

VCD PROJECT STUDIES 19/20

VISUAL COMMUNICATION DESIGN PROGRAMME

ABOUT PROJECT STUDIES



In MA studies, you are required to do 6 ECTS in Project Studies as part of compulsory studies.

On top of that, it is possible to do a maximum of 12 ECTS as alternative studies.

The projects are done with the instruction and support of the VCD staff: both academic advisors and producer.

The purpose of the Project Studies is learning by doing and collaborating. These studies are an opportunity to engage in projects in collaboration with various stakeholders within and outside Aalto University. You are free to develop your own practice in a self-initiated project with an instructor from the VCD academic staff.

In general, in Project Studies you learn to:

- Implement your practical design skills and knowledge in real-life design projects
- Gain experience in team work and co-creation
- Plan, manage and schedule a design project
- Present, negotiate and document your design choices and project outcomes
- Report and assess your own learning

STAFF MEMBERS



ARJA KARHUMAA

PROFESSOR

Arja manages the content of the visual narrative focus and provides academic advice.



RUPESH VYAS

PROFESSOR

Rupesh manages the content of the information design focus and provides academic advice.

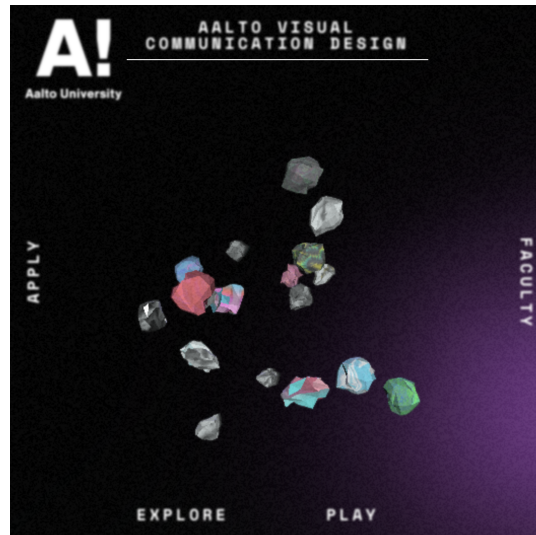


MINNA AINO A

PRODUCER

Minna can provide information on project studies, management and production, and to answer questions about intellectual property rights, freelance work & contract negotiations.

3 PROJECT CATEGORIES



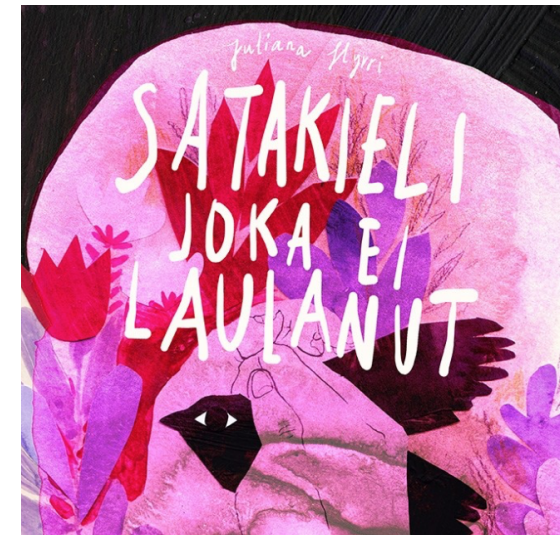
VCD PRODUCTION

These projects are initiated by our own programme.



VCD COLLABORATION

These projects are initiated in collaboration with stakeholders outside VCD.



