Albert Callagher week 1

Sustainable, Ethics and cultural.

- Customers are very dependent on the ready availability of a wide range of materials, many of which are obtained from finite sources.
- PLA (Starch-Based) are growing in popularity as it is biodegradable.
- Metal production relies on the extraction and processing of ores, this can be very damaging to the environment. As the mining and quarrying operations are producing considerable pollution.
- Sustainability, the ability to be maintained of the depletion of natural resources in order to maintain an ecological balance.
- Ethics- moral principles that govern a person's behavior or the conducting of an activity.
- Cultural- relating to ideas customs, and social behavior of a society.

Social and moral issues.

Social issues:

- Environment
- Health
- Poverty
- Discrimination
- Unemployment

Morality was an important feature of the thinking of William Morris the arts and crafts champion and reformer.

Designers need to consider their responsibility in relation to these issues, and how they make sure they are aware when designing products and systems.

Most companies are aware of their responsibility CSR is a self-regulatory scheme which gives companies a level for ensuring that their amount of social responsibility and sustainability is optimized.

Lego group is an example of a company that has made ambitious pledges in this respect:

- 100 per cent renewable energy capacity and has made a commitment to reach a target of moving to sustainable raw materials as an alternative to those that are oil based by 2030

Social design consideration

- Products that could assist with social problems
- Social problems cover a wide range of issues from what might seem relatively trivial

Inclusive - Including all the services or items normally expected or required. Including the limits specified.

Internet scamming device being used by the police to check for illegal drugs being taken into pubs, clubs and being used by motorists.

Disabled consumers:

It can be a problem when the designers are not aware of their disabled consumers.

E.g. simulation of arthritis using specially adapted gloves and wearing obscured goggles to replicate levels of sight loss.

BSI, inclusive design is the design of mainstream products and/or services that are acceptable to, and unable by many people for possible reasons