

Discipline

Social design

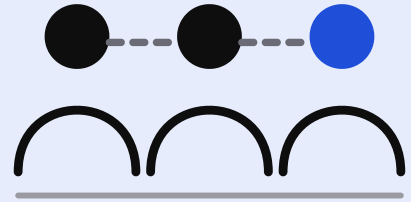
Applies design to social needs, such as health, housing or inclusion, often together with the communities affected and not just for the market.

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.

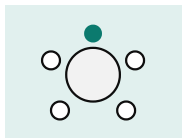
✗ Avoid

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.

Methods and tools



Approach

Participatory design

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



Method

Generative tools

Materials for people to make something, such as a collage, and express what is hard to put into words.



Approach

Design justice

Designing with the communities most affected, to share what design gives and takes more fairly.

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 \(https://doi.org/10.1162/074793602320827406\)](https://doi.org/10.1162/074793602320827406)
- Manzini, E. (2015). *Design, when everybody designs: An introduction to design for social innovation*. MIT Press.

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