

**THE LEGACY OF LATE MODERNISM ENCOURAGES DESIGNERS TO DISTANCE THEMSELVES FROM SOCIAL ISSUES. THIS DETACHMENT HAS BEEN INFLUENCED BY MODERNIST:**

—desire for universal form

—abstraction

—rationality

—objectivity

See Steven Heller. *Citizen Designer*.  
Allworth Press, 2003

“Advertising’s goal, of course, is to make you want something. To create desire. That begins by making you unhappy with what you currently have, or don’t have. Advertising widens the gap between what you have and what you want. Wanting to buy something, then, is a response to feelings of dissatisfaction, envy and craving. A perpetual state of conflict. ”

—*Jelly Helm*

**THERE ARE TWO PROBLEMS WITH THE RELATIONSHIP OF GRAPHIC DESIGN TO CORPORATE AMERICA WHICH STARTED TO BOTHER DESIGNERS DURING THE LATE 1990'S.**

- 1) Our main industry goal has become to sell things that people don't necessarily need (the gigantic over-production of things.)
- 2) Designers have become central to the branding process used to distinguish and sell these goods. Branding and advertising in general have taken over our culture.

“The point is that there are no ways for you to express yourself that the brand doesn’t own or control or want to own or control in an instant. That there is no space or event or experience that cannot be bought and made part of the brand message.”

— *Nick Compton in British style magazine ID*

“The commodification of our dissent”

— *Thomas Frank*

“They are buying your happiness—  
steal it back”

