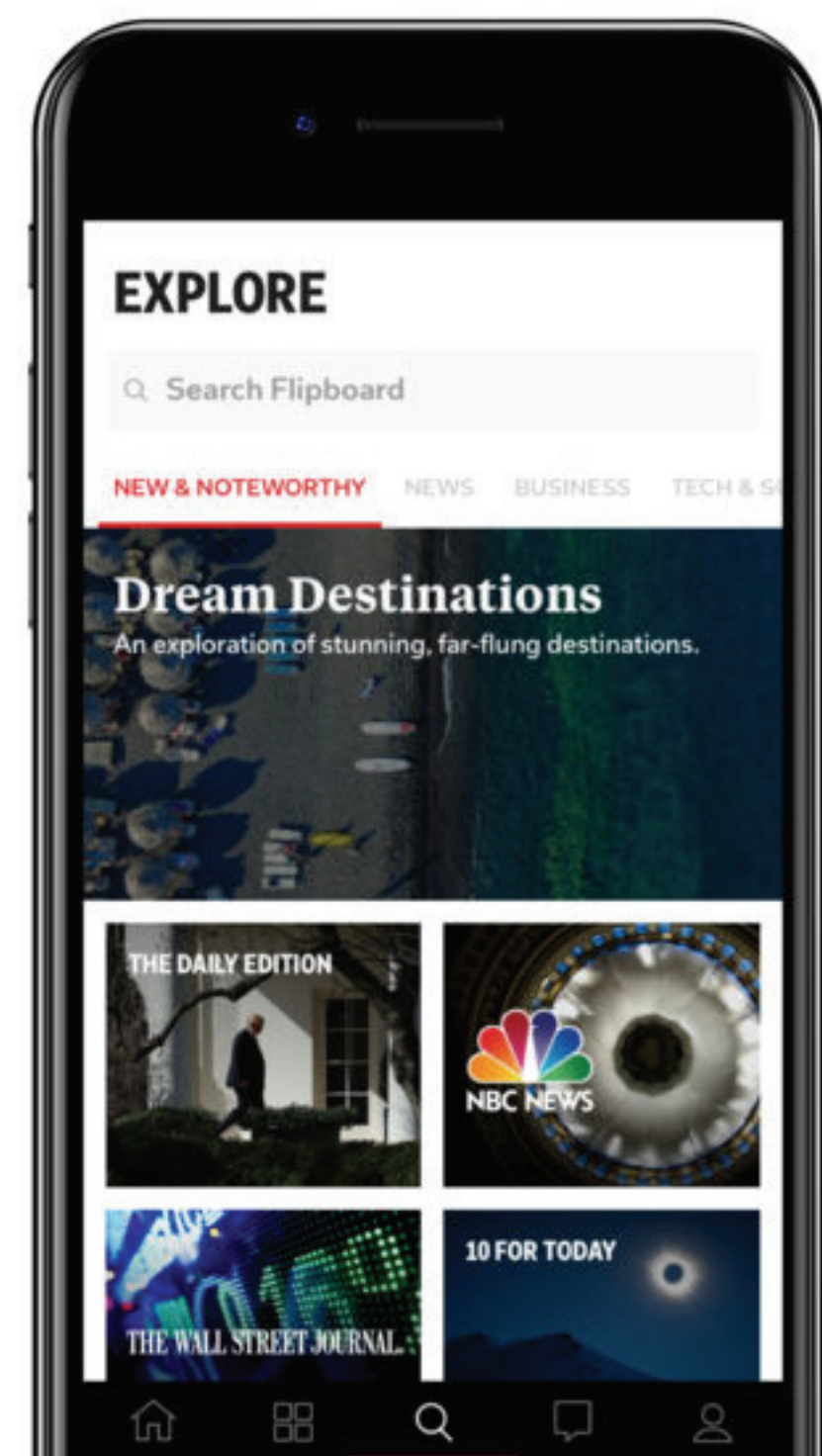
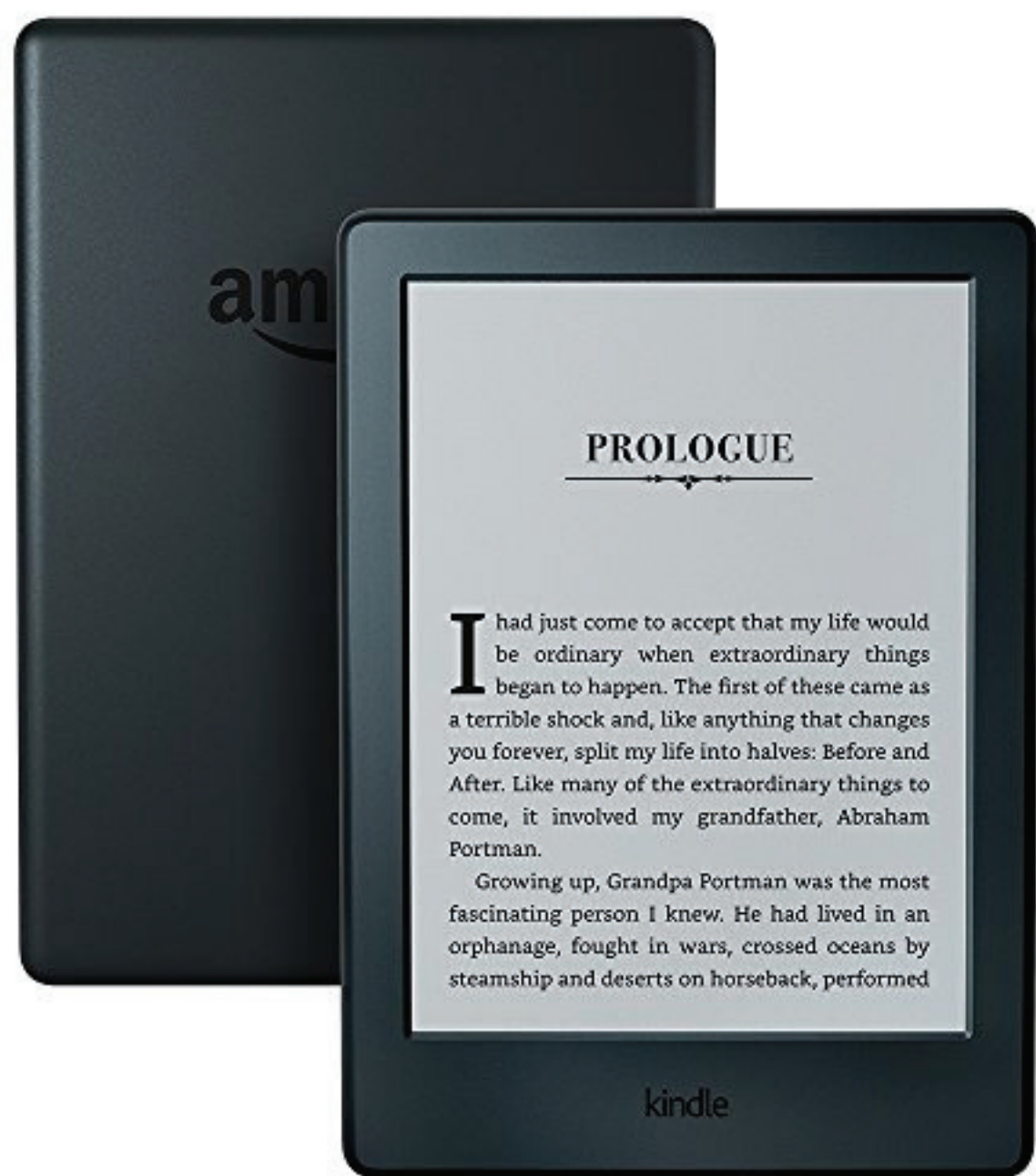


POST
PRINT
DIGITAL

The end of print





THE
END OF
PRINT:

