

Social Design and its impact in Design of Children`s Medical Devices

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Abstract:

Designers according to the invitation of (Victor Papanek) use their skills to develop and improve the living of people are with them in the same context (the social environment), Through applying the general design principles with social aspects, and design ways to address social issues, and ultimately create more just society and sustainable. As the design process is a social process, because of the social impact of the product on users, so can defined social design as :

§ perspective that critiques conventional practice and current socio-spatial conditions as well as the underlying systems of commodification, subjectification, and exploitation and seeks alternatives that are more just, accessible, and equitable.⁽¹⁾

§ practices towards collective and social ends, rather than predominantly commercial or consumer-oriented objectives.⁽²⁾

Taking into account overlapping trends of modern design and their participation in the many aspects that work on them, so Social design as is the case with many of the design trends such as design for fun (Design for Pleasure) runs on the user's link to the product by focusing on the emotional aspects. But the social design puts the focus on those related to addressing social needs (such as the emphasis on communication between members of the same society - psychological safety - reliability - ... etc.) And all emphasizes the feelings of equality between members of the community.

And the social problems in the community that regard to the treatment of the infected children with chronic diseases, As many of the problems that may hinder the completion of the therapeutic course because of the special nature of the behavior of children (difficult to control them - the fear of medical instruments - grief for the difference from the others - ... etc.). That makes it necessary to work to find the appropriate solutions through the study of the child behavior and attractions that can bring greater opportunities for the use of medical

¹ William Mangod -Design and Social Responsibility - the people, place and space reader web –2014

² Andrew Shea ,Elln Luoton , William Drenttel - Designing For Social Chang : Strategies for Community Based Graphic Design – June – 2008 .

instruments more effectively while reducing the negative psychological impact generated during the treatment process behavior.

So This research deals with the impact of social design in achieving social and collective goals and applying the various concepts in helping children to overcome the problems they face during the stages of treatment. And helping to design, development and innovation products and services that have to achieve social needs, and working to solve the problems of this category of society.

Keywords:

Social design, Medical equipment design, Medical devices for children, The needs of the community.