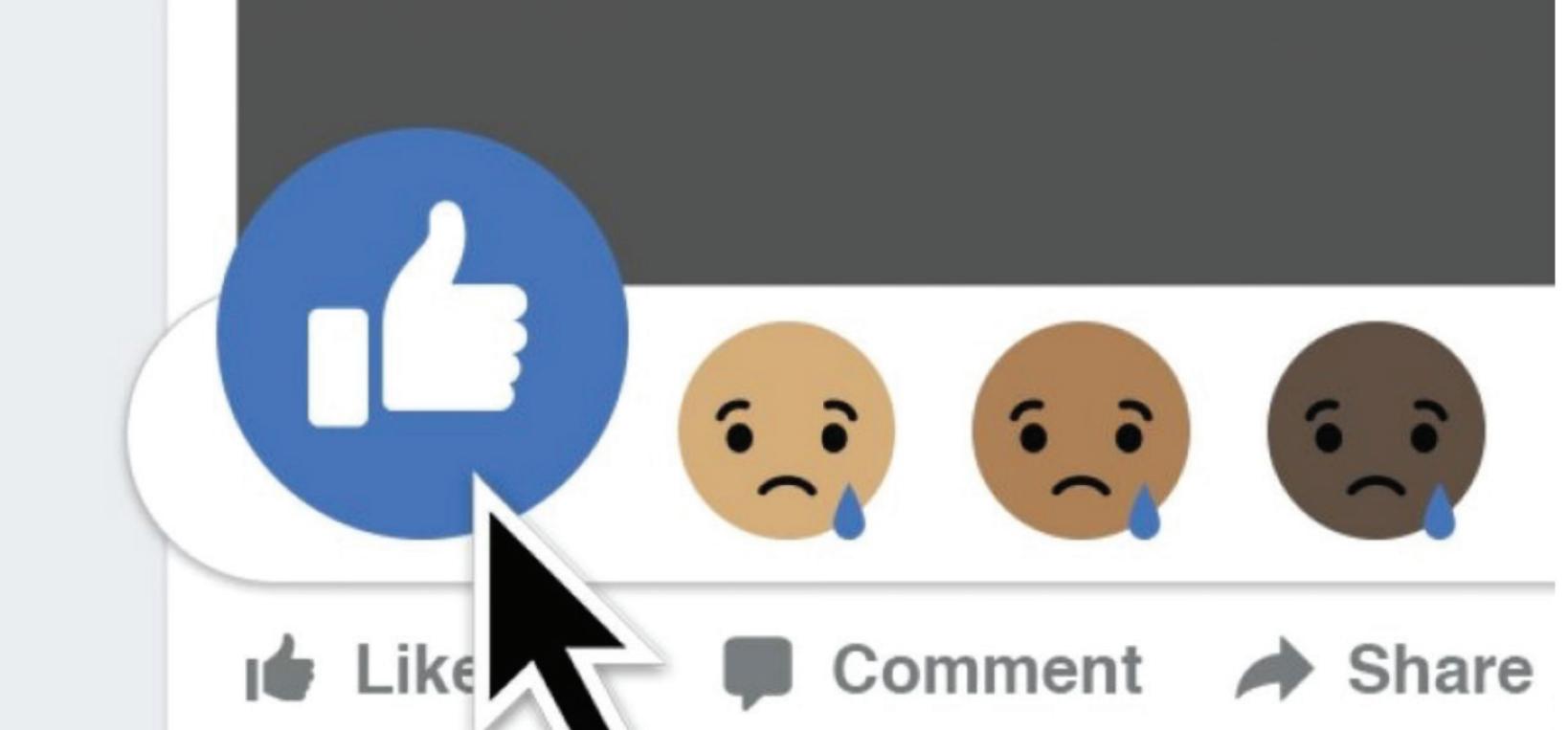
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**MACHINE BIAS**

# 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., Oct. 28, 2016, 1 p.m. EDT



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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