—*Situationist maxim*

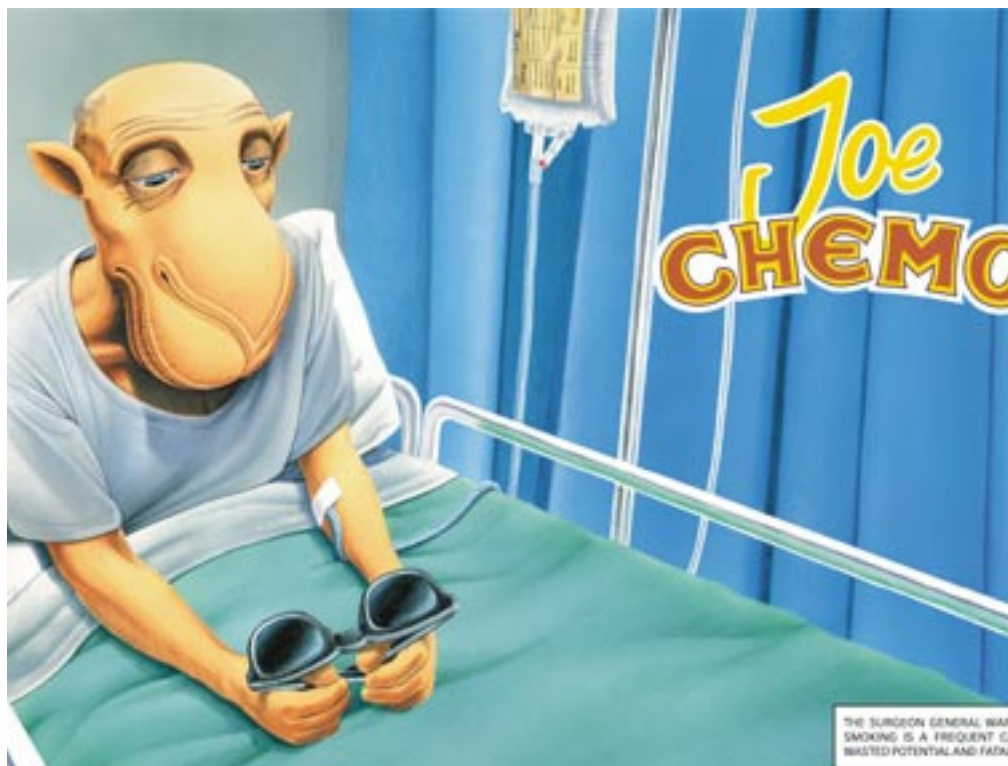
## Adbusters



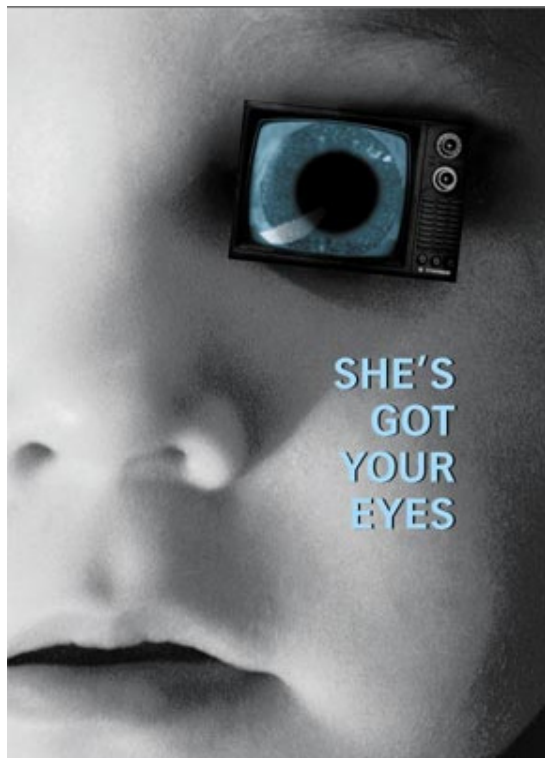




## Adbuster Campaign



## Adbuster Campaign



## Adbuster Campaign



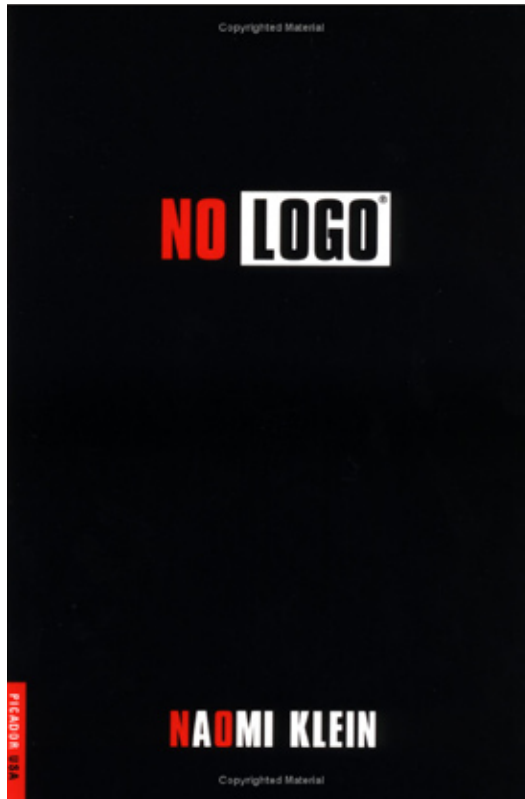
## Adbuster Campaign



*First Things First Manifesto 2000*

There is more to graphic design than just selling things/rampant consumerism.

Naomi Klein, *No Logo*, 2000

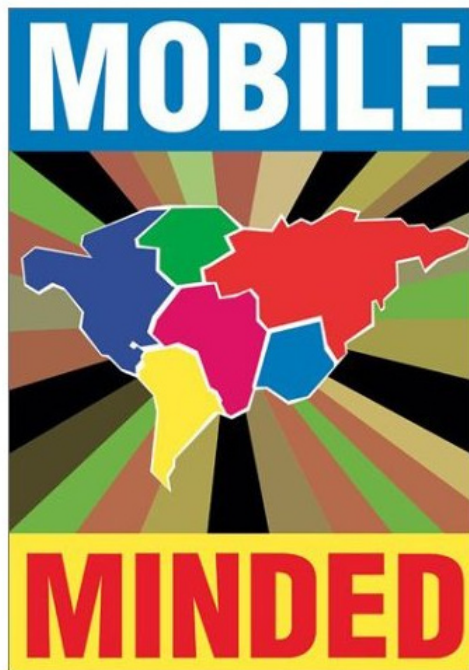


In the eyes of these activists, graphic designers are “image-makers for the democracies of false desire.”





Mieke Gerritzen



We need to create a new conceptual space that lies beyond “the destruction of direct experience by the simulacrum of institutional culture.”

—Jan van Toorn

**AT PRESENT WE ARE STUCK IN A POSTMODERN  
CONSUMER CULTURE “THAT IS NOT MAKING US  
HAPPY. AN EMPTY CULTURE OF PERPETUAL DESIRE.”  
HOW CAN WE ESCAPE IT OR AT LEAST RESIST IT  
AND STILL MAKE A LIVING AS DESIGNERS?**

- 1) making a living as resisters: *adbusters*
- 2) authorship and subjectivity
- 3) finding a new critical position from which to work. (First step is awareness of the problem)