

**MANIFESTING**

**THE MANIFESTO:**

**TOWARD A RECOGNITION OF DESIGN'S CULPABILITY**

**IN THE MESS WE ARE IN AND IDEAS FOR A WAY FORWARD**

# FIRST THINGS FIRST MANIFESTOS

**1964**

- **GRAPHIC DESIGNERS**
- **PHOTOGRAPHERS**
- **STUDENTS**

**2000**

- **GRAPHIC DESIGNERS**
- **ART DIRECTORS**
- **VISUAL  
COMMUNICATORS**

**2014**

- **DESIGNERS**
- **DEVELOPERS**
- **CREATIVE  
TECHNOLOGISTS**
- **MULTI-DISCIPLINARY  
COMMUNICATORS**

**2020**

- **DESIGNERS**

# 1964

- CAT FOOD
- STOMACH POWDERS
- DETERGENT
- HAIR RESTORER
- STRIPED TOOTHPASTE
- AFTERSHAVE LOTION
- BEFORESHAVE LOTION
- SLIMMING DIETS...

# 2000

- DOG BISCUITS
- DESIGNER COFFEE
- DIAMONDS
- DETERGENTS
- HAIR GEL
- CIGARETTES
- CREDIT CARDS
- SNEAKERS
- BUTT TONERS...

# 2014

- TRIVIAL, UNDIFFERENTIATED APPS
- DISPOSABLE SOCIAL NETWORKS
- FANTASTICAL GADGETS OBTAINABLE ONLY BY THE AFFLUENT
- PRODUCTS THAT USE EMOTION AS A FRONT FOR THE SALE OF CUSTOMER DATA
- PRODUCTS THAT REINFORCE BROKEN OR DISHONEST FORMS OF COMMERCE
- INSULAR COMMUNITIES THAT DRIVE AWAY POTENTIAL COLLABORATORS AND WELL-GROUNDED LEADERS.

# 2020

- **FAST FASHION**
- **FAST CARS**
- **FAST FOOD**
- **DISPOSABLE CUPS**
- **BUBBLE WRAP**
- **UNENDING AMOUNTS OF SINGLE-USE PLASTICS**
- **FIDGET SPINNERS**
- **MICROWAVE DINNERS**
- **UNHEALTHY BODY IMAGES AND DIETS**
- **PRODUCTS AND APPS THAT PROPAGATE SOCIAL ISOLATION AND DEPRESSION**
- **THE CONSUMPTION OF UNBALANCED FOOD SYSTEM**
- **PILLS TO POP**
- **TIKS TO TOK**
- **A SCROLLING FEED THAT NEVER STOPS**

**1964**

**“WASTED ON THESE TRIVIAL PURPOSES,  
WHICH CONTRIBUTE LITTLE OR NOTHING  
TO OUR NATIONAL PROSPERITY.”**

**2014**

**“(USED UP) MANUFACTURING DEMAND FOR  
THINGS THAT ARE REDUNDANT AT BEST,  
DESTRUCTIVE AT WORST.”**

**2000**

**“USED UP MANUFACTURING DEMAND FOR  
THINGS THAT ARE INESSENTIAL AT BEST.”**

**2020**

**“USED TO MANUFACTURE DEMAND, TO  
EXPLOIT POPULATIONS, TO EXTRACT  
RESOURCES, TO FILL LANDFILLS, TO  
POLLUTE THE AIR, TO PROMOTE  
COLONIZATION, AND TO PROPEL OUR  
PLANET’S SIXTH MASS EXTINCTION.”**

# FIRST THINGS FIRST MANIFESTOS (2000) & 2020

“COMMERCIAL WORK HAS ALWAYS PAID THE BILLS, BUT MANY (GRAPHIC) DESIGNERS HAVE NOW LET IT BECOME, IN LARGE MEASURE, WHAT (GRAPHIC) DESIGNERS DO. THIS, IN TURN, IS HOW THE WORLD PERCEIVES DESIGN.”



