IN CASE OF EMERGENCY, BREAK

TABOO

@uxward
WHO IS THIS GUY?

BRANDON E.B. WARD

SOME TABOOS BROKEN (SO FAR):

Support breast-feeding in public
Ask others’ ages
Discuss others’ weight or appearance
Discuss religion
Discuss sex
Discuss one’s income
Public display of affection
Any marriage other than 1M : 1F
Belching, Flatulence, Spitting
Cell phone at meal/during conversation
Skinny-dipping
Wear a kilt (not Scottish or Irish)
Kissed someone other than my wife
   (while married, with permission*)

* actor in various stage roles

SOME TABOOS BROKEN (SO FAR):

Hair already receding *
90 pounds lighter
Hand-painted TMNT
Black Trenchcoat
White, pin-striped slacks
Nerd glasses

* Burgundy beret not pictured
DISCLAIMER

• You are SAFE

• We are your community - your tribe

• I (Brandon E.B. Ward) care about this community

• Today I will ask you to stretch…stretching can suck

• I will be radically candid

• You are always SAFE here
LET’S GET UNCOMFORTABLE!
1. Thou SHALT NOT believe all thou art told.

2. Thou SHALT seek knowledge and truth constantly.

3. Thou SHALT educate thy fellow man in the Laws of Science.

4. Thou SHALT NOT forget the atrocities committed in the name of god.

5. Thou SHALT leave valuable contributions for future generations.

6. Thou SHALT live in peace with thy fellow man.

7. Thou SHALT live this one life thou hast to its fullest.

8. Thou SHALT follow a Personal Code of Ethics.

9. Thou SHALT maintain a strict separation between Church and State.

10. Thou SHALT support those who follow these commandments.

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ta·boo
/teˈbɔː, taˈbɔː/
noun, adjective
proscribed by society as improper or unacceptable
a prohibition or interdiction of anything
exclusion from use or practice

synonyms
prohibited, banned, forbidden, proscribed, embargo, interdiction; no-no.

antonyms
allowed, permitted, permissible, sanctioned.
Tongan word **tapu**
Fijian **tabu**
Maori **tapu**
Hawaiian **kapu**

noun, adjective
Translated as "consecrated, inviolable, forbidden, unclean or cursed"

*Simultaneously refers to both the incredibly holy AND the incredibly UNholy*

**synonyms**
sacrosanct, inviolable

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faux pas
/fo ˈpä/

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NORTH-AMERICAN TABOO
<table>
<thead>
<tr>
<th>North-American Taboo</th>
<th>identifying as non-binary or LGBTQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refer to &quot;toilet&quot; directly</td>
<td>Discussing religion</td>
</tr>
<tr>
<td>Smoking</td>
<td>Discussing sex</td>
</tr>
<tr>
<td>Eating of intelligent animals</td>
<td>Discussing one's income</td>
</tr>
<tr>
<td>Eating of &quot;dirty&quot; animals</td>
<td>Assuming sexual preference</td>
</tr>
<tr>
<td>Breast-feeding in public</td>
<td>Not tipping</td>
</tr>
<tr>
<td>Asking another's age</td>
<td>Facial piercings</td>
</tr>
<tr>
<td>Discussing weight/appearance</td>
<td>Tattoos</td>
</tr>
<tr>
<td>Ask a woman if she’s pregnant</td>
<td>Using name Adolf and/or Hitler</td>
</tr>
<tr>
<td></td>
<td>Public displays of affection</td>
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<tr>
<td></td>
<td>Abortion</td>
</tr>
<tr>
<td></td>
<td>Masturbation</td>
</tr>
<tr>
<td></td>
<td>Pedophilia</td>
</tr>
<tr>
<td></td>
<td>Any marriage other than 1M : 1F</td>
</tr>
<tr>
<td></td>
<td>Belching, Flatulence, Spitting</td>
</tr>
<tr>
<td></td>
<td>Cell phone during social interaction</td>
</tr>
</tbody>
</table>
OTHER COUNTRIES

TABOO

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OTHER COUNTRIES TABOO

Widows are bad omens/bad luck
- Often ostracized, left to beg and prostitute, follow lots of special rules, can’t get remarried

Marriage based on love (vs. arrangement)

Menstruation (special rules, forbidden entrance to holy places etc.)

