

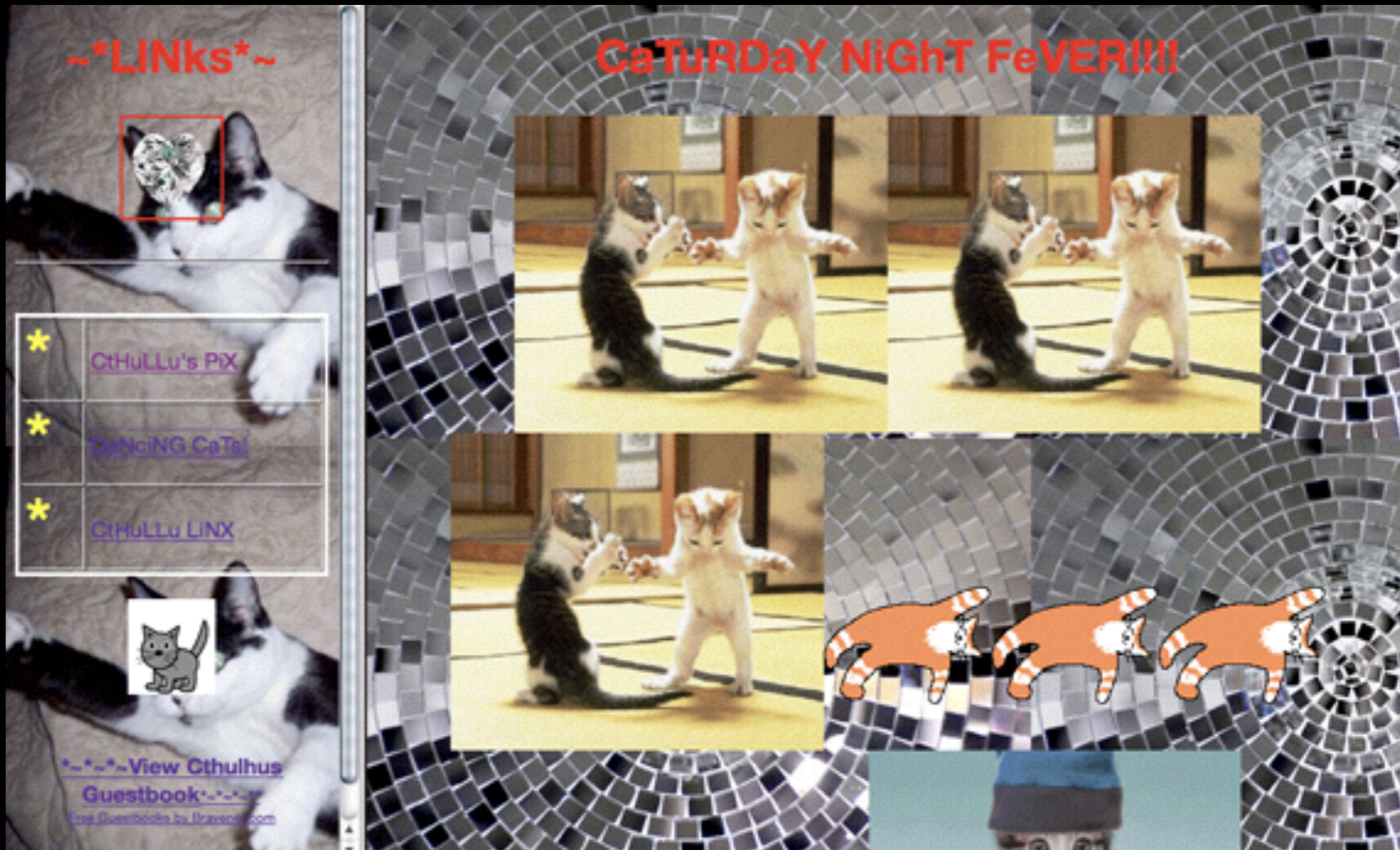
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CAN A DESIGNER BE COURAGEOUS?

LOOKING AT THE ETHICS OF DESIGN THROUGH THE VIRTUES OF CRAFT

Do designers need to worry about ethics?



YES.

(FOR SOME MORE REASONS FROM A WEB DESIGNER, CHECK OUT MIKE MONTEIRO'S TALK AT WEBSTOCK '13, "HOW DESIGNERS DESTROYED THE WORLD," [HTTP://VIMEO.COM/68470326](http://vimeo.com/68470326))

WHICH "ETHICS"?

- "Not getting arrested" (following rules, maintaining an awareness policies and regulations, etc.)
- Living a virtuous life?



“Every skill and every inquiry, and similarly every action and rational choice, is thought to aim at some good; and so the good has been aptly described as that at which everything aims.”

–ARISTOTLE



From "Tacuinum Sanitatis," Medieval Handbook on Wellness

“what is the highest of all practical goods? Well, so far as the name goes, there is pretty general agreement. It is happiness, say both ordinary and cultured people: and they identify happiness with living well and doing well.”

VIRTUE: THE WAY TO HAPPINESS

Acquired by habit:

"moral virtue comes as the result of habit... for it is plain that none of the moral virtues arises in us by nature; for nothing that exists by nature can form a habit contrary to its nature"



SPHERE OF ACTION	EXCESS	MEAN	DEFICIENCY
Fear And Confidence	Rashness	Courage	Cowardice
Pleasure And Pain	Licentiousness	Temperance	Insensibility
Getting And Spending	Prodigality	Liberality	Illiberality
Getting And Spending	Vulgarity	Magnificence	Pettiness
Honours And Dishonour	Vanity	Magnanimity	Pusillanimity
Honours And Dishonour	Over-Ambition	Proper Ambition	Unambitiousness
Anger	Irascibility	Patience	Lack Of Spirit
Self-Expression	Boastfulness	Truthfulness	Underestimation
Conversation	Buffoonery	Wittiness	Boorishness
Social Conduct	Obsequiousness	Friendliness	Cantankerousness
Shame	Shyness	Modesty	Shamelessness
Indignation	Envy	Righteous Indignation	Malicious Enjoyment

"By contrast, the fruit of the Spirit is love, joy, peace, patience, kindness, generosity, faithfulness, gentleness, and self-control."

–SAINT PAUL

1. RISK AND CONTINGENCY

NATURE AND AESTHETICS OF DESIGN

DAVID PYE

- *The requirement(s) of use:*
 - 1 (a device) must correctly embody the essential principle of arrangement.
 - 2 The components of the device must be geometrically related - in extent and position - to each other and to the objects, in whatever particular ways suit these particular objects and this particular result.
 - 3 The components must be strong enough to transmit and resist forces as the intended result requires.
 - 4 Access must be provided (this is a special case of 2 above).
- *The requirements of economy:*
 - 5 The cost of the result must be acceptable. This is the requirement for ease and economy.
 - 6 The appearance of the device must be acceptable. This is the requirement of appearance.

2. FIGHTING PRECARITY