**“DESIGN IS IMAGINING A FUTURE  
AND WORKING TOWARD IT  
WITH INTELLIGENCE AND CLEVERNESS”**

**—FRANK CHIMERO  
“THE SHAPE OF DESIGN”**

**“IT IS EASIER TO IMAGINE  
AN END TO THE WORLD  
THAN AN END TO CAPITALISM”**

**—FREDRIC JAMESON/SLAVOJ ŽIŽEK**

**“CAPITALIST REALISM AS I UNDERSTAND IT CANNOT BE CONFINED TO ART OR TO THE QUASI-PROPAGANDISTIC WAY IN WHICH ADVERTISING FUNCTIONS. IT IS MORE LIKE A PERVASIVE ATMOSPHERE, CONDITIONING NOT ONLY THE PRODUCTION OF CULTURE BUT ALSO THE REGULATION OF WORK AND EDUCATION, AND ACTING AS A KIND OF INVISIBLE BARRIER CONSTRAINING THOUGHT AND ACTION.”**

**—MARK FISHER  
“CAPITALIST REALISM”**

**“DESIGN IS IMAGINING A FUTURE  
AND WORKING TOWARD IT  
WITH INTELLIGENCE AND CLEVERNESS”**

**—FRANK CHIMERO  
“THE SHAPE OF DESIGN”**

**HUMANS, NOT USERS**

**CREATE FRAMEWORKS**

**“FRAMEWORKS ARE THE STRUCTURES THAT ALLOW FOR CONTRIBUTIONS TO BE MADE TO THE PRODUCTS OF DESIGN, AND INCREASINGLY, IT HAS BECOME THE WORK OF THE DESIGNER TO CREATE THESE FRAMEWORKS.”**

**—FRANK CHIMERO  
“THE SHAPE OF DESIGN”**

**“THE SALTBOX ITSELF AS AN OBJECT IS  
UNREMARKABLE. ... BUT ADD PEOPLE, AND  
IT BECOMES A CENTRAL ITERATIVE DEVICE.”**

**—LIZ DANZICO  
BOBULATE.COM, 11 DEC 2011**



**“A GOOD FRAMEWORK... GIVES DESIGNER  
AND AUDIENCE SHARED OWNERSHIP OF THE  
PRODUCTS OF DESIGN...”**

**—FRANK CHIMERO  
“THE SHAPE OF DESIGN”**

# WHY AND HOW

**“QUESTIONS ABOUT HOW TO DO THINGS IMPROVES  
CRAFT AND ELEVATES FORM, BUT ASKING WHY  
UNEARTHS A PURPOSE AND DEVELOPS A POINT OF VIEW.”**

**—FRANK CHIMERO  
“THE SHAPE OF DESIGN”**

**“HOW AND WHY  
NEAR AND FAR  
MAKING AND THINKING  
EXECUTION AND STRATEGY  
CRAFT AND ANALYSIS”**

**—FRANK CHIMERO  
“THE SHAPE OF DESIGN”**

**THANK YOU**

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# 2014

- EDUCATION
- MEDICINE
- PRIVACY AND DIGITAL SECURITY
- PUBLIC AWARENESS AND SOCIAL CAMPAIGNS
- JOURNALISM
- INFORMATION DESIGN
- HUMANITARIAN AID

**2020**

**WE MUST CHALLENGE AND EXAMINE THE HISTORIES, PROCESSES, AND ETHICS OF DESIGN AND DEVELOP NEW CREATIVE SKILLS, RESOURCES, COLLABORATIONS, AND LANGUAGES OF DESIGN.**

**WE MUST SUPPORT COMMUNITY-BASED EFFORTS TO ADVANCE AND PROMOTE JUSTICE, HEALING, CO-EXISTENCE, AND MUTUAL RESPECT.**

**WE MUST UNDERSTAND THAT WE ARE NOT OUTSIDE OF NATURE; WE ARE A PART OF A COMPLEX SYSTEM AND OUR ACTIONS MUST REFLECT THAT KNOWLEDGE.**

**2020**

**WE MUST REVERSE OUR PROFESSION'S PRIORITIES IN FAVOR OF MORE INCLUSIVE, EMPATHETIC, AND ENGAGED FORMS OF ACTION — A MIND-SHIFT THAT GOES BEYOND SUSTAINABILITY — TOWARDS REGENERATION, EXPLORATION, AND CO-CREATION OF A NON-EXPLOITATIVE, NON-APPROPRIATIVE SET OF SOCIAL-ENVIRONMENTAL RELATIONS.**

**WE MUST COMMIT TO RECONNECTING DESIGN, MANUFACTURING, DISTRIBUTION, AND USE OF THE THINGS WE DESIGN TO THE EARTH — AND ALL OF ITS INHABITANTS.**

**WE MUST DIRECT OUR SKILLS FOR THE BETTERMENT OF HUMANITY TOWARDS A MORE ECOLOGICAL CIVILIZATION.**