

Answer on Question #44869 – Engineering - Other

what is the ethical responsibility does a designer has?

Solution:

Graphic design is built upon relationships — relationships between the designer and the client as well as the designer and other members of the design team. Creative directors, illustrators, photographers, art directors, videographers, programmers, developers, copywriters, copy editors, project managers, and graphic designers are all collaborators in determining the success of a project. Not all projects require all roles and these roles often overlap or are filled by the same person, the designer.

The most successful projects happen when there is a bond of trust between the client and the designer. The most effective way to assure that the expectations of all the parties is met is to validate the relationship with a written agreement.

Designers are human beings and we face the same ethical dilemmas all human beings face. We also have our own set of ethical consideration specific to our industry as well as responsibilities to a variety of people.

Designers have responsibilities to:

- Ourselves
- Family and friends
- Our business and brand
- All the people our business supports
- Our clients
- The customers of our clients
- Other designers
- Society in general

Looking back up at the list of people we're responsible to I think they can be combined into 4 distinct groups

- Personal
- Professional
- Design Community
- Society

The first is all about you. No one can or should define your personal ethics. The last is also all about you and will arise from the personal. The one thing I would suggest is that we should all strive to make the world a better place, though better is something each of us has to define for ourselves.

Professional ethics relate to how we run our businesses and how we serve our clients their and customers. This too will come out of your personal ethics, but here I think we can come to some agreement. Words like integrity and honesty come to mind when thinking about how we treat our clients for example.

Similarly in our responsibilities to the design community we should be able to agree it's wrong to steal another's work and again words like integrity and professionalism come to mind when thinking about competition with other designers. I think there's something else we should all do as designers, which is to protect the industry as a whole and help those not in the industry understand why design is important.

As designers we have responsibilities to a lot of people and often our choices have to put our responsibility to one over our responsibility to another. These aren't easy choices to make at times and again only you can make these choices for yourself.

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