

What are values?

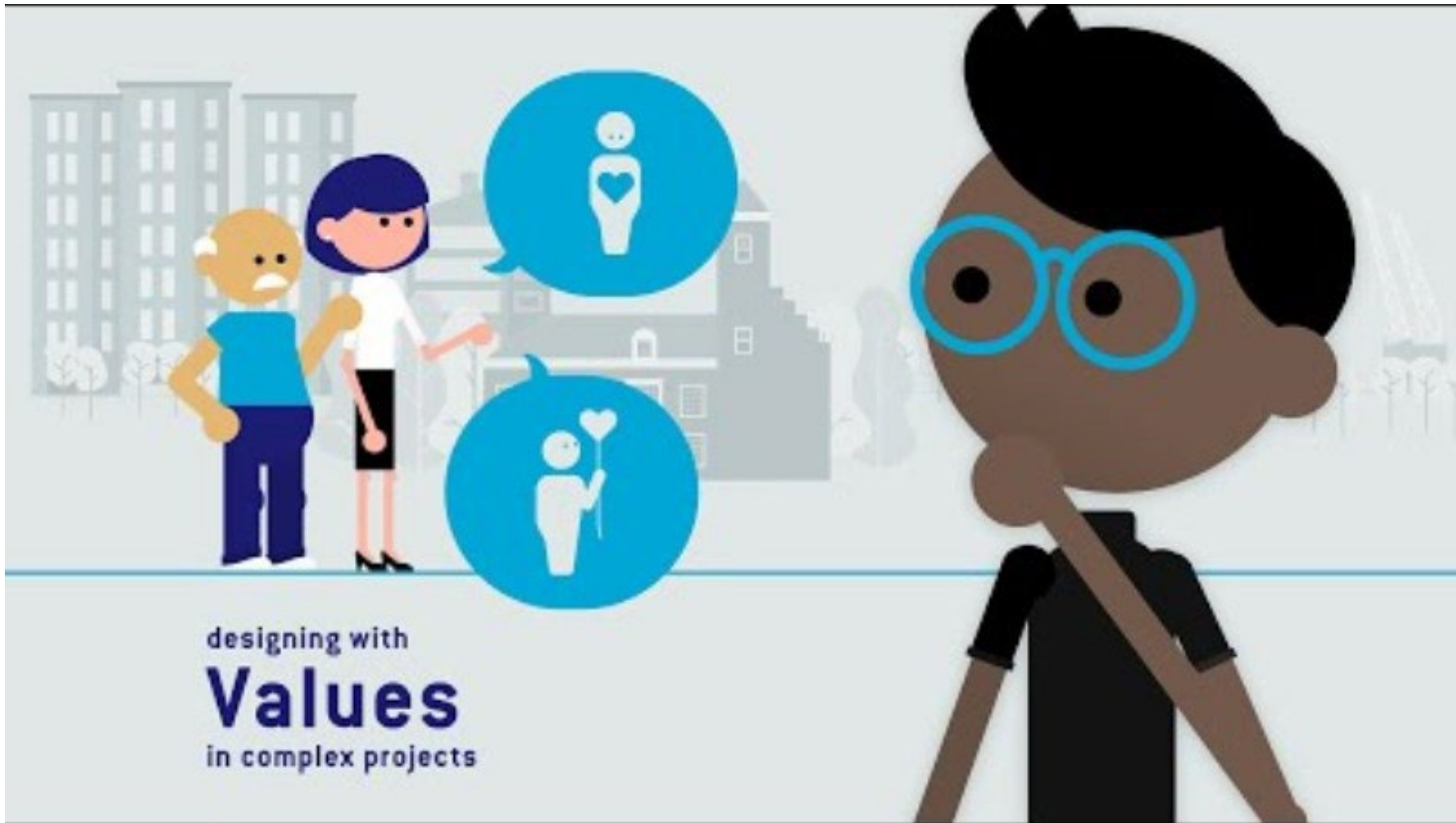
What is important for people in life.



Why are values important in design?

Makes sure the things we create are good for people and the planet.





designing with
Values
in complex projects

Everyone has different values

Every person has different values that they think are important. Also, designers.

This impacts how they design.



