

5 min →

Integrity of Performance — Research, Planning, and Production

What is the performance that is being asked of you (i.e., what does the client want from you, the designers?) What methods and techniques would you employ to achieve "the ask?" Use the space below to break down the brief into what the client wants.

10 min →

Personal Integrity — Designers are Not Morally Neutral

Each of you take a stand and explain why you would or wouldn't take the project, but don't challenge each other yet — listen to what each team member has to say. Use the space below to quickly gather perspectives, reasoning, and the relevant personal values.

10 min →

Product Integrity — Structural Integrity, Usability, Aesthetics

What could be the successes or failures, benefits and harms of the design outcome (e.g. the useful, useable, desirable elements or lack there of)?

10 min →

Ultimate Purpose of Design — Design is in Constant Service to Human Beings

Taking a long-view, who are the stakeholders and how might this project affect each of them? How might it affect society and the planet as a whole? *What is the worth of this project for the common good?*

End →

So, what should we do as a team? Take the Job Walk Away Be prepared to explain your rationale to the class.