MUTAO

THE GRAPHIC DESIGN
OF DAVID

CARSON

BY LEWIS BLACKWELL & DAVID CARSON
INTRODUCTION BY DAVID BYRNE

Now in its
sixth printing



physical → digital

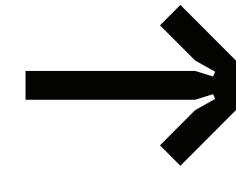
~~physical → digital~~

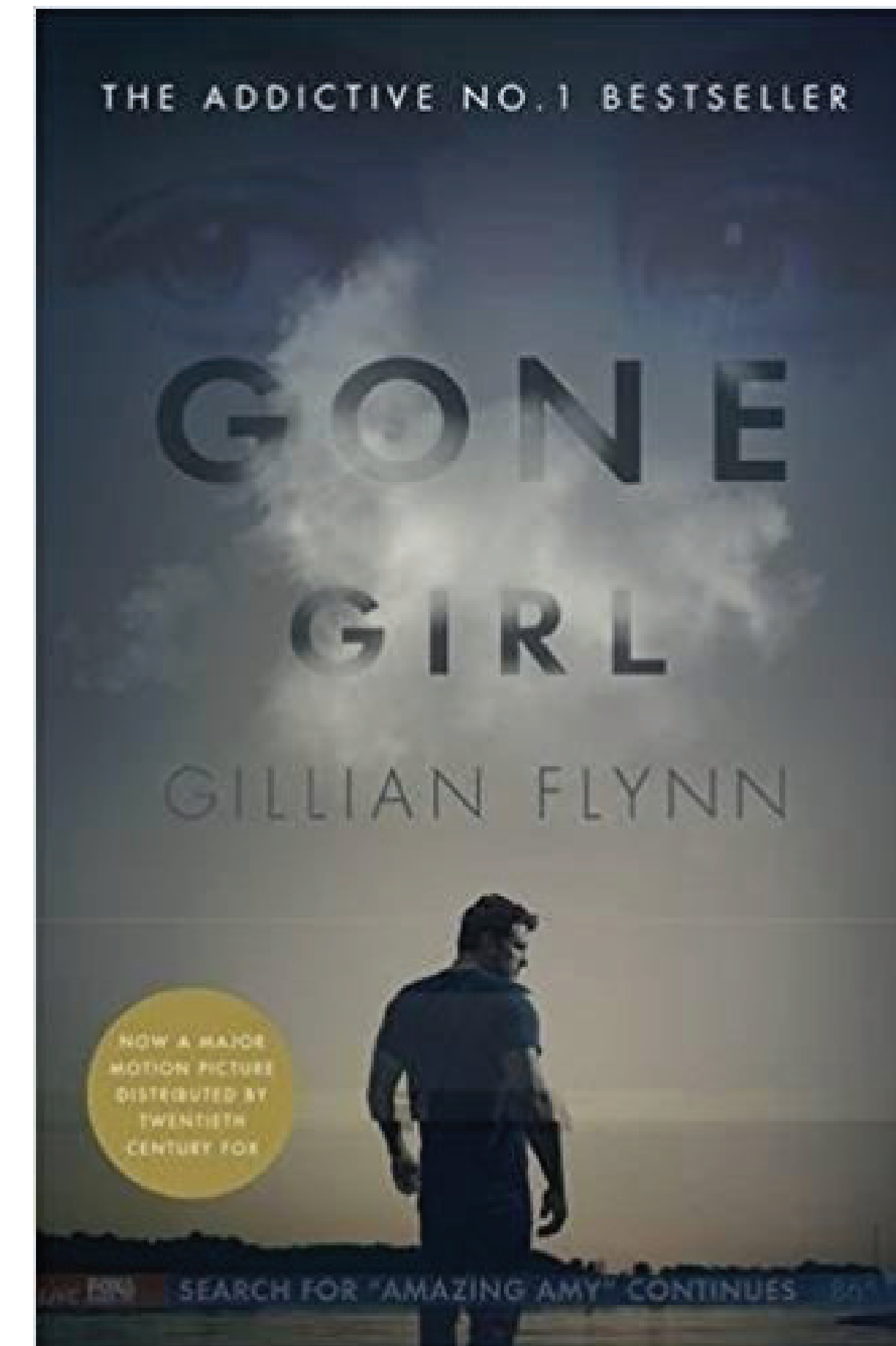
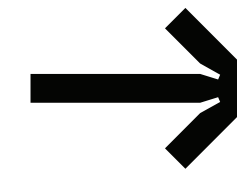
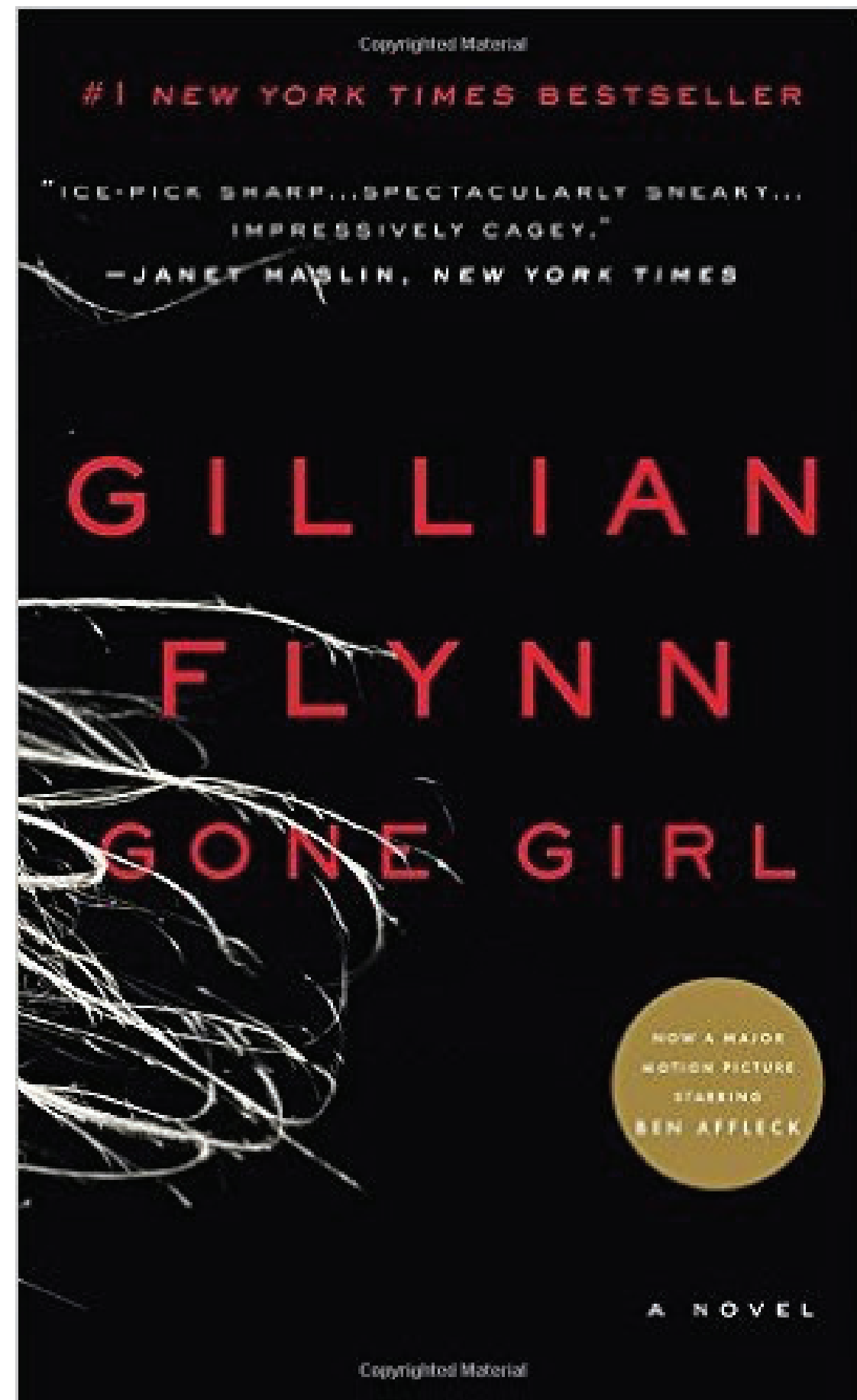
physical ↔ digital

