

## Module 13 : Design Ethics

### Lecture 35 : Objective of Ethics, Understanding Ethics? Introduction to Ethics in Design

#### The Lecture Contains:

-  Design Ethics
-  Introduction to Ethics in Design
-  Understanding Ethics?
-  Objective of Ethics

 **Previous**   **Next** 

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## Design Ethics

Design delimitation states (International Council of Societies of Industrial Design, ICSID- <http://www.icsid.org/> April 1, 2013), "... the task of design is to enhance global sustainability and environmental protection (Global Ethics), give benefits and freedom to the entire human community (Social Ethics) and support cultural diversity despite globalization (Cultural Ethics)." Design Ethics has great responsibility in serving traditional cultural diversity while protecting the human community. Modern Design has expanded its horizon much wider to address global issues. Globalization has created a cauldron of multi-ethnic society and design solution frequently has to accept the challenges. Naturally, micro to macro level design solution has to consider various environmental solutions without ignoring cultural heritage and community spirit.



Plate 1A Terracotta Pot



1B Plastic made Po

(Source: [http://www.google.co.in/search?hl=en&gs\\_rn=7&gs\\_ri=psyab&pq=icsid&cp=9&gs\\_id=1ig&xhr=t&q=earthen+pot&bav=on.2,or.r\\_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=T1hZUeTVG4byrQeQ7YDwBQ#um=1&hl=en&tbn=isch&sa=1&q=traditional+terracotta+water+pot&oq=traditional+terracotta+water+pot&gs\\_l=img.12...157.35340.5.37648.10.10.0.0.0.234.1577.1j8j1.10.0...0.0...1c.1.7.img.Jul9qNLe\\_1A&bav=on.2,or.r\\_qf.&bvm=bv.44442042,d.bmk&fp=a59dff89cdc0ba35&biw=1341&bih=604&imgrc=rm6D0EpnrcfLHM%3A%3BoCyYKcohpuXm%3Bhttp%253A%252F%252Fwww.ezakwantu.com%252FClay%252520Pot%252520Nyanja%252520Large%2525209343.JPG%3Bhttp%253A%252F%252Fwww.ezakwantu.com%252FGallery%252520African%252520Beer%252520Pots%252520-%252520Clay%252520Pots.htm%3B450%3B403](http://www.google.co.in/search?hl=en&gs_rn=7&gs_ri=psyab&pq=icsid&cp=9&gs_id=1ig&xhr=t&q=earthen+pot&bav=on.2,or.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=T1hZUeTVG4byrQeQ7YDwBQ#um=1&hl=en&tbn=isch&sa=1&q=traditional+terracotta+water+pot&oq=traditional+terracotta+water+pot&gs_l=img.12...157.35340.5.37648.10.10.0.0.0.234.1577.1j8j1.10.0...0.0...1c.1.7.img.Jul9qNLe_1A&bav=on.2,or.r_qf.&bvm=bv.44442042,d.bmk&fp=a59dff89cdc0ba35&biw=1341&bih=604&imgrc=rm6D0EpnrcfLHM%3A%3BoCyYKcohpuXm%3Bhttp%253A%252F%252Fwww.ezakwantu.com%252FClay%252520Pot%252520Nyanja%252520Large%2525209343.JPG%3Bhttp%253A%252F%252Fwww.ezakwantu.com%252FGallery%252520African%252520Beer%252520Pots%252520-%252520Clay%252520Pots.htm%3B450%3B403); April 1, 2013)

◀ Previous   Next ▶

## Module 13 : Design Ethics

## Lecture 35 : Objective of Ethics, Understanding Ethics? Introduction to Ethics in Design

The traditional earthen pot (plate 1A) design to carry water is being replaced by plastic-made pot to carry water. Earlier design certainly deserves admiration because of eco-friendly design and material that has survived for thousands of years. It has remained part of rural community around the country. The modern plastic-body pots (plate 1B) have become popular in urban society. Due to the unbreakable material it enjoys large acceptance in the urban community. Introduction of new material has inspired designer to conceive new approach in design solutions. However, the chemical reaction with water is not being tested and published with the negative effects.