Drinking

Smoking

Divorce

Discussing politics

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UNIVERSAL

TABOO
UNIVERSAL TABOO

Incest  Necrophilia
esp. parent : child, sibling : sibling

Murder  Cannibalism

Bestiality  Slavery
<table>
<thead>
<tr>
<th>Changing Taboo</th>
<th>Was Now</th>
<th>Isn’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opera</td>
<td>Interracial marriage</td>
<td></td>
</tr>
<tr>
<td>Women with visible bra straps</td>
<td>Casual attire on airplanes</td>
<td></td>
</tr>
<tr>
<td>Women making the first move</td>
<td>Sloppy dress in public</td>
<td></td>
</tr>
<tr>
<td>Women keeping their maiden name</td>
<td>Stay-at-home Dad</td>
<td></td>
</tr>
<tr>
<td>Women wearing pants</td>
<td>Swearing in public/business</td>
<td></td>
</tr>
<tr>
<td>Women riding horses normally</td>
<td>Going deep into debt</td>
<td></td>
</tr>
<tr>
<td>Women working</td>
<td>Disrespecting people older than you</td>
<td></td>
</tr>
<tr>
<td>Women driving cars</td>
<td>Discussing politics openly</td>
<td></td>
</tr>
</tbody>
</table>

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# Changing Taboo - Wasn't Now Is

<table>
<thead>
<tr>
<th>Rape</th>
<th>Incest (e.g. cousins)</th>
<th>Animal circus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old marrying young</td>
<td>Marriage and kids while young</td>
<td>Burning women as witches</td>
</tr>
<tr>
<td>Drunk at work</td>
<td>Blackface</td>
<td>Swastika</td>
</tr>
<tr>
<td>Committing everyone to asylums</td>
<td>Drugs</td>
<td>Sexual harassment</td>
</tr>
<tr>
<td>Freak shows</td>
<td>Child labor</td>
<td>Animal and human sacrifice</td>
</tr>
<tr>
<td>Duels</td>
<td>Letting kids roam around</td>
<td>Racism</td>
</tr>
<tr>
<td>Cloaks/Capes</td>
<td>Physical fights</td>
<td>Forced-adoption of children of young mothers</td>
</tr>
<tr>
<td>Letting deformed babies die</td>
<td>Smoking</td>
<td>Littering</td>
</tr>
<tr>
<td>Slavery</td>
<td>Skinny-dipping</td>
<td></td>
</tr>
</tbody>
</table>

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Taboo
DESIGN TABOO

Comic Sans
Skeuomorphism
Lots of detail/complexity
Following old/older/previous trends
Using lots of different colors
Using lots of different fonts
Clip-Art
Splash Pages
Flash
Frames
Blinking text

Music/Sound on a web page
Lots of popups
Low contrast between text and background
Bold gradients
Glamour shots
No search
Auto-play video
Fixed-size content
Drop-shadow
Bevel-Emboss
Glow

Kerning / character spacing
Leading / line spacing
Basic, unaltered font for a logo
Glossy floor reflections
Faux type (e.g. bold, italic, dropcap etc.)
Stock photos
Lens flare
Star-wipe
Using Microsoft ANYTHING as a design tool
Tabular web layout
Dark Patterns
Misalignment

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IS THERE SUCH A THING AS A DESIGN TABOO?

IS IT TABOO, OR JUST BAD?

IS IT:
AESTHETICS?
USER EXPERIENCE?
ACCESSIBILITY?
PERFORMANCE?
OTHER?

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WHY TABOO?

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THE MONKEY HOSE EXPERIMENT
CARGO CULTS
WHY TABOO?

