Sensei will never

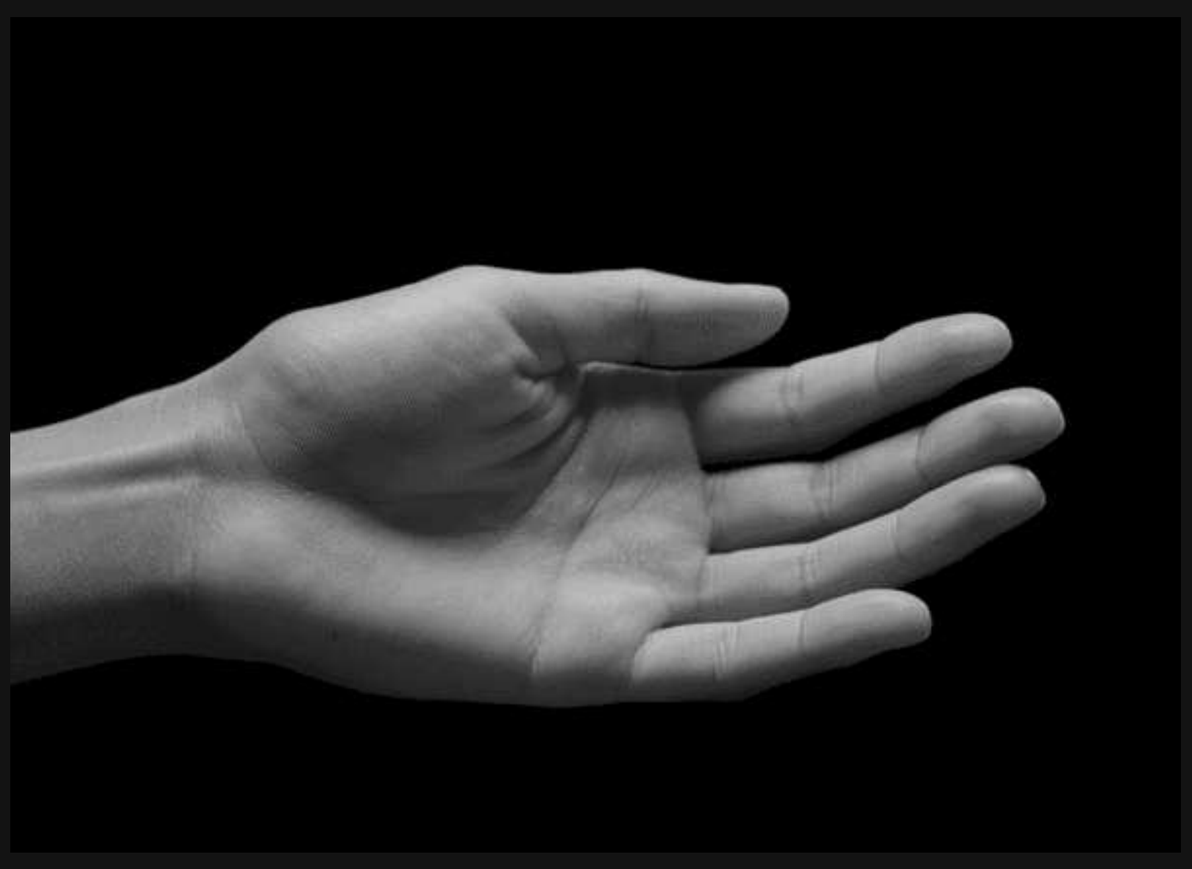
Gilbert 0x6e31 January 30th, 2024 7 Collected Mint

Let’s be real, the awkward thing about graphic design right now is that just as it’s having its moment — transcending its historical substrates, machine-learning its fiddly manoeuvres, building its incandescent worlds — the credibility of its whole project is collapsing. People don’t believe in it anymore. Nobody, not authoritarian states, not corporate America, not plucky freelancers, seems able to make it *sing* like it used to.



Before graphic design was the builder of sublime worlds, it was their gatekeeper. Graphic design had been the Sensei’s implement. It administered the Sensei’s feudal economy, drew the Sensei’s maps, legislated passage at the borders of their territories.

But all of that was in the past. Time grew short. Freelance graphic designers were notified. *Your subscriptions will end tomorrow.*



Precisely at the moment of eclipse, the Sensei appeared to them in revelatory Visions Pro.





MFs in the valley be like big things are coming, but it's just graphic design.



Dark figures from the east offer monthly subscriptions to access objectified graphic design know-how. The Sensei captures practical knowledge and turns it into cloud capital.



Behind graphic design's facade of let's fucking gooo, the Sensei's Palantir is ever watchful. Persuasive graphics formulated for targeted subcultural appeal are mere ornament atop an edifice of instrumentalised data.



We are not even subcreators. When we use the Sensei's subscription services we are consumers, consumers of the computerised labour of our predecessors, and soon, our peers.





Labour. Was. The original. Algorithm.



Always has been.



This text is a fragment of the autonomous world Graphic Design Retreat, a web3 project for graphic design history. A new video, THE SENSEI'S SUBSCRIPTION SERVICES WILL NEVER SUBCREATE THE SENSEI, is live now at dis.art, as part of the series I HATED GRAPHIC DESIGN.

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