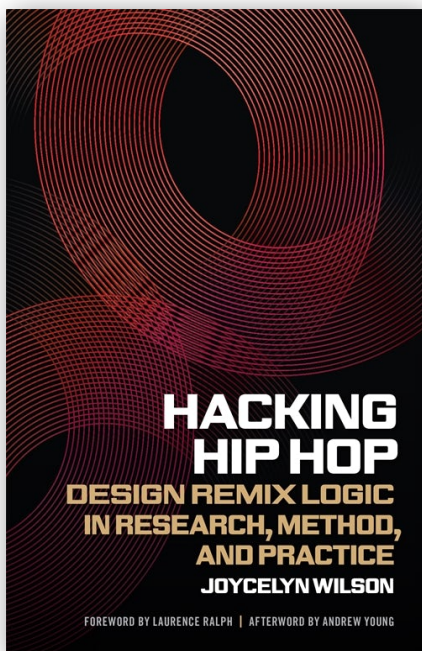




JOYCELYN WILSON is an interdisciplinary researcher, essayist, and associate professor of educational anthropology, design, and media cultures at Georgia Tech. She is the founder of the HipHop2020 Innovation Archive and creator of Design Remix Logic, the framework at the heart of *Hacking Hip Hop*. Her work is featured in both academic and popular outlets, including *The Routledge Handbook of Remix Studies and Digital Humanities*, *Bitter Southerner*, *Billboard*, and *Google Arts & Culture*. Wilson is a member of the Recording Academy and a contributor to national conversations on culture, technology, education, and design. She currently resides in Georgia.

How Hip Hop functions as a powerful design methodology through remix, storytelling, and cultural memory

Hacking Hip Hop

Design Remix Logic in Research, Method, and Practice

JOYCELYN WILSON

Music of the American South

"In *Hacking Hip Hop*, Joycelyn Wilson breaks down how Hip Hop shapes the way we think, create, teach, and build. The book takes the culture seriously as a form of innovation and creative intelligence while staying connected to the storytelling and experimentation that have always pushed Hip Hop forward."

—Antwan "Big Boi" Patton of OutKast, 2025 Rock and Roll Hall of Fame duo

"When Dre declared in 1995 that 'the South got something to say,' it was a defiant proclamation. For those who felt it and lived it, that line affirmed a region shaping hip hop from the edges, demanding to be heard. What began as a proclamation is now a mantra. In the best of DJ traditions, *Hacking Hip Hop* doesn't just remix the sound; it shifts the cypher. Centering the U.S. South, the book blends lived experience with cultural history, to challenge who gets heard, whose stories get told, and how hip hop is taught and understood. *Hacking Hip Hop* reframes hip hop as a regional force with global reach—and a living cultural practice that continues to evolve, disrupt, and teach."—**Akil Houston, PhD**, Assistant Dean for Institutional Development, The Ohio State University

"Wilson writes like a master storyteller, and like any true MC, every page carries bars that linger, that press, and that refuse to let you go unchanged. This field needs this book, and I am deeply grateful that it has arrived."—**Bettina L. Love, PhD**, William F. Russell Professor at Teachers College at Columbia University and author of *Punished For Dreaming: How School Reform Harms Black Children and How We Heal*

Hacking Hip Hop is a methodological memoir and critical study that positions Hip Hop as a powerful system of design thinking. Drawing on personal narrative, cultural analysis, mathematical reasoning, and more than two decades of teaching and research, Dr. Joycelyn Wilson introduces "Design Remix Logic" (DRL)—a framework that captures how Hip Hop artists, educators, and technologists remix systems of culture, sound, memory, and media to create meaning and spark innovation.

While grounded in the aesthetics and ethics of Hip Hop and Black expressive traditions, the book connects Hip Hop's creative practices to disciplines as wide-ranging as architecture, digital humanities, and computational media. It affirms that DRL is practiced by Hip Hop natives as well as those inspired by its methods—across disciplines, geographies, and identities. Employing resources such as Kendrick Lamar's performances, OutKast as methodology, and the evolution of Southern Hip Hop archives, Wilson shows how DRL can be used as both an analytical tool and a pedagogical method.

Written for scholars, educators, artists, and designers, *Hacking Hip Hop* offers a distinctive view of how Hip Hop works as a cultural force, creative arts technology, and design language—one that builds new worlds while preserving the stories that shape our own.

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