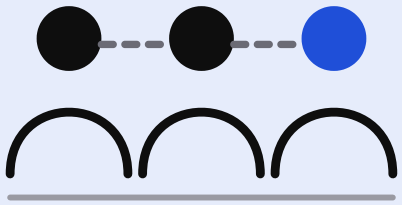
Discipline

Social design

Applies design to social needs, such as health, housing or inclusion, often together with the communities affected and not just for the market.



In Spanish
Diseño social

Origin
Margolin and Margolin (2002); Manzini (2015)

What it deals with

The market does not serve those who cannot pay. Many social solutions come from communities themselves, and design can help them work and grow.

Principles

Social need
You start from what people need, not from what sells.

With the community
Everybody designs; the expert designer helps make it work.

Scale what works
Connect small initiatives so they can grow.

Applications in design

✓ Use it like this
First look for what the community is already doing.

✗ Avoid
Arriving with a solution designed from outside.

👁 Don't fall for it
Think about who will keep the project going when the design team leaves.

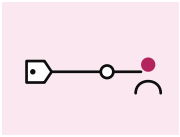
Concepts



Concept

Design for the real world

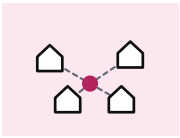
Papanek's critique: design should meet real needs, not just create wants in order to sell.



Concept

Social model of design

Designing with human need as the brief's priority, alongside those who already work in social care.



Concept

Diffuse design and expert design

Everybody designs; expert design helps people's ideas work and grow.

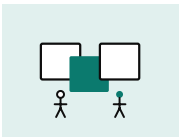
Methods and tools



Method

How might we...?

Turning an insight or a problem into an open question that invites ideas.



Approach

Co-design

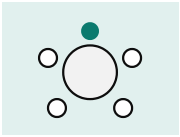
Designing together with the people who will live with the result, with tools so they can create too.



Approach

Human-centered design

Designing from the needs, context and participation of the people who will use something.



Approach

Participatory design

Designing with the people affected as full partners, not just as informants.

Connections

Related to

- Design for policy
- Inclusive design

Authors and works

2002	**Victor Margolin and Sylvia Margolin**	Proposed a social model of design as opposed to the market model.
2015	**Ezio Manzini**	Distinguished the design everybody does from expert design, and explained how the latter supports social innovation.

Sources

Original sources

- Margolin, V., & Margolin, S. (2002). A "social model" of design: Issues of practice and research. Design Issues, 18(4), 24–30. View source (https://doi.org/10.1162/074793602320827406)
- Manzini, E. (2015). Design, when everybody designs: An introduction to design for social innovation. MIT Press.
- Nesta (2014). Development impact & you: Practical tools to trigger & support social innovation. Nesta. View source (https://www.rockefellerfoundation.org/wp-content/uploads/DIY-Toolkit.pdf)

Secondary sources

- IDEO.org (2015). The field guide to human-centered design. IDEO.org.

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