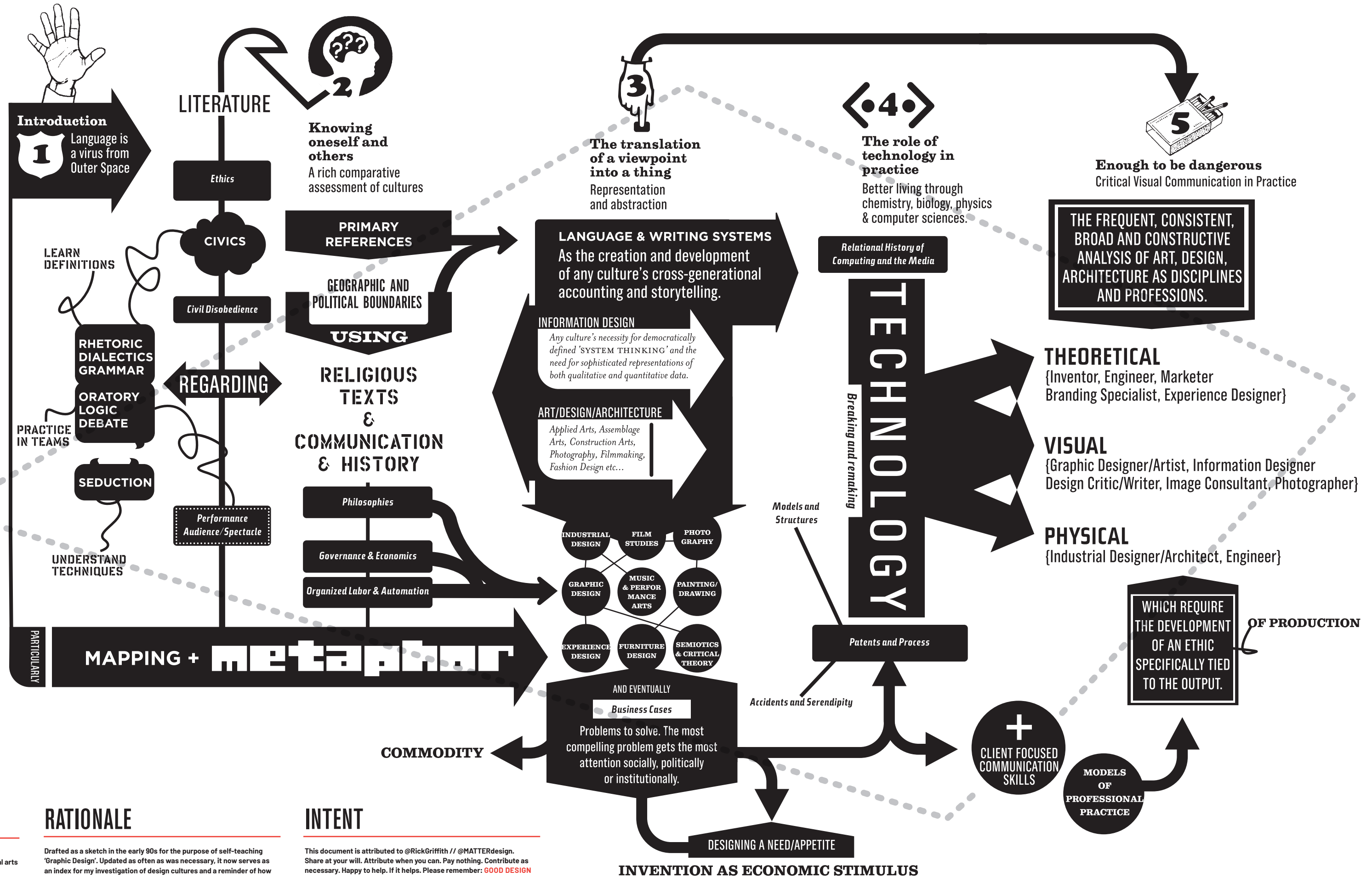


A Design Curriculum Sketch

For the Development of Critical Visual Communication Theory and/or Practice.
AND OTHER THINGS TOO

DO NOT POST WITHOUT ATTRIBUTION // SHARE FREELY. VERSION 8A. ©2020 MATTER LTD.

➤ To find inspiration in everything (or anything) is normal, and to place those things into the space of 'many things' takes knowledge and the some understanding. (None of which I possessed when my journey in design began.) This sketch has been an intuitive attempt at creating a broad context for design—as I encountered it—in every form. What is exciting about this document is how it was aimed to defend the practice of design from commodification by placing it (inadvertently) in the center of a highly specialized liberal arts curriculum (in contrast to its present position in schools of art). Which suggests that many people will be designers based on their acquisition of certain types of knowledge, that design may be an action or compulsion which arises out of an interest in various historical or scientific understandings, from a desire to express novel ideas, or (more importantly) the natural desire to change our environment and experience. (See The Construct.) R.G.



AUDIENCE

Any person put in the challenge of self-education or teaching non-traditional students in a field which might benefit from a liberal arts approach to teaching design.

RATIONALE

Drafted as a sketch in the early 90s for the purpose of self-teaching 'Graphic Design'. Updated as often as was necessary, it now serves as an index for my investigation of design cultures and a reminder of how vast the field of design can be. More bio-graphical sketch than timeless instrument of universal importance.

INTENT

This document is attributed to @RickGriffith // @MATTERdesign. Share at your will. Attribute when you can. Pay nothing. Contribute as necessary. Happy to help. If it helps. Please remember: **GOOD DESIGN HAS NO VICTIMS.**