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IF SOMETHING IS TABOO, DOES THAT MEAN IT IS BAD?
TABOO : BAD?
UNIVERSAL TABOO

Incest
esp. parent : child, sibling : sibling

Necrophilia

Murder

Cannibalism

Bestiality

Slavery

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CHANGING

TABOO : BAD?
CHANGING TABOO - WAS NOW ISN’T

Opera
Women with visible bra straps
Women making the first move
Women keeping their maiden name
Women wearing pants
Women riding horses normally
Women working
Women driving cars

Interracial marriage
Casual attire on airplanes
Sloppy dress in public
Stay-at-home Dad
Swearing in public/business
Going deep into debt
Disrespecting people older than you
Discussing politics openly

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POLITICAL TABOO

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BE A KICKASS BOSS
WITHOUT LOSING YOUR HUMANITY

RADICAL CANDOR

“RADICAL CANDOR WILL HELP YOU INSPIRE TEAMS TO DO THE BEST WORK OF THEIR LIVES.”
—SHERYL SANDBERG

KIM SCOTT
RADICAL CANDOR - KIM SCOTT

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care personally

Ruinous Empathy

Manipulative Insincerity

challenge directly

Obnoxious Agression

@**hole
IN CASE OF EMERGENCY
BREAK TABOO
I NEED A VOLUNTEER... OR 12
LET'S BREAK SOME TABOOS!
WOULD YOU BE WILLING TO TELL US

HOW OLD ARE YOU?
WOULD YOU BE WILLING TO TELL US

HOW MUCH DO YOU MAKE?

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WOULD YOU BE WILLING TO TELL US

HOW MUCH DO YOU WEIGH?
Would you be willing to tell us

Are you pregnant?

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Would you be willing to tell us what is your sexual orientation?
Would you be willing to tell us how long since your last orgasm?
WOULD YOU BE WILLING TO

BURP, FART, OR SPIT
WOULD YOU BE WILLING TO

EAT AN INSECT

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IS THERE A VOLUNTEER COUPLE?
WOULD YOU BE WILLING TO

MAKE OUT WITH YOUR PARTNER.
WOULD YOU BE WILLING TO

KISS A STRANGER.
WHAT WE CAN LEARN FROM

TABOO

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WHAT WE CAN LEARN FROM TABOO

BOUNDARIES ARE LIMITING

- but often keep us safe
- except when they don’t

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The number of ways to live in one lifetime is limitless. So why limit yourself?

- SUZY KASSEM

We cannot become what we want to be by remaining what we are.

- MAX DEPREE

When they say you can't, they show you their limits, not yours.

- KEVIN KEENOO
If you want something you've never had, you must be willing to do something you've never done.

– THOMAS JEFFERSON –
WHAT WE CAN LEARN FROM TABOO

LIMITS CAN BREED CREATIVITY

- but can also constrict and kill it
- use artificial constraints to focus: (time, palette, medium etc.)

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THE SIX-WORD STORY
For sale: baby shoes, never worn.

– ERNEST HEMINGWAY –
AUSTIN KLEON

NEWSPAPER BLACKOUT POEMS

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WHAT WE CAN LEARN FROM TABOO

RULES ARE MEANT TO BE BROKEN

• except when they’re not
If you obey all the rules you miss all the fun.
- KATHERINE HEPBURN

Consulting the rules of composition before taking a photograph, is like consulting the laws of gravity before going for a walk.
- EDWARD WESTON

Freedom without rules doesn't work.
Communities do not work unless they are regulated by etiquette.
- JUDITH MARTIN
Know the rules well, so you can break them effectively.

– DALAI LAMA XIV –
WHAT WE CAN LEARN FROM TABOO

QUESTION EVERYTHING

• except this principle
• take nothing for granted
• especially this talk

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IN CASE OF EMERGENCY
BREAK TABOO
IN CASE OF EMERGENCY
BREAK TABOO
A SUFFRAGETTE’S HOME

VOTES FOR WOMEN!

AFTER A HARD DAY’S WORK!

Published by the Campaign Committee, National League for Opposing Woman Suffrage, Caxton House, Westminster. JOIN!
BIG GUNS OF THE HOME FRONT

ACTION STATIONS Everyone
EVERYBODY SING WITH ME!

(no, really, sing now...)
DO YOU HEAR THE PEOPLE SING?
SINGING THE SONGS OF ANGRY MEN?
IT IS THE MUSIC OF A PEOPLE WHO WILL NOT BE SLAVES AGAIN,
WHEN THE BEATING OF YOUR HEART ECHOES THE BEATING OF THE DRUMS
THERE IS A LIFE ABOUT TO START
WHEN TOMORROW COMES!
THANK-YOU

Please fill out the feedback form in Sched

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