

Authorship & Provenance

PUBLIC EDITION · PROJECT RECORD THROUGH 1 SEPTEMBER 2026

“Generation expands the range. Craft decides what counts.”

“Work with the machine. Sign only what you would defend.”

GOVERNING RULE

Model output is proposal material. Human judgment is the signing and release authority.

Built with AI. Authored through judgment.

AI Design Systems was built with generative systems. They expanded the range of drafts, images, code, alternatives and critique available during production. The course was not generated and accepted. **Jonathan Vasata conceived the project, designed its pedagogical and visual systems, established its standards, directed and edited the work, refused outputs that missed the idea, and determined what was released.**

That distinction is central to the course itself. AI Design Systems is not a tour of tools; it is a professional practice for working under generation. The premise is simple: when production becomes abundant, authorship moves toward judgment - defining the problem, comparing possibilities, protecting evidence, maintaining art direction, knowing what to reject, and taking responsibility for the final state.

The project

The course uses **Holloway Seed Co.**, a constructed pedagogical company and archive, as a persistent world in which design decisions accumulate consequences. Its personnel, products and records were developed for teaching purposes rather than presented as documentary history. Case-study visual materials were developed through AI-assisted generation and iterative human selection, rebuilding, composition, typography, art direction and approval.

The result is intentionally transparent about AI use without treating AI use as the authorship claim. The subject of the course is what happens after generation: how a designer imposes standards on possibility and decides what can responsibly carry a name.

A system for deciding what counts

The durable work in AI Design Systems is the method surrounding generation. Vasata designed a course architecture that separates source material from generative exploration and final release, then makes evidence, permission, factual authority and approval visible rather than interchangeable.

METHOD	WHAT IT DOES
SOURCE / GENERATE / RELEASE	Separates what enters the process, what generation proposes, and what a human finally permits to leave it.
Evidence and authority	Distinguishes source evidence, asset rights, factual data and release approval so visual confidence cannot substitute for proof.
Diagnostic comparisons	Uses deliberately different failure conditions to teach why polished work can still be wrong.
Release Gate 01	Makes revision and refusal part of the course: work can be returned rather than rewarded simply for completion.
Holloway Seed Co.	Keeps students inside one constructed client/archive world so decisions remain accountable to an evolving system.

EXHIBIT · The hero dot

Proposal → refusal → revision → release

Proposal. During development of the site's *ai* mark and motion system, the status dot above the *i* was implemented as a separately positioned CSS/font element.

Refusal. The implementation was technically workable but visually unstable: the dot drifted relative to the letterform across states. Vasata rejected the approximation because the relationship was part of the mark, not incidental decoration.

Revision. The dot was integrated into the mark/animation asset itself, removing the dependency on dynamic font metrics and preserving the intended relationship.

Release. The implementation changed to protect the design decision, not the other way around. This small episode is representative of the course's larger method: generation and implementation can propose; judgment decides what survives.

Visual authorship

The identity follows a deliberately constrained editorial system: warm paper, black ink, restrained rust accents, Playfair Display and Inter, a cropped lowercase *ai* treatment, controlled hierarchy, and a refusal of generic AI/SaaS visual language. The standard is maintained through direction, comparison and approval rather than by accepting whatever a tool produces first.

Different systems, different production roles

AI Design Systems was developed through sustained collaboration with multiple generative systems. No model approved the course for release; their value was in extending range, challenging decisions and assisting production.

SYSTEM	WHAT IT CONTRIBUTED
ChatGPT	Long-running design and production collaboration: curriculum and architecture development, drafting, critique, document production, code and file revisions, synthesis, QA and provenance tracking.
Claude	Adversarial and structural review of architecture, manifests, authority lineage, gate logic, review packages and exported artifacts.
Grok	Implementation and coding collaboration, particularly HTML/site work, technical revisions and independent review of the public-facing provenance record.

Judgment is visible in rejection

The hero-dot decision is not exceptional in kind. During site development, an implementation introduced an incorrect redirect while also containing useful adjacent work. The redirect was refused without discarding the valid changes. Proof imagery was likewise rebuilt when framing, crops, rules or hierarchy made the work feel accidental rather than intentional. In each case the question was not whether AI had produced something usable, but whether the result upheld the system.

That pattern matters because fluent output can conceal weak decisions. The course asks designers to compare, reject, refine, document provenance and release only what they are prepared to defend.

Review separation

Where practical, production and review were separated. A model used to implement a change was not automatically treated as the authority on whether the change succeeded. Structural review, implementation, visual judgment and final approval were treated as different functions. The process therefore became a working demonstration of the course's own method.

“Generation is cheap. Authorship is the job.”

A public statement backed by a private production record

This concise edition sits in front of a larger dated project archive. The retained record includes development conversations, successive source and output files, review packages, decision records, manifests and exported deliverables. It preserves not only finished states but the instructions, refusals and corrections that changed them.

That archive is intentionally more detailed than this public document. Its purpose is continuity and provenance; the purpose of this edition is simpler: to show how AI Design Systems was actually made and why that making is relevant to what the course teaches.

Authorship

Jonathan Vasata is the originating creator and human author of AI Design Systems and its governing creative and pedagogical system, and serves as its creative director, editor and final release authority.

Generative systems materially contributed proposals, drafts, visual exploration, critique, code and production assistance. Vasata established the objectives and constraints, selected and rejected outputs, required revisions, maintained the design and evidence standards, arranged the resulting material and determined what was approved to carry the AI Design Systems name.

Why this is part of the course

The provenance record is not separate from the idea of AI Design Systems. It is one more demonstration of it. The course argues that responsible authorship under generation depends on accountable judgment: knowing what entered the process, understanding what authority it carries, recognizing the fluent miss, refusing what does not meet the standard, and taking responsibility for what is ultimately released.

AI assistance is therefore disclosed because it is part of the method, not because the project is apologizing for using it. The work is evidence of the proposition it teaches: **generation expands the range; craft decides what counts.**

CONTINUING RECORD

This public edition may be updated as the course develops. Earlier production records are retained as part of the project archive.