

CORE VALUE MATTERS

FACILITATORS

Provides an overview of reading to class

PARTICIPANTS

Gain a general understanding of what Core Values are in the field of design, and why they are important

Research shows that quality, reliability, and transparency are the core values people around the world feel are most important for brands to embody. Honesty and authenticity are particularly important to younger audiences. People of all ages show increased concern for the environmental and social impact of the products they buy and for knowing about companies that make the products and services they use.

TEAMS + DOMAINS

FACILITATORS

Identified 4 domains in which Designers interact with when making work

PARTICIPANTS

Each group is assigned a domain and asked to think of Core Values through the lens of each domain

Clients- A person or organization who may require the services of a designer. Take into consideration the interactions, relationships, and outcomes that occur between the two.

Public- Of or concerning the people, both as individuals and as a whole. Also, anything done, perceived, or existing in open view.

Society + Environment-

“The Common Good” - The culture, shared customs, norms, and values of a group of people and the communities within which they reside.

Fellow Designers- Colleagues, cohorts, industry professionals and anyone a part of the field of design, with whom you may or may not work with, that share the impact of our work.

ETHICAL IMPLICATIONS

FACILITATORS

Provided examples of real world design projects- falling somewhere along the spectrum of ethical and unethical

PARTICIPANTS

Choose an example to analyze based on the ethical or unethical implications

Each group was provided with several examples of real world design projects and was asked to analyze the ethical implications of the project in order to get their minds going. Asking them to reflect upon 2-3 ways they would build upon or improve the project outcome, they then shared these reflections with the other “domains”.

DEVELOPING MANIFESTO

FACILITATORS

Decided statements will begin with “We will, We won’t, We recognize, and We are responsible”

PARTICIPANTS

Brainstorm and create statements

Using “We will, We won’t, We recognize, and We are responsible” prompts, we asked each group to brainstorm statements outlining values, principles and standards of practice, specific to the group’s domain. These statements together are what would be used to create the MGD Code of Ethics.

Once they brainstormed many possibilities for each statement, they were asked to edit and combine statements in order to narrow it down to one for each prompt.

MANIFESTO SIGNING & VIDEO SHOOT

FACILITATORS

Provided the MGD Code of Ethics document to sign, and recorded the video in the green screen room

PARTICIPANTS

Approved all statements, signed the document, and read aloud the statement for the video

Once each statement was approved by every participant, it could be written on our “MGD Code of Ethics” official document. Each participant wrote one statement, and signed with their signature below.

We then recorded a video where everyone could proclaim their statement loud and proud. We took everyone to the green screen room and recorded what would be the final “MGD Code of Ethics”.