

DEFAULTS/NEUTRALITY

1930s printing techniques

racist politicians

atomic bombs

defaults

algorithms

Helvetica

BEATRICE

WARDE

THE
CRYSTAL
GOBLET:

BW

sixteen essays on typography

“You will find that almost all
the virtues of the perfect
wine-glass have a parallel in
typography.”

Neue Grafik New Graphic Design Graphisme actuel

Internationale Zeitschrift für Grafik
und verwandte Gebiete
Text in 3-sprachig
Deutsch, englisch, französisch

International Review of Graphic
Design and related subjects
Issued in German, English and French

Revue internationale de graphisme et
des domaines connexes
Parution en langue allemande,
anglaise et française

16

Hans Neuburg, Zürich
Thomas Maldonado und Carl
Borner, Ulm
Peter Muckler, St. Gallen
Richard P. Lohse, Zürich
Georg Rademeyer, Zürich
Margit Struber, Zürich
Peter Lehner, Bern
LMNV
Richard P. Lohse, Zürich
Margit Struber, Zürich

Ausgabe Juli 1963
Inhalt
Schweizer Plakate der letzten vier
Jahre
Ein Zeichensystem für elektro-
medizinische Geräte
Fortschrittliche Wahlpropaganda
Werbung für eine Londoner Möbel-
Firma
Arbeiten von Robert Rood
Eine Foto-Grafik
Festleiste der Kunstgewerbeschule
Zürich
Ausstellung für Asbestrohre (Bericht
von Max Bill)
SWB Forum Forum 1962
Braun-Ausstellungsstände
Buchschutzmachtige aus den
dreißiger Jahren
Ein Mädel als eigener Plakatgrafiker

Einzelnummer Fr. 15.-

Richard P. Lohse SWB VSG, Zürich
J. Müller-Brockmann SWB VSG, Zürich
Hans Neuburg SWB VSG, Zürich
Carlo L. Vivanti SWB VSG, Zürich
Walter Verlag AG, Olten
Schweiz/Suisse/Suisse

