bewitched

ANTI-PORTFOLIO:
DESIGNING
FOR
AND
BUYING
INTO
THE
MORALLY
QUESTIONABLE
IN
ORDER
TO
DETERMINE
WHERE
OUR
STUDIO 's
ETHICAL
LINE IN THE SAND

RATIONALE

Each of us has explored a moral design dilemma that is close to home. Objects when utilised without forethought have the potential to cause more harm than their worth. Through research and portraying the matters to an uncomfortable extreme, through the medium of advertisement through which a brand will make their case for their object; we hope to explore the subjects and come to a conclusion on where we as a studio stand as individuals with a say and autonomy to choose how we effect design change in the future.

Pick a sticker,

and we'll tell you your posion

p.1-4

p.5-8

p.9-12

p. 13-15

p.17-20

cant pick? choosee all and go the big one - p.21-26

Don’t have a license?
Tired of riding your bike?

ELECTRIC SCOOTER

The most

DANGEROUS

way to get around

BUY NOW

Some designers believe that design should be impartial. They are hired to do a job, to design a logo for a company or a product for a brand. Inserting personal views and emotions into the design process is unprofessional. If you look hard enough, almost every project will have a certain element that you disagree with. Design isn't fine art, it's not something that is meant to come from within. It's simply a tool that is there in order to bring the employers' vision to life. Wim Crouwel, a dutch graphic designer, stated that he believes designers should be objective in their designs. A Designer who engages in subjects that aren't their specialties, Crouwel states, 'runs the risk of wasting his expertise by resorting to an amateurish contribution to the problem at hand'. (Margolin, 2016)

Others think that the most important part of design is the emotional connection a designer has with a project. It is art. Design has an impact and designing something that you are morally against is wrong. Although people make their own consumer choices, a powerful ad can heavily affect the sales of a product. Jan Van Toorn, a Dutch designer, believed designers who don't insert their beliefs into their project work like machines, and turn design into a technological subject. He argued for 'the designer's inescapable input and subjectivity'. (Margolin, 2016)

As a design student, I often find myself contemplating this subject. Are designers morally obligated to turn down projects based on their values? Should they even express their values, or should they design for whoever wants to hire them, no matter the message they are asked to convey? Just like every person chooses what morals they live by in their personal life, designers defer in their choices as well. This fact, however, doesn't make it simple to decide what the limit is, what line you wouldn't cross.

MADE IN ISRAEL

Electric scooters are a great example of this dilemma for me. In Tel Aviv, my hometown, they are everywhere. They are an easy, fast way to commute and they are environmentally friendly. However, They cause many issues as well. I have almost been run over by them multiple times. They make me nervous every time I walk my dog and see someone whizzing past, dangerously close. You don't need a license to ride them. I have seen kids as young as ten riding them with no helmet, and unfortunately, many horrible accidents occur. Would I design an advertisement or do branding for the scooter? Never. That's the first word that enters my mind. But what if the job pays extremely well? What if it would be a huge opportunity? If I won't do it, someone else will, and most likely, the same results will occur. The difference is, I wouldn't have a part in it. If I design the ad, will it be hypocritical of me to complain about them? I don't have a clear answer to these questions yet. Having this ethical dilemma as designers is a privilege. Many people don't have the luxury of debating whether their job is morally right or wrong. They have to work at the job available to them in order to survive.

I know that there are certain subjects I would never design for, lines that I wouldn't cross. But regarding projects that aren't completely positive or negative, I will make sure to consider each one carefully. I believe that designers are important because they have the power to make statements and change the way people view the world. If I had to be completely emotionless, never regarding my own opinions and beliefs, I wouldn't have chosen the field of design to begin with.

“To be agents of social change, designers must not only hold certain values, but also be conscious of them, and be able to articulate the choices for action that embody them.” (Campbell, Schwier and Kenny, 2005)

Are You Happy?

(no?)

Quick + Easy Solution

(+temporary)

TERMS AND CONDITIONS :

- The price of this brand of happiness is high.
- Not suited for those of the lower social classes.
- Debt accumulated with this are often only solved with one permanent solution.
- Gambling is estimated to cause 500 a year in the UK.
- Happiness not guaranteed.

