RESPONSE OF

DESIGNER AS AUTHOR
MICHAEL ROCK / 1996

IN THE FORM OF

EXERCISES IN STYLE
RAYMOND QUENEAU / 1947

Double Entry
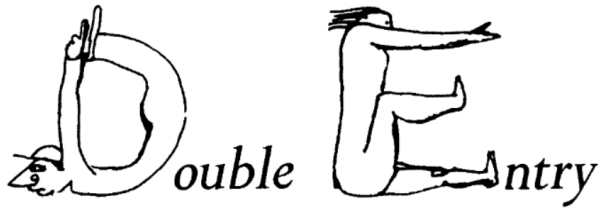
"*Contemporary designers were moving from authorless, scientific text ... toward a more textual position in which the designer could claim some level of ownership over the message.*" (Rock, 1996), and therefore in this situation and context, designers and creators are able to have the right to hold and retain a certain degree of ownership over the information and content they convey and deliver.

However, at the same time, the relationship and connection between the graphic designer and his produced output and work cannot be fully defined and expressed in terms of authorship; the term "author" expresses and demonstrates the ownership of the creator and writer of a text in terms of the ideas he or she expresses and elaborates.

For graphic designers, the problem they face and will solve is not only their own "*self-motivated*" (Rock, 1996) creative and design productions, but also, and in addition, the many projects they will be involved in and join in throughout their entire careers, which will come from a wide range of different clients, and the potential of these projects for creativity and expression will be somewhat different, and will varied.

itotes
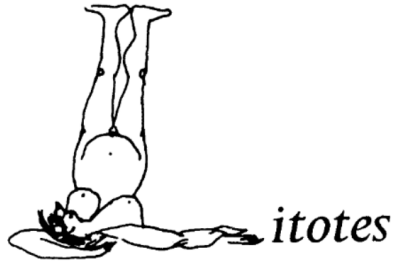
Thus, the use of the word "author" or "authorship" to define the relationship between graphic designers and their work cannot be said to be unrestricted, and whereas authorship in general was not half enough to encapsulate the self-motivated creativity of designers, graphic authors, according to Rock (1996), graphic authors seem to be better suited to the category of people who "*writes and publishes material about design*" (Rock, 1996).

Surprises

Guess what Rock's article reveals! Rock (1996) points out that for some of critics at that time, designer considered themselves as author, rescues designers from their dilemma and gives them a greater voice!

Wait, Rock will never fully agree with that! He believes that designers are much more than that! Designers aren't just authors, they are master translators, performance artists and blockbuster directors of the creative world!

They don't just mould things, they breathe soul into established material and thunder it to the audience in a translated brand new form. They are like contextual wizards, whispering the secrets of their content like performers and choreographing vast amounts of content like directors, unveiling a whole new world of meaning!

Mind-blowing, right?

*R*etrograde

The phrase "*designer = designer*" (Rock, 1996), is used to describe the act of designing, in which covers "*imaging, editing, narration, chronicling, performing, translating, organizing and directing*" (Rock, 1996), where necessary, Rock (1996) thought of it this way based on the arguments above.

$\mathbb{B}$*ibiliography*

Queneau, R. and Wright, B. (2012). Exercises in style. Richmond: Alma Classics.

Rock, M. (1996). Designer as Author — 2x4. [online] 2x4. Available at: https://2x4.org/ideas/1996/designer-as-author/.his way based on the arguments above.

Title Images:

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