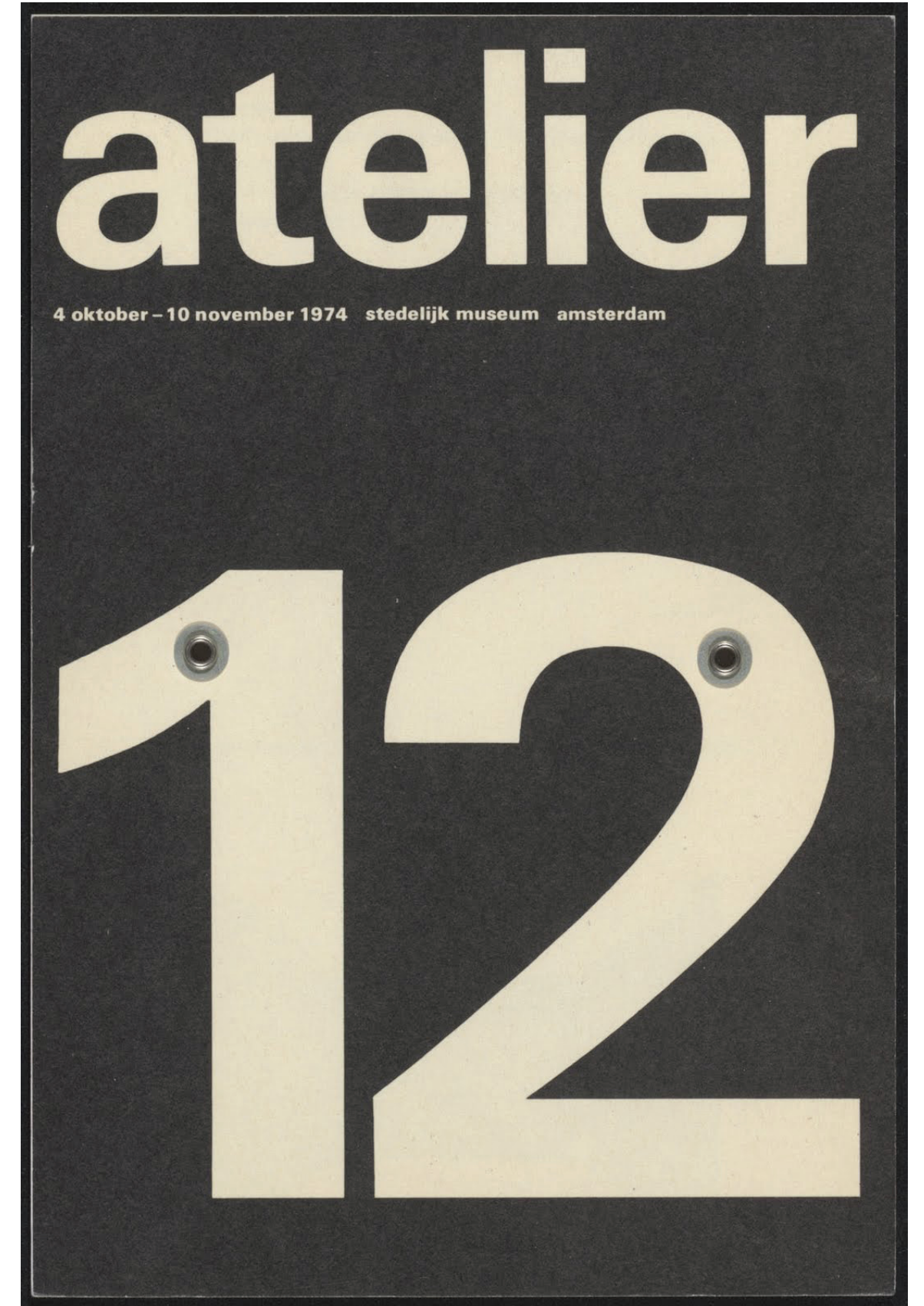
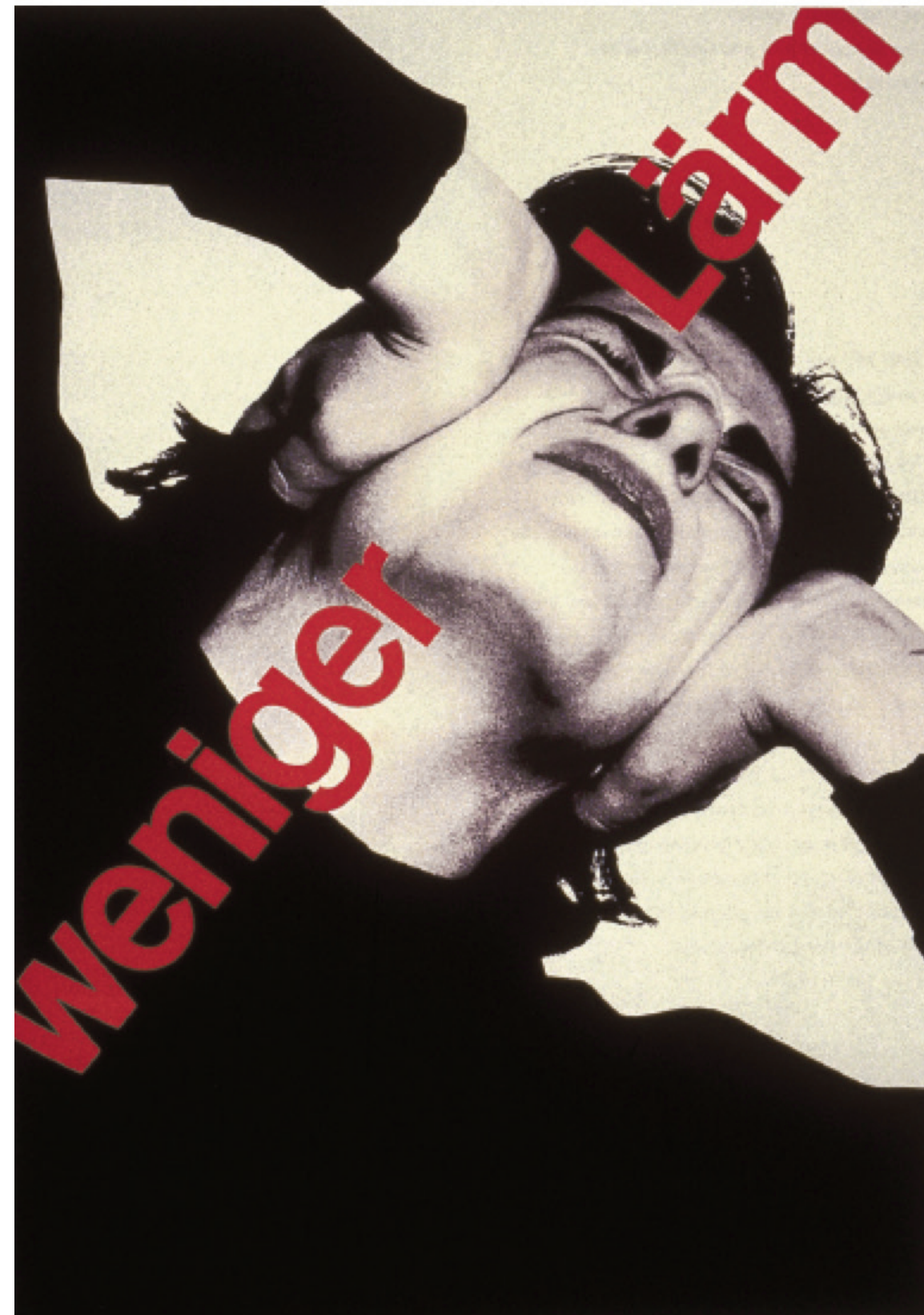
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Druck Verlag
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Issue for July 1963
Contents
Swiss Posters of the past four years
A Sign System for Electromedical
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Publicity for a London Firm of
Furniture
Pure Photo-Graphic Design
Exhibition of Asbestos Pipes
SWB Design Forum 1962
Permanent Braun Position
as an Exhibition Site
A Painter who is his own Graphic
Designer

Single number Fr. 15.-

Juillet 1963
Table des matières
Affiches suisses des quatre années
écoulées
Un système de signes pour appareils
électromédicaux
Propagande électorale d'avant-garde
d'ameublement londonnais
Photographie pure
L'exposition des tubes de ciment
d'amiante
Forum 1962 de la forme ASA
Position Braun permanente
sur l'exposition d'une forme
Couvertoirs de protection
des années trente
Un peintre-graphiste

Le numéro Fr. 15.-



“In design, be logical, search
for truth, be clear.”

—Massimo Vignelli

Design should
be neutral.

This is still
how we're taught
design.





John Edwin Mason

@johnedwinmason

Follow



Another reminder that manipulation in photography isn't really about Photoshop or darkroom tricks.



Foreign Policy  @ForeignPolicy

Meet Marion Maréchal-Le Pen, the 26-year-old scion of France's far-right dynasty. atfp.co/1THzu8C

1:12 PM - 12 Dec 2015

14 Retweets 16 Likes



“In deciding how a picture should look, in preferring one exposure to another, photographers are always imposing standards on their subjects. Although there is a sense in which the camera does indeed capture reality, not just interpret it, photographs are as much an interpretation of the world as paintings and drawings are.”

—Susan Sontag



“The content or message of any given medium has about as much importance as the stenciling on the casing of an atomic bomb.”

—Marshall McLuhan

How many settings do you change
on your phone or computer?

95% of users
don't change
any settings
on their phone

“Defaults (and their designers) hold immense power – they make decisions for us that we’re not even aware of making... Someone, somewhere, decided what those defaults should be – and it probably wasn’t you.”

– Lena Groeger

“ [Technology] reflects the values of its creators. So inclusivity matters – from who designs it to who sits on the company boards and which ethical perspectives are included. Otherwise, we risk constructing machine intelligence that mirrors a narrow and privileged vision of society, with its old, familiar biases and stereotypes.”