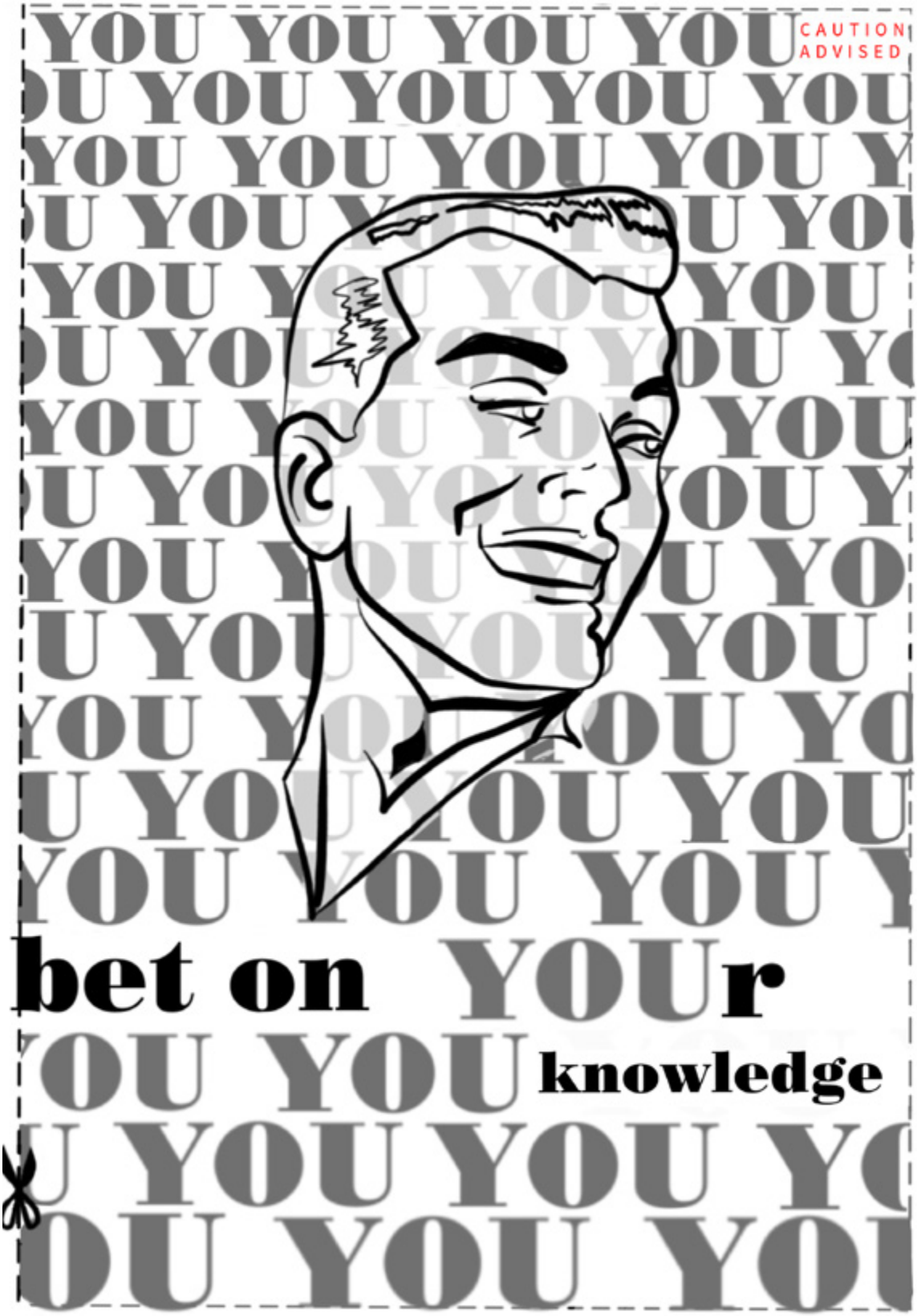
Advertisements playing on impulsive hedonistic values, gambling has developed a 'lad culture', to entice those who are more susceptible to addiction. Men at a 7.5x higher likelihood to become problem Gamblers.

