

# **Design Ethics Education in Creative Industries Programmes in Malaysia**

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## **Abstract.**

This article reflects on the outcomes of a research conducted among design graduates to determine their beliefs and intentions about ethical challenges in the creative design sector. The research was carried out at two Malaysian institutions (University A and University B), with 120 design undergraduates participating. A study was carried out in which a questionnaire was distributed to respondents in order to define their level of agreement with each statement in the questionnaire. The data revealed that, with the exception of respondents from University A, who have a strong conviction in social, environmental, and sustainability concerns, design graduates' of University B belief and intention towards design ethics is weak. As a result, the research findings serve as a foundation upon which the current practise of teaching and learning design ethics education can be more critically reviewed, allowing for additional improvements to the existing curriculum that can assist to build designers with ethical characteristics.

**Keywords:** Design Ethics; Creative Industries; Belief; Intention; Undergraduates