

# CAPS LOCK — Part 1

The Designer as Scribe	21
On The Record / Trading Information	
In Gold We Trust	
Notes from the Bank	
The Plastic Economy	
Playing with Money	
The Designer as Engineer	75
One Size Fits All / The Good Citizen	
Desktop Power / Scientific Rhetoric	
Get Off My Property!	
To Map is to Conquer	
The Designer as Brander	131
Making Marks / Corporate Identity	
Contrabrand / Stealth Branding	
Selling the City	
The Designer as Salesperson	181
The Sales Curse	
The Worship of Products	
Design vs. Advertising	
Quantified Everything	
Crash Sale / Banana Republic	

# CAPS LOCK — Part 2

The Designer as Worker	239
A History of Work	
My Work is My Passion	
Work it Harder Do it Faster	
The End of Work	
Showing Solidarity	
The Designer as Entrepreneur	289
Like a Boss	
The Star Designer	
Intellectual Property	
The Designer as Amateur	317
Who is a Designer?	
The Rise of Professionalism	
If You Don't Get Paid, it's Not Work	
A Matter of Taste	
Informal Economies	
The Designer as Educator	341
Teaching Design / The School as a Factory	
The Creative Curriculum	
Who Even Has \$50,850?	
Towards a Radical Pedagogy	

# CAPS LOCK — Part 3

The Designer as Hacker	369
The Age of Data / What is a Hacker?	
Who Owns the Network	
Merchants of Data	
Pixel Engineers and Time Thieves	
Stupid Artificial Intelligence	
The Hacker Ethic / Open Source	
Ethical Digital Design	
 The Designer as Futurist	 397
The Spectre of Speculative Design	
Priests and Prophets	
The Prediction Economy	
Design and the Future / Trading Futures	
Commodification of the Future	
Design Derivatives	
 The Designer as Philanthropist	 419
Change makers / Philantrocapi-talism	
Design for Good / Design Thinking	
Design Like You Give a Damn	
The White Saviour Industrial Complex	
Mutual Aid	

The Designer as Activist	445
What is Activism?	
The Personal is Political	
The Design Commons	
 Brave New Alps	 457
Common Knowledge	465
Cooperativa de Diseño	473
Mídia NINJA	483
Open Source Publishing	490
The Public	499

# CAPS LOCK — Part 4

Outro	509
Alt/Escape	
Common Sense	
 Notes	 517
Bibliography	530
Image Credits and Sources	540
Index	546
Colophon	552