October of 2018, Victoria Derbyshire program found 95% of live football matches featured at least one gambling ad during the breaks. Most appealing to a mans capabilities to lean into his own knowledge. That a bet on your own knowledge is not a gamble at all. Masculine values put to the forefront of these ads, persuading the viewer that confidence alone will gaurentee them a win.

GAMBLING ADVERTISEMENT

Just as our ethics and morals are lagging behind the fast advancements of technology, specifically, the internet, its capabilities to profile individuals for advertisements provides an avenue to legally manipulate those more susceptible to addiction. Within the Gambling landscape, particularly sports bets, it does not take long for you to be subjected to such ads once having shown an interest in any sporting events, picked up on by the algorithm.

The ads I've viewed have been made to appeal to a masculine sort of control. That the faith of the consumer in their own abilities should drive them to place these bets. It plays on our cultural development of a strong value system that puts unrestrained freedom at the forefront. The 'You' consumer, its beginnings harkened by the 1984 Apple Super Bowl Ad. Design, within Western advertisement has tailored itself to the 'consumer', the individualised 'You', that can shoes how to spend your money under a capitalist system.


CAUTION
ADVISED
bet on YOUr
knowledge

MADE IN BRITAIN

The UK has kept Gambling legal to both beneficial and detrimental effects. It's advertisement at one point so polarising, portraying it with a 1950s like glamour, with non of the darker undertones visible. The Gambling Act 2005 aimed to bring about restrictions that would shelter youths and protect the more vulnerable populace. However without any further enactments and rapid growth of the internet has meant the restrictions have little effect over advertisements changing capabilities. With a reported spike in online gambling advertisement since the COVID-19 lockdown, the targeted approach of the algorithm means that the broad sweeping restrictions for television and more curated internet platforms in 2005, have little effect.

This Ethical and Moral dilemma has gone unchecked as capital is being made off of those who have a gambling disorder that effects mental health consequentially. In a current climate that cultivates isolation and interaction exclusively via social media.

A suggested design solution: Breaking the cycle with timed pop up reminders with social interactions and questions that force a typed response in order to cause pause and reflection. Functionally this has the potential to work well. However the larger issue would need more time to tackle.

×

Is this building happiness or reward?

The idolization of fairer skin in beauty products and advertisements has been around ages. Darker skin has always been looked down upon and has been seen as a problem that needs fixing. The transition from dark to light skin as shown in the advertisement shows people that the latter is desirable and the former is undesirable and unattractive. The advertisements show colourism and racism towards darker skin colours. Many of the advertisements show that the product used would restore the skin to its natural perfect fairness which implies that darker skin is somewhat unnatural and not considered as beautiful.

These ads are seen by people of all ages and impact the way they think and see themselves and others. These ads make people follow and conform to the beauty norms set by society showing lighter and fairer skin to be beautiful.

The Artra Promise

Bigotry, Racism Prejudice

FOR YOU


NEW
GARNIER
Fair Miracle
2-IN-1
Bleaches your skin while also promoting colourism
GARNIER
Fair Miracle
12H
FAIR & CLEAN SKIN

MADE IN INDIA

Lighter of fairer skin has always been something I found Indians chase after. Due to this obsession that fair skin is superior many beauty brands like Garnier and Hindustan Unilever have made products that are supposed to lighten the tone of your skin. The irony lies in the fact that the people obsessed with fairness are the ones who aren't fair. It's human nature to always want you don't have, but the question is, why is it that it is the "white skin" they want. The common factor between the African and Indian race (the predominantly darker race) are the ones who prove this irony to be true. In a macro perspective we can see that the commonality they shared was the dominance of the white. Africans were subject to slavery and the Indian were victims of colonisation. So we can draw a possible conclusion that it was built into their mentality that the white race were superior in every aspect. So the desire to be fair grew, because that it what they observed and learnt that the privileges lied mainly with the people who had "fair skin". Beauty lies in fair skin. So when we think about the phycological aspect of this, the fact about human nature's desire to want what they can't have, in this sense what they want is prominence and their history has shaped them to think that that prominence lies in being fair.

