

# De-description

*This quick exercise trains your moral sensitivity as a designer. Learn to recognise and deconstruct the scripts of existing designs. By questioning why a design is the way it is, you'll uncover the underlying intentions and world-view of its designer.*

## PROCESS

- 1 Describe the 'WHAT' of the design. Use the questions on the template.
- 2 Describe the 'HOW' of the design. Use this to determine the script: Like the script of a movie or a theatre play, an artefact can 'prescribe' its users how to act when they use it. Write this down.
- 3 Describe the 'WHY' of the design. Use this to determine the underlying worldview. Write this down.

*\*For inspiration check out the readings on general philosophical worldviews, go to [www.ethicsfordesigners.com/de-description](http://www.ethicsfordesigners.com/de-description)*

## EXAMPLES

For speed bumps, the script is: 'Slow down!'

For paper coffee cups, the script is: 'Dispose me after use'

## SPECS

### Suggested Time

30 minutes

### Materials needed

This template or large sheet of paper, pens, an example product

### Participants

Designer duo

### Process phase

Framing, or whenever you want to train your moral sensitivity

## 1. WHAT (*product*)

*What is it?*

*What does it do?*

*How does it look?*

## 2. HOW (*script*)

*How do people use it?*

*How is the interaction?*

*What is the script of this design?*

*(check out the examples on the left)*

## 3. WHY (*worldview*)

*Why does it exist?*

*What was the designer's intention?*

*How does the designer view the world?*

*What does the designer characterise as a 'good' life?*