

PRELIMINARY ASSIGNMENTS 2022

General instructions

As a first step in the application process for the 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 Studyinfo.fi. You should submit all three assignments as separate PDF files. Assignments submitted in other file formats will not be 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. (However, it is recommended that none of the files 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 page of the PDF file.

It is the applicant's responsibility to ensure that all assignments are uploaded to the Studyinfo service by 26 January 2022 at 15.00 (i.e. 3 p.m., GMT +2:00) at the latest. The upload must be completed, and the application form saved no later than 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 the 'Save modifications' button on the top right of the application form.)

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

Assignment 1: How design influences the world

Write a one-page essay about how you as a designer could utilise design to create a personal and collective impact on our world.

Evaluation criteria: Personal motivation and its relation to design; clear and concise communication.

Assignment 2: Visual and emotional impact

Choose one image from either a local or a global news stream. Use that as a starting point for insight and inspiration to create a poster that influences the viewers to act.

Write a short and effective headline that summarises your call to action. Also include a short text that explains your argument in a well-reasoned manner. You can include some relevant background info, if needed.

Write the source of the original image clearly in the bottom right corner of the poster. Include the name of the photographer or the illustrator, the media agency or the platform, the original news headline, the date of the publication and a link to the news item, if possible.

Technique and physical format can be chosen freely.

Evaluation criteria: Visual and emotional impact of the design, clear and concise communication, convincing and rational argumentation, quality of visual composition.

Assignment 3: Non-representative sculpture

Make an abstract (i.e. non-representative) sculpture that expresses an emotion. Take a total of six pictures – four of the design and the construction, and two of the finished sculpture. Explain your idea and thinking in 200 words or less. Put the pictures and text onto one page and save the page as a PDF file.

Material: Play-Doh, clay, Plastiline or any other easily malleable material

Evaluation criteria: 3D thinking, understanding of materials, and crafts skills.

INTAKE ASSIGNMENTS 2022

General instructions

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

By submitting these assignments, the applicant confirms that the work was done solely by the applicant.

As instructed below, carry out the assignments, then photograph or scan the appropriate parts (1, 2, 3A), and submit the photographs or scans as PDF files named *Future_transportation-Lastname-Firstname.pdf*, *Construction-set-and-Shelter- Lastname-Firstname.pdf* and *Experiencing-empathy-A-Lastname-Firstname.pdf*. Instead of PDFs, another possibility is to send them as JPG files, named similarly but with page numbers: *Experiencing-empathy-p1-Lastname-Firstname.jpg*, *Experiencing-empathy-p2-Lastname-Firstname.jpg*, etc.).

The third assignment includes a video, which should be returned as an MP4, AVI, MOV or QT video file, named *Video-Lastname-Firstname*.

Assignments in other file formats will not be 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.

1. Future transportation

Visualise the user interface for a future ‘mobility as a service’ platform, for example one that includes a journey planner. Show where the interaction happens: inside a vehicle, in a kiosk, on a phone or somewhere else. The visualisation can be presented as an infographic or in some other suitable form. Explanations of important functions should be included next to the visualisation.

On separate page, create a simple 4-picture comic strip story about how the user would be using the service. Who are they, where are they, why are they using the service and what happens then.

Format: 2-page PDF, using illustrations and/or photographs, and text.

Evaluation:

- imagination and vision
- conceptual thinking
- framing the problem
- visualisation and communication skills
- problem solving capability

2. Construction set and shelter

Create your own construction set (https://en.wikipedia.org/wiki/Construction_set) out of edible materials, such as vegetables, fruit or pasta. The set should be a modular system, meaning it is created from a limited number of exchangeable parts that fit into each other in multiple ways. For example, your parts might include similar-size potato wedges and pretzel sticks. You can use household tools to produce the parts in the desired size and shape, or you can get them readymade.

Using your construction set, create a small scale model of a shelter for a specific purpose of your choice. The shelter can be a protection for humans, animals or inanimate things – you choose.

Document your construction set and shelter, as well as the intended use of the shelter, with photos and include a legend indicating the actual size as well as the scale of the model. Provide a short, written explanation of your construction set and shelter.

Format: 2-page PDF, using illustrations and/or photographs, and text.

Evaluation:

- creative thinking
- structural integrity
- material usage and craft skills
- practicality in intended use
- visualisation

3. Experiencing empathy

Think about a difficult situation you have experienced in conflict with others. It could be a creative conflict, a small incident or other matter. Describe how the situation could have been solved in an empathetic way. How could communication and empathy have been used to resolve the situation? Reflect on the feelings you experienced during the actual situation.

- A. Explain the ‘root cause’ of the conflict as objectively as possible: explain and compare the differing needs and opinion that resulted from the conflict. Imagine the situation in the form of a story.
- B. Present the story in the form of a video with a spoken explanation.

Format:

- 3A, PDF or JPG
- 3B, video with sound (length 45–60 seconds, no longer).

Evaluation:

- Conflict resolution skills
- Personal and emotional relevance
- Storytelling and communication skills
- Quality of visualisation and presentation

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