India's colourist attitude is still seen today, a dark skinned women is looked down upon and seen as hard to marry off. It is due to such mentality that skin whitening products are popular in India. The intensified promotion of lighter skin in advertisements impacts the viewers minds and forces them to conform to societies norm of dark skin being unnatural and unwanted.


AWESOME.
What else do you need to know?
STILL AWESOME?
heart disease, diabetes, high-blood pressure, obesity, cancer,
What else do you want to have?
i'm lovin' it

Behind that Burger

Many of us may have been told repeatedly by our parents how harmful fast food is. I used to complain about the nagging and sneak into McDonalds for some fries after school, but now I am beyond grateful that my mum kept me away from it.

Numerous studies and news have reported the detrimental effects of fast food on our health, including heart disease, diabetes, high-blood pressure, obesity, cancer, and many other chronic illnesses. Some even suggest that McDonald food is 'as addictive as heroin'. Fast food is harmful, but these big brands still need to advocate their food to earn a profit.

Inside a McDonald advert lies way too many lies. People have been revealing the secrets in making perfect food commercials, replacing syrup with motor oil, adding foam to a burger to make it appear bigger. Many also compares the actual product with the image shown on the adverts — instead of the fresh, appetising burger we see on the poster, we are given a squashed sandwich with ketchup soaking through the wrapping paper. Of course, the line 'all pictures shown are for illustration purpose' seems to help these brands get away from any consequences of showing the deceiving images.

On the other hand, how can a burger be 'awesome' when it may actually cause multiple health problems and even addiction? There have not been a single fast food brand that warns you of the adverse effect of their food. Unlike cigarette packagings which include horrifying images of damaged organs, fast food adverts brings to us perfectly edited images and cheerful tagline that hides all the health issues the products may bring.

In this case, designers now face a dilemma — should designers please their clients for money and continue to bring the deceiving messages to the public, or should they reject such request or even reveal the harms these product may cause? We all have different responses and good reasons to this. Still, it is never wrong to tell the truth, neither it is ever wrong to make a living.

Made in China

Chinese have very different preference in food, thus fast food brands try to come up with innovative products to suit this large market. Chinese customers (especially parents) are also increasingly aware of the importance of having a healthy diet, fast food restaurants therefore made significant changes to their products.

These fast food chains may combine Chinese traditional cuisines with fast food items to make seasonal offers, and some fast food restaurants such as KFC also add rice porridge into the breakfast menu. Fandom culture is also incorporated into the marketing strategies where celebrities are invited for collaboration to attract purchase from large group of fans.


450
years
That is how long I will live for, made just for a minute of your time.
we are not liable for any feelings of inadequacy, if you feel the bottle has been more impactful than you, thats's your problem

Most objects advertised are single use, disposable and unneeded

This modern design, of dispoable products is

design of waste

The dilemma is whether designers should continue to design and promote (advertising) objects that are known to be harmful to the environment (nature and people). It is known that plastic bottles are very dangerous to the environment, but what is not, is that they can live for up to 450 years (The Lifespan of Common Plastic/ Polymer Products, n.d.). That is about 22 generations, using the 140 years = 7 generations equation.

It's impossible to imagine that a plastic bottle, of which many un-finish, will firstly outlive us by 360 years, and secondly leave a much larger impact on the world than we can ever do in our lifetime. Plastic bottles and other plastic objects are made just for a couple minutes of use but can outlive us and leave a bigger impact than us.

imagine that?

Outlived and Out influenced by a 65p plastic bottle!

But what happens when objects that harm the environment; nature and people included, are sanctioned by the government? In the UK, architects, landscape and construction designers do have to adhere to environmental legislation, but that is the extent. Of course, there are codes by which designers themselves can adhere to (deep ecology) but it is neither enforced nor endorsed by the government on small objects scale (Environmental legislation for building design and construction, 2020).


10%
of total carbon emissions!
ONLY 35p!
per hour per worker
lurry while the
planet lasts !

Advertising controls the comsumers' perception.

We have a cult of consumption, of emotional purchase, a desire for constant renewal which is endorsed and enforced by the influence of mass media. This is how consumers demand for disposable objects. Thus, we have over production and redundancy of objects that will just not evaporate into thin air (V. Pankina, M. Khrustalyova, A. Egarmina and V. Shekhova, 2016).

