Y9 B2: Extremism, Ethics and tolerance

Key terminology

Extremism: the holding of extreme political or religious views; fanaticism.

Ethics: moral principles that govern a person's behaviour or the conducting of an activity.

Tolerance:

1. the ability or willingness to tolerate the existence of opinions or behaviour that one dislikes or disagrees with.

3. an allowable amount of variation of a specified quantity, especially in the dimensions of a machine or part.

Society: the community of people living in a country or region and having shared customs, laws, and organizations.

User: a person who uses or operates something.

Disabled: (of a person) having a physical or mental condition that limits their movements, senses, or activities.

Religion: a system of faith and worship

Efficient: (of a system or machine) achieving maximum productivity with minimum wasted effort or expense.

Environment: the surroundings or conditions in which a person, animal, or plant lives or operates.

Effective: successful in producing a desired or intended result.

Technology push: Technology Push is when research and development in new technology, drives the development of new products

Market pull: refers to the need/requirement for a new product or a solution to a problem, which comes from the market-place.

**Faith:** complete trust or confidence in someone or something.

Debate topics (begin considering your opinions and thoughts for each of the below)

- Should design conform to the majority's opinions? Or is it an expression of the minority (designed to shock and wow the user/client?)
- Is designs purpose to function in such a way it is viewed as "extreme" or should the design conform?
- Ethical design- should fair trade and other design ethics be the mainstream for all design companies?
- Should design conform to the beliefs of every country or religion? Or should designers just be conscious of other beliefs in their ideas?
- Should materials all come from ethical sources? How does design and manufacturing impact on day to day life- past, present and future?

Ethics and culture in design

Trends, faith and beliefs can affect product development. People from different cultures may have different faith and beliefs. Manufacturers and designers must be careful to research their market to ensure that:

- Their products do not give offensive images or messages
- Their products do not use materials which are against the market's beliefs
- They are aware of their workers needs such as breaks for worship or clothing requirements.
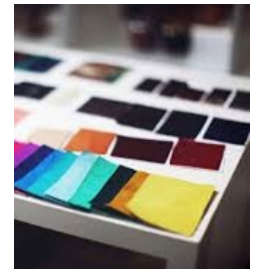
Y9 B2: Extremism, Ethics and tolerance

Extreme design

When a product is designed initially, its focus will be primarily on the function of the product. Some designers will push the design boundaries so create statement pieces that as well as functioning will make impact. This could take the form of large, extravagant items that are manufactured to be discussion pieces that do not function in the way they should but can be used by a user. These often are singular produced items that cost large sums to produce. Below are some examples:

Tolerance

Within DT we have two definitions for tolerance (see page 1) During a practical task, tolerance will relate to the measurements and materials we use. In design, it will be ensuring that all faiths, beliefs and opinions are accounted for when a product is developed.

It is vital that you can understand the difference between each definition. Throughout design, having a good knowledge and ability to include this in all work can be the difference between a product being successful or a failure.

Technology push and market pull

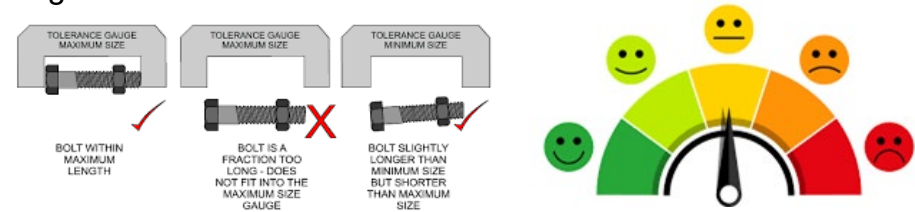The development of products can be driven in two way.

- Technology push use new products where there was no existing consumer demand. For example Apple products such as an iPad is a good example of technology push as new products are developed regularly to make people want to buy them.
- Market pull can be focused on consumer demand and development in product trends. This could occur because of consumers desires, competitors introduce improved or new products.

Inclusive design

This area of design aims to develop products that have a positive impact and maximise the number of potential users. There are three main areas that designs focus on when working on improving the inclusivity of products:

- Designing for disabilities
- Designing for age groups (e.g. elderly)
- Designing for religious groups.

By considering each of these area, it is thought that products will be able to meet the needs of the many not the few.