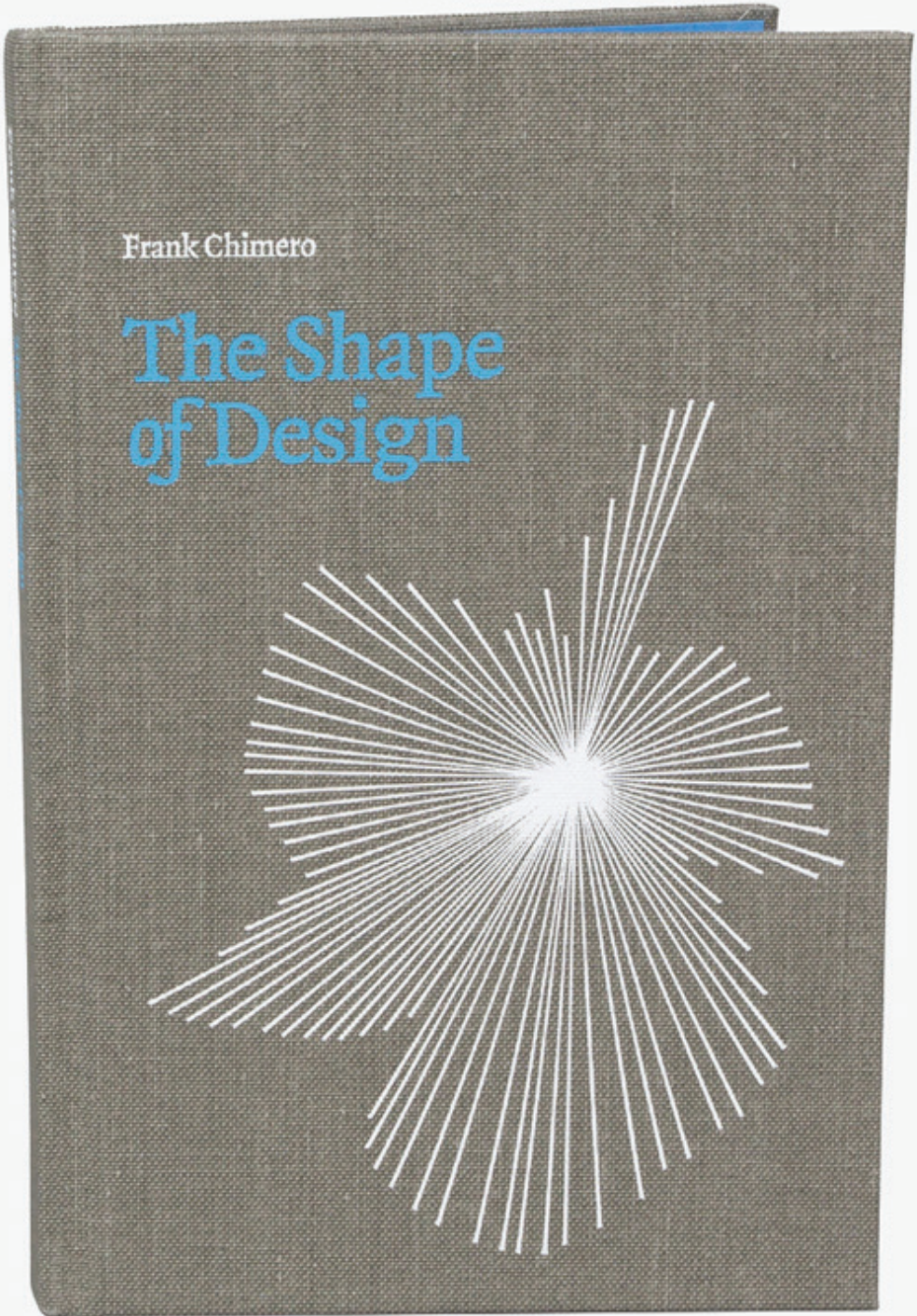
Technology doesn't replace.
It adds.