–Kate Crawford

nytimes.com

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TECHNOLOGY

Facebook 'Trending' List Skewed by Individual Judgment, Not Institutional Bias

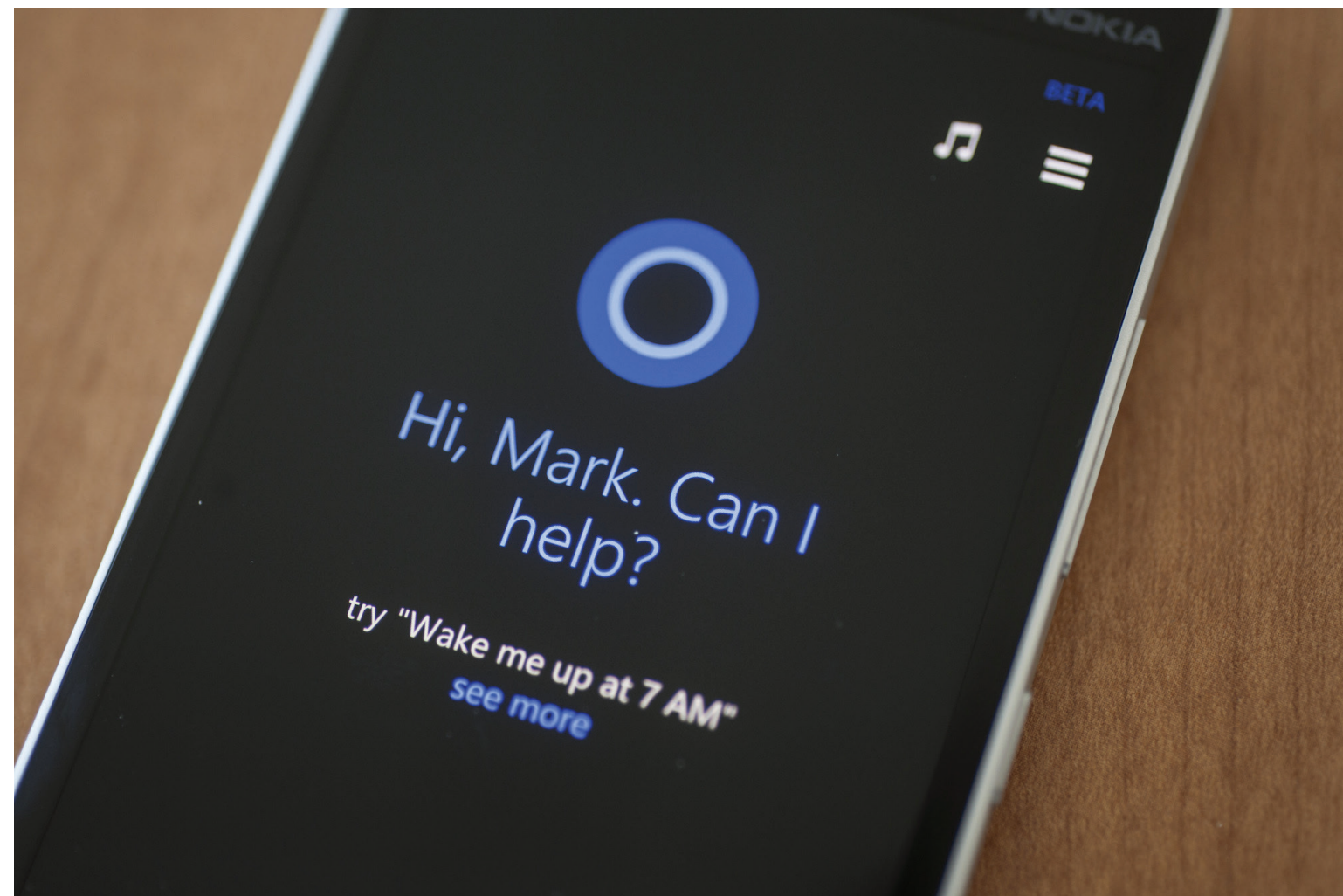
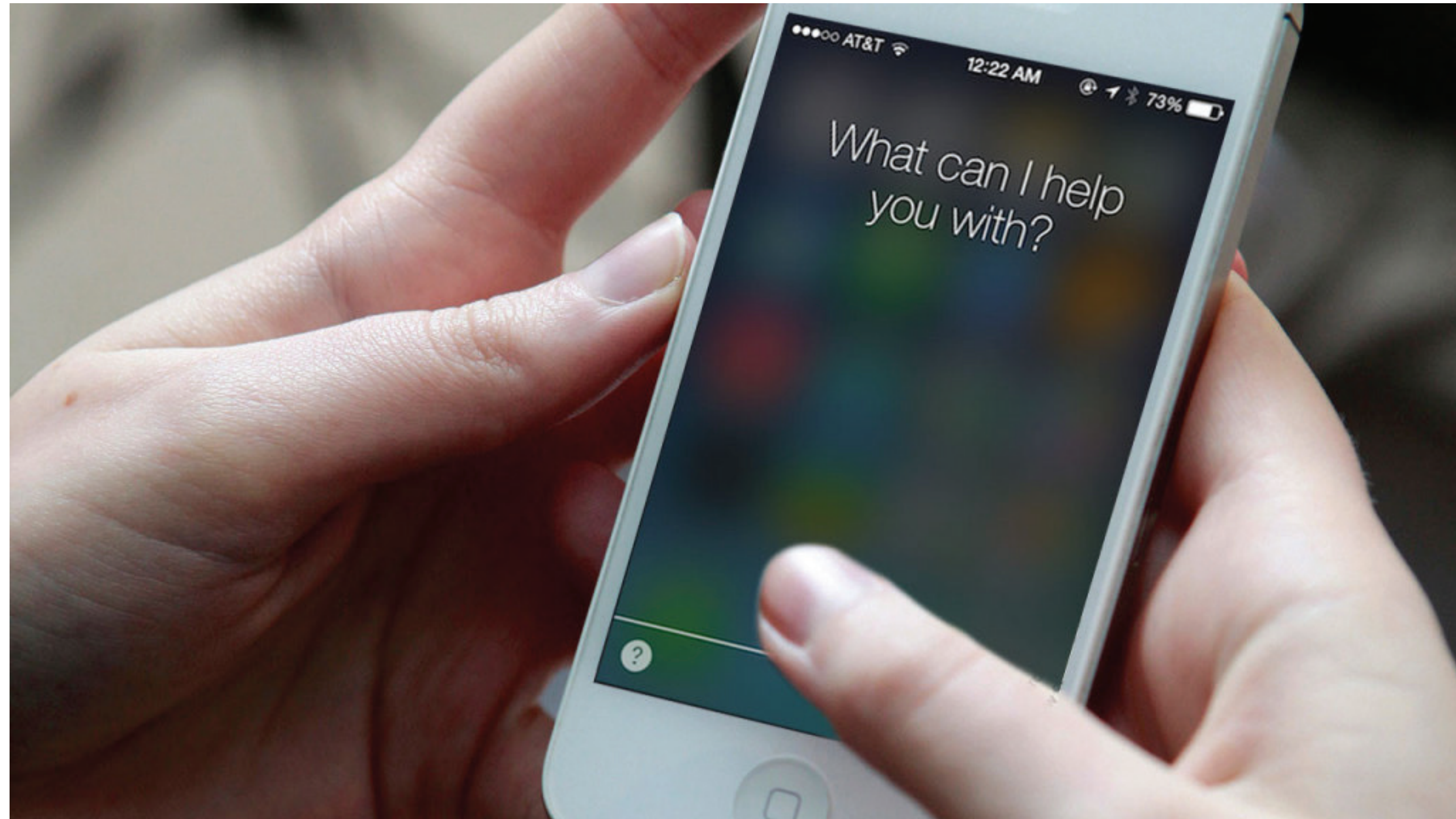
By MIKE ISAAC MAY 20, 2016

