

# The Tools and Labour of the Info Architect<sup>1</sup>

## 1. Intent

- 1.1 When intent<sup>2</sup> needs to be expressed in a nuanced manner, the chosen medium and or language that is used must be complex enough to make what is intended conveyable.
- 1.2 The use of the digital medium<sup>3</sup> and its formats often restricts such nuanced expression due to the insufficient complexity of the tools available. Fixed tool-sets and the limitations caused by locked code behind simplistic GUI's<sup>4</sup> lead to an insufficient differentiation of results.
- 1.3 The nature and potential of a tool determines the potential nature of what can be created with it. This is true in analogue reality<sup>5</sup>, but even more so for the digital medium since it is harder to re-purpose digital tools without having access to the underlying mechanisms.
- 1.4 For the creative individual working with the digital medium, it is easy to fall victim to complacency and just create what the given tools permit, rather than create what is desired with tools specifically made so as to achieve the intended result.
- 1.5 The info architect is not complacent. They see the need for new methods of expression, discern the necessary augmentations of existing digital architecture and then through their labour, create the supplementary tools needed to convey their intent in a manner that is both efficient and elegant.
- 1.6 Anyone with the necessary resources<sup>6</sup> and inclination can become an info architect by learning and creating the skills and tools they deem necessary to realize the architecture capable of conveying their intent.
- 1.7 Unadulterated intent is prerequisite for the creation of info architecture. However, the creation of info architecture need not be what is intended.

## 2. Labour

- 2.1 Through their labour, the info architect creates tools and new spaces. Their labour makes the multitudinous possibilities of the digital medium accessible and arable.

---

1 The term info architect originates from "Icles, Etc." Mark von Schlegell Sternberg Press 2014. The collection of short stories evolves around a self-conceptless info architect and their adventures in the art world of the late 21st century.

2 Intent can be anything that motivates creative activity, be it the desire to convey a mood, atmosphere, metaphor or idea, etc..

3 It makes sense to speak of a single digital medium - all information stored in binary format is part of the digital medium

4 Graphical User Interface

5 Analogue reality is different to its digital counterpart, it is infinitely scalable whilst the digital medium forgoes infinity in favor of reproducibility.

6 Necessary resources are access to a computer, access to the Internet and above all else, time.

- 2.2 Through their labour, the info architect creates a substrate upon which new methods of expression can flourish.
- 2.3 It is the info architect's prerogative to enable others to expand and improve upon the spaces and tools that they have created.
- 2.4 It is not the main prerogative of the info architect to commercialize the product of their labour. The spaces and tools that the info architect creates are a free resource, given freely, and are meant to be utilized according to their user's own discretion and conscience.

### 3. Tools

- 3.1 The tools of the info architect are the customized scaffolding and methods required to make the expression of their intent possible.
- 3.2 The info architect values the unrestricted customizability of their tools above all else. Therefore, the info architect avoids the use of proprietary resources, and prefers tools with open code that are either available to them freely, or have been acquired under the prerequisite of unrestricted use and customizability.
- 3.3 The info architect may choose to appropriate resources if these are required for the realization of their intent.
- 3.4 An info architect should always prefer the creation of a new tool over compromising on the intended result, for example by using a tool that already exists, even if doing so would be easier.
- 3.5 The creation and / or customization of their tools is one of the most important and laborious tasks of the info architect.
- 3.6 If the info architect creates tools that could be useful to others, then these tools should be made publicly available<sup>7</sup>.

### 4. Info Architecture

- 4.1 When making use of the digital medium, any realization of intent which requires the creation of new modes of expression, by necessity, entails the creation of info architecture. Info architecture is created out of the need for new methods of expression. It is the ever-evolving language shaping the digital medium.
- 4.2 There is no absolute info architecture, the ever evolving nature of the digital medium makes existing info architecture always already obsolete.
- 4.3 Becoming an info architect and creating info architecture so as to be able to manifest one's intent, is the only way freedom of creativity can be attained within the digital medium.
- 4.4 The self conscious info architect is the artist of the 21st century.

Dominic Aidan Vetter, April 2019

---

<sup>7</sup> Ideally using the GNU license for free software.