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New Responsibilities of the Design Disciple: A Critical Counterweight to the coming Technologies?

Reading Response

This chapter essentially adds more responsibility to designers as the products that they create are becoming more and more meaningful and part of our lives. To start, it's important to learn how to critique your design, and to know that design is about the people and not the designer. Therefore the product has a social/ethical responsibility that falls upon the creator. This leads to understanding what is a better product? This would include aspects such as its aesthetic, and how users interact with it. In terms of emerging technologies, there should be a moral obligation imposed upon designers as this form of technology imposes into new territory of our lives.

It is becoming more and more social and rearing away from the physical. And exponentially more impactful. By extension it is becoming much more dangerous. When something has such potential to be dangerous, it also means the potential for good is at the least, just as good. This further implies how designers have to be careful in how we tread in this new territory of technologies. To specify, these new technologies include personal computers, the web, smartphones, wearable technologies, the list is huge. And this probably makes the reader realize how impactful and how stealthy these technologies have merged in his daily life.

The author then brings up publicizing implications in understandable ways. It states how technology is becoming more and more specialized. And that its being implemented so fast, that we hardly are even aware of it, and if we are, we don't get understand it beyond its use described to us, take cookies for example. Designers must use their skills to examine their product through the uses of the consumers. With that knowledge they can then create possible future scenarios tangible and understandable. This whole process is to not only understand

the product better, thus knowing how to improve it, but also to allow the consumers to understand it as well. Which like mentioned earlier, isn't always done.

It's then established how designers should be designing for the "new normal". This is essentially predicting what will be needed tomorrow and making it today. A lot of people fall short in design as they find a problem that they can describe today and try to solve it for today, despite the product taking x amount of time to complete. This can lead to the idea becoming obsolete with the problem it is solving as we as a society could have moved on from that concept during the time it took to create the product.

At the end of the day, being critical about your work and its ethical use can seem rather annoying at times. But by doing this you can become more aware of the issues at hand and understand what your product really is. With this in mind, you can then be much more transparent with the consumers and in turn can learn more about your product, as their input is critical to creating something that perfectly fits your initial vision. It also allows you perhaps discover a secondary use that is less than ideal, and you can work around it to discourage this additional use.