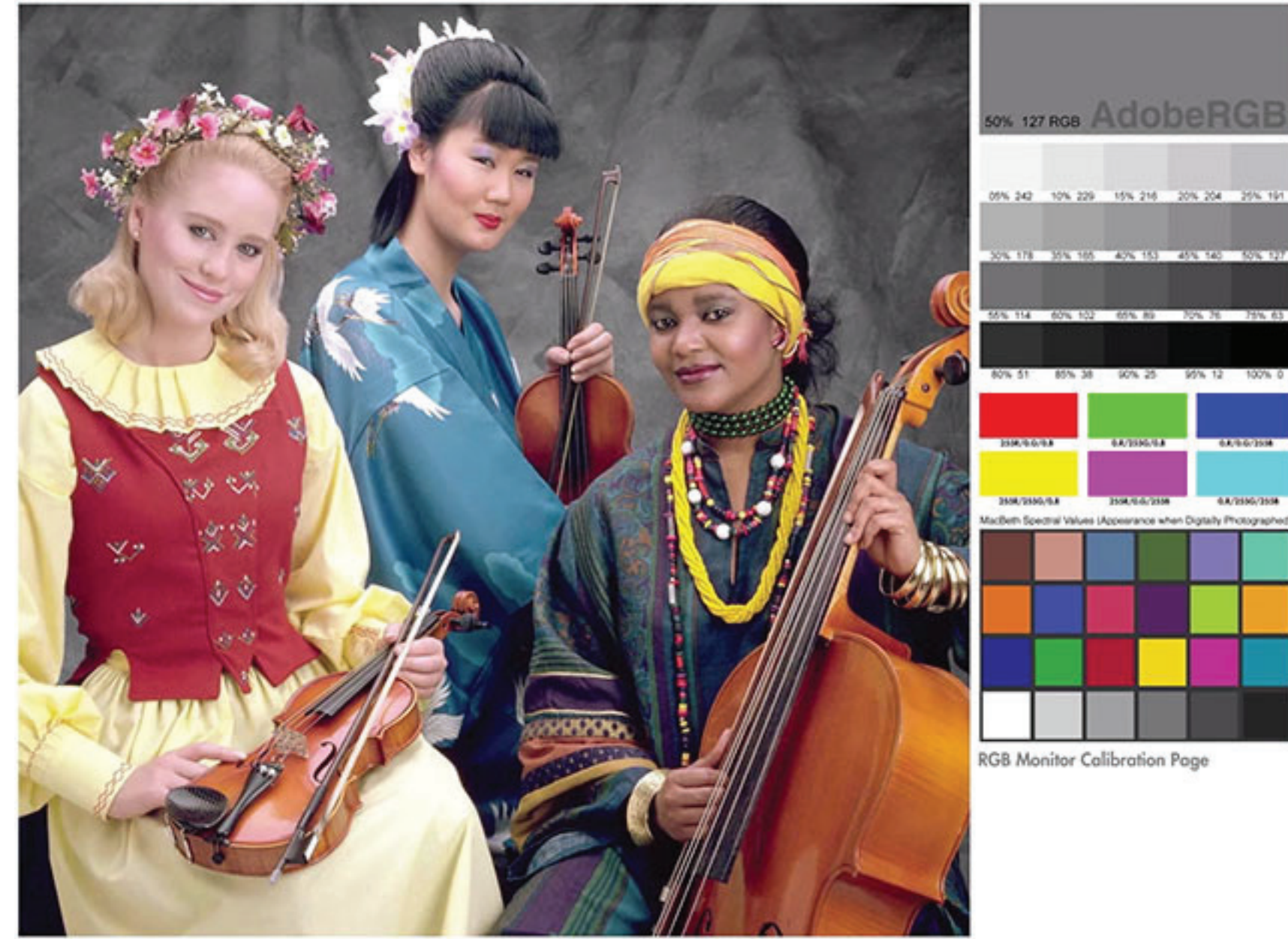
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Gorillas - Google Photos - Firefox Developer Edition