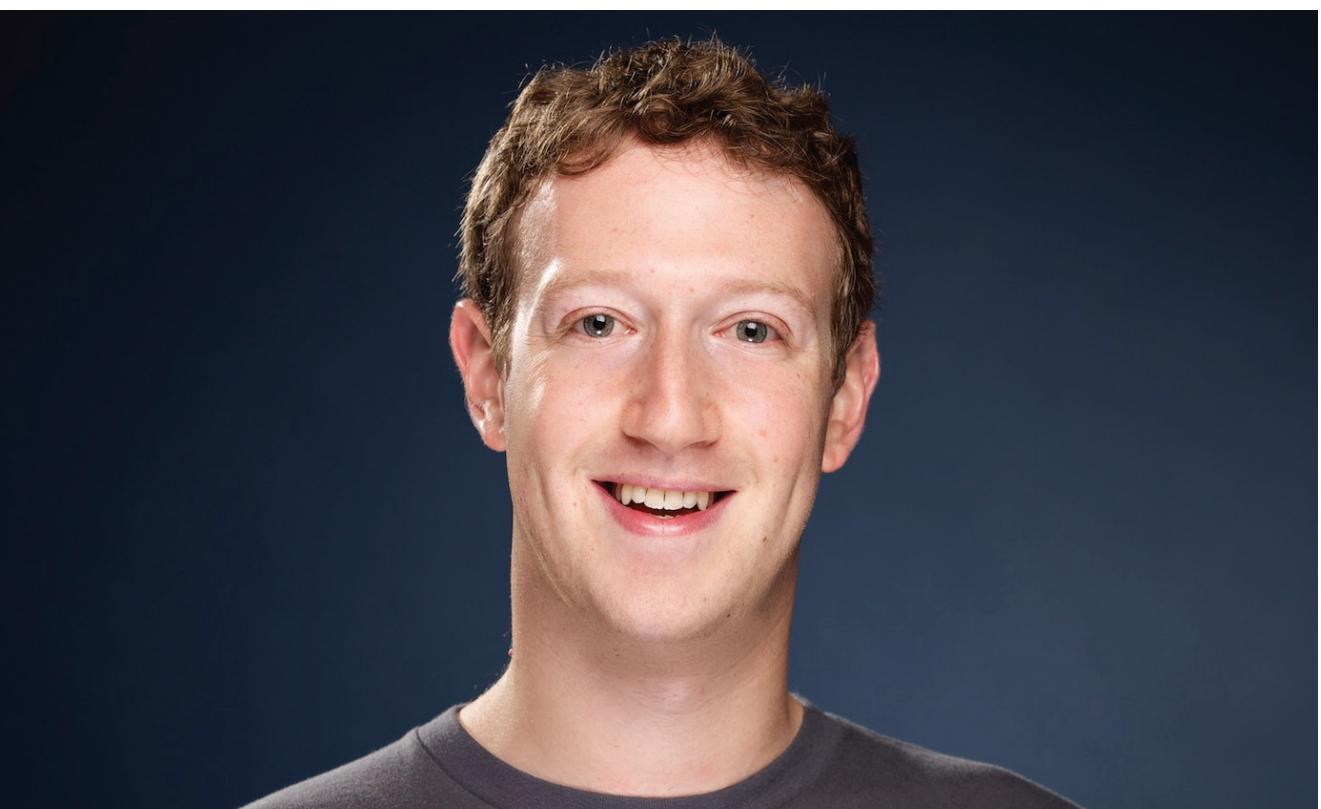
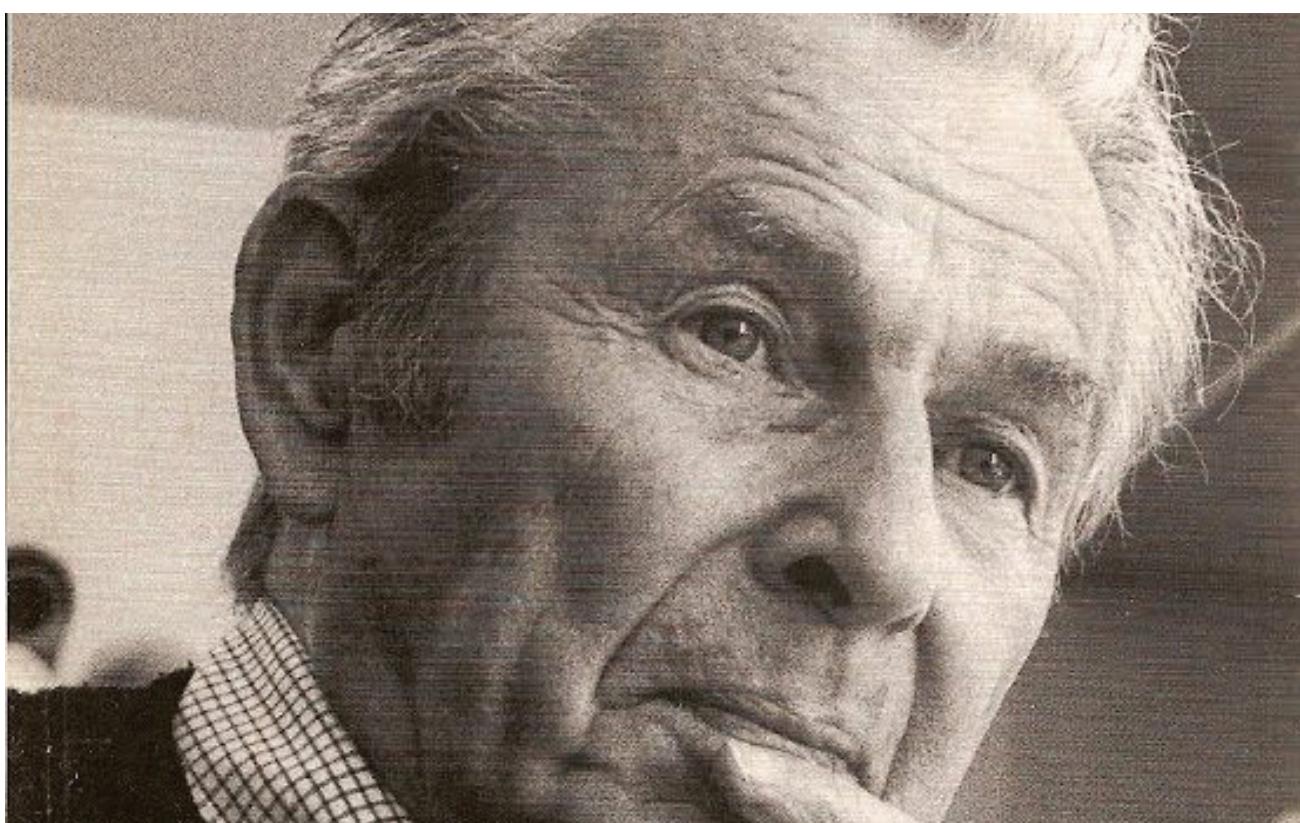
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Math****CUSHMA  
WAKEFIELD****Def  
Jam  
recording**

“We fully realize that no typeface is neutral, and that the objectivity of Helvetica is a myth. But it is exactly this myth that turned Helvetica into one of the most widely used typefaces in the first place.”

–Experimental Jetset

“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



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

–Bertolt Brecht

# FOURTH OBSTRUCTION

# FOURTH OBSTRUCTION

Create a 30 second to 1-minute motion graphic (video, animation, stop-motion, gif, whatever).

You may not use any elements from any of your previous obstructions.

You may not shoot any original/new footage. You may only use found elements/footage from other sources, but it must be thematically related to your previous work.

It may not be an advertisement/commercial.

Sound is optional.