



Moral, social and cultural issues in Design Technology

MR. OYEBODE – DESIGN AND TECHNOLOGY

Bell Activity: Design Issues Positives and Negatives Card Sort

SORT the examples given of Design Issues into the following categories:

▶ **POSITIVES**

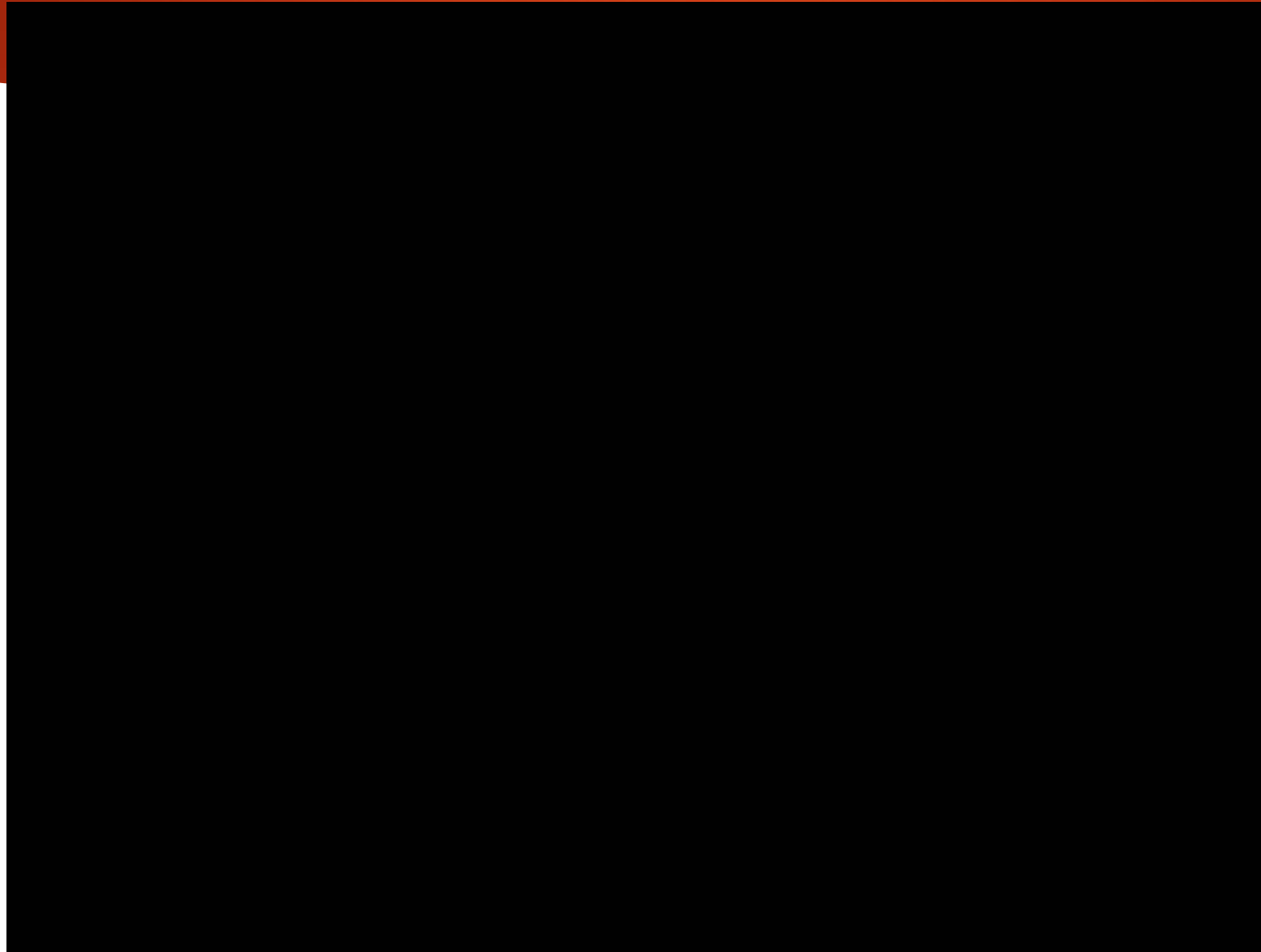
▶ **NEGATIVES**



Aims and Objectives of Lesson

- ▶ Students to evaluate how built-in obsolescence in new products has led for a 'throwaway' culture.
- ▶ Students to investigate offshore manufacture of mass-produced products in developing countries by multinational companies.
- ▶ Students to investigate how tolerance of different cultures to avoid offence influences the designing and manufacturing of products.