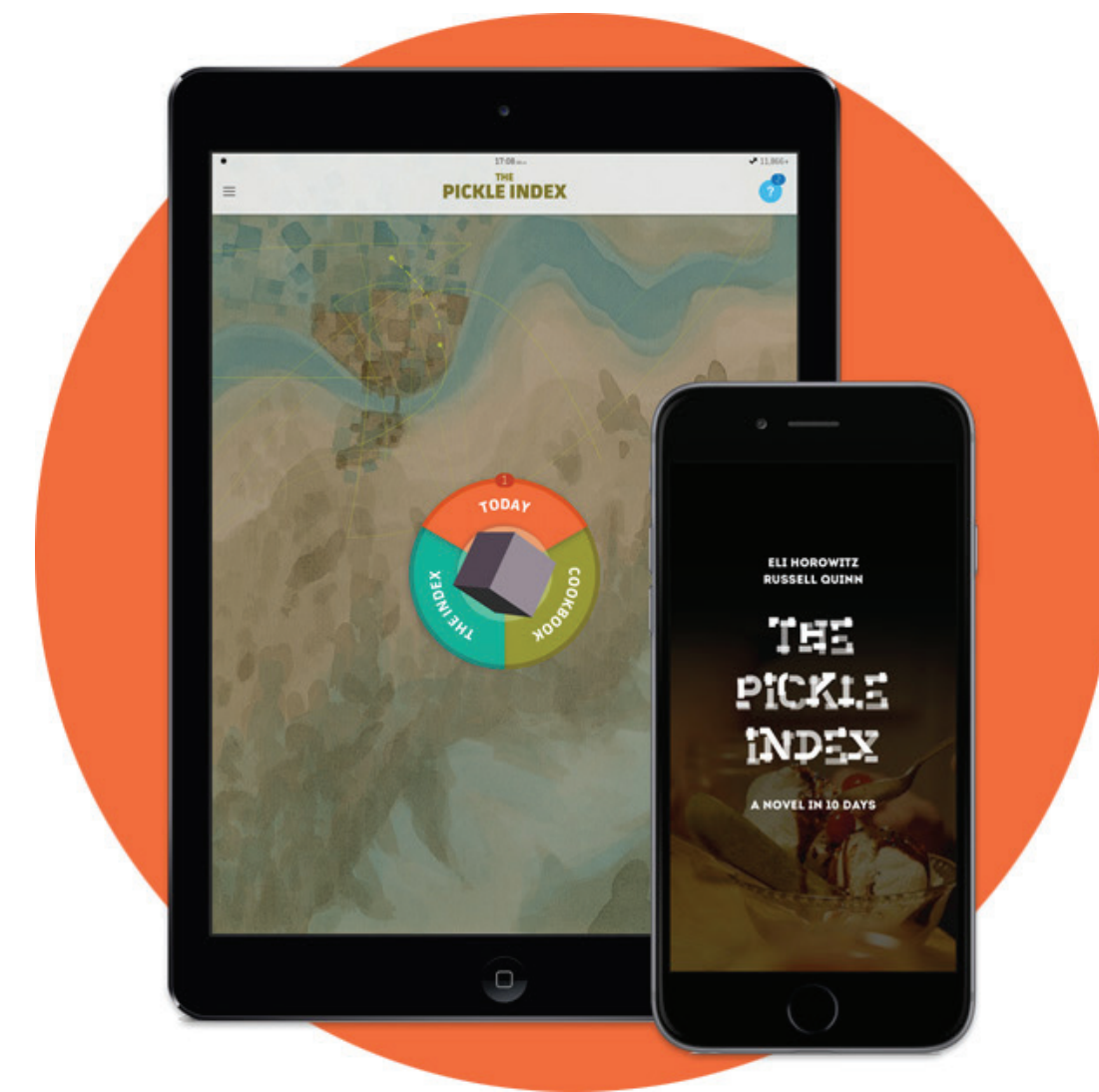
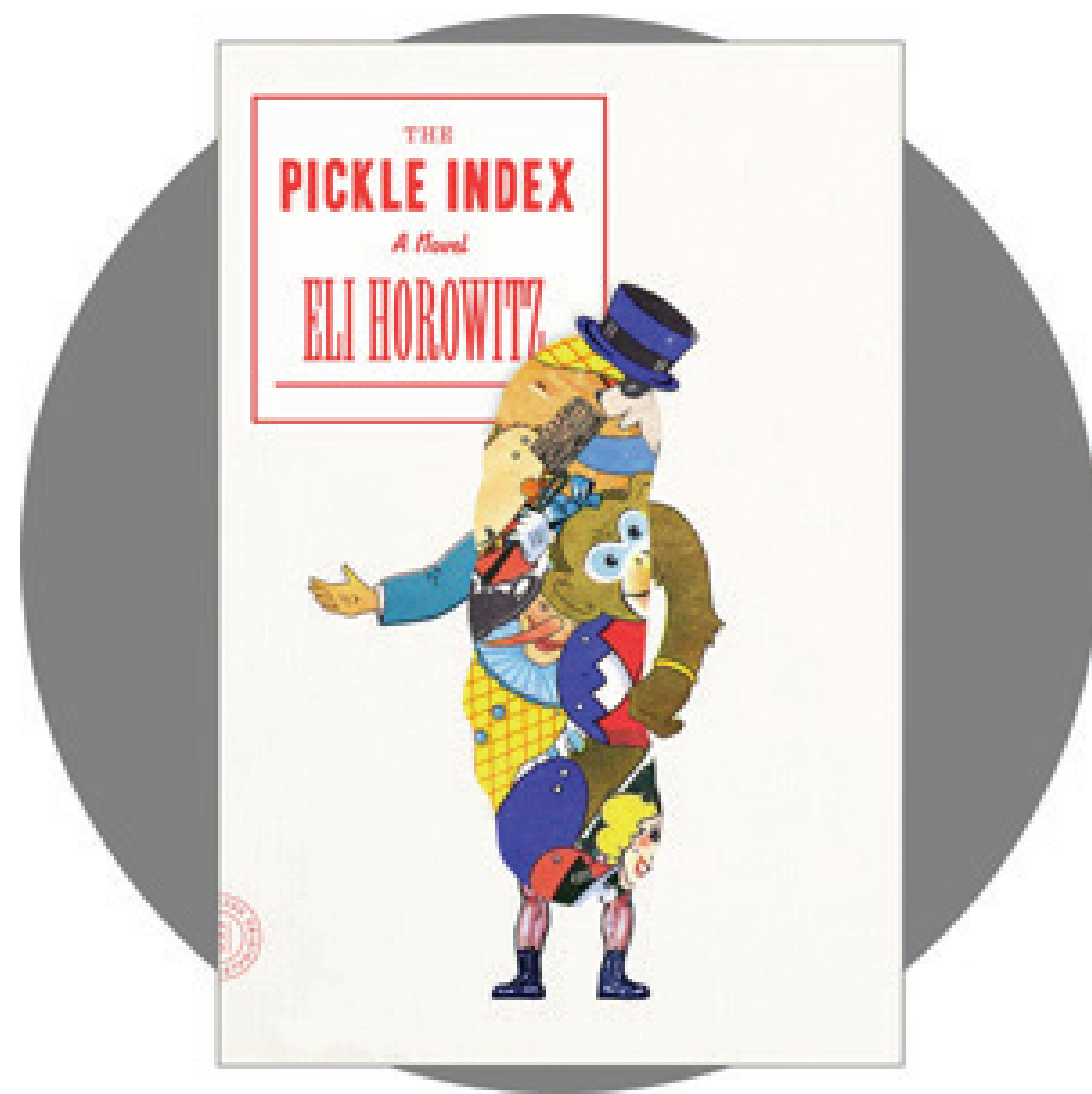
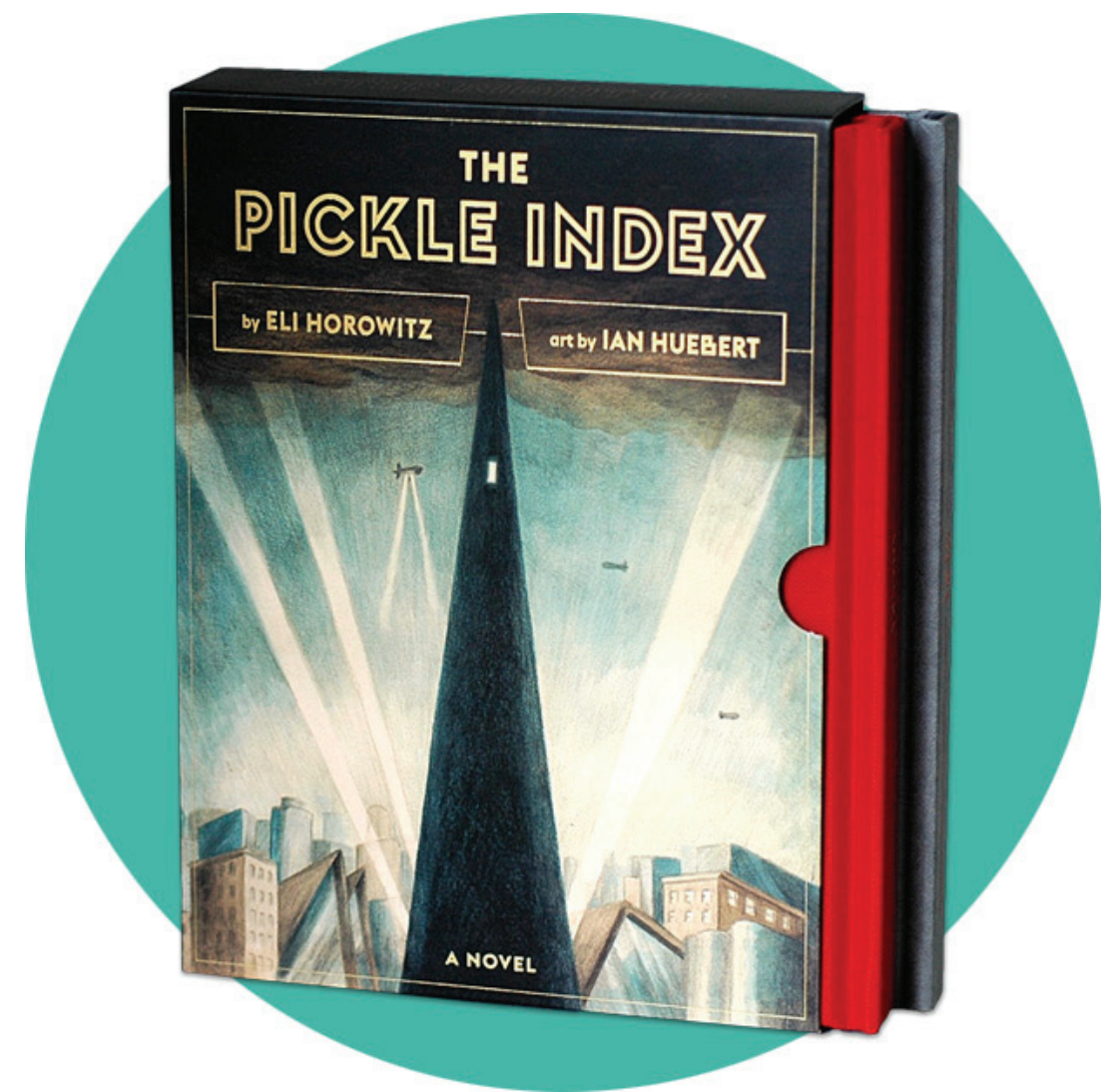
Design is an act of
translation.

