

# Fuck Content

Translate Michael Rock's essay, "Fuck Content", in the form of a Conditional Design Manifesto

According to Fuck Content (Michael, 2013), this anxious mentality has led to design activities that put more emphasis on the origin of content than manipulated content.

Rock realizes that developing content is more important than shaping content. The erroneous view has become a criterion for measuring and judging design.

## Misconceptions of Design

If there is no deep content, design will simply be reduced to a style or technique.

The form should be derived from the content, and the form without content is like an empty shell.

Beatrice Warde once asserted that "design should be a transparent container for content."

Paul Rand wrote that "there is no bad content, only bad form."

## Shaping content

Paul Rand's view is that as designers, our responsibility is to shape, not write (Michael, 2013). Shaping itself is a valuable and meaningful form. However, shaping is not enough, and the design must be further observed and processed from the content. Observation processing is actually a complex text itself, representing a philosophy, aesthetic standpoint, argument and criticism as a designer.

As a designer, we must master typography, line, form, color, contrast, scale and weight. (Michael, 2013)

In Hitchcock movies, the focus is not on the story, but on telling the story. His greatness lies in being able to mold form into his own style in his own unique way. Therefore, as designers, what we should master is not content shaping, but the means and capabilities of shaping. (Michael, 2013)

By manipulating the form, design is reshaping this basic relationship between users and the world. Designers can use this control right to control how they do, thereby affecting the outcome of this relationship.

We manipulate content, through a series of rhetorical devices, we are creating new information and content. The content is the design itself.

Bibliography reference:

Blauvelt, A, et al. (2013) Conditional Design Workbook. Amsterdam: Valiz (pp. ii)

Rock, M. ([2009], 2013) "Fuck Content", Multiple Signatures: On Designers, Authors, Readers and Users. (New York: Rizzoli International, 2013) [online] Available at: <https://2x4.org/ideas/2009/fuck-content/>