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Module 8 Ethics

On the other hand, the field of web design, like many other creative fields, is one where influences and trends circulate widely, and where the line between 'inspiration' and 'copying' can be somewhat subjective. From an ethical standpoint, the use of design ideas can be seen as part of the natural learning process, as long as the final work is not a direct replica and does not derive its core aesthetic or functional identity from another's creative labor. After all, the fundamental purpose of observing competitors is to understand industry standards and customer expectations.

If the systems analyst has used the competitor's site to understand how certain design problems can be approached but has not replicated their solutions, this could be viewed as competitive research rather than unethical behavior. The key ethical constraint lies in the value added by the analyst's own creative process. If the resulting design serves the unique context and requirements of the company and can stand as an independent creative work, then drawing general inspiration from a range of sources, including competitors, remains within the boundaries of fair practice. The objective should be to achieve a balance where one is informed by the industry without compromising on originality and ethical standards.