How can you take advantages
of the chosen mediums/
platforms?









print/analog

linear

edges

fixed

tactile

physicality

static

digital

non-linear

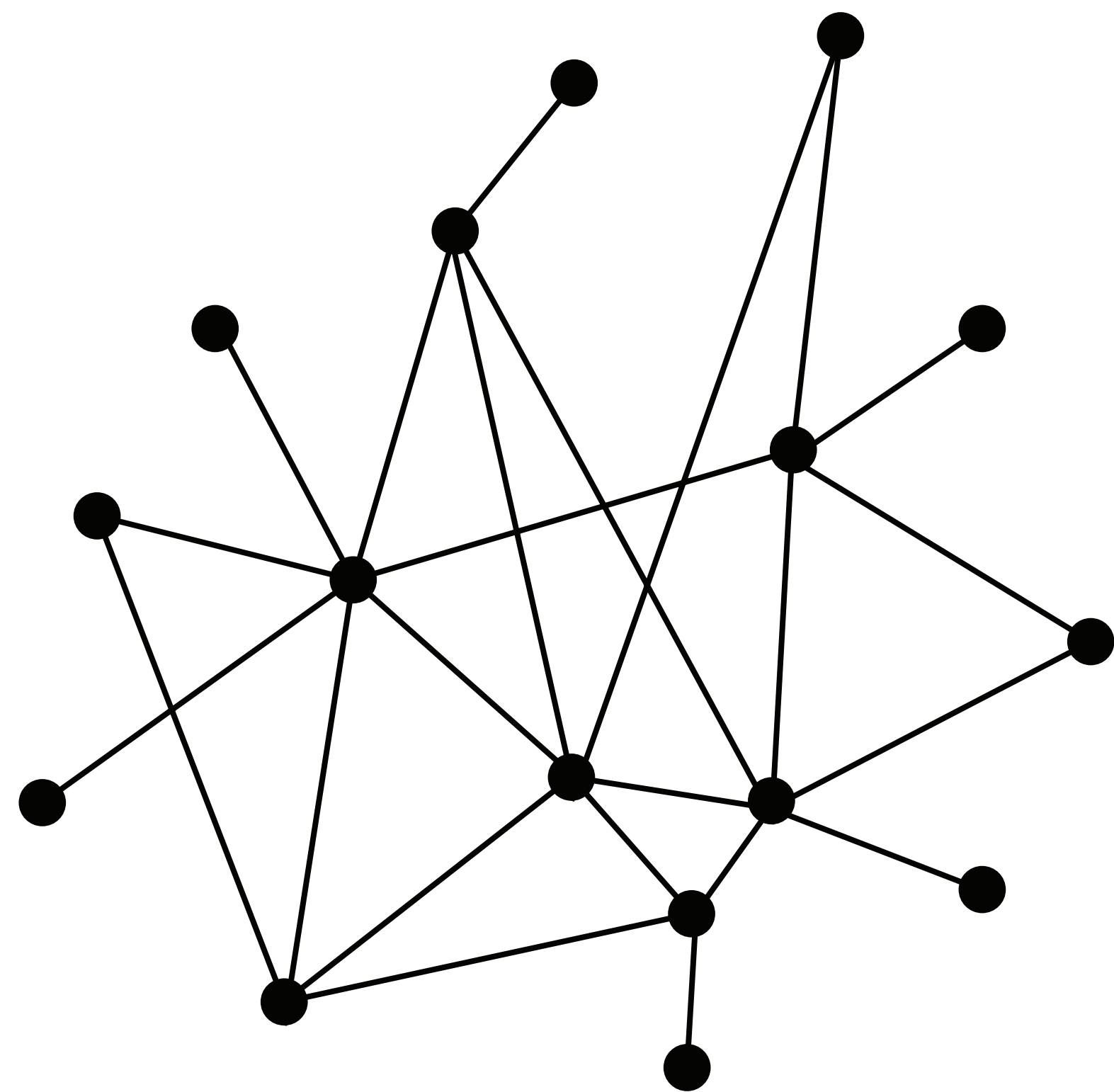
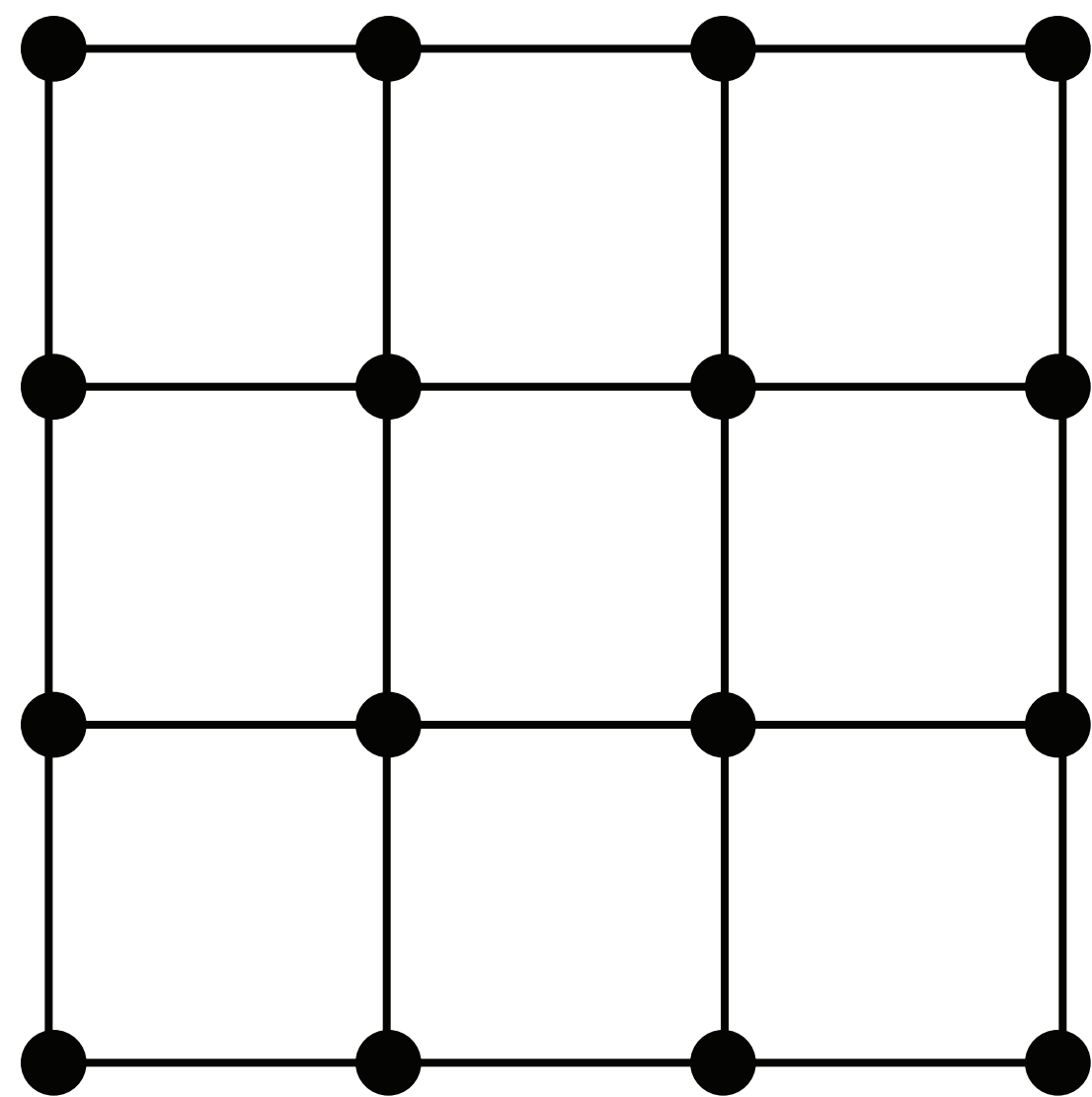
network/links