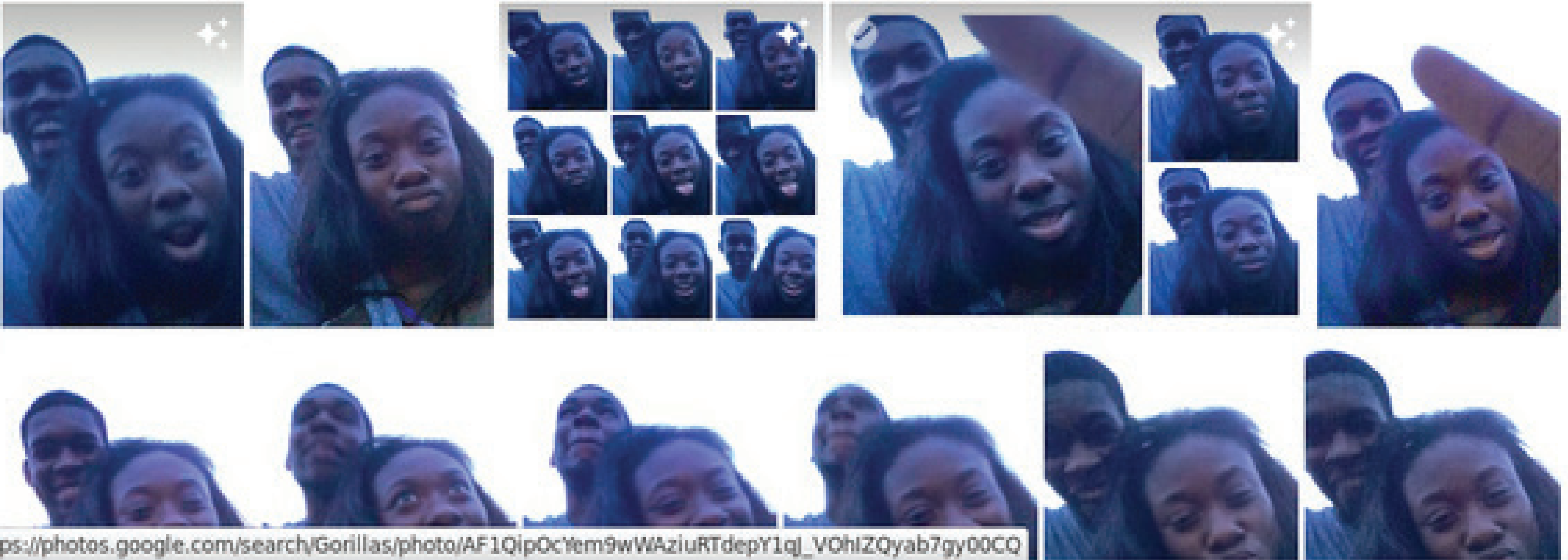
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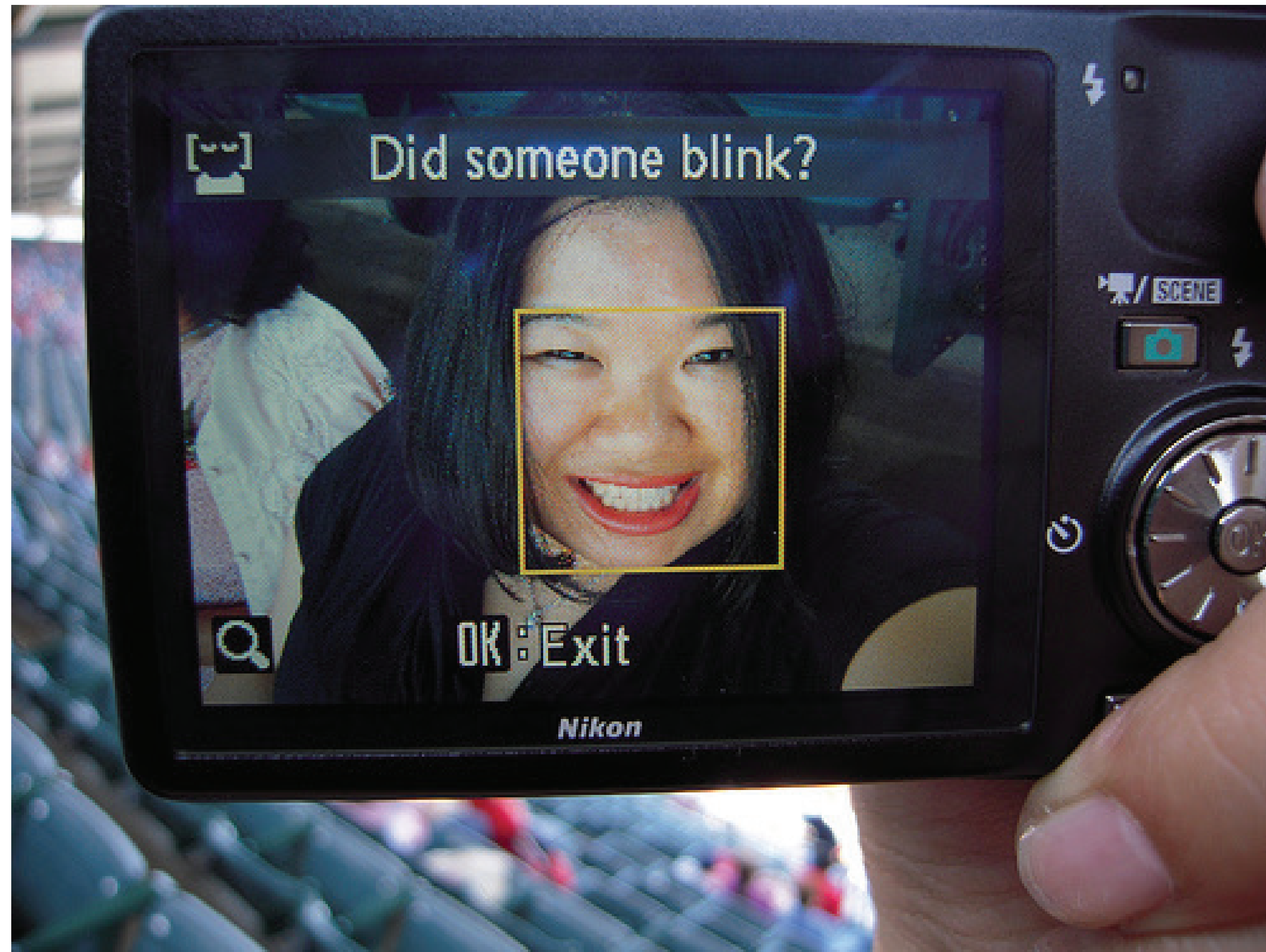
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APPLE TECH

