

PRELIMINARY ASSIGNMENTS 2019

General instructions

As a first step in the application process for the Aalto Bachelor's Programme in Design, you are asked to complete the three assignments below.

All material submitted for assignments 1, 2 and 3 should be your own work and delivered digitally as a PDF. For assignment 3, you should also submit a short .AVI, .MOV, or MP4 video. We will evaluate your assignments digitally, so please make your material easy to view on-screen.

The name of each assignment should be marked on each slide in the PDF file. Materials by others or assignments submitted in other file formats will not be considered for evaluation.

Assignment 1: My journey thus far

Creatively showcase the main events in your life thus far in the form of a visual journey (timeline). In outlining your journey, we are interested in getting to know your better and what you have done in the past. So please try capture what you have experienced and find important in life as well as what you have achieved educationally, professionally and as part of extracurricular activities.

Your journey should include visuals and text which are integrated into the whole and which are visually interesting and attractive as well as easy to understand and follow. You can visualise your journey either digitally or by hand, including sketches, photographs of objects and so forth. You should supplement your journey with a written statement highlighting your main educational, professional, personal and extracurricular achievements.

Evaluation criteria: suitability for the field of study, ability to creatively communicate ideas in visual and textual form, prior knowledge and experience

Assignment 2: Why design and why Aalto University?

Building on what you have shown in your journey, you are asked to write a short statement (max 500 words) in which you describe what you are looking for and hoping to learn in bachelor studies at the School of Arts, Design and Architecture at Aalto University and what you want to do professionally in the future.

Evaluation criteria: vision, motivation for study, ability to communicate in written form, English language proficiency

Assignment 3: Designing for a world in transition

Follow what is happening in the local and global media for a week and summarise the main events and developments in a collage comprising forms, colours, pictures and text. After making the collage, select one event or development that you find particularly important, urgent and/or interesting, and design something in response to it. While designing something in response to your development of interest, please also document part of your design process in a three-minute video, showcasing your abilities for sketching and/or manipulating some other material when designing.

Your final design may be in the form of a product, service, communication, intervention or something else as long as it gives a concrete example for how you think design could contribute to, resolve or be included in the chosen development. You can do your collage and final design digitally and/or by hand.

Summarise your design work in three presentation slides including:

1. your collage of media events and development,
2. your selection of a development or event to design for, including a short statement (max 200 words) explaining why you selected that development or event as well as a few sketches showing how you went about in designing your response, and
3. your final design, including a brief description (max 200 words) of how it is intended to respond to your development or event of interest.

Evaluation criteria: ability to contextualise, analyse and critically reflect on current events and developments, ability to communicate ideas creatively, quality of design proposal.

INTAKE ASSIGNMENTS 2019

As a designer needs to be able to communicate his/her ideas to others, so the task to gather all assignments together is a video. Plan, shoot and edit a 8-15 minute video with the following 4 episodes listed below. Pay attention to the clarity and coherence in terms of the overall content, consistency and style of the video. Submit your video with a title page mentioning your name and date in a .AVI, .MOV, or MP4 video. We will evaluate your assignments digitally, so please make your material easy to view on-screen. For example, you should shoot your video in horizontal format. Please submit a short summary with pictures and text for each episode as one conclusive PDF file for all tasks.

Evaluation criteria: Clarity, content and coherence of the video. Ability and potential to manipulate analogue and digital materials, structures and interfaces.

A Design evaluation task. Select two important objects to you, of which one is in your opinion a good design and the other a bad design. Present the objects and justify verbally why you think the one is good and the other bad. In the video, we should see you speaking (not a voice over). Include pictures of the objects and an outline of your arguments in the PDF summary.

Evaluation criteria:

- Argumentation and presentation skills.
- Analytical and critical thinking skills
- Interactive skills
- English language proficiency

B Design for the future. Libraries are places to store books. Since books are becoming digital, the role of libraries is changing. Look to the future and design and build with materials of your choice a mockup of an item that could be found in a future library. Video shoot a clear overview of your design and make a simple animated story explaining its function in its context of use. The animation can be a video created with still photos or video clips, or a combination of both. You can add texts and drawings if you wish. Add the pictures of your design to the PDF summary file.

Evaluation criteria:

- Imagination and concept design skills.
- Creative thinking
- Vision

C Gift from the world. Choose a non-profit organisation that operates worldwide, such as UNICEF or Greenpeace. Your task is to design a small, informative gift and media concept for public communication to raise awareness about an issue of your choice. In the video, first introduce briefly your selection and reasoning for that organisation and then explain the core idea of your campaign using some samples of visualisations, such as sketches. Then present the informative gift with visualisations or a prototype and explain how the gift helps to raise awareness. Add an outline of your reasoning and the pictures of your design to the PDF summary file.

Evaluation criteria:

- Communication content, concept design and visualisation skills.

D Egg-carrying container. Build a container, including a handle, for carrying three chicken eggs. The container should also protect the eggs. Build the container out of a maximum of three A4-size (21 x 27 cm) sheets of standard copy paper (70–100 g/m²). You can cut the paper and use tape and glue. The video should show the following: Start with a time-lapse footage about the building process. Then in a normal video show how you put the eggs into the container you have built, and then hold the container a few seconds in front of the camera. Finally, show that you move the container — you can even swing the container around if you wish. Add the pictures of your design to the PDF summary file

Evaluation criteria:

- Structural thinking, construction skills.
- Problem-solving capacity