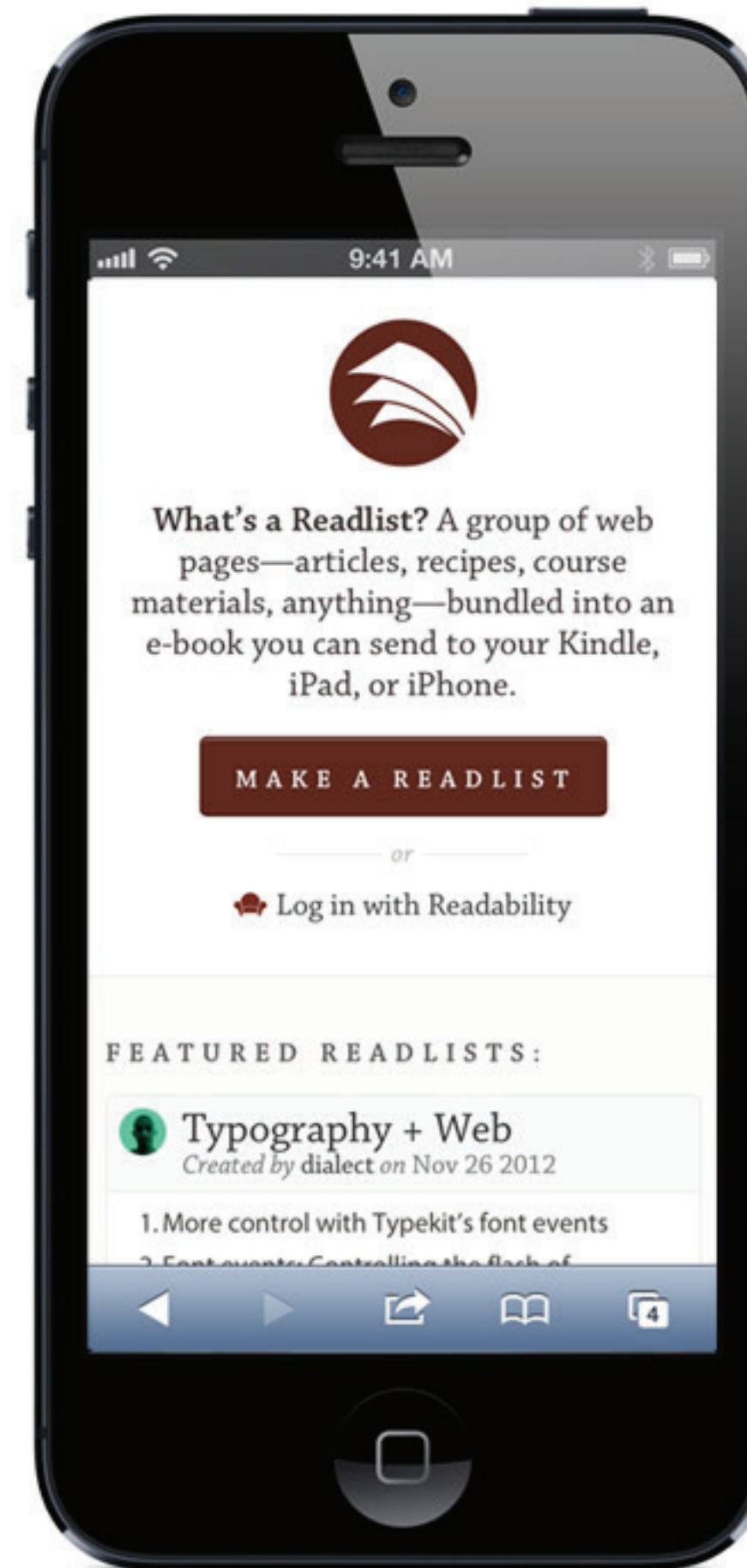
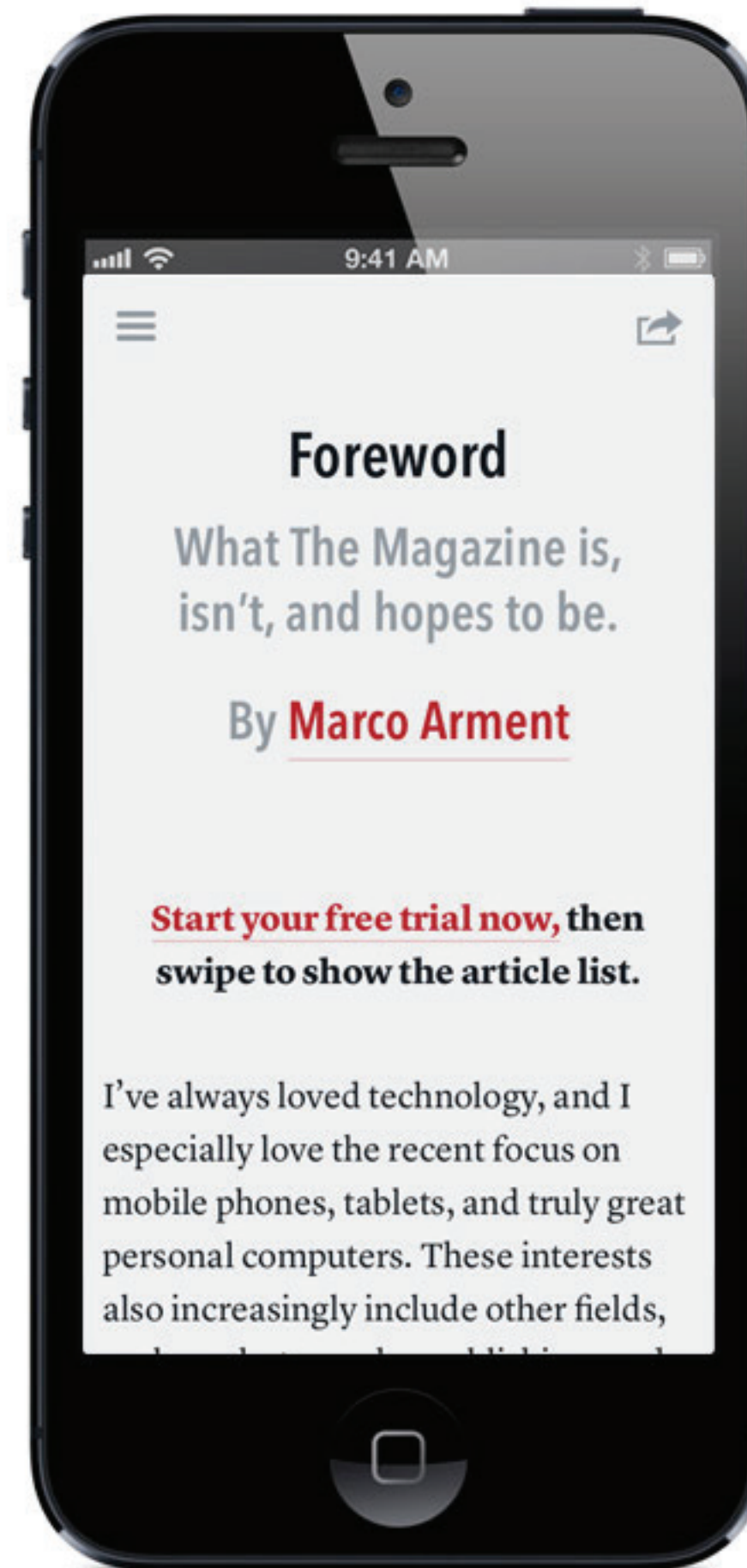
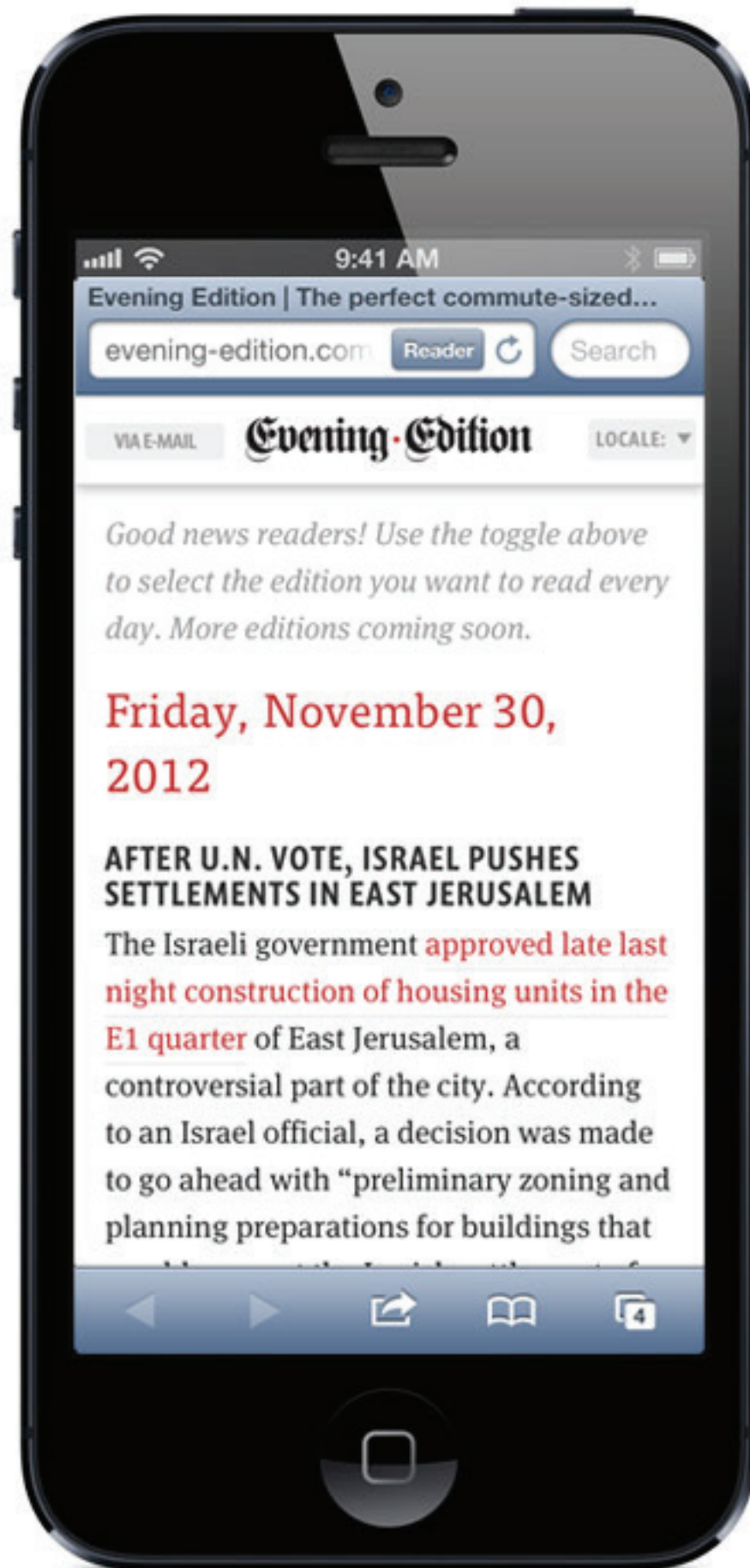
responsive

