

PRELIMINARY ASSIGNMENTS 2021

General instructions

As a first step in the application process for 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 in PDF format to the Studyinfo service. You should submit all three assignments as separate PDF files. Assignments submitted in other file formats are not considered in the evaluation. We will evaluate your assignments digitally, so please make your material easy to view on-screen. The maximum size of each file is 1 GB (it is recommended that the file size does not exceed 100 MB). You should name the files according to the format *AssignmentX-Lastname-Firstname.pdf*. The name of each assignment should be marked clearly on each slide of the PDF file.

It is the applicant's responsibility to ensure that all assignments are uploaded to the Studyinfo service by 27 January 2021 at 15.00 (3 pm, GMT +2:00) at the latest. The upload must be completed, and the application form saved by 14.59.

To return the three assignments, upload all the files to your application form in the Studyinfo service, under the attachment request DESIGN: PRELIMINARY ASSIGNMENTS. Assignments cannot be returned by email or other means. (If you are uploading the assignments after you have already submitted the application for the first time, please note that you need to also submit the changes after uploading the files. Click 'Save modifications' button from the top right side of the application form.)

We strongly advise you to not to leave the uploading to the last few hours before the deadline, to avoid sudden technical problems, Internet connection failures or confusion with time zones. **With no exceptions, assignments that arrive after the deadline are not considered for evaluation.**

Assignment 1: Work application

- a. Think about your future after one and half years: You have studied design in Design bachelor major for a year and you are applying for a summer internship in the design field. Write a one-page application for a work position that inspires you. Start the application text with a one-sentence description of the position you are applying for.
- b. Make a one-page artistic self-portrait using one or various media to introduce yourself as a creative person.

Evaluation criteria: Writing skills, motivation, professional views, visual communication skills, expression.

Assignment 2: Smartphone stand for remote studying

The COVID-19 epidemic has forced us to study and work remotely. To make that easier, design and build a stand for a smartphone.

Material: One A4-size sheet of copy-machine paper and glue. You may cut the paper and glue the pieces.

Take a total of six pictures – four of the design and the construction and two of the finished stand. Have a phone in the stand in one of the pictures. Place the pictures onto one page and save the page as a PDF file.

Evaluation criteria: Functionality, 3D thinking, material understanding, craft skills.

Assignment 3: Here and now

Design a campaign concept for public communication to raise awareness about an issue of your choice. Create a title for your campaign and think about the keywords for your concept. Present your campaign ideas on two A3-size pages, introducing at least four different communication platforms (media) for communication to the public.

On a third page, write a short text describing your campaign. What is the core message of the campaign? What is the problem or challenge that the campaign is a response to? Why should one act now? What is the target group? Where and when will the campaign take place? How would you motivate the target group to act?

Means of execution: free (you can use any tools of your choice). Place your campaign name and the keywords at the top of the first sheet.

The resolution of your pages 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 2021

General instructions

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

As instructed below, carry out the assignments, then photograph or scan the appropriate parts of them (1, 2, 3A), and submit the photographs or scans as three PDF files named *Infographic-Lastname-Firstname.pdf*, *Soap-Lastname-Firstname.pdf* and *Peace-day-A-Lastname-Firstname.pdf*. Instead of PDFs, another possibility is to send them as JPG files, named similarly but with page numbers, if there is more than one page to be submitted for the same assignment: *Soap-p1-Lastname-Firstname.jpg*, *Soap-p2-Lastname-Firstname.jpg*, etc.).

The third assignment includes a video, named *Video-Lastname-Firstname*. Submit the video as a link to e.g. Vimeo or YouTube (in Vimeo choose as privacy setting "Private", in YouTube "Unlisted"). Mark the link in the PDF file of the third assignment. If you use password protection to your video, please mark in the PDF also the password.

Assignments in other file formats are not accepted. The maximum size of each file is 1.0 GB – 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.

To return the three assignments, upload all the files to the Studyinfo service, to your application form, under the attachment request 'DESIGN: 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 **1 April 2021 at 15.00 (3 pm, GMT +3:00)** at the latest. The upload must be completed, and the application form saved by 14.59.

We strongly advise you to not to leave the uploading to the last few hours before the deadline, to avoid sudden technical problems, Internet connection failures or confusion with time zones. With no exceptions, assignments that arrive after the deadline are not considered for evaluation.

1. INFOGRAPHIC FROM A DAY IN OUR LIFE 2030

Create as a one-page image an infographic of the contents of a typical **household refrigerator in the year 2030** in a selected geographical location.

Consider demographics, realistic near-future trends, who are the people sharing the fridge, what is their income level, what are their needs, etc.

Technique: The infographic should include image(s) and text. The image(s) can be hand-drawn, or created by technical means or using other media.

Assessment criteria: Content ideas, visual storytelling ability, information composition and density, imagination and concept design skills, clarity of vision and ability to contextualise societal trends/insights

2. SOAP

Design two soap items for a series of soap products intended for children. The soap designs should relate to two of the characters from the fairy-tale Snow White and the Seven Dwarfs (https://en.wikipedia.org/wiki/Snow_White). The soap shapes should be abstract, meaning that you are not allowed to design human-like or animal-like figures. Rather, think of the soap as showing the essential mood / temperament of each of the two characters chosen.

In real soap production, the products are made by pressing soap flakes into a mould to form a solid piece. The mould consists of two parts (top and bottom). It is designed so that the soap shape can be easily removed from the mould halves when it is split apart.

The size of soaps may not exceed 80 x 55 x 30 mm.

Technique: Carve your soap models from a large vegetable, e.g. potato, sweet potato, swede or from some other edible material. Please make your models in actual (1:1) scale.

Take photographs of the models, showing the design process and the final models in various views. Paste the pictures into a single document and name the soaps.

Assessment criteria: Transfer of a concept / a fairy-tale character to abstract sculpted form, craft skills, three-dimensional thinking of the form and mold

3. THE WORLD PEACE DAY

The International Day of Peace, established in 1981 by the United Nations, provides a globally shared date (21 September) for all humanity to commit to peace, above all our differences, and to contribute to building a culture of peace.

This has become increasingly important in these times of unprecedented challenges.

<https://internationaldayofpeace.org>

<https://en.unesco.org/themes/building-peace-programmes>

- A. Your task is to design a concept for different local media to raise public awareness about the International Day of Peace and the theme of the day.

Present the concept on A3-size paper or the equivalent showing what the communication would look like in at least three different communication environments.

Also design a mascot for the international peace day. The mascot is to be performance-oriented, multidimensional and social. It aims to be able to appear anywhere where it is needed or where the values it represents are not properly understood.

Show the mascot design on another A3-size paper or equivalent document. Also make suggestions on how and where the mascot can be used.

- B. As designers need to be able to communicate their ideas to others, your task is to plan, shoot and edit a one-minute video to present your communication concept. Pay attention to the clarity and coherence of the video in terms of its overall content, consistency and style.

In the video, briefly introduce your idea and reasoning for it and then explain the core idea of your communication concept by using some samples of visualisations, such as sketches. Then present the mascot. Also show yourself speaking, at least in one shot.

Assessment criteria: concept design, communication content, visualisation skills, clarity, content and coherence of the video