INDEPENDENT PROJECTS

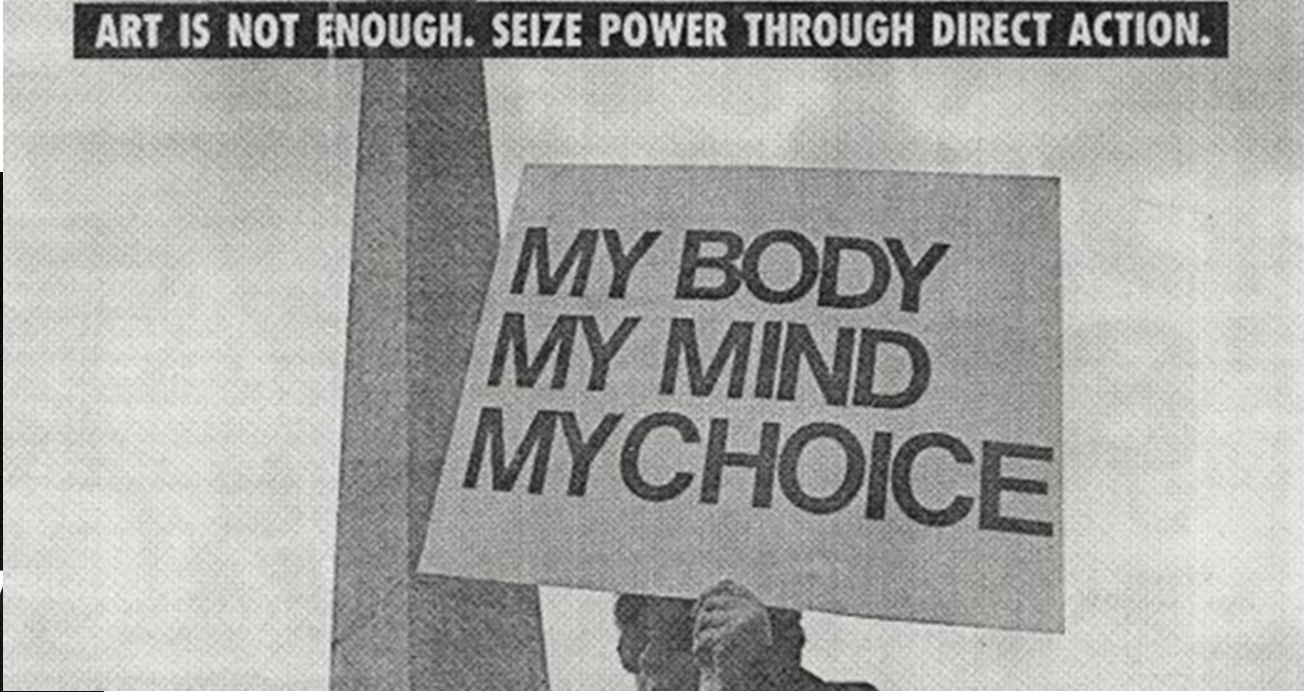
These projects are initiated by you.

VCD
PRODUCTION

WITH 42,000 DEAD
ART
IS NOT ENOUGH
TAKE
COLLECTIV
DIRECT
ACTION
TO END
THE AIDS
CRISIS

Gran Fury

ART IS NOT ENOUGH. SEIZE POWER THROUGH DIRECT ACTION.



