

# **BRIEF FOR DESIGN IMPACT II 2023: EXHIBITION (9. 16.6.2023) AND WORKSHOP (9.6.2023)**

## **WORK PACKAGE 1: MAGAZINE (PÄIVI)**

Already ongoing process.

## **WORK PACKAGE 2: EXHIBITION DESIGN (IRINA)**

**GOAL:** to showcase work done in Design Impact 1, 2 and 3. To open the exhibition, to launch the magazines and celebrate the end of the year.

The exhibition team is responsible for planning and executing the final exhibition and event taking place 9.6.2023. Students take on specific roles and identify deliverables they will be responsible for. Plans should be appropriate to the audience and to the time and resources available.

### **TEAMWORK**

- Setting exhibition objectives, theme, name + brand
- Managing planning and execution
- Location planning - room set up
- Design of any print or digital materials, e.g. poster, invitation to send to the participants the week before, signs, name tags, presentations, activity materials
- Communication - advance preparation of classmates and other participants as necessary
- Organize the opening and the visiting speakers
- Dismantling the exhibition 16.6./17.6

### **ROLES (for example)**

- Event manager
- Assistant manager
- Marketing manager
- Graphic designer
- Production manager
- AV manager / technician / lighting manager
- Finance / budget manager
- The person responsible for stage events and the flow of events
- Speaker host
- Master of Ceremony (MC): the opening and presenting the speakers

### **PROCESS**

Together, the whole class will help to brainstorm the concept and main activities for the final event. The exhibition team will then refine the plan and present it to the class and teachers for feedback.

Each team member will take ownership of specific tasks and support the others to ensure the event runs smoothly and meets objectives. The exhibition team can also delegate work to facilitation team members during the event.

### **WORK PACKAGE 3: WORKSHOP FACILITATION (TEEMU)**

**GOAL:** to collaborate with first and third-year BA students to generate a selection of topics for ‘design for the 21st century’ that will be explored in the following school year.

Build on learning from previous courses about workshop facilitation. The workshops should result in a list of topics that are interesting for first- and second-year students.

#### **TEAMWORK**

- Designing the facilitation guidebook
- Scheduling: building on basic schedule provided by teachers: 9.5. afternoon
- Presentations: welcome + conclusions
- Designing and preparing the materials for the workshops
- Facilitating the small group working
- Organizing the consensus decisions making
- Organizing the presentation(s) for all
- Documentation of the event and outcomes
- Dismantling the exhibition 16.6./17.6

#### **ROLES (for example)**

- Workshop manager
- Assistant manager
- Facility manager (workshop spaces, interior design, sound/acoustics design)
- Materials manager (design props, supplies)
- Catering manager
- Finance / budget manager
- Documentation manager
- Master of Ceremony (MC)

#### **PROCESS**

Together, the whole class will help to brainstorm the concept and main activities of the workshop. The workshop team will then refine the plan and present it to the class and teachers for feedback.

Each team member will take ownership of specific tasks and support the others to ensure the workshop runs smoothly and meets the objectives.

## PRACTICALITIES

Room booking confirmed in Väre 2nd floor:

- Booked for 8-16 June
- FK Gallery (in the end of the bridge)
- V1 and V2 Galleries (separate rooms)
- Silta (bridge)

Booked for 9 June:

- BA Design EN homebase K301-302 (for the workshop)
- To be confirmed:
  - the use of staircase down from Silta (bridge) to Lobby area (security / safety)
  - The use of the Lobby for the talks in the morning (security / safety)

Agreed:

- **Pop up library** of the BA in Design program, with the magazines and other printed reading materials: One of gallery rooms (V1 or V2)
- **Opening and talks** at the downstairs stair / lobby (check security)
  - Stage, screen, and PA needed
- **Objects and Screens (DI3):**
  - In FK gallery + one of the gallery rooms
  - Posters (DI1): Silta

External speaker for the opening event (public):

- Peter Vesterbacka, Mighty Eagle, Investor, Marketing Executive (confirmed)
- Kirsi Juva, Executive Director, Finnish Design Infor (asked, not confirmed)
- Katja Soini, Chief Growth Officer at Innolink (asked, not confirmed)
- N.N.