

# In Search Of Significance – Abstract

As Michael Rock states in “Fuck Content” we seem to accept the fact that developing content is more essential than shaping it, that good content is the measure of good design <sup>1</sup>. Instead we should focus on mastering the devices of the telling, so that meaning of our work is not necessarily in the story but in the storytelling. This only creates a more extensive rift between the commercial and artistic design world.

At the same time we struggle as future graphic design graduates with choosing, or even better, creating our own path to embark on in the field of graphic design. It is as equally difficult for a company to find the right person for their open vacancy. The labour prospects clashes with the expectations and wishes of the graduates and vice versa. The wants and needs are simply not leveled anymore because of the changes of value within society.

Vilém Flusser wrote, already in 1978, about a crisis of value <sup>2</sup>. He states that some people are programmed by text. They read the world, in a logical, mathematical way. However, in the era of the self-made individual we are programmed by images and data. The extraordinary influences and rapid development of the Internet and new media requires a new way of accessing information. In addition, Western people never lived so strongly with the assumption that happiness is a personal choice. You can enforce perfection by creating a ‘product’ of yourself. Much like how we ‘sell’ ourselves on platforms such as Instagram, Youtube, Facebook, LinkedIn or even with our resume. More than ever, the individual feels responsible for his own success and failure.

Over the years much has been said and written about the designer as author, journalist, researcher, filmmaker, artist, curator, engineer and so on. Often such articles written by experienced designers in practice trying to redevelop themselves and their profession; to push the boundaries and evaluate design. As Daniel van der Velden stated in 2006, the designer has become an author <sup>3</sup>.

This research examines the different sides of the graphic design in practice, from the perspective of a future graduate. This is in relation to the phenomenon of the designer as author, attempting to give context into the possibilities of graphic design as a tool in a new era, where perspective and positioning is so necessary.

1. Rock, M. “Fuck Content”, Multiple Signatures: On Designers, Authors, Readers and Users, Spring 2013.↵

2. Flusser, V (1978), The Codified World. Minneapolis: University of Minnesota Press, 2002. p.35-41↵

3. Van der Velden, D. “Research & Destroy”, Metropolis M, 2, 2006 april/mei↵