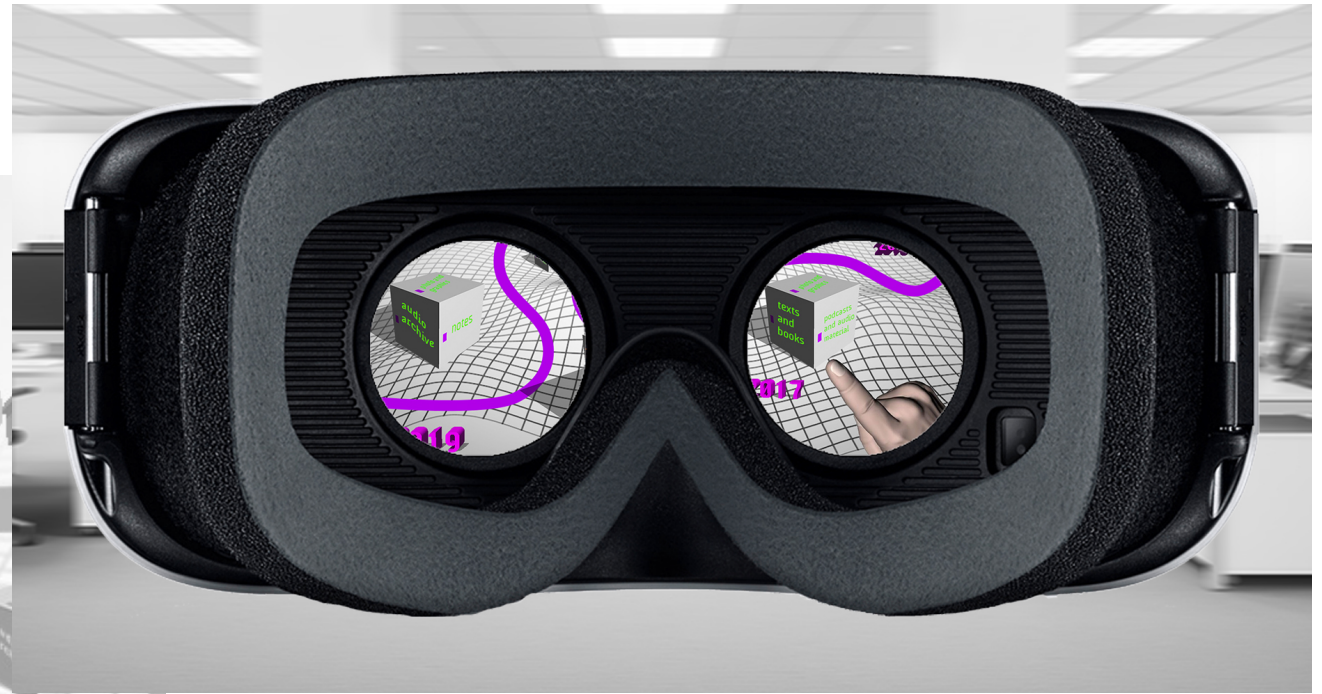
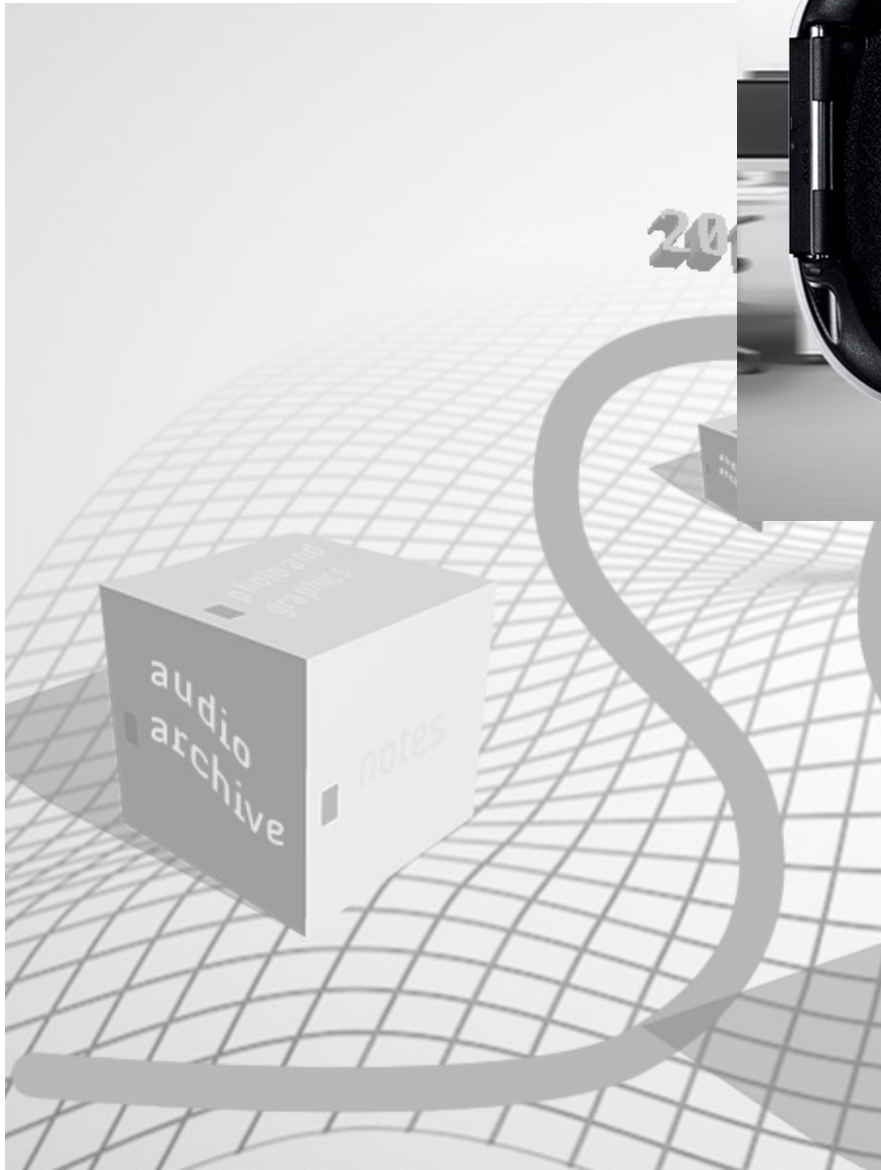
**MY BODY
MY MIND
MY CHOICE**