Video: Planned obsolescence



Starter Activity: Social, Cultural, Moral Issues Card Sort

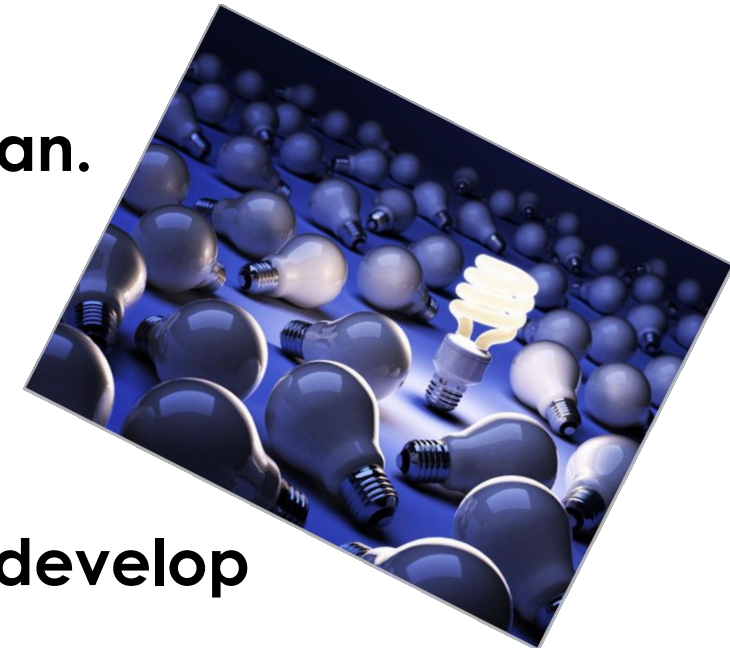
Categorise the examples given of Design Issues into the following categories:

- ▶ **Social Issues**
- ▶ **Cultural Issues**
- ▶ **Moral Issues**



What is Planned Obsolescence








- ▶ **Planned obsolescence is when a product is deliberately designed to have a specific life span.**
- ▶ **This is usually a shortened life span.**
- ▶ **The product is designed to last long enough to develop a customer's lasting need.**



Lesson Activity: Examples of Planned Obsolescence

Pick an example of a product below that has planned obsolescence and discuss it and answer questions below in your pairs/groups...



2007	2008	2010	2012	2013	2014	
						
iPhone 3.5"	3G 3.5"	4 3.5"	5 4"	5C 4"	6 4.7"	6 Plus 5.5"
●	● ●	● ●	● ● ●	● ● ● ● ●	● ● ● ●	● ● ● ●



1. With reference to a product of your choice, explain planned obsolescence.

2. Explain why planned obsolescence can be bad for the environment.

3. 'Planned obsolescence is sometimes deliberately and openly built into products for safety reasons'. Explain this statement, giving examples

