

# ual:

**ETHICS  
FOR  
MAKING**

## **Intro to Ethics for Making**

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Duration of video clip: 0 minutes and 44 seconds

What is Ethics for Making? Well too often when we look at creative work in media we don't ask ourselves well why is it like that, and how can it be different, so Ethics for Making is about focusing on those invisible yet defining decisions that structure what we see and how we experience it. So by asking questions about what we choose to attend to, and how we've done that. I want to challenge myself and others to ask how can creative work connect better with human experience. Is it just possible that by surfacing these ethical questions we can create something better than what we've inherited, something both more empathic and also more critical.