OTHER PASTS – Turn on the Archive / 5 CREDITS

The project asks you to consider archival work; its appropriation and redistribution to new audiences. By a hands-on introduction to the design archives at the Aalto university, and looking at other types of (political) archives, as well as through mutual conversation while developing work, the project culminates to an exhibition of the participants' work in December.

Tutor: Kaisa Lassinaro
Group size: 6 - 10 students

VCD
COLLABORATION



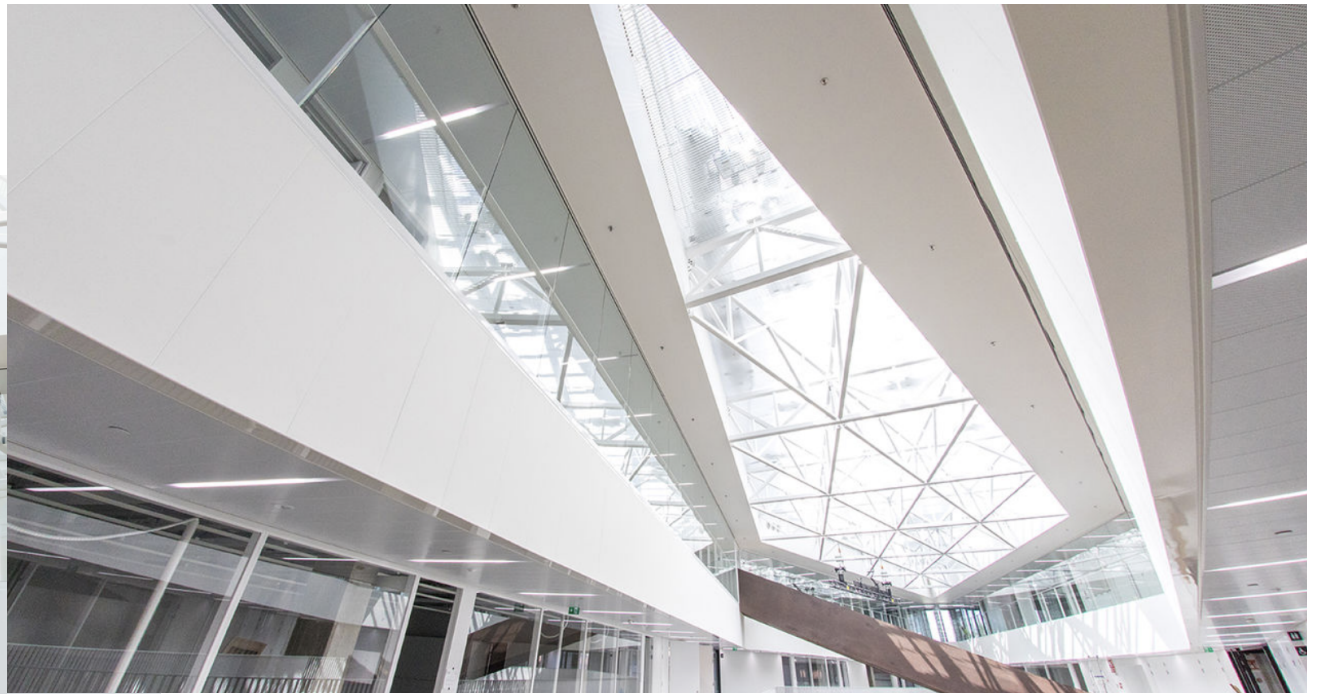
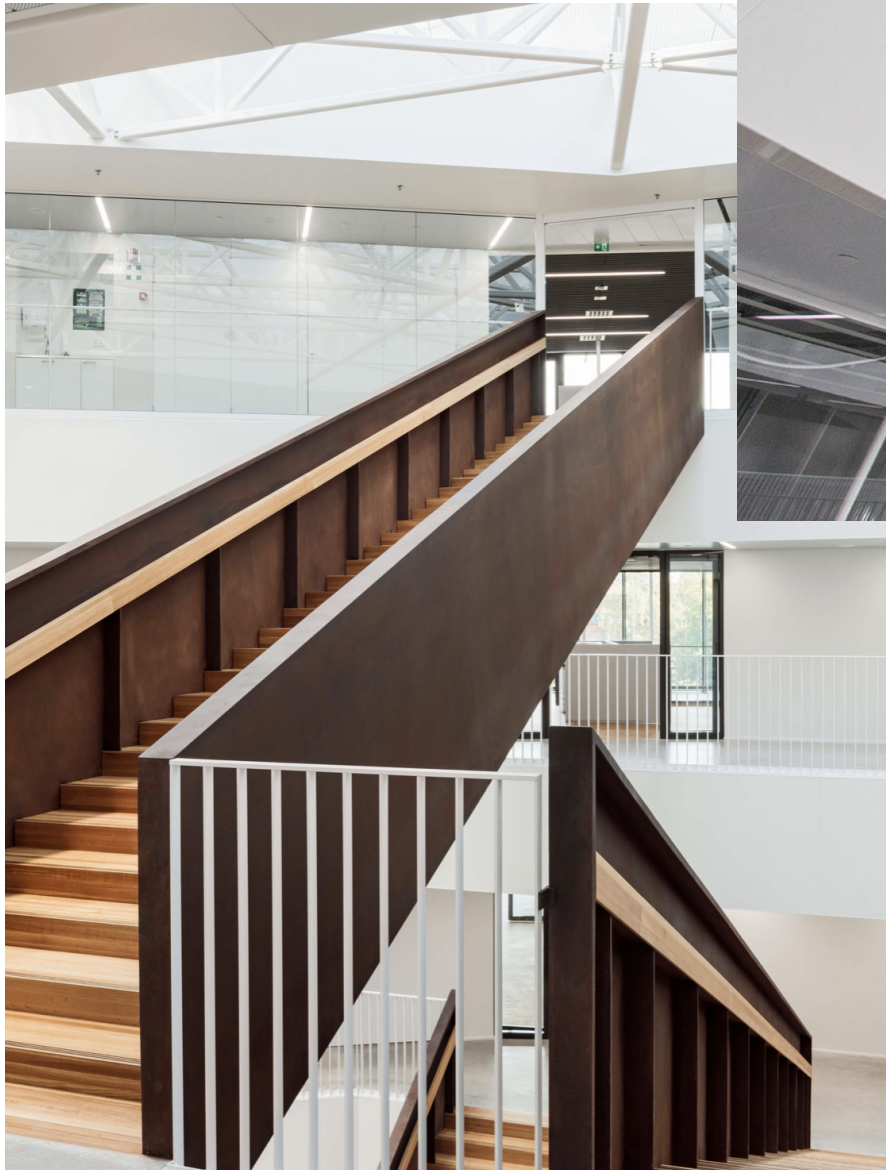
VR / 6+ CREDITS