Social Issues

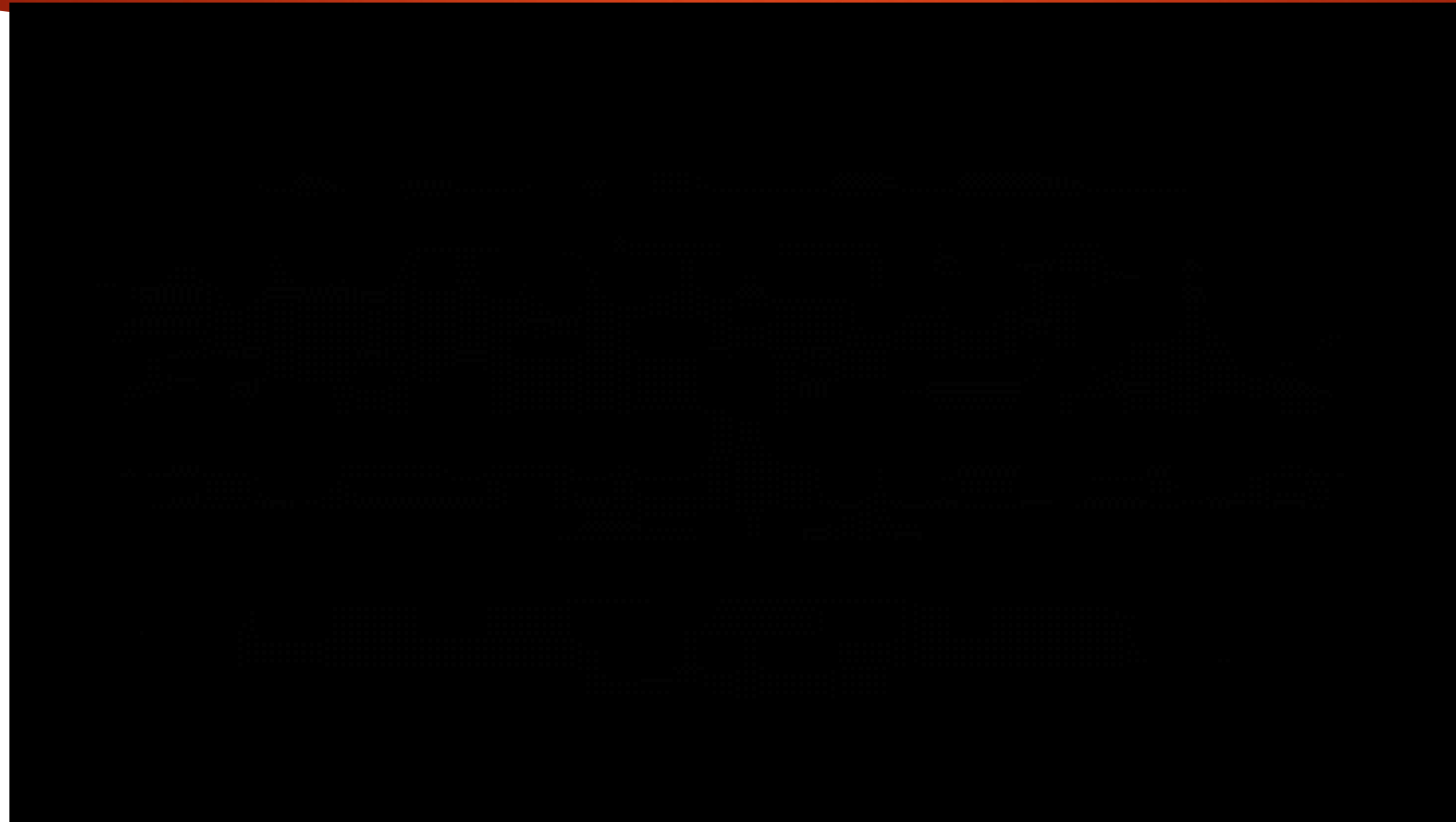
Social issues can arise when a new product has an unforeseen side-effect on a group of people. This can be a good or a bad thing.

For example, the rise in use of mobile phones to send text messages has increased the demand for such phones.

This:

- ▶ provides employment for factory workers.
- ▶ enables people to keep in touch more easily.
- ▶ means that there is less need for people to meet each other in person.

Video: Offshore manufacturing of mass produced products



Cultural Issues

Cultural issues can arise when a new product does not take into account the fact that a particular shape, colour or name can have very different meanings to different groups of people.

Designers need to take care not to offend groups of people with different traditions and beliefs.

For example, different cultures celebrate religious festivals in different ways.

However, a careful choice of name, shape and colour can help promote a sense of unity between different global cultures.

Tolerance of different cultured



Lesson Activity: Design an... Anti planned obsolescence products








Design Brief...

Design an anti planned obsolescence product based on your chosen product example in the earlier activity we did.

Your design needs to last a very long time, parts can be changed easily and at a low cost to the user.

Your design has to be easily upgradable without ever becoming obsolete to meet the ever changing world of design and technology.



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Plenary Thought Triangle