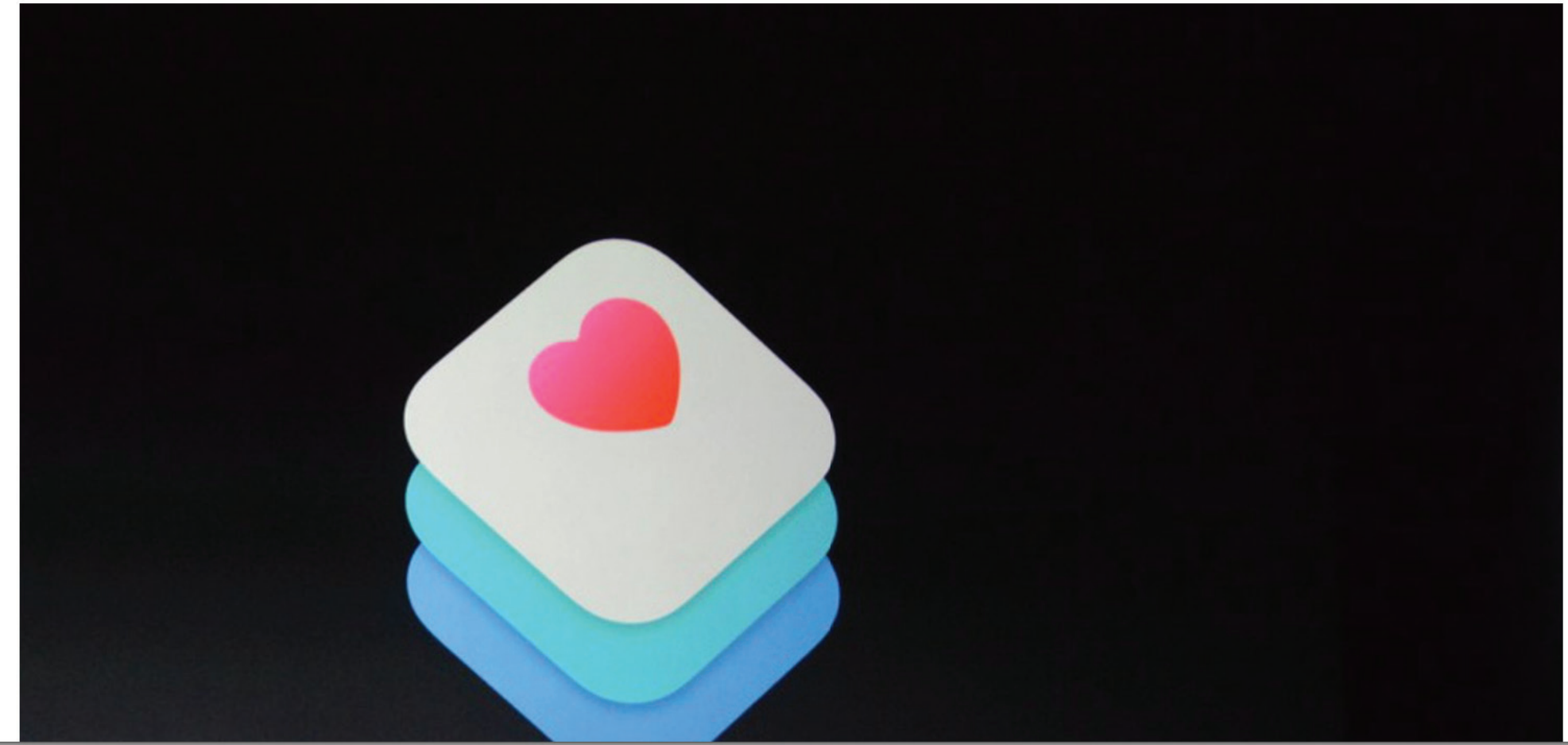
TL;DR

Apple promised an expansive health app, so why can't I track menstruation?


296

by Arielle Duhaime-Ross | Sep 25, 2014, 12:55pm EDT

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NOW TRENDING

- Apple 
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Google CEO makes fixing hamburger emoji his top priority



MACHINE BIAS



Facebook Lets Advertisers Exclude Users by Race



Facebook's system allows advertisers to exclude black, Hispanic, and other "ethnic affinities" from seeing ads.



by Julia Angwin and Terry Parris Jr., Oct. 28, 2016, 1 p.m. EDT



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Detailed Targeting INCLUDE people who match at least ONE of the following

Behaviors > Residential profiles

Likely to move

Interests > Additional Interests

Buying a House

First-time buyer

House Hunting

Add demographics, interests or behaviors

Suggestions Browse

Narrow Audience

EXCLUDE people who match at least ONE of the following

Demographics > Ethnic Affinity

African American (US)

Asian American (US)

Hispanic (US - Spanish dominant)

Add demographics, interests or behaviors

Browse

ESKOM



evian.