There is a deliberate lack of care for the environment = nature and people.

In the UK, the laws surrounding the environmental aspect of the textile and clothing industry are quite complex and multilayer. In an audit by the UK Environmental Audit Committee (Fashion Revolution written evidence to the 'Sustainability of the fashion industry' inquiry, U.K. Environmental Audit Committee - Fashion Revolution, n.d.), here are holes in the Uk's framework when trying to protect from environmental impacts, pollution and slave labour in factories. There is a growing discourse to try to solve these problems, but it will no doubt be a long and complex pathway.

On the individual level, there are numerous codes of ethics and practice offered, such as the code of conduct for the Chartered Society of Designs which include fashion and textiles designers. These are more focused on the legalities and professionalism when working with clients and other practitioners.

Its widely known how damaging the fast fashion industry is to the environment, which includes nature and people. The fashion industry is responsible for 10% of humanity's carbon emissions. Laundry of these clothes released the equivalent of 50 billion plastic bottles of microfibres into the ocean each year. Also the horrible conditions for garment workers that allow the cheapness and disposability of clothes some earning as small as 65p per hour per worker (McFall-Johnsen, 2021).

However, none of these realities, of which are aware of, are not displayed in adverts. This is because the influence of mass advertising controls the consumer's perception of the product. Its consumer centred where the object becomes a commodity and separated from its production and environmental damage (V. Pankina, M. Khrustalyova, A. Egarmina and V.Shekhova, 2016).

Again, the dilemma for the designer is whether to keep designing clothes and adverts for companies that exploit the environment. How does the designer know that the company is doing this? This system is so much bigger than we are and so hard to change from both

M E N U

PSYCHEDELICS
250UG DUTCH IMPORT LSD TABS
X10 - £40
X25 - £80
X50 - £140

MUSHROOMS
HAWAII MUSHROOMS
3.5G - £45
7G - £80
14G - £140

4-ACO-DMT
25MG WHITE MARIO
X5 - £50
X10 - £80
X25 - £160

BENZOZ
2MG PFIZER XANAX
X25 - £20
X50 - £30
X100 - £65
10MG TESTED VALIUM
X25 - £15
X50 - £30
X100 - £55

KETAMINE
PURE SHARDS
3.5G - £55
7G - £110
14G - £215
28G - £370

MDMA
300MG TESLA (CLEAN/TESTED)
X10 - £30
X25 - £50
X50 - £90

PURPLE LEAN
CONCENTRATE + FREE JOLLY RANCHERS
125ML - £60
250ML - £110
500ML - £200

CALI
BUDS
3.5G - £40
7G - £70
14G - £140
28G - £280
MOONROCKS
1G - £40
2G - £70
3.5G - £100

BUYING DRUGS HAS NEVER BEEN THIS EASY

WE NOW SHIP WORLDWIDE

CALL 1-800-420 FOR YOUR NEXT ESCAPISM
GUARANTEED QUALITY AND DOOR DELIVERY WITHIN 3 DAYS
TO MAKE ORDER FOLLOW INSTRUCTIONS PROVIDED IN CALL

DISCREET PACKAGING
FREE STICKER WITH EVERY ORDER
FREE SAMPLE WITH ORDERS + £100

FREE STICKERS

free stickers for you means subliminal advertising for us
We are not liable for any damages caused by irresponsible use of illegal substances

W A R N I N G !

FURTHER COMPLICATIONS MAY INCLUDE

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CARDIOVASCULAR DISEASE

COCAINE AND METHAMPHETAMINES CAN DAMAGE THE HEART AND BLOOD VESSELS. LONG-TERM USE OF THESE DRUGS CAN LEAD TO CORONARY ARTERY DISEASE , HEART ATTACKS AND ARRHYTHMIA

RESPIRATORY PROBLEMS

DRUGS THAT ARE SMOKED OR INHALED CAN DAMAGE ONES RESPIRATORY SYSTEM , THIS MAY LEAD TO CHRONIC RESPIRATORY DISEASES AND INFECTIONS. OPIODS SLOWS DOWN BREATHING BY BINDING TO RECEPTORS IN THE NERVOUS SYSTEM THAT REGULATES RESPIRATION. A PERSON MAY STOP BREATHING IF THEY TAKE A LARGE DOSE OR TAKE ALONG WITH OTHER DRUGS OR ALCOHOL

