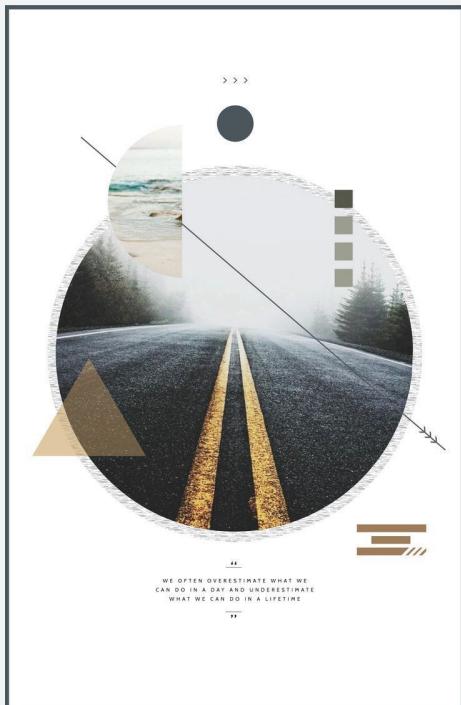


(...) what design means. (...) intervention in the background of our heritage, growing out of our already-existent ways of being in the world, and deeply affecting the kinds of beings that we are. In creating new artifacts, equipment, buildings, and organizational structures, it attempts to specify in advance how and where breakdowns will show up in our everyday practices and in the tools we use, opening up new spaces in which we can work and play. (...) design is therefore necessarily both reflective and political, looking backwards to the tradition that has formed us but also forwards to as-yet-uncreated transformations of our lives together.



# Designing Stories

# CONTENT IS LIKE WATER



“ You put water into a cup it becomes the cup.  
You put water into a bottle it becomes the bottle.  
You put it in a teapot, it becomes the teapot. ”

Josh Clark (originally Bruce Lee) - Seven deadly mobile myths

Illustration by Stéphanie Walter



## responsive

Answering or replying; responding.

Readily reacting to suggestions, influences, appeals, or efforts: a responsive student.

Containing or using responses: responsive reading; responsive liturgy.

reacting or replying quickly or favourably, as to a suggestion, initiative, etc.

(Physiology) (of an organism) reacting to a stimulus responsively  
adv responsiveness

adj.  
responding readily and sympathetically; receptive.

## storytelling

Designing for the printed page, they must consider how to turn historical change into a readable, static picture - how to place timelines, lines of march, and dates on the map in a readable way. An electronic map will have to be readable even as it changes the authors must conceive of their map as temporal experience for their readers. The same holds for writers who seek to animate any verbal or graphic text in the computer. They must envision what the reader will see at each moment and how that view will accord with what comes before and after. Authors in print or manuscript must also conceive of the reader's pace. The electronic author who chooses to animate must bear greater responsibility for the reader's temporal experience, because he or she can regulate the flow of text and images on the screen.