

## Bachelor's Programme in Design and Media – Intake 2025

### Preliminary Assignments

#### Instructions

- Plan the composition and present all of the following three parts of your work in a one-page PDF document.
- You can use any materials and tools you wish to create the content for the document. Please specify all of the tools you used in the process of doing the preliminary assignments.
- Do not include any external links in the PDF.

#### Part One

One of the themes in the Aalto University strategy is 'radical creativity' (see <https://www.aalto.fi/en/our-strategy/radical-creativity>). Identify an example of a local practice or activity that, in your view, well represents this radical creativity, apart from your own work. Write a short introduction to your example accompanied by one representational image. The example you select should be concrete, and in your introduction, you should justify your selection well (maximum 100 words altogether).

#### Part Two

Create a marketing poster for your example that captures its radical creativity.

#### Part Three

Using your selected example as inspiration, produce a tangible object that embodies or symbolises radical creativity. Indicate the scale of the object, and present it from two different viewpoints in photographs or rendered visuals.

#### Evaluation Criteria

- Ability to analytically connect a concrete example with a given theme,
- Foundations possessed for contemporary design and/or craft skills,
- Strategic thinking, and
- Aesthetic value of the work as a whole.

## Intake Assignments

### General Instructions

As the next step in the application process for the Aalto University Bachelor's Programme in Design and Media, you are asked to complete the three intake assignments below.

By submitting these assignments, you confirm that the work was done by yourself alone. You need to specify all of the tools you used in the process of completing each assignment.

As instructed below, carry out the assignments, then photograph or scan the appropriate parts (1, 2, 3), and submit the three files as PDFs named *Part1-Lastname-Firstname.pdf*, *Part2-Lastname-Firstname.pdf* and *Part3-Lastname-Firstname.pdf*. Instead of PDFs, another possibility is to send them as JPG files, named similarly.

Assignments in file formats other than PDF or JPG will not be accepted, nor will any added hyperlinks or URLs be accepted. The maximum size of each file is 100 MB – but it is recommended to use smaller file sizes. We will evaluate your assignments digitally, so please make your material easy to view on-screen.

### Part 1: Wellbeing Action Plan

Imagine you have recently begun studying at Aalto University's Bachelor's Programme in Design and Media. It can feel exciting, but sometimes a bit daunting, to be in a new situation. Considering various aspects of your study situation, write a brief plan (maximum of 300 words) describing how you would look after your wellbeing and that of others. In particular, the plan should include the following:

- Information about studying at the Programme that you found from the Student Guide (<https://www.aalto.fi/en/student-guide>);
- A list of the kinds of situations that you generally tend to find challenging;
- One or two specific methods you would use to manage well in those situations; and
- An explanation of how you would apply those methods during your bachelor's studies in order to maintain your wellbeing and the wellbeing of others.

#### *Evaluation criteria:*

- Writing skills
- Ability to make a feasible plan
- Contextualising problems and solutions

## Part 2: Cardboard Sculpture

Design and construct a small sculpture with the themes of 'Hidden' and 'Visible' using a maximum of one sheet of A1-size thin cardboard (or paperboard). Present your work by taking three photos of the completed sculpture from different angles and also by adding three images of the ideation process (e.g. sketches, drawings and intermediate work). Put all the material into one file.

### *Evaluation criteria:*

- Ideation skills
- 3D thinking
- Craft skills
- Artistic quality of the sculpture
- Creative problem-solving

## Part 3: 'Food in 2035' Infographic

Create a one-page (A3 size) infographic that visualises the typical contents of your refrigerator and/or other place or method you have for preserving food in 2035. Review the content and identify relevant information about the items. The main finding emerging from the process of creating the infographic should be reflected in its title. The infographic needs to demonstrate a clear connection to environmental, economic, social and/or cultural aspects of sustainability (multiple aspects can be selected). The infographic should include both image(s) and text. The image(s) can be hand-drawn, or created by technical means or by using other media.

### *Evaluation criteria:*

- Clarity of the infographic as a whole
- Visualising skills
- Ability to identify the relationship between sustainability and daily life
- Analytic and speculative thinking