

PRELIMINARY ASSIGNMENTS 2020

General instructions

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

All material submitted for assignments 1 and 2 should be your own work and delivered digitally as a PDF file to Studyinfo (www.studyinfo.fi). Both assignments must be submitted as a separate file. For assignment 2, 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 maximum size of each file is 1.0 GB. The file name should be according to format: *AssignmentX-Lastname-Firstname.pdf*. If your video link is password protected, include the password in the file.

It is the applicant's responsibility to ensure that all assignments are downloaded to Studyinfo by January 29th 15.00. The name of each assignment should be marked on each slide in the PDF file. Materials by others or assignments submitted late or in other file formats will not be considered for evaluation.

Assignment 1: Who am I and where am I going?

Create a collage-technique 'self-portrait' that illustrates who you are and where you are going (in your life, today, this year...?). Show your hopes, fears, passions, loves and hates. You can use any form of image or illustration that you find appropriate, such as portrait, landscape, map, diagram, etc. You may work digitally or with actual materials – or a combination of the two. Create a digital image of your finished work and submit it in PDF format.

In addition, write a short statement (max 500 words) explaining why you are applying to Aalto University for bachelor studies, and how this will help you on the way to fulfil your life goals.

Evaluation criteria: imagination, use of materials, composition, ability to creatively communicate ideas in visual and written form, motivation to study, English language proficiency.

Assignment 2: Designing to improve the world as it faces a severe environmental crisis

Assignment 2 consist of three parts: final design, presentation slides and video. Final design and presentation slides must be included in one PDF file and the video must be submitted as a separate file.

Design a response to the environmental crisis the world is currently facing. Select one event or development that you find particularly important, urgent and/or interesting concerning the mentioned topic. While you develop the assignment, document your design process in a two-

minute video, showcasing your abilities in concept development, 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. However, the design has to give a concrete example of how you think design could contribute, resolve or be included in the event or development you selected concerning the environmental crisis. You can do your final design digitally or manually. Photograph your final design if you do it by hand.

In addition, summarise your design work in two presentation slides, including:

1. Your selected event or development concerning the global environmental crisis, with a short statement (max 200 words) explaining why you chose the particular event or development as well as a few sketches showing how you proceeded in designing your response.
2. Your final design, including a brief description (max 200 words) of how it is intended to respond to the event or development of interest.

The resolution of your slides should be 1920 x 1080 pixels.

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

INTAKE ASSIGNMENTS 2020

General instructions

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

The first two assignments are carried out as instructed, then photographed or scanned, and submitted as two pdf files, named *Student-kit-Lastname-Firstname.pdf* and *The-emperors-new-clothes-Lastname-Firstname.pdf*. Another possibility is to send them as jpg files, named similarly but with page numbers: *Student-kit-p1-Lastname-Firstname.jpg*, *Student-kit-p2-Lastname-Firstname.jpg*, etc.).

The third assignment is a video that should be returned as a MP4, AVI, MOV or QT video file, named *Balance-and-mobility-Lastname-Firstname*.

Assignments in other file formats are not accepted. The maximum size of each file is 1.0 GB – even though it is recommended to use smaller file sizes. We will evaluate your assignments digitally, so please make your material easy to view on-screen.

To return the three assignments, upload all the files to the Studyinfo service, to your application form, under the attachment request 'INTAKE ASSIGNMENTS (only applicants who passed the preliminary assignments)'. You will receive a separate email with a link to access your application form. Assignments cannot be returned by email or other means.

The intake assignments must be uploaded to the application form by **3 April 2020 at 15.00** (3 pm, GMT +3:00) at the latest. The upload must be completed and the application form saved at 14.59. We strongly advise you to not to leave the uploading to the last hours.

Assignments that arrive after the deadline are not considered for evaluation.

1. STUDENT KIT

The Finnish maternity package (<https://www.kela.fi/web/en/maternitypackage>) is a benefit to families with a newborn baby offered under the Finnish social security system. This "maternity kit" is a cardboard box that contains baby clothes as well as care products and other materials essential for the child at the very beginning of his or her life.

With the maternity kit in mind, design a “student kit” for yourself and other students who are going to study design away from home: What objects might be needed when beginning Design studies? Design the package that contains the objects and/or a system for carrying the objects.

Technique: The choice of technique is free. Do include colors in your design. You may add few words to explain the content. Produce a visualisation of your product design on two papers, size A3.

Assessment criteria: Problem-solving, overall concept, visualization skills.

2. “THE EMPEROR’S NEW CLOTHES”

Create your own version of this classic fairy tale (https://en.wikipedia.org/wiki/The_Emperor%27s_New_Clothes) as a visual narrative that takes place in a contemporary setting, i.e. in our current world.

Technique: A visual narrative consisting of 6 to 8 separate images; you can use words, too. Paper size A3. The visualization techniques are free.

Assessment criteria: Content idea, visual storytelling ability, originality, composition.

3. BALANCE AND MOBILITY

Design and build a device that showcases balance and mobility.

Material: wooden matches or similar wooden sticks (about 50 millimeters long).

The method of joining is free.

Technique: A video (max. 3 minutes long) showcasing the design process: include a hand sketching of the project and the actual building. Also, show yourself speaking and explaining the prototype and its balance and mobility.

Assessment criteria: Structure, concept of balance and mobility; design process presentation on the video.