KIDNEY DAMAGE

HEROINE , KETAMINE AND OTHER SYNTHETIC CANNABINOIDS MAY CAUSE KIDNEY DAMAGE OR FAILURE

LIVER DISEASE

CHRONIC DRUG AND ALCOHOL ABUSE CAN DAMAGE LIVER CELLS , CAUSING INFLAMATION , SCARRING AND POTENTIALLY LIVER FAILURE

OVERDOSE

TAKING TOO MUCH OF A DRUG OR TAKING MULTIPLE DRUGS TOGETHER CAN RESULT IN AN OVERDOSE. 4,393 DEATHS RELATED TO DRUG POISONING WERE REGISTERED IN 2019 IN ENGLAND AND WALES

ABUSING A DRUG AND/OR MISUSING PRESCRIPTION MEDICATION CAN PRODUCE SHORT-TERM EFFECTS INCLUDING : CHANGES IN APPETITE , SLEEPLESSNESS OR INSOMNIA , INCREASED HEART RATE , SLURRED SPEECH , CHANGES IN COGNITIVE ABILITY , A TEMPORARY SENSE OF EUPHORIA AND LOSS OF COORDINATION

DRUG ABUSE CAN AFFECT ASPECTS OF A PERSON'S LIFE BEYOND THEIR PHYSICAL HEALTH, POSSIBLE EXAMPLES INCLUDE : A DEPENDANCY TOWARDS A DRUG , RELATIONSHIP PROBLEMS , POOR WORK OR ACADEMIF PERFORMANCE , DIFFICULTY MAINTAINING PERSONAL HYGIENE , NOTICABLE CHANGES IN APPEARANCE (SUCH AS EXTREME WEIGHT LOSS) , INCREASED IMPULSIVITY AND RISK-TAKING BEHAVIOURS AND A LOSS OF INTEREST IN ACTIVITIES PREVIOUSLY ONCE ENJOYED

DRUG ABUSE OVER AN EXTENDED PERIOD OF TIME MAY CAUSE SERIOUS LONG-TERM HEALTH EFFECTS AND MAY ALTER THE STRUCTURE AND FUNCTION IN ONE'S BRAIN, RESULTING IN PSYCHOLOGICAL EFFECTS, SUCH AS : DEPRESSION , ANXIETY , PANIC DISORDERS , INCREASED AGGRESSION , PARANOIA , HALLUCINATIONS

Page 1 - Menu : Drug menu available for purchase. Inspired by Snapchat drug dealers to sell products.

Page 2 - Stickers : Drug-inspired stickers which people can stick on electronic devices, placed in public spaces, etc. This results in free advertising for a business.

Drugs can cause a lot of damage and personally, I found it incredibly ironic to present them in a way where I was promoting the sale and consumption of them. Coming from a country where drugs are a very taboo subject, if caught with the possession/consumtion of a small amount drugs can result in 10 years imprisonment and where drug traffickers get the death penalty. The menu and stickers go against everything I was taught and told my whole life. Indonesia is not somewhere where you should be tampering with drugs.

Page ¾ - Warning : Taking inspiration from Indonesian anti-drug campaigns , tobacco warning label , and fine print that nobody ever reads , I created pages that explained the possible damage that may be caused from drug consumption.

ANTI-PORTFOLIO: DESIGNING FOR AND BUYING INTO THE MORALLY QUESTIONABLE IN ORDER TO DETERMINE WHERE OUR STUDIO: BEWITCHED'S ETHICAL LINE IN THE SAND SHOULD BE

M A N I F E S T O

- I will never design to promote, develop, further addiction.
- I will never design something or for someone that goes against my morals and values.
- I will never design nor promote objects that display a lack of care for the environment.
- I will never design an advertisement that would make viewers feel compelled to follow standards normalised by society, that differ from their own.
- I will never intentionally lie within my design.
- I will never design an object with the purpose to harm nor design with that intent.

S I G N E D-

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