
Title : Cultural-ethos perspective of selecting design elements**Author(s) :** Debkumar Chakrabarti**Institution :** Department of Design, Indian Institute of Technology Guwahati,
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Introduction:

Perception of a good design has crossed the boundary of functional reliability to satisfy a need. It demands uniqueness for sustainable existence among varied desirable alternates. When design dimensions match with users' characters of feeling to admire and possess, a design selection gets preference. Recently an issue of encoding ethical understanding in design has come to fore. How these can be incorporated while conceiving design ideas so that people can feel trust and the design becomes inviting to use without hesitation. Linking socio-cultural dynamics and ethos of respective users groups with design properties create specific niche. Newness is a psycho-physical issue that does not follow any set of specific laid out criteria; it is users' community as well as context specific. It is a feeling which if satisfies the need and goes along with the user's culture and tradition, the user finds it novel. The development should aim for a sustainable existence. Copying someone's success may not yield equal newness for others. It has to be internalized absorption for better acceptance; if it does not provide use comfort and drags away from the common faith and belief of the target users, it fails to make an inviting mark specifically to the users having tender mind, as that of children.

Methodology:

To make difference and liveliness in the ambience, various animal and human figures are used. In order to understand the above with specific reference to Indian context and to see how adoption of direct animal form in utility design, installed in park and various public places an investigation was carried out. The study focused on the garbage bins that commonly use direct animal forms and figures. Views on socio-cultural ethics on the designs of bins and the way animal forms including human figures are used were collected from users' groups in common and specifically when they accompanied by children. Design students were invited to crosscheck varied levels of ethical issues. The responses led to design analysis looking into ethical characters of animal forms and figures, and thereafter corrective ideation exercises on garbage disposal bins were conducted.

3.0 Results:

Findings states that while designing the product forms, appearances and functional propositions; the design characters should be based on socio-cultural faith elements and physical use comforts along with functional reliability. It should consider the target population and beyond; thus ethical perception on the way animal figures are used needs to be considered.

4.0 Conclusion:

The observations transparent that if the animal forms used do not go along with cultural faith of the target users, it creates a conflict in socio-cultural ethical perception of acceptance and utility value of the product. And in many cases it is noticed that without having any other alternate option, pleasure using of such designs get maladjusted in terms of need and acceptance; as it is confirmed in the garbage bins with unethical appearances of animal figures. It explains that not only functional reliability to get a design sustainable character, but design properties should also match with the users believe and cognitive perception of trust that follows upbringing through and following a culture base. Design appreciations demand target specific utility value and ethical characteristics of using direct animal form/ figure, style, aesthetics and purpose.