

## Module 13 : Design Ethics

Lecture 36 : Designers who shape the users, Needs and wants Ecology and Environmental Consideration, Multicultural and Multi-ethnicConsideration, Honest Ethical Practice, Means and ends, Methods and tools, Individual and collective, Form and function, Innovation and tradition, Conclusion

### The Lecture Contains:

 Ecology and Environmental Consideration

 Conclusion

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## Designers who shape the users

- Is the 'preconceived user' is a wrong notion? Does it restrict your options?
- Is the concept of 'user' is our own conceived image?
- What is the scope of user? Is he/ she is the real user?
- Design solutions always address a set of problems. Therefore, what we design today would shape us in future.
- Build a kind of sensitive user that you think would be ethical from your point of view
- Your ethical design is going to reflect your own choices. Be honest to compare your ethical decisions with the others.

- Ethical design has to serve 'needs', not only what user wants
- Ethical Designer has to identify between 'need' and 'want'. Because in many cases external forces can create artificial demand leading to the notion- 'want'.
- Designers have to apply between 'need' and 'want' rationally
- The healthy practice in ethical design is to create a balance between the two

#### 4D Dumped Plastic Bag

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Carry bag is a common household product. Unfortunately even after number of strict rules we have failed to implement an eco-friendly bag design that may be used by everybody. In urban areas it is being strictly implemented and alternative design solution is introduced. Paper Bag (plate 4A) made out of recycled paper material is one of the solutions that are increasingly becoming popular. The common plastic bags (plate 4B) continue to use in smaller towns and rural areas. In most cases the quality of the plastic material is way below the recommended quality. It is pathetic to see when animals consume (plate 4C) such plastic material which would eventually cause harm to them. The heap of plastic bags (plate 4D) has become the real headache for the municipalities for disposing. Therefore, it is the design professionals who have to take ethical decision towards design solution. In the process material usage would play significant role.

- Does modern design clarify its ethical role?
- Each design solution has to address its ethical contribution.
- How much serious in respect to ethical issues the design solutions are? Or they are mostly superficial?
- 'Green Design' does not mean serious effort, in many cases they are included due to marketability and 'gimmick'.

### Multicultural and Multi-ethnic Consideration

- The ethical considerations should not be influenced by own cultural biasness
- Should we change the goal because of such considerations?
- Design solutions may have local and global considerations. Are we going to search for solutions based on specific culture or global (minimalistic approach) issues?

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**Exercise #02: Make a concept design of 'footwear' based on local conditions (semi-rural), material and suitability that could also address Global market.**

### Honest Ethical Practice

- Do we want to be honest to our solutions which we could adopt and practice as well?

### Means and ends

- The ethical design solution and its practise is part of ethical philosophy. A sound philosophical reasoning (ethical) would lead to sound design solution.
- Ethical examination of a product solution would justify its honesty and sincerity.

### Methods and tools

- Each person is rooted to their cultural heritage. Therefore, every design process has to adopt methods and tools that are associated with the local, national and other cultural ethos.
- Traditionally every design revolves around sound ethical reasoning. Therefore each design has to consider ethically appropriate mechanism that would harmonize with the design process and ethics.
- Each project has to be developed based on group-based methods involving larger groups for the acceptance in the society.



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**Exercise #03: Conceive a design solution that has specific application (for a limited number); however it may have larger application.**

### Individual and collective

- Every design solution emerges out of necessity. The solution may directly relate to individual however if it is successful it would eventually address larger group of people. It might be a unique solution for a person however the spirit of the solution (intend) is bound to reach many.
- Designers should be aware of limited or lesser user. Mass production may have economic viability that does not mean that need of a lesser number be ignored.

### Form and function

- Form and function are correlated. Each has its own virtue and merit. Both of them have to weigh logically. If one is neglected at the cost of the other it is bound to create imbalance.

### Innovation and tradition

- Each innovation introduces new changes will it change the tradition?
- The change has to be harmonized with the tradition so that it carries health alternative ways of adjustment between the new and the old.
- Designer should not restrict new approach due to traditional practices.

### Conclusion

Ethics in Design solution is relatively new area in the design process. In modern design large number of product solution is applying new material because of various factors. However, each new material needs to be tested and included with caution. New material may have long term effect in the nature, by the time it is realized it may have already caused enough damage to our fragile complex ecosystem. Therefore, designers need to be extra sensitive to the application of new material solution.