Design a playground



Equity



Environmental
sustainability



Safety

Design manifesto

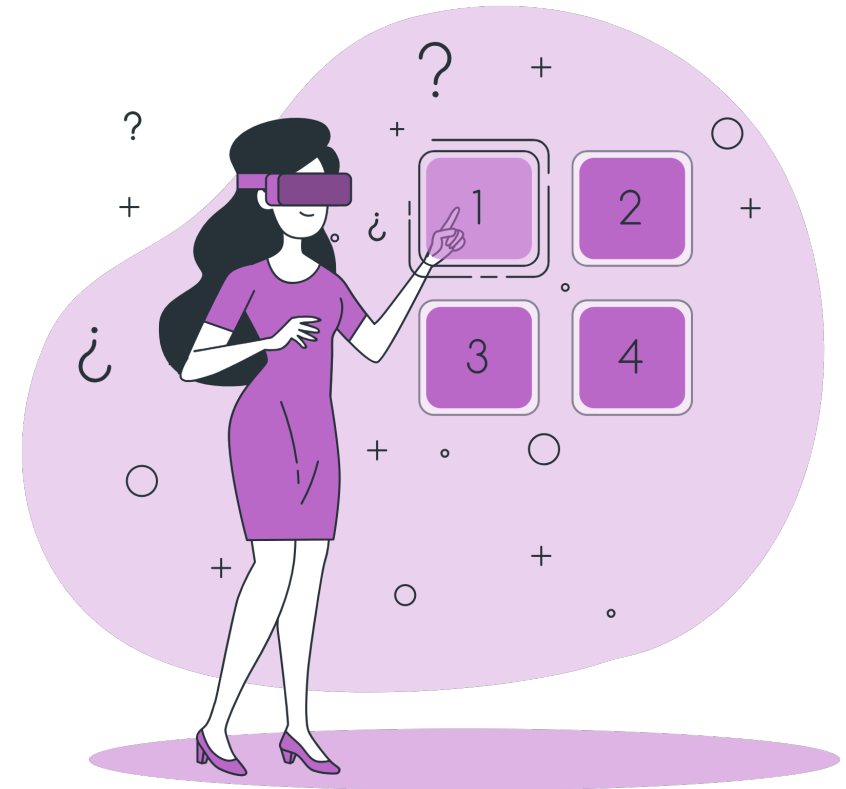
Some design studio's write a statement that explains their values and guides their work.

This is called a design manifesto.



There are a lot of values

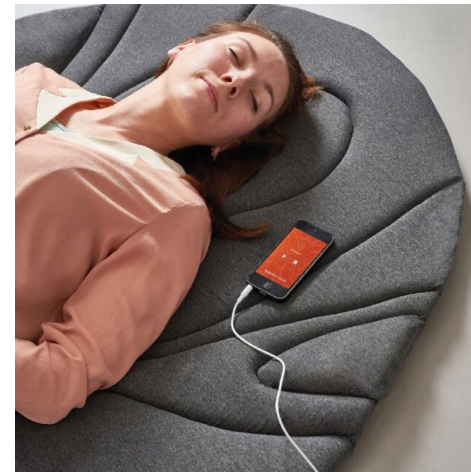
We will look at 10 values that you can use in your design manifesto.





Well-being

Supporting people's physical and emotional well-being by showing care, kindness and consideration.



Focus on body



Increase awareness

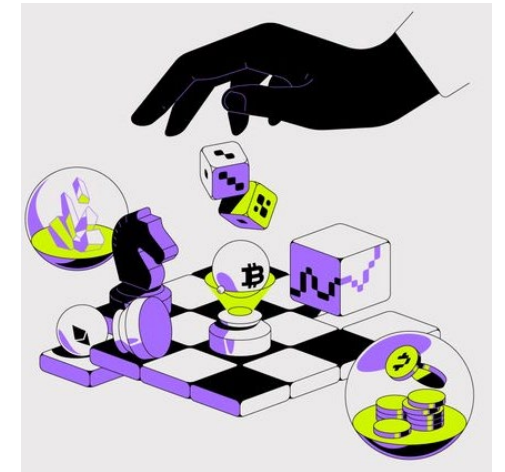


Fun

Bringing joy and playfulness into people's lives.



Vibrant and playful visuals



Games



Environmental sustainability

Protecting the environment by
designing in ways that don't harm
nature.



