

Means of production / Produktionsmittel

Workshop Ruben Pater, Universität für angewandte Kunst, Vienna, 2019

When terms like 'critical design' or 'social design' are invoked, they tend to refer to the topic rather than the conditions of graphic design itself. The underlying economic conditions under which design is produced and consumed remain unquestioned. In this workshop we map, deconstruct, and visualize the means of production of contemporary graphic design. The means of production refers to all tools, raw materials, factories and inputs used for production of economic value. In the case of graphic design the software, hardware, graphic tools, networks, printing companies, inks, (digital) distribution companies, broadcasting channels, social media networks, and the private and governmental organizations who provide schools and exhibitions spaces, etc. Visualization of the means of production of this particular workshop at Angewandte will be presented as a production line in a connected narrative form as a digital production chain. The results will be broadcast on Instagram and also displayed in an exhibition format.

day 1

introduction, organize in groups (2-4), and start research
end of the day present research, and design concept

day 2

design
end of the day present design

day 3

finalize design
end of the day presentation