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# A pathological study of Tehran's solid waste collection system

This research discusses the harm caused by using 1100 - liter plastic containers in the solid waste management system of Tehran. As it is clear from observations, such harm not only leads to visual disorders but also has detrimental effects on public hygiene. The experience of utilization of such containers in other countries reflects the strength of this system. Obviously, the application settings along with the technologies integrated improve the efficiency and minimize the side effects. In this investigation, we started by regular collection of the waste from the containers. The samples were obtained from eight areas of district 5 of Tehran. The Pathological study was performed by direct observation method, recording the results and conducting data analysis. The findings, which could be expanded to all regions in the city, aim to promote resource management strategies and enhance social awareness.

#### Keywords

Waste container, Pathological study, Solid waste management, Social awareness, City space

Abstract

Research  
Paper

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# Designing urban pergola for changing pedestrian behaviour in street crossing

According to global statistics, Iran has the highest fatalities from road accidents while a substantial portion of these occur among pedestrians and people crossing the street. To reduce the number of casualties, researchers have proposed various solutions categorized in three criteria: engineering solutions, regulations enforcement solutions, and educational and cultural ones. Behavior Setting Theory, on the other hand, considers the relationship between the environment physical structures and the corresponding patterns of behavior. As stated by this theory, to create the desirable pattern of behavior, one must design the environment physical structures. Aiming to design an appropriate behavior of crossing the street, our attention is drawn on Behavior Setting Theory as well as urban pergolas. Pergolas, used in ancient times, served as a means of visual signs in the environment. Our study is based on three methods of data collection including library studies, a survey involving Qazvin citizens about Pergolas installed in that city, a questionnaire of Tehran citizens to collect the common behavioral pattern of crossing the street as well as direct observation and photography of people crossing the street. Finally, the data collected were employed in designing an urban pergola to be located in the sidewalks of boulevards.

## Keywords

Urban pergola, Patterns of behavior, Street crossing

Abstract

Research  
Paper

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# Professional practice and ethics for excellence of industrial design profession

Industrial design with its potentials and capabilities has become increasingly influential in our country economic growth as it creates and improves competitive systems, workplaces, products and services. Similarly, it optimizes the selection of imported systems, products and services. The required knowledge of this major is being well taught at our universities; however, to the author's best knowledge, very few publications are available addressing the issue of professional ethics. Previous studies indicate the superiority of communication skills over knowledge in success of professionals. Having reviewed the literature, we conducted direct and indirect field observations of interactions within the society of industrial designers through educational, virtual and industrial channels. The research clarifies the concept and significance of professional ethics with emphasis on Islamic values; it proposes professional ethics codes and guidelines for the excellence of the profession. We expect the cooperation between universities and the association of industrial design to facilitate the following: finalizing the draft of the professional ethics codes and obtaining its approval from the authorities as well as establishing the Association of Iranian Industrial Designers.

#### Keywords

Professional Practice and Ethics, Industrial Design, Education and Development

Abstract

Promotional  
Paper

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# Principles of model making with layering technique in product design process

When design process builds on making models, it can contribute to both visualization of ideas and quality control of the design process to ensure the success of the developed concept. In making industrial prototypes, different techniques are applied regarding issues such as cost, time, availability of materials, scale, quality and intended purpose of the designer. The present paper suggests step-by-step instructions of the layering technique, a widely-used technique employed by product designers. The capabilities of this technique are as follows: Any form with any degree of complexity, either solid or shell form and with any scale, can be built with this technique. Any sheet materials cut with common tools can be utilized in this technique. Depending on thickness of the sheet used, dimensional accuracy of the model will change. The paper ends with presenting sample models made with layering techniques along with a brief description.

#### Keywords

Product design, Model making, Layering technique

Abstract

Promotional  
Paper

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# What kind of activities are the consumption and consumerism?

Turning to a fruitless and repetitive behavior, consumption is considered the lowest form of human activity. However, regarding the design process, identifying the nature of consumption plays a significant role in understanding and utilizing the consumerism reduction approach. On the other hand, shopping habits and changing products not needed to be substituted make the products be more of obsolete than old or useless. This paper addresses the question of why a product is discarded. It features the authentic solutions proposed by the consumerism reduction approach. The results demonstrate the existence of two forgotten features caused by consumerism in the consumer society: human great ability of sublime activity and the obsolescence process in consumption.

## Keywords

Consumer society, Consumerism reduction, Obsolescence, Oldness

Abstract  
**Essay**

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# How crowdfunding transform young designers into brand -owning entrepreneurs?

Since lately, it was believed that only big enterprises could own a "brand", but by emerging the idea of "micro-brand" this conception changed (Scott Gross, 2001). The term «Micro-brand» is defined as a structure apposite to small and medium businesses, designers and independent producers. This draws attention to the importance of launching businesses training courses. However, in curriculum of industrial design in universities of Iran, such courses have not been included. Furthermore, crowdfunding platforms such as Kickstarter designed to raise funds for mass-producing the designs, for Iranian students has little benefit as publishing an electronic journal for innovative products. This article reviews a model provided in the United States for training the methods of launching personal businesses to the students of industrial design. Later on, focusing on "fundraising" through crowdfunding, it considers the analysis and study of the domestic facilities and potentials; moreover, it attempts to provide solutions for design schools in Iran in the direction of training entrepreneur students.

#### Keywords

Industrial design, Design training, Micro brand, Entrepreneurship, Crowdfunding

Abstract  
**Essay**

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