flat

abstract

video/motion/time





“The reports of my death
are greatly exaggerated”

—Mark Twain

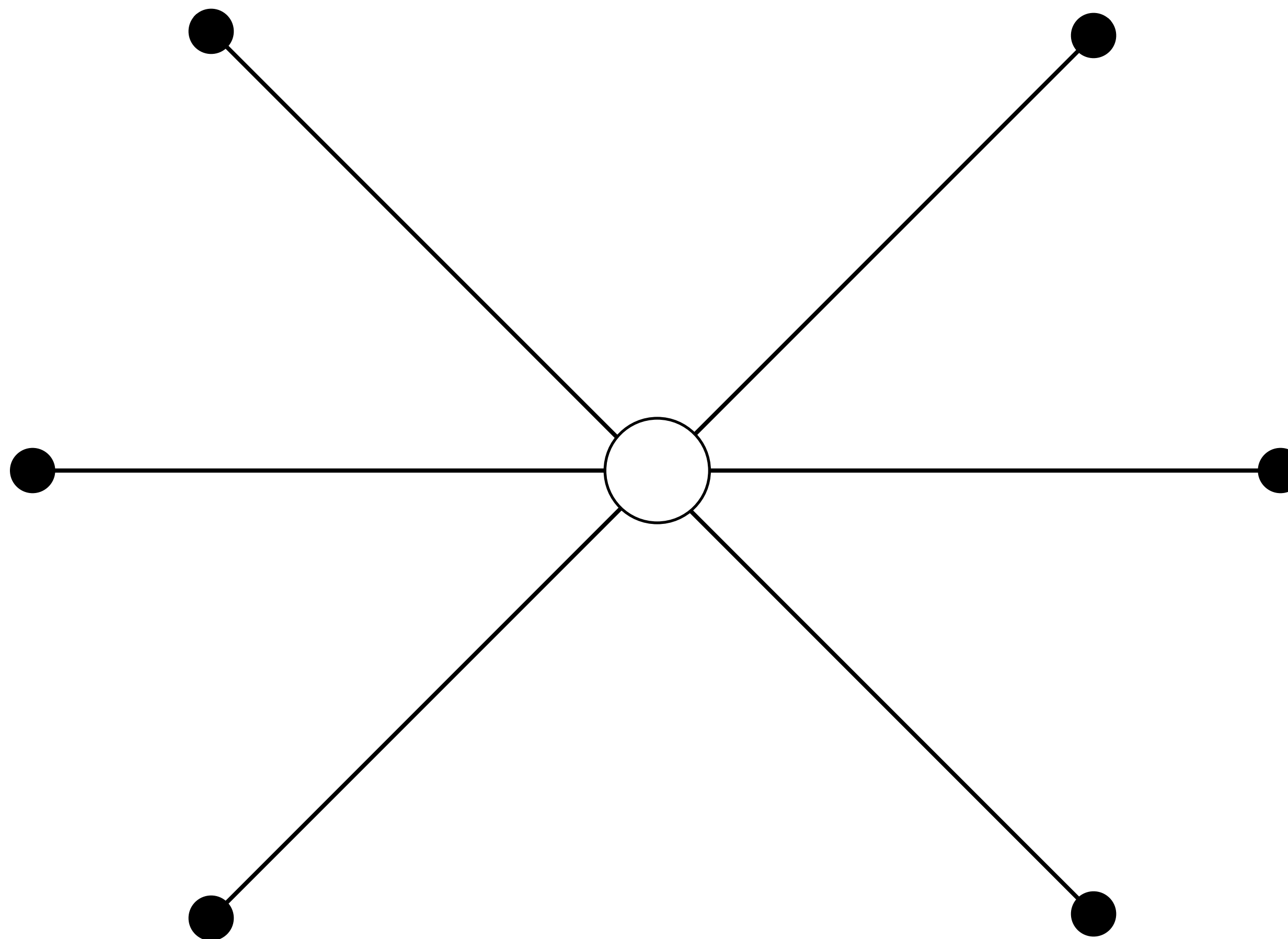
What are the advantages of
print? Of digital?

