

Social Agendas

Social Contract a set of rights that governs interaction with a view to promotion of thriving

Postmodernism Promotes:

- relaxation and rationality
- engagement, spectacle, particular significance, branding
- eclectic forms, irregularity, incongruity, unclear functionality

Social Agenda ideals of how society should work

Has:

- vision: an image of ideal social conditions to be established
- values: norms for design that promote the vision
- methods: methods about how the values are to be implemented

Genderism Differences between men and women are elaborated into a design distinction between masculine and feminine

- Vision: a distinction between men and women
- values: a distinction between masculine and feminine things
- Methods: size, robustness, ornamentation

Mythologizing designs cannot only reflect social norms but also reinforce them. Ex a design can make the abstract distinction between masculine and feminine appear like is a fact of nature

Consumerism Goods designed to be bought

- Vision: consumption as a crucial economic activity
- Values: cheapness, disposability, disengagement
- Methods: ephemeral materials, uninteresting appearance, sealed workings

Environmentalism

- Vision: integrity of the natural environment
- Values: pollution reduction, environmental awareness
- Methods: reusability, biodegradability

Technology Solutionism

- Vision: dispossession of government institutions through technology
- Values: privatization of social services
- Methods: personalization, app-ification

Activism

Aimed at the achievement of social justice

- people receive what is due to them
- people are free from wrongful discrimination

Activism:

- Vision: social justice increased
- Values: accessibility, affordability, universality
- Methods: collaborating with marginalized clientele

Guerilla Activism