Plat 2A Terracotta Tub



2B Plastic Tub



2C Stone Grinder



2D Modern Grinder

(Source: [https://www.google.co.in/search?um=1&hl=en&biw=1341&bih=604&noj=1&tbm=isch&sa=1&q=earthen+plant+tubs&oq=earthen+plant+tubs&gs\\_l=img.3...21082.27561.0.28984.18.18.0.0.0.137.19292j16.18.0..0.0....1c.1.7.img.VW1isb1SpKU#imgsrc=t013\\_UeWM0y1aM%3A%3BfobkJFNOhKJMTM%3Bhttp%253A%252F%252Fimg.ehowcdn.com%252Farticlenew%252Fehow%252Fimages%252Fa04%252Fkg%252Fpj%252Fpaint-plastic-plant-pots-800x800.jpg%3Bhttp%253A%252F%252Fwww.ehow.com%252Fhow\\_4866867\\_paint-plastic-plant-pots.html%3B300%3B300](https://www.google.co.in/search?um=1&hl=en&biw=1341&bih=604&noj=1&tbm=isch&sa=1&q=earthen+plant+tubs&oq=earthen+plant+tubs&gs_l=img.3...21082.27561.0.28984.18.18.0.0.0.137.19292j16.18.0..0.0....1c.1.7.img.VW1isb1SpKU#imgsrc=t013_UeWM0y1aM%3A%3BfobkJFNOhKJMTM%3Bhttp%253A%252F%252Fimg.ehowcdn.com%252Farticlenew%252Fehow%252Fimages%252Fa04%252Fkg%252Fpj%252Fpaint-plastic-plant-pots-800x800.jpg%3Bhttp%253A%252F%252Fwww.ehow.com%252Fhow_4866867_paint-plastic-plant-pots.html%3B300%3B300); April 1, 2013)

Terracotta Tubs (plate 2A) are commonly found in most houses for gardening from ancient times. In recent days Plastic Tubs (plate 2B) for the garden use have become more useful due to the material. Plastic material certainly is more durable than terracotta tubs. Similarly the traditional grinding stone (*Sil Batta* plate 2C) is being replaced by motorized electrical grinder (plate 2D). In the present scenario urban household deserves faster durable mechanism with lesser physical efforts for grinding ingredient cooking. Urban society needs faster and durable device for household chores. Electrical operated devices are furnishing the best in the present conditions. The traditional devices enjoy its sentimental attachment in rural community where the composition of family predominantly remains joint-family structure. The workload gets distributed among the members. On the other hand the nucleus structure of urban family has to depend on modern product design which minimizes labour, cost, time, etc.