Support animal
habitats

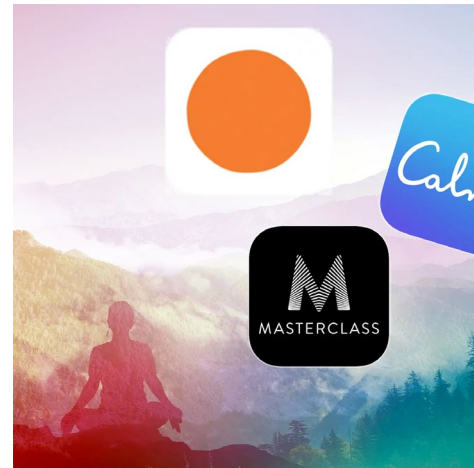


Sustainable
materials



Spirituality

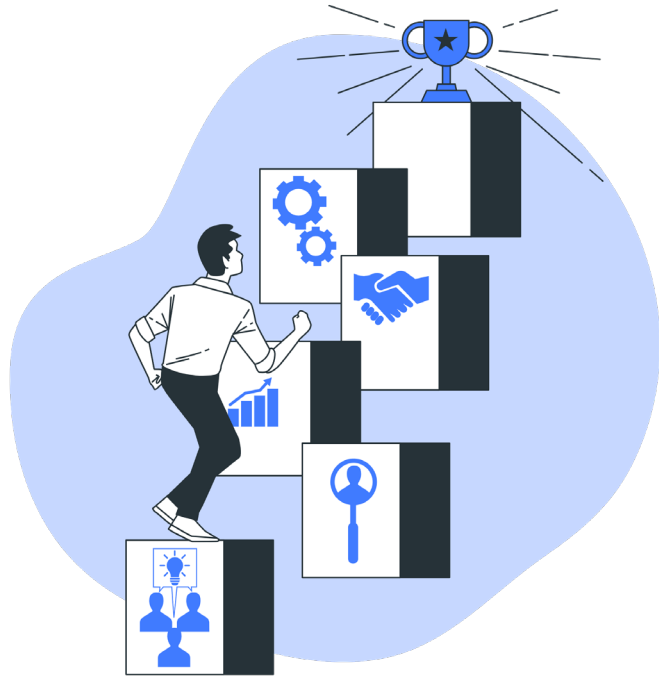
Helping people feel connected to something bigger and more meaningful.



Meditation
guidance

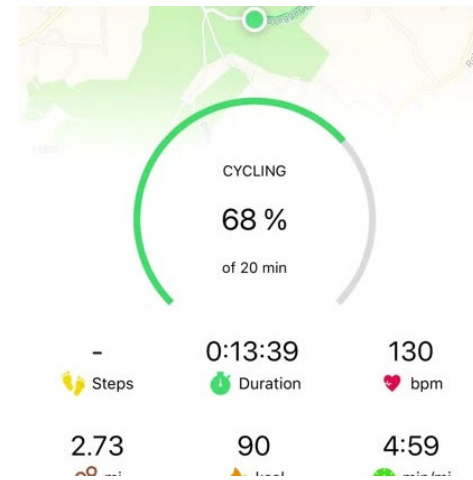


Connection to
nature



Achievement

Helping people reach their goals and unlock their full potential.



Goal setting
and progress

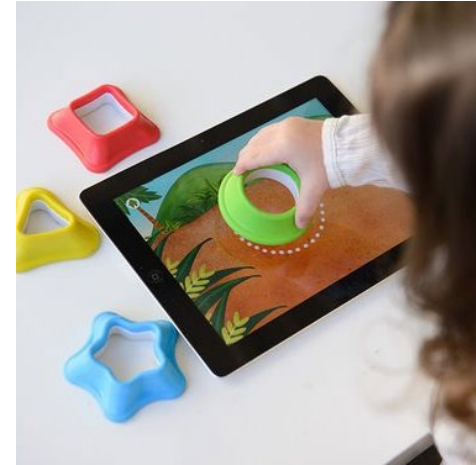


Rewards



Safety

Ensuring that people feel safe and protected when using the design.



Rounded edges
and smooth
surfaces

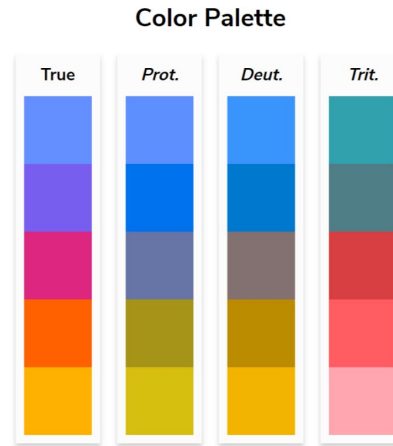


Data privacy
and security



Equity

Making sure the design is fair and easy for everyone to use, no matter their ability or background.



Color blind palette



Cultural representation



Identity

Allowing people to express who they are and what makes them unique.



Customizable products

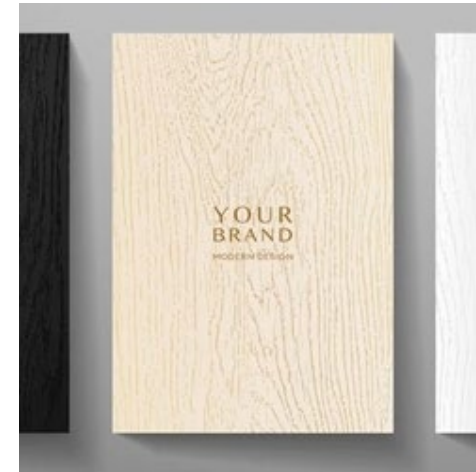


Cultural relevance



Status

Making people feel important and valued.



Premium materials



Limited editions

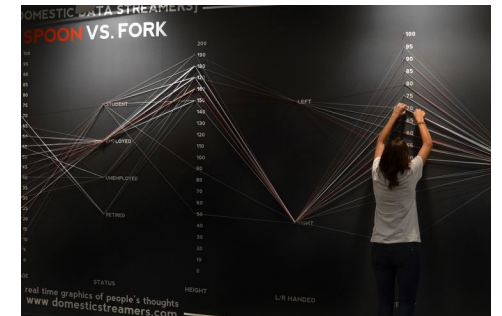


Community

Helping people connect with others
and feel like they belong.



Social network



Community
input

Activity: Value associations

(10 minutes)

- Take a big sheet, pens, post-its, and the value cards
- Put a value-card in the middle. Write down 1 to 3 words that come to mind for each value.
- Discuss each value within your team.




Activity: Value hierarchy

(10 minutes)

What is important to you? Put the values in order of importance from 1 to 10.

Number 1 is the most important to you, number 10 is the least important.

Name: _____



Design Values

Directions: What is important to you?
Below are 10 things that might be important to you.
Put them in order of importance from 1 to 10.
Number 1 is the most important to you, number 10 is the least important.

<input type="checkbox"/> Well-being Supporting people's physical and psychological well-being through care, kindness, and consideration.	<input type="checkbox"/> Environmental sustainability Protecting the environment by designing in ways that don't harm nature.
<input type="checkbox"/> Equity Ensuring fairness and accessibility so everyone, regardless of ability or background, can use the design.	<input type="checkbox"/> Spirituality Helping people feel connected to something greater or more meaningful.
<input type="checkbox"/> Fun Bringing joy and playfulness into people's lives.	<input type="checkbox"/> Status Making people feel important and valued.
<input type="checkbox"/> Safety Ensuring people feel secure and protected when using the design.	<input type="checkbox"/> Achievement Helping people reach their goals and unlock their full potential.
<input type="checkbox"/> Identity Allowing people to express who they are and what makes them unique.	<input type="checkbox"/> Community Helping people connect with others and feel like they belong.


Is there something that you find important that is missing?
Write it down below:

Activity: Value tally

(10 minutes)

- **Give points to the values** and write them down on the sheet:
 - **First place:** 3 points
 - **Second place:** 2 points
 - **Third place:** 1 point
- **Circle the top 2 values**

Team name: _____



Value Tally

Directions: What is important to your team?

1. Each team member tells **what** their top three values are and **why** these are important to them.
2. We'll give 3 points to the first place value, 2 points to the second place value, and 1 point to the third place value. One student writes down the points.

⚙ Achievement	
⚙ Environmental sustainability	
⚙ Community	
⚙ Equity	
⚙ Fun	
⚙ Identity	
⚙ Status	
⚙ Safety	
⚙ Spirituality	
⚙ Well-being	

Activity: Value statements

(15 minutes)

For your team's top 2 values:

- Individually, write down or draw why the value is important to you
- Discuss in your team
- Pick two value statements for each value

<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Fun is important to me because when I'm having fun, I feel happy and want to share that joy with my friends. Example: Status is important to me because it feels good when people notice the things I'm proud of.</small></p>	<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Safety is important to me because when I know I'm safe, I can try new things without being scared. Example: Achievement is important to me because I like learning new skills and becoming better at things I care about.</small></p>
<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Well-being is important to me because when I feel good, I can do more fun things and help others feel good too. Example: Environmental sustainability is important to me because I want to protect animals and plants so they can live long and healthy lives.</small></p>	<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Equity is important to me because everyone should be treated fairly, no matter what they look like or where they come from. Example: Spirituality is important to me because it helps me think about what really matters in life and how I can be a kind person.</small></p>
<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Identity is important to me because I want to show the world what I like and what's important to me. Example: Community is important to me because when we work together, we can help each other and make things better for everyone.</small></p>	<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Well-being is important to me because it means taking care of my body and feelings so I can be healthy and happy. Example: Environmental sustainability is important to me because if we take care of nature, we'll have clean air, water, and beautiful places to explore.</small></p>
<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Equity is important to me because I want to make sure everyone gets a chance to join in the fun, even if they need a little extra help. Example: Spirituality is important to me because it helps me feel connected to something bigger than myself, like nature or my dreams.</small></p>	<p>Value: _____</p> <p>This value is important to me because:</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p><small>Example: Safety is important to me because I want to feel safe at home and when I'm with my friends. Example: Community is important to me because being with friends and family makes me feel like I belong.</small></p>

Activity: Design manifesto

(15 minutes)

Together, fill in the blanks to create your own design manifesto!

Date: _____



Design Manifesto

We, designers of _____, believe in creating designs that follow the values _____ and _____.

We value _____, because

- _____
- _____

Through this value we will create designs that _____

how our designs will show value 1

We also value _____, because

- _____
- _____

Through this value we will create designs that _____

how our designs will show value 2

By combining these values, we aim to build a world where _____

how your designs will make the world better or help people

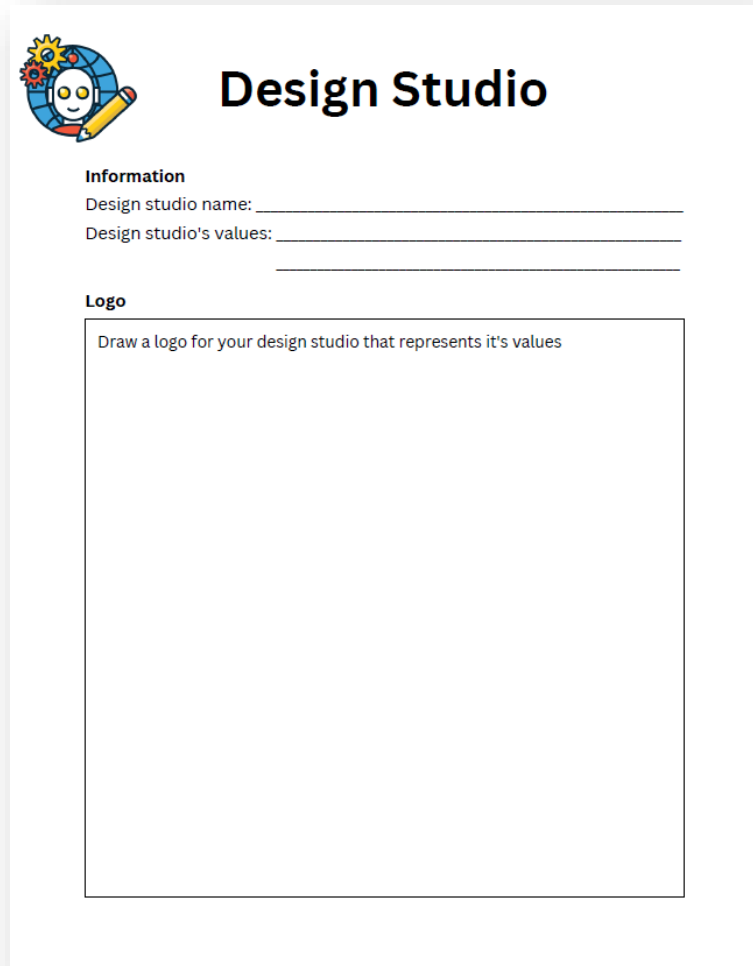
Signed,

team name

Activity: Design studio logo

(10 minutes)

Design a logo for your design studio
that represent your values



The worksheet is titled "Design Studio" and features a logo of a blue character with a gear and a pencil. It includes sections for "Information" with two lines for name and values, and a "Logo" section with a large drawing area and a prompt to draw a logo representing the studio's values.

Design Studio

Information
Design studio name: _____
Design studio's values: _____

Logo
Draw a logo for your design studio that represents it's values