

Considering Perspectives: Values and Society Collective Exercise



The goal of this exercise is to locate and share our values with each other. Remember, there are no right or wrong values, only contradictions. Becoming more aware of the contradictions can help us all to find value alignment in our design practice or profession.

ACTION:

1 (5 min)

Write down your personal values. Remember, these are your values for your current season of life — not tomorrow or yesteryear. So right here, right now. Take some time to center yourself and reflect. Your values are the core things that you believe are important in the way you live. You can use single words or spell it out a bit. Try and narrow down to a list of 3-6.

2 (5 min)

Write another list: What are the values of your design profession, what is important in and of your *design work* or practice. Again, try and narrow down to a list of 3-6.

3 (10 min)

Think critically and share notes: How do your personal values relate to or overlap with the values of your design profession/practice? Are your personal and professional values in conflict? What kind of experiences of this conflict do you have?

NOTE ⚠ *This exercise is not always easy so do not be discouraged if you have trouble naming your values today. Sign in anonymously. Take up your own time and space on this pad. If possible, contribute translations, at least both Finnish and English languages would be helpful. Use **Arial 11 point** font size. Pick **colors**. If you read another person's value and it resonates with you, amplify it by 1 font size.*

BEGIN

1 Personal values:

Self love

Mental health

Emotional Safety

Curiosity

Love

Care

Loyalty

Equality

Sustainability

Bravery

Focus

Sincerity

freedom

understanding others

being understood

Safe environment

Be open and willing to learn from others while respecting their values and perspectives.

Enjoy and respect the little things in life that help you in your day to day life.

Understanding that failing is part of the process to success and you can learn from that.

happiness

Humor

Love

Self-realisation, learning

Freedom (what I do, what I say, what I want)

Empathy

Health

Understanding

Brave

Respecting peoples boundaries / Kunnioitan ihmisten asettamia rajoja

Freedom

Love

Adventure

Compassion

unlearning and learning again

Listening

Forgiveness

Caring others

Understanding

Thankfulness

Understanding that my values are subjective and not objective and my motives should always be open for questioning./

Yritän ymmärtää eettisten ja moraalisten arvojeni olevan subjektiivisia ja pitää itseni avoimena kritiikille ja kyseenalaistamiselle.

Culture

Peace

Fairness

Love

Health

Community

Hygge

Mindfulness

Peace

Respect

equality

solidarity

fairness

sensibility

diligence

Values of my design profession:

Individuality

Staying true to oneself

Creativity

unity

Thinking outside the box

Curiosity

Learning

Expression

Try to create design that isn't biased or solely based on my own understanding of what is right or wrong.

Profitability

Novelty

Expertise

Wide range of skills or being a full-stack "unicorn designer"

Delivering a message

Work on projects that are lined with my ethical views.

Beauty

Following oneself

Naivety

Curiosity

Passion

creative freedom

being open to unlearn

Individuality
Brave
Emotions, passion
Learning
Motivation
Belive and don't stop
Bravery
Doing design not only for my point of view
Creativity
Individuality
Passion
Storytelling
Experiencing
Understanding the meaning/purpose behind my work
Learning something new

Values:

Open mindedness and curiosity
Actively reminding myself of how little I actually know and how many different perspectives there are depending on your life experience
Empathy and compassion
Seeing the human and humanity, being able to forgive

Personal Values

Think before speaking
Try and not hurt people
Be inclusive
Compassion

Open
freedom
try to understand other people
be empathic

Personal values

Focus
Challenging myself
Moderation in thinking and actions
Humility

Work values

Curiosity

Honesty
Correct valuation

Personal:

Courage
Commitment
Sacrifice
Stillness
Understanding
Perseverance
Humility
Nonattachment
Love
Selflessness
Spirituality
Introspection
Curiosity
Intuition
Balance
Wholeness

Practice:

Service
Helpfulness
Commitment
Honesty
Conscientiousness
Clarity
Profitability
Risk management
Sustainability
Thoroughness
Optimism
Pragmatism
Humility
Transparency
Selflessness
Focus
Expertise
Contribution

take your time

Work values

- Questioning the client
- Not take all assignments at heart
- Challenge the notions of my boss and client
- Ask why, why is that acceptable? Why can't we be more inclusive
- educate and help to unlearn the person making decisions likes my boss, my clients

Sustainability

Humor

Feminism

1.
 - Empathy and curiosity towards people from different backgrounds and different opinions
 - inclusivity & equality
 - environmental activism
 - human & animal rights
 - forgiveness towards myself and others
 - questioning old beliefs that don't serve society in this state of world

2.
 - sustainability
 - understanding the responsibility and power of a designer
 - inclusivity & equality
 - creating awesome looking stuff

Personal values

1. Love of neighbor
2. Personal growth. never staying passive
3. Being fun

Work values

1. Beauty

2. Not making offensive material, knowing the social rules and challenge them if it has injustice written all over it.
3. Making people smile and connect

Personal

1. acceptance of others and myself(accepting that people can change and change their opinions, nothing is permanent)
2. learning and unlearning
3. love and kindness <333

Professional

1. Helping others
2. Always develop and never consider anything to be "finished"
3. Kindness and compassion
4. Learning how to be in capitalist world as a designer

Professional values

equality

solidarity

fairness

accessibility

sensibility

Diligence

communality

1. Personal values

Compassion/care
Vulnerability
Deep Listening
Curiosity
Diversity
Communication and Dialogue

2. Work Values

Collectivity
Solidarity
Trust
Respect
Rest

3. Reflection/Alignment/Conflict

- Solidarity in the workplace, how to have it/feel it/do it when we are in competition with each other for opportunities and jobs?
- Deep listening, how to include it into work when everything feels so fast paced and like we are going by an existing script.
- How to be vulnerable at work, when you need to seem all-knowing and professional all the time.
- How can I practice deeper respect towards other colleagues and peers when they may seem radically different from me?

