

ABCFGH
EIDJKLM
ONPQRS
TUVWXYZ

ESD.051 / 6.902

Pizza , Beer & Ice Cream

Check In:

Projects

Reflection:

Helvetica

Reflection:

Island Creek Oyster Bar

Ad

<http://www.youtube.com/watch?v=w3FuTpWbmCQ>

What do you think?

People should take
responsibility for their
actions.

If I injure someone with my car,
_____ to blame

- a) I am
- b) the law is
- c) the car is
- d) society is
- e) the victim is

If we work hard, we
can create something
completely new.

Can you say...

“I have never stolen
an idea in my life!”

Ethical?

Roy Lichtenstein

1923-1997

Images of Roy Lichtenstein and his artwork have been removed due to copyright restrictions.

What's An Original?

What's the
responsibility of
Google?

Google policy is to get right up to the creepy line and not cross it.

- Recently he has suggested that young people might in future change their names so as to escape their Google-able past.
- Last month he muttered cryptically about having “other ways” to get access to Facebook’s data should the social network decline to let Google index it.

What's the designer's
responsibility?

Are ethics always about tough choices?

Think of a time when you observed an ethical decision being made, poorly. How could it have gone better?

MIT OpenCourseWare
<http://ocw.mit.edu>

ESD.051J / 6.902J Engineering Innovation and Design
Fall 2012

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.