

# Ethics in Design 1A – 1B

Internship in Communication Design COMD 4900

In recent days, my work has taken an unexpected turn as my manager and his brother were involved in a car accident. The resulting emotional strain has made my responsibilities more challenging. Despite these difficulties, my engagement with clients has intensified. This involves not only responding to inquiries and concerns but also encompasses various aspects of advertising, delivering finished work, creating albums, and orchestrating social media marketing pieces.

## Ethical Considerations in Graphic Design

### 1. Balancing Professional Obligations and Personal Values

When it comes to choosing clients and engaging in advertising, graphic artists face significant moral decisions. The challenge lies in balancing professional obligations with personal values, emphasizing the importance of personal honesty. Aesthetic appeal in commercials brings forth ethical difficulties, such as deceptive advertising, adding another layer of complexity.

### 2. Cultural Sensitivity

Graphic designers must navigate cultural variations to avoid unintended offense. This underscores the moral need to produce respectful and inclusive designs. Emphasizing cultural diversity and context becomes crucial in decision-making regarding client selection, advertising integrity, and cultural sensitivity.

### 3. Upholding Ethical Design for Trust and Success

Designers are confronted with the choice of spreading false information or upholding their ethical duty to protect the veracity and authenticity of their messaging. Ethical design, therefore, becomes a cornerstone in the industry, promoting trust and cooperation among stakeholders. Upholding ethical standards enhances professional reputation, personal satisfaction, and career longevity.

### 4. Legal Compliance

Legal compliance is an integral aspect of ethical design, ensuring clients avoid legal problems related to plagiarism or copyright violation. Ethical designers are dedicated to producing high-quality work, fostering successful marketing campaigns, increased client engagement, and overall business success.

In conclusion, the challenges posed by personal circumstances, combined with ethical considerations in graphic design, illuminate the need for designers to navigate a complex landscape. Striking a balance between professional obligations, personal values, and ethical principles is paramount for sustained success in the dynamic field of graphic design.