

Bachelor's Programme in Design and Media – Intake 2026

PRELIMINARY ASSIGNMENT

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 assignment.
- Do not include any external links in the PDF.

Part 1

Choose a good local festival and write a short text introducing it. Include with your text one representational image that reflects the festival's current brand identity. The festival must be one in which you have not been employed or involved as a contributor of work. The example you select should be a concrete, local event, and in your introduction, you should justify your selection well (maximum length: 100 words altogether).

Part 2

Create a promotional poster with a new visual identity for the selected festival.

Part 3

Produce a scale model of the main entrance to the festival. The entrance should reflect the festival's new brand identity. The model should include a human figure in silhouette form to indicate the scale of the entrance. Present the model from two different viewpoints in photographs or rendered visuals.

Evaluation Criteria

- Ability to construct a strong argument,
- 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 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 *Letter-Lastname-Firstname.pdf*, *Pavilion-Lastname-Firstname.pdf* and *Timeline-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: Letter from a 'more than human'

Choose a 'more than human', which is a thing or a living being, in your own room. It sends a letter to you suggesting behavioural changes for you to make this year, like a New Year's resolution. The letter should be no more than 300 words and include the following:

- A brief introduction by the sender
- A list of the behavioural changes and their contexts
- Possible outcomes if you make the changes

Evaluation criteria:

- Contextualising problems and solutions
- Inclusive, empathic thinking skills
- Writing skills

Part 2: Pavilion model

Design and construct a scale model of a pavilion using one or several of the materials in this list: cardboard, paper, chopsticks, thread, and glue. Don't add any colour other than the colour of the material itself. Think about who will use the pavilion and what the location will be. Indicate the scale of the pavilion. Name the pavilion in a way that best describes your thought process behind the design.

Present your work by taking three photos of the completed model from different angles and also by adding three images (e.g. sketches, drawings, intermediate work) of your ideation process. Put all the material into one file.

Evaluation criteria:

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

Part 3: Visual timeline of your daily journey

Create a visual timeline that illustrates your usual way of going from place A to place B and that is based on your typical mode of transportation (e.g. walking, biking, running, tram, car, bus or train).

Having paid attention to the surroundings along the journey, depict your observations as a timeline that presents the interesting and/or meaningful elements that you noticed as well as the duration of the journey. The distance between the two places should be at least 1 kilometre and no more than 20 kilometres.

The timeline should be in different colours and be drawn or painted manually (using no digital tools) on paper in landscape orientation. Submit two pages for Part 3, showing the process as one page and the final outcome as the other. For the layout of these pages, you may use digital tools.

Evaluation criteria:

- Readability of the timeline as a whole
- Visualising skills
- Ability to notice values in daily life
- Analytic thinking