1 VALUES

Eco friendly

Solidarity

Anti racism

Having fun!

Locating/ questioning capitalist structures

2 PROFESSIONAL VALUES

Enhancing the work of other great minds

Sharing information

Increasing accessibility

Making beauty

3 ENCOUNTER

I'd like to always think climate first, but in advance I hardly do it in my design practise (for this I'd appreciate some tips). My other values I think I quite nicely execute through participating in projects with other passionate people. Pro-bono —> beautiful and forward-thinking output!!!!!!!!!!

1.personal values

- respect for other people's decisions and identities
- inclusivity
- humor
- compassion

2.design profession values

- inclusivity
- highlighting important issues
- marketability
- curiosity
- aesthetic

3. In professional life we can't always create work that reflects our own values, but also have to cater to our customers. For example, marketability and inclusivity or compassion won't always meet. Sometimes you may need to work with ie. corporations that won't totally share your values.

1.

Humor

Curiosity

2.

1.Personal values

Courage

Empathy

Curiosity

2.Design profession values

Beauty

Teamwork

Trust

Insightfulness

3.

personal values

kindness
understanding
commitment
communication

design values

accessibility
excitement
diverse representation
collectiveness

Personal values:

Fairness
Success
Happiness

Professional values:

Beauty
Boldness
Learning

Personal and professional values are not in conflict, but they cover different areas. Professional are more visual and concrete, while person values are more vague

Personal values:

Community, coexistence, coworking
Dialogue
Freedom of choice
Truth
Beauty
Balance in life

Openness
Love

Design-related values:

Community
User-oriented Thinking
Respect
Creativity
Aesthetic

How do your personal values relate to or overlap with the values of your design profession/practice? I
have chosen my job considering my values, so they do not conflict.

Personal

Equality/tasa-arvo
Peace/rauha
Freedom/vapaus
Curiosity/uteliaisuus

Professional

Quality/laatu
Insightfulness/oivallus
Responsibility/vastuu

Personal / work
Inclusiveness
Antifa - anti racist action
Questioning and learning
Feminism

1
Encouragemet
Compassion
Optimism
Listening
Activity
Questioning

2

Cooperation
Solution-oriented thinking
Communication
Equality
Creating something new

END

Decolonizing Design, Anti-Racism and Intersectional Feminism in Visual Communication Design Practice
Aalto University Lecture
Sept 7 2020

Robynn McPherson www.robynn.xyz / www.efforthelsinki.fi (hello@robynn.xyz)
Samar Zureik <https://www.behance.net/SamarZureik> (samar.zureik@gmail.com)
<https://www.instagram.com/samarzur/>

Our links/sources/references to share:

Type design manifesto: <http://www.alphabetes.org/its-time-to-act/>

@co_conspiratorpress publishing platform for historically underrepresented artists, writers and designers
<http://www.alphabetes.org/type-and-gender-stereotypes/>

@decolonizetheartworld - memes and free syllabus instagram account

Pedro Oliveira and Luiza Prado Cheat Sheet for a Non- (or Less-) Colonialist Speculative Design:

<https://medium.com/a-parede/cheat-sheet-for-a-non-or-less-colonialist-speculative-design-9a6b4ae3c465>

7 things you can do to make your art less racist:

<https://micmovement.com/2013/02/7-things-you-can-do-to-make-your-art-less-racist-a-comprehensive-how-to-guide/>

www.efforthelsinki.fi Helsinki platform for exploring feminism and design

<https://www.decolonizingdesign.com/> Research group on decolonizing design

Guidetoallyship.com A guide for being a better ally

http://tdingsun.github.io/ds2_final/ Thesis Project on whiteness by Tiger Dingsun

<https://kabk.github.io/go-thesis-19-risto-kujanpaa/> Thesis project on Sami Type by Risto Kujanpaa

Love – A Blues Epistemology from the Undercommons keynote speech by Mia Charlene White

Arturo Escobar's book *Design for the pluriverse*

Listen to "The world that modernism built" a keynote by Kenny Cupers

Listen to "Whose Imagination Are you Living in?" an episode of Bitchface podcast by Nicole Kelly and Phoebe Unter (<https://soundcloud.com/bitchfacepodcast/whose-imagination-are-you-living-in#t=26:04>)

Check out guidetoallyship.com for how to be an ally, and *Say it in Saami* – the first ever modern Saami phrasebook.

Listen to "Race Traitor: Who taught you to be white" an episode of The Heart (Radiotopia) by Phoebe Unter (<https://podcasts.apple.com/us/podcast/race-traitor-who-taught-you-to-be-white/id595892633>)