Auto-Auto-Biographic VR is a virtual capsule for students who want to experience an overview of their study interests, influences and choices that affect their future careers. The VCD students will be expected to:

- Design visual representations of the environment, objects and data from various mediums in VR
- Design the interactions in the environment, with the objects and the data
- Design a system that captures experiences, reflections, notes from the user

Tutor: Jana Pejoska

VCD
COLLABORATION



AR with ACRE / 6 CREDITS

By using the Väre data to create AR Visualisation
/ dynamic storytelling illustrations for ACRE.

Tutor: Rupesh Vyas
Group size: 6 - 10 students

VCD
COLLABORATION

The subject is inspected through visual concepts and spatial ideas. How environmental and climate issues are visualised in the sustainability strategies of companies, in the media and editorial storytelling, is often clichéd and flat. How could sustainability be visualised otherwise? What could be the visuality of sustainability in the world, where climate change is not a marginal theme but essential part of our lives? What kind of imagery, visual concepts or spatial installations could increase more operative actions, raise awareness or help people to be more aware of the theme? What kind of visual approaches for green actions would make them more visible in our society?



Spatial installation on sustainability / 6 CREDITS

The project focuses on searching ways to deconstruct the visual narrative of the environmental liability. As the end product we aim to create spatial installation about the theme sustainability with visual storytelling to a public space.

Tutor: Päