

ABSTRACT

Design is, by nature, a useful activity to society, and its practice should have, as major objective, to improve the quality of life of that society. All other professional activities that have a direct influence on improving the quality of life, well-being, physical or psychological safety and life of human beings, in general, are considered "professions of high social risk" and, precisely for this reason, are currently subject to regulations governing access and exercise. For the same reasons, design also has the right of access to that status of regulated profession to allow practice in any European Union Member State without the need for other recognitions.

Design is still in a process of formation and maturation and on the way of establishing connections with other areas of knowledge including, of course, the universe of ethics. It discusses principles, values and responsibilities that complement knowledge and practices of technical nature.

Ethics is always implicit in any action of man and mankind doesn't survive neither evolves without it. We are all carriers of a native dignity that is consubstantial with the fundamental principle of equal rights of all men. Therefore, it also seems essential to acquire an ethic base for the concepts and practice of design, that will print the transcendent value of this activity.

The adoption of recognizable and common standards allows a fair and consistent performance and professional conduct models ensures rights and

duties of the parties, establishing without doubt, the commitment to quality and long lasting relationships building.

In this context, it seems necessary to investigate the possible deficiency in design activity, of a philosophy of its own for professionals to exercise. If so, it will be necessary to formulate it and propose the theoretical framework on which to base the conduct of design activity.

In our view, it is also important to clarify whether design, in its current process of concepts adaptation and useful methodologies creation for society, can contribute to the recovery of the leading role of humanistic thought, principally through a praxis supported by observable values of elevation and respect for the human condition, the environment that supports life and the sustainable exploitation of natural resources.

Given this objective, we have considered to be relevant to pursue the path covering the following aspects: comparative study of correlated professions normatives; to research and analyse the possible need for an activity normative; to structure the applicability of a normative; to define a legislative proposition; to analyse the possible implications for designers in result of implementing a normative; considering the existence of a normative, to identify the most relevant aspects for the beneficiaries of design services and assess the implications in the relations of design with society.

With this research work, it was intended primarily:

- To set a philosophical basis to lay the foundation for professional activity;
 - To identify the ethical and deontological concerns that must be observed by designers in their relations with customers, with the beneficiaries of design
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services, with their peers, with the environment and the sustainable use of natural resources;

- To contribute to the prestige of the profession and to recognize the importance of design and designers in the process to build a better world and a future with a future.

KEYWORDS

Design; Designers, Society, Ethics; Deontology; Environment; Sustainability; Normative.