FENDI



GG



GREYHOUND



Georgia-Pacific

Handelsbanken



Health o meter®



HOMELITE

HOOVER



Humana® Hospital

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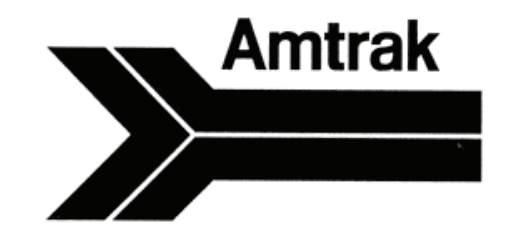


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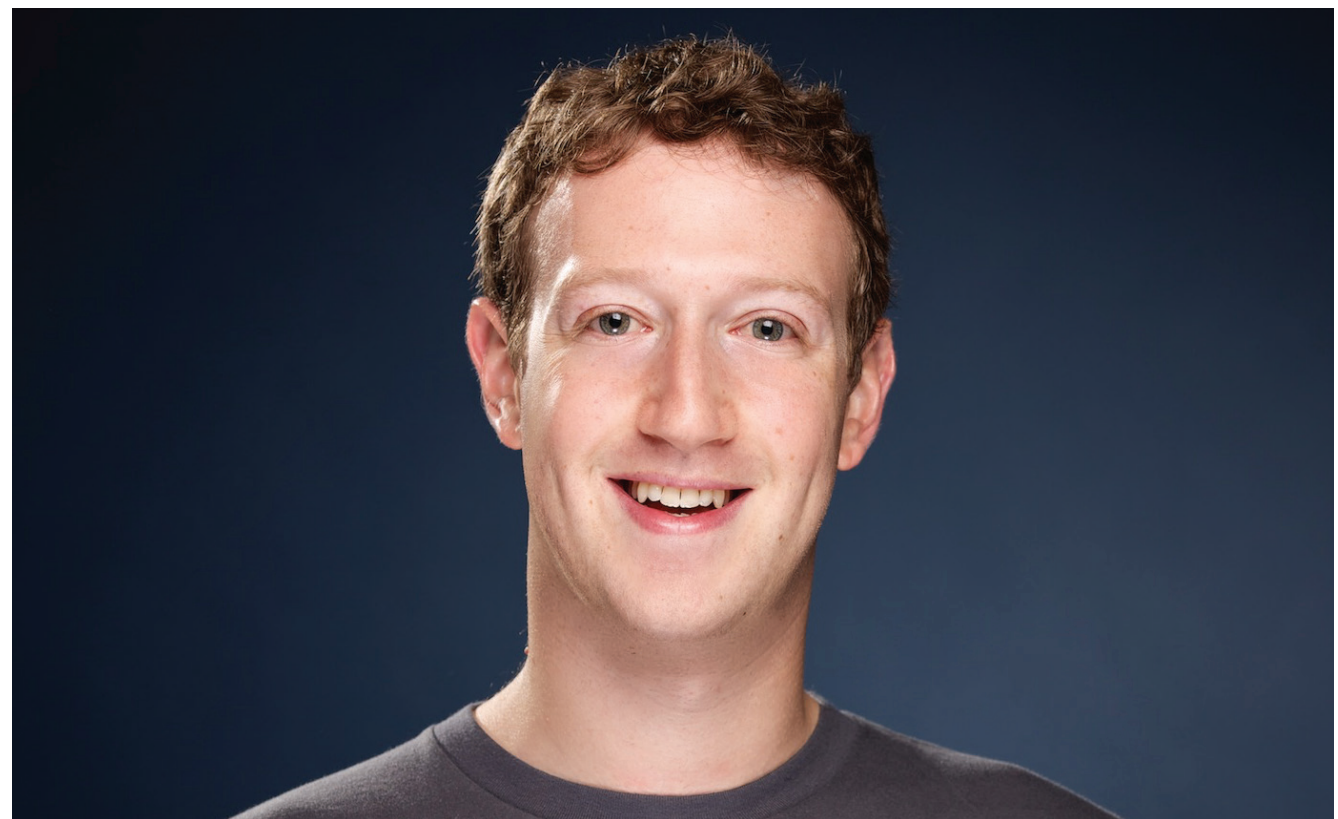
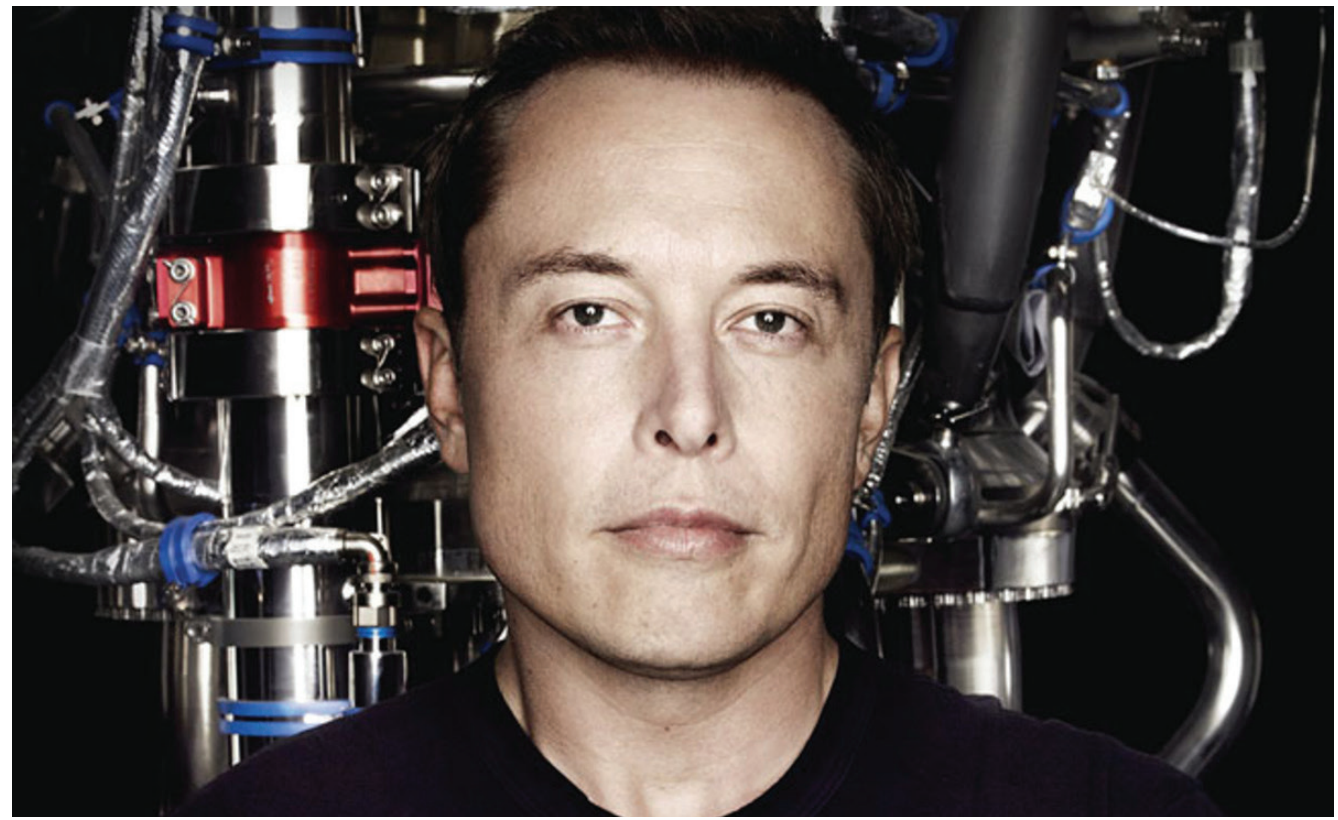
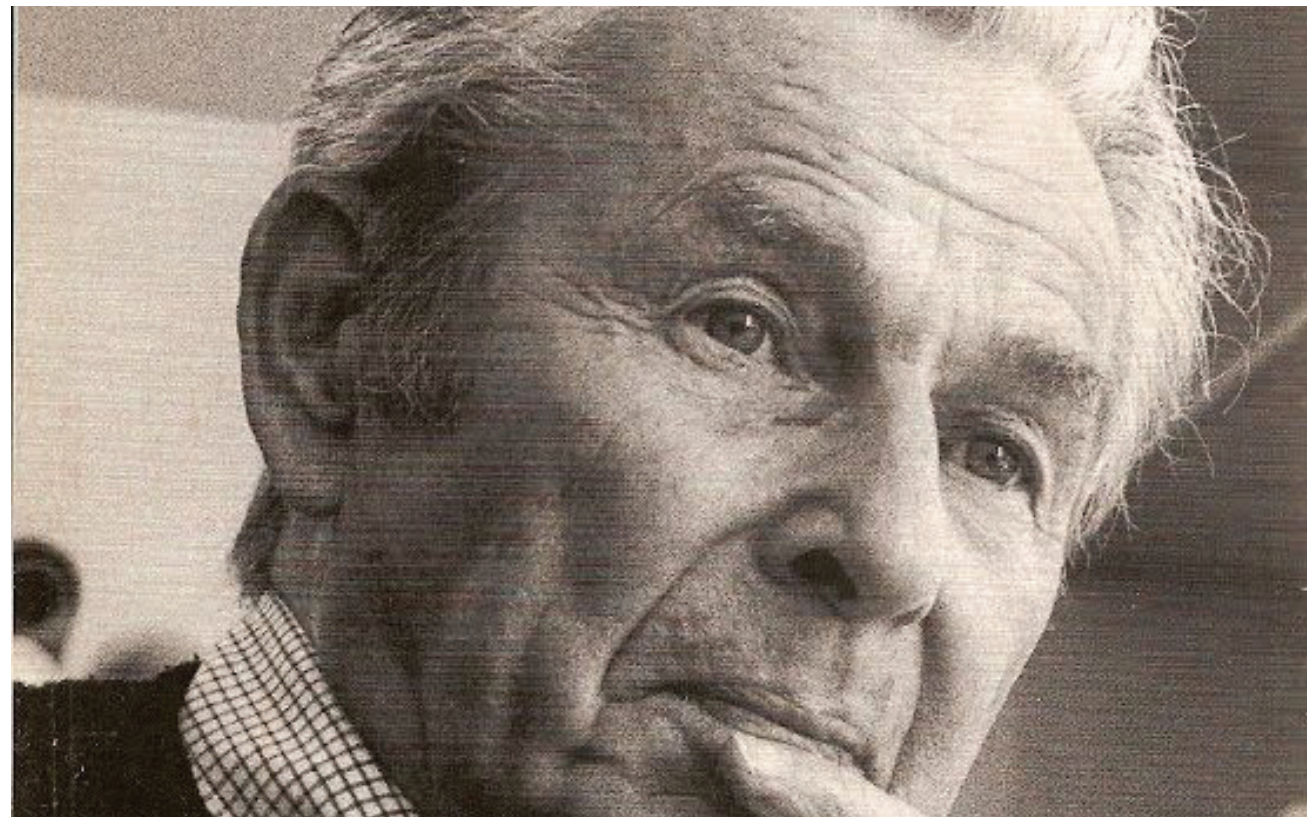


“We fully realize that no typeface is neutral, and that the objectivity of Helvetica is a myth. But it is exactly this myth that turned Helvetica into one of the most widely used typefaces in the first place.”

–Experimental Jetset

“All design is ideological.
The design process is informed
by values based on a specific
world view, or way of seeing
and understanding reality.”

–Anthony Dunne and Fiona Raby



“The camera is just as capable
of lying as the typewriter”

–Bertolt Brecht

FOURTH OBSTRUCTION

FOURTH OBSTRUCTION

Create a 30 second to 1-minute motion graphic (video, animation, stop-motion, gif, whatever).

You may not use any elements from any of your previous obstructions.

You may not shoot any original/new footage. You may only use found elements/footage from other sources, but it must be thematically related to your previous work.

It may not be an advertisement/commercial.

Sound is optional.