De-scription

This quick exercise trains your moral sensitivity as a designer. Learn to recognise and deconstruct the scripts of existing designs. By questioning why a design is the way it is, you'll uncover the underlying intentions and world-view of its designer.

PROCESS

1. Describe the 'WHAT' of the design. Use the questions on the template.
2. Describe the 'HOW' of the design. Use this to determine the script: Like the script of a movie or a theatre play, an artefact can 'prescribe' its users how to act when they use it. Write this down.
3. Describe the 'WHY' of the design. Use this to determine the underlying worldview. Write this down.

**For inspiration check out the readings on general philosophical worldviews, go to www.ethicsfordesigners.com/de-scription*

EXAMPLES

For speed bumps, the script is: 'Slow down!'

For paper coffee cups, the script is: 'Dispose me after use'

SPECS

Suggested Time
30 minutes

Materials needed
This template or large sheet of paper, pens, an example product

Participants
Designer duo

Process phase
Framing, or whenever you want to train your moral sensitivity

1. WHAT *(product)*

What is it?
What does it do?
How does it look?

2. HOW *(script)*

How do people use it?
How is the interaction?
What is the script of this design?
(check out the examples on the left)

3. WHY *(worldview)*

Why does it exist?
What was the designer's intention?
How does the designer view the world?
What does the designer characterise as a 'good' life?