

Ethics for Designers

This graduation project has explored ways for designers to incorporate ethics into their design process. The central claim, which emerged throughout the practice-based research process, is that designers should not only learn about ethics, but in fact acquire new skills. The argument put forth in this research is that if designers are provided with practical means to develop these ethical skills, the design outcomes they produce would be 'morally better'. This has resulted in the development of an ethical toolkit for designers.



moral sensitivity

The ability to recognise the ethical dimension of design



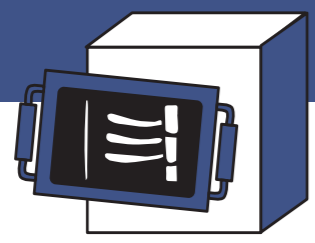
moral creativity

The ability to explore creative solutions to moral design problems



moral advocacy

The ability to communicate an ethical standpoint to stakeholders



De-description

De-description is an evaluative ethical exercise for designers. It is inspired by the notion of Bruno Latour that every design contains a 'script' for use. Using this tool makes designers aware of such scripts and promotes using them responsibly. Besides prescribing how a design should be used, a script also contains a more fundamental view of what a good life is and how this specific design contributes to that. Uncovering the view underlying existing designs helps designers reflect on their own worldview.



Moral agent

'Moral Agent' is an ethical ideation game for designers. The game is based on brainwriting and a game mechanism with hidden roles. Each player is responsible for a specific moral value during the game. The goal is then to promote your value without the other players noticing, which stimulates integrating ethics into design. The generation of ethically sound design ideas is triggered with the force-fit creativity technique and the competitive element of this card-based game.



Moral value map

The moral value map is a practical mapping tool based on the concept of Value Sensitive Design. With this tool designers look at which values are relevant to their design and map how their design affects these values. Making such a moral value map with different stakeholders helps to understand everyone's value priorities. The core purpose of such a map is to be able to discuss value conflicts with stakeholders. This helps make clear which values everyone agrees to prioritise within the project.



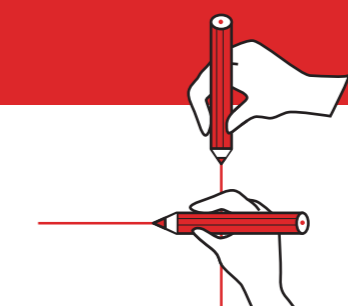
Ethical disclaimer

Ethical disclaimer is an ethical framing tool to use at the start of a design project. It serves to define ethical constraints and provide an overview of the designers' responsibilities. It helps designers think about the impact of their design on the different people involved. And how they can take responsibility for this impact (in their design). This tool is also the input needed for using the 'ethical contract' tool, to discuss with stakeholders.



Design noir

Design noir is a role-playing tool used to uncover and experience potential unethical situations and use this to improve a design. The technique uses role-playing and humor to open up new possibilities. By acting out various unethical situations with their design, designers experience the ethical implications themselves. Having fun by viewing the design in an absurd way, helps to further detail the design and allows for discussion within the design team.



Ethical contract

The ethical contract is a tool focused on aligning expectations among stakeholders. It uses the 'ethical disclaimer' as input. The main goal is to agree on the ethical objectives and divide the responsibilities. The template is designed as a contract. By placing their signature, stakeholders are triggered to commit to the ethical objectives. When used at the start of a project the ethical terms for the project are set early on.



Normative design scheme

The normative design scheme provides designers with an accessible and practical introduction to normative ethics. To complement the other more design-focused tools, this tool is based on ethical theory. However, the tool is structured from a design point of view, making it understandable for designers and directly applicable to a design project. The overview is based on a design goal format, which highlights the focus of three classical normative domains.

www.ethicsfordesigners.com

To allow designers to freely access the tools described above, they are integrated in a website. Here the instructions are provided and the templates of each tool can be downloaded. In addition, the website functions as an online platform for designers to discuss the ethical dimension of design.

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