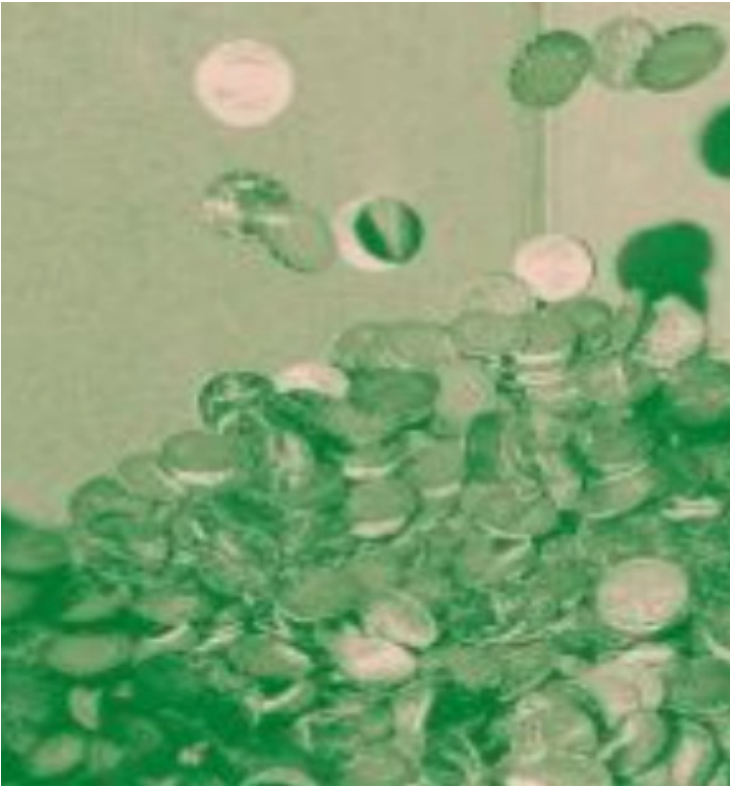1010001110101010100100000000001010100
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REDISTRUBUTING THE POWER DYNAMICS

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-  THE HIERARCHY TREE     -
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-  SENIOR LEVELS    -
-  (TRADITIONALISTS)-
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MIDDLE MANAGEMENT
(TRADITIONALISTS WHO THINK THEIR MODERNISTS)
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LOWER LEVELS
(YOUNG EMERGING DESIGNERS)
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Lets rethink the traditional way of partitioning and structuring computing

and allow a more creative force, one that develops into a promising future

and hinders hierarchy.

This industry is run by daydreamers that call themselves people in power

This manifesto bridges the gap between young students in the creative computing industry through discussing the necessity of shifting power dynamics within this highly competitive workplace. Additionally, I intend to bring into question my own practise and reflect on my understanding of becomming emersed in the coding community for a short period of time.

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There wont be any breaking news or push notifications that are all good. There is no indivdual who can save us or who really gets it, nobody belives in what young designers can do, nobody really gets it. The industry will get hard, it will get harder, expect to fuck up. Expect social structures to change. Expect what the system can't do.

Can we create a representative culture within the capitalist industry in which we work in? Are we able to approach, identitify and observe elements that are going against the system and provoking the development of industry? This issue intends to respond, reflection and visualise these concepts while reflecting on practise.

ARMCHAIR
EMPATHY
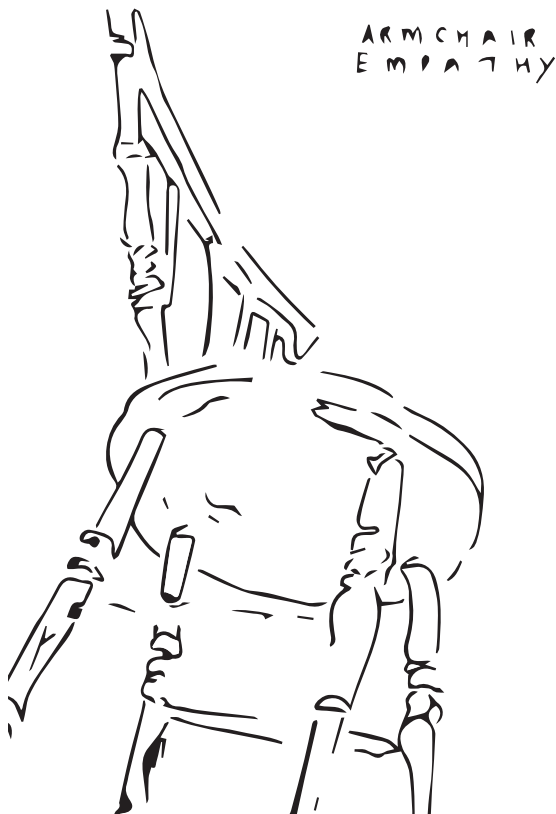
Can we go against the status quo of the main historic concepts of coding and

code through empathy to reduce exclusivity?

Can we code through empathy and visual

representation, making it more acsessible and understandable?

In order to bridge the gap between communities and the isolation that is faced in coding, designers should work with constraints, hacking the systems in order to create conversations and galvanise peoples views.

Producers
/
/

Designers
/
/
Consumers
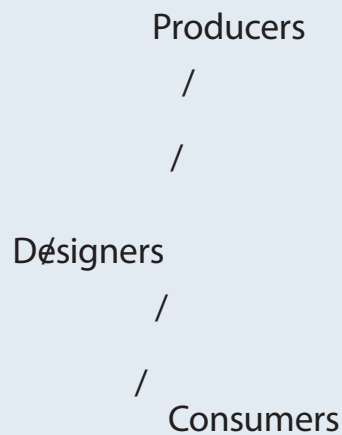
It is important that in this industry we challange the conflicts and contradictions that are faced by designers t h e m s e l v e s .

A b s t r a c t i o n   x   N o r m a l i t y

Designers as consumers

IDENTIFICATION
SIMPLICITY
ACCESSIBILITY
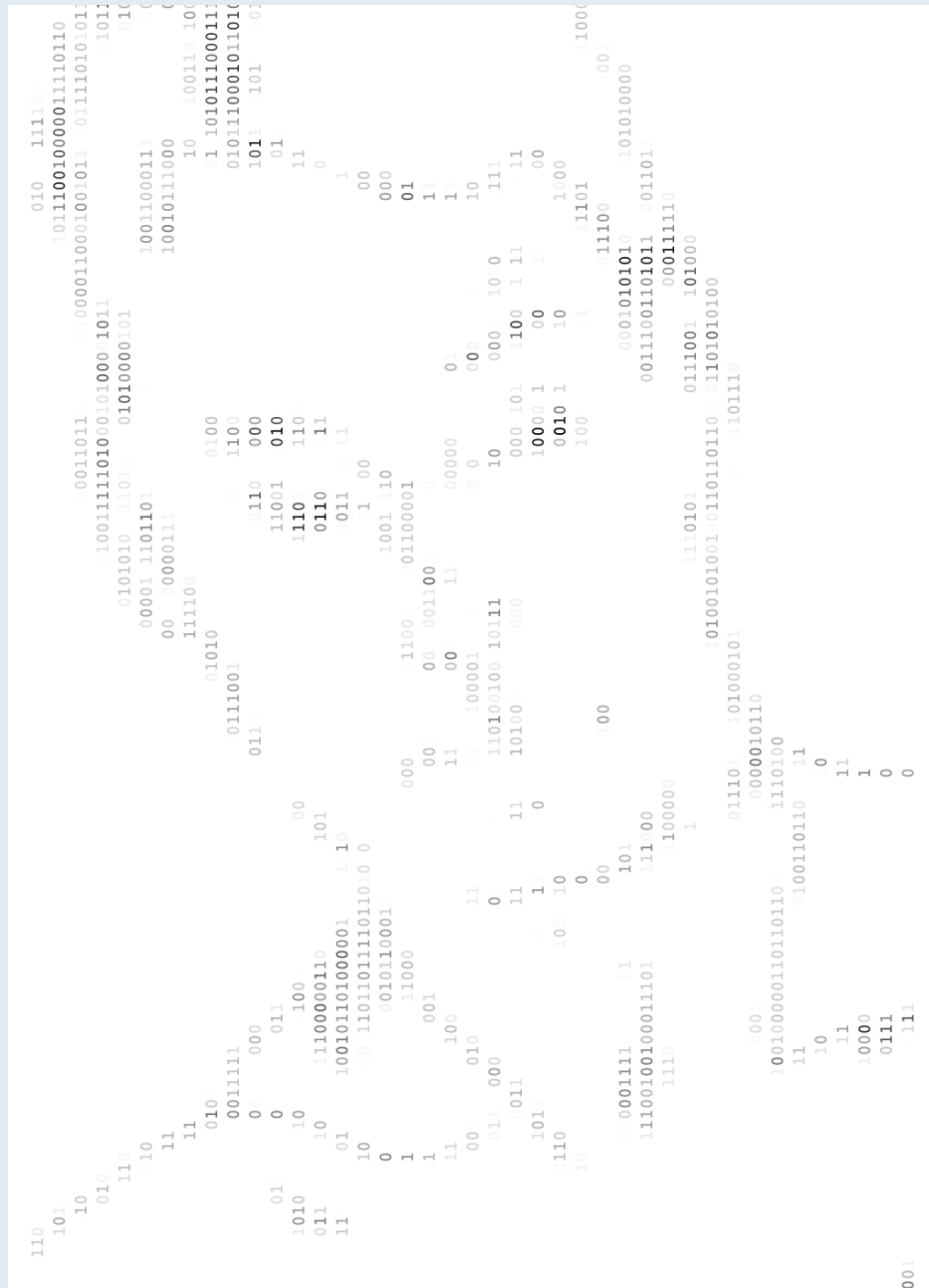
As young designers, lets contradict the elitist and create a virtual, creative community that can facilitate critical time solutions.

reflection

04

8

by Mia Dawson

REFLECTION

MIA DAWSON

There is no doubt that this project has pushed me out of my comfort zone. As a designer, I find that my practise falls around being a traditionalist, using traditional methods that involve very hands-on practises. However, saying this, as artists and designers we should adapt our knowledge to the developing circumstances of today, making the creative coding industry so relevant to the technological advances we have become exposed to. It is interesting to have learnt about these strange hierarchies that are faced in the creative coding industry, I hope that my manifesto discusses these issues and allows at least one person to gain insight. As designers we should communicate and work together in order to exploit a bigger audience and galvanise peoples views. Dissolving and dissipating barriers.

Further readings allowed me to contemplate the way in which both myself and the community works. Gaining insight to these aspects allowed me to design with purpose. When it comes to references and the news I found that the discussions being made were a constant spin of paranoia - these discussions were overwhelming and difficult to understand. I therefore wanted to rethink the traditional ways of making a manifesto - keeping my findings lighthearted, approachable and simple. Creating a relationship between the content and the user. Challenging concepts such as exploiting hierarchy, being young designers in such a traditional workplace and establishing the relationship between the designer and the consumer allowed me to create relevance within this piece of work. The range of material, presentations and intentions is important to the richness and density of the experience. Experimenting with circuits certainly provided a larger scope within this project. I found this aspect of the project particularly interesting, using these broad resources to keep in the loop of the development of modernism and therefore opening the future of design. If we had more time I would have loved to experimented with this further.

YOUNG DESIGNERS BRIDGING THE GAP
 DISCUSSING MY REFLECTIONS OF CREATING, OBSERVING AND
LEARNING ABOUT THE CREATIVE COMPUTING COMMUNITY

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AUTUMN 2021