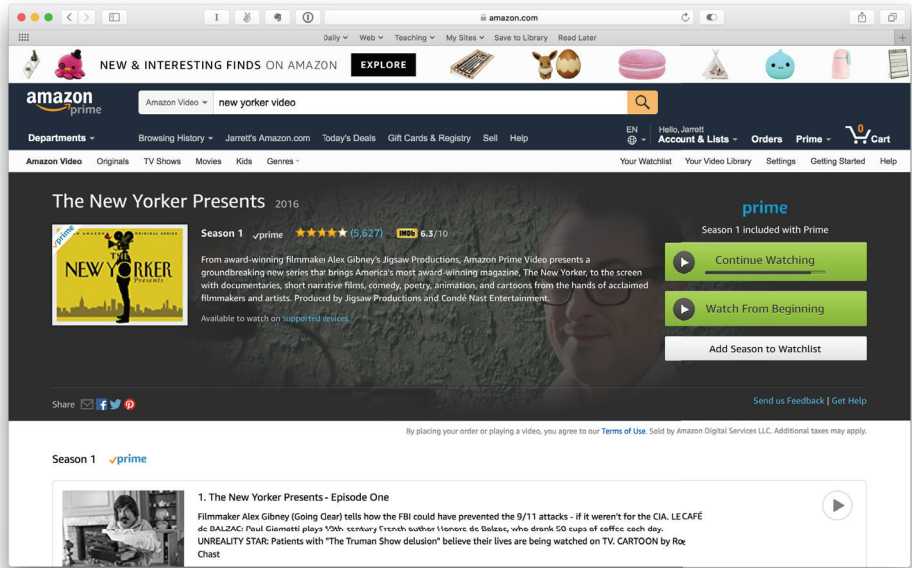
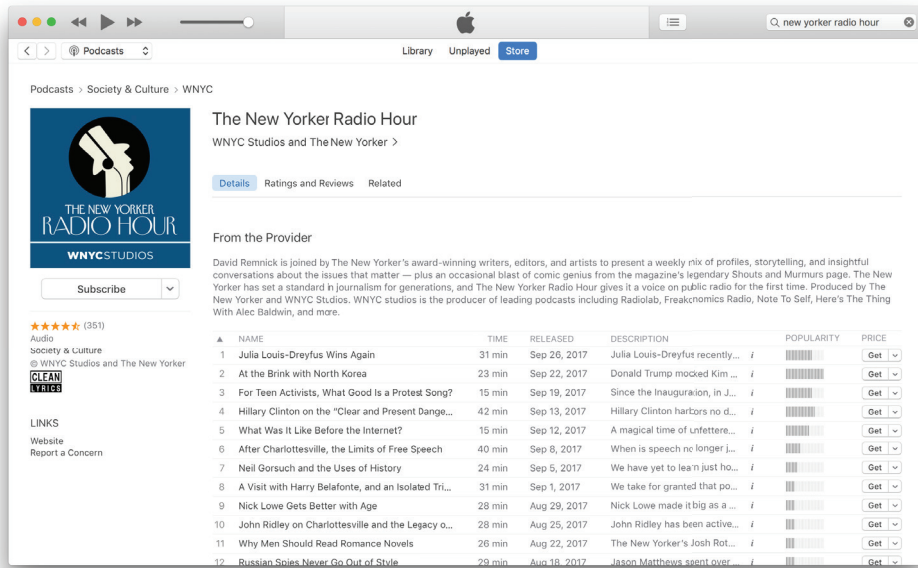
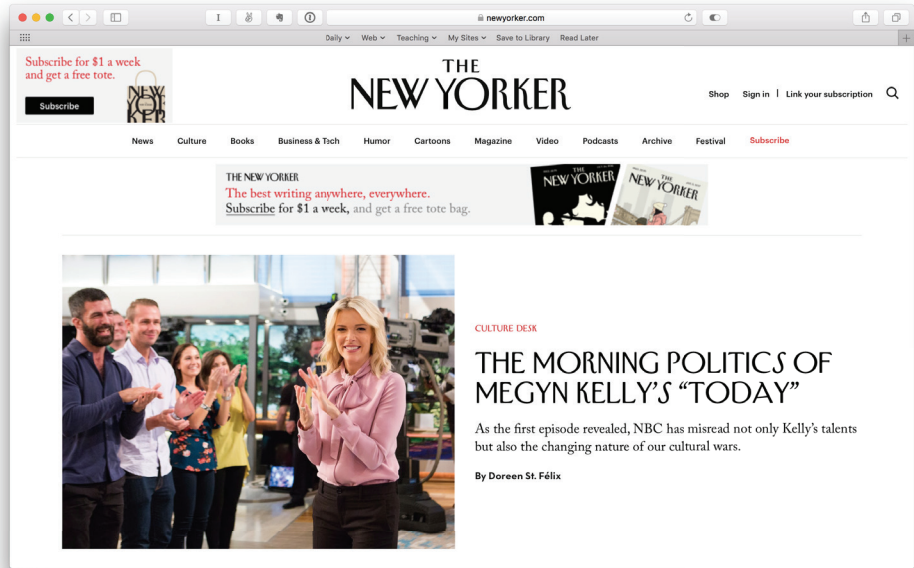
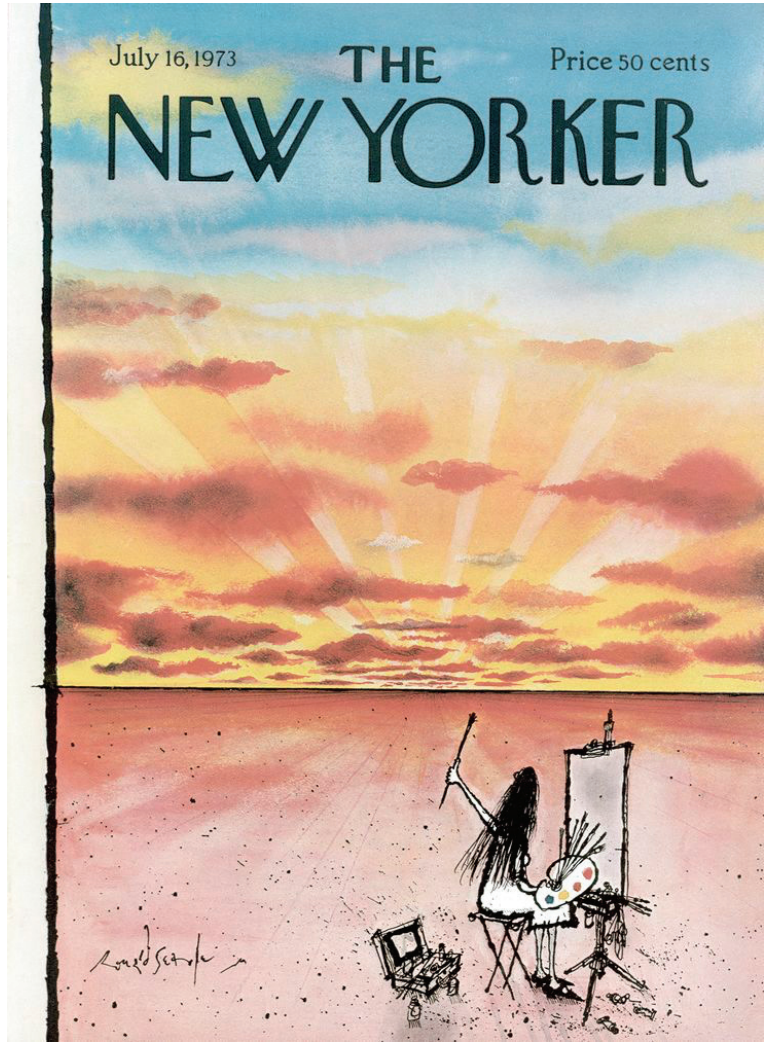
What can they borrow from
each other?

Can you make the digital
more physical? The physical
more digital?

What's next?

Distributed content





Medium agnostic

+

Raw content

=

“Information wants to be
free”