## Module 13 : Design Ethics

## Lecture 35 : Objective of Ethics, Understanding Ethics? Introduction to Ethics in Design



Plate 3A Wooden Window



3B Modern Window Design

(Source Plate 7D: [https://www.google.co.in/search?um=1&hl=en&biw=1341&bih=604&noj=1&tbm=isch&sa=1&q=modern+window+design&oq=Modern+window&gs\\_l=img.1.1.0l10.3647.7726.0.10715.13.9.0.4.4.0.361.14.07.0j8j0j1.9.0...0.0...1c.1.7.img.i0jJFH4e2UA#imgrc=-uC7X2GVRktnYM%3A%3BEIUfvBWrTPtXaM%3Bhttp%253A%252F%252F1.bp.blogspot.com%252FgHB\\_q7YEtl4%252FTuUH3MnBpl%252FAAAAAAAHQc%252Fuy58XJgPMhU%252Fs1600%252Fmodern%252Bhomes%252Bwindow%252Bdesigns.%252B%2525284%25252529.jpg%3Bhttp%253A%252F%252Fshoaibnzm-home-design.blogspot.com%252F2011%252F12%252Fmodern-homeswindow-designs.html%3B1600%3B12152](https://www.google.co.in/search?um=1&hl=en&biw=1341&bih=604&noj=1&tbm=isch&sa=1&q=modern+window+design&oq=Modern+window&gs_l=img.1.1.0l10.3647.7726.0.10715.13.9.0.4.4.0.361.14.07.0j8j0j1.9.0...0.0...1c.1.7.img.i0jJFH4e2UA#imgrc=-uC7X2GVRktnYM%3A%3BEIUfvBWrTPtXaM%3Bhttp%253A%252F%252F1.bp.blogspot.com%252FgHB_q7YEtl4%252FTuUH3MnBpl%252FAAAAAAAHQc%252Fuy58XJgPMhU%252Fs1600%252Fmodern%252Bhomes%252Bwindow%252Bdesigns.%252B%2525284%25252529.jpg%3Bhttp%253A%252F%252Fshoaibnzm-home-design.blogspot.com%252F2011%252F12%252Fmodern-homeswindow-designs.html%3B1600%3B12152); April 1, 2013)

Traditionally doors and windows are designed by wood (plate 3A). Because of the environmental concern the application of wooden doors and windows are being replaced by modern material (plate 3B) for doors and windows. Aluminium has successfully replaced the traditional material. The durability, light-weight and strength have certainly found a solution in the modern architectural design. Wooden furniture and architecture design have its elegance that remained closed to human societies around the world. However, in order to save the trees the new technology has provided alternative material that is working quite well with the new minimalist design concepts. The modern design concepts have successfully harmonized with the prevailing condition that echoes the ethical issues.

◀ Previous   Next ▶

## Module 13 : Design Ethics

### Lecture 35 : Objective of Ethics, Understanding Ethics? Introduction to Ethics in Design

#### Introduction to Ethics in Design

Designers have to make conscious decisions during the design process. Designers need to orient themselves some of the following issues for the rational answers. The ethical responsibility depends upon understanding conflicting issues rather than following preconceived rules. Ethics is a continuous process of learning. Based on socio-cultural and political environmental conditions ethics may change. Therefore it is not being accepted as permanent solution for ever.

(Read more:[http://mlab.uiah.fi/polut/Yhteiskunnalliset/lisatieto\\_ethics\\_primer.html](http://mlab.uiah.fi/polut/Yhteiskunnalliset/lisatieto_ethics_primer.html); March 25, 2013)

#### Understanding Ethics?

Ethics philosophically implies rational study of differences of morality in human behaviour. Human societies have conceived various guiding principles because of societal characteristics. It is a set of conducts based on beliefs and virtues. Some of them are implicit or explicit. A personal action may be considered moral, immoral or amoral from the point of view of ethical studies:

- Moral - Concerned with principles of right and wrong or conforming to standards of behaviour and character based on those principles and societal moral codes (ethics)
- Immoral - an act or thought that is against personal or societal moral codes (ethics)
- Amoral - an act or thought that does not confirm choices based on moral codes (unmoral)

Moral issues may have multiple options depending on the given condition. The prevailing condition may derive number of options just like in design solutions. Moral values may justify determining the choice of action. Moral issues are highly subjective based on specific conditions.



## Module 13 : Design Ethics

### Lecture 35 : Objective of Ethics, Understanding Ethics? Introduction to Ethics in Design

Following are some of the issues may help to verify the ethical reasoning-

#### Objective of Ethics

Design Ethics raises various issues relating to its relationship to human beings. Creating a design solution does not always mean improvement in a particular condition. Without understanding issues related to the customer's (users) wellbeing in depth no solution would produce desired result.

Therefore, the following questions are to be addressed before thinking of any solution.

- Is it going to create a better world?
- For whom?
- How is it going to benefit?
- Why do you think it is going to benefit?
- Is your solution is going to benefit someone at the cost of others?

Exercise #01: Propose probable ethical design solution (s) for the huge energy consumption in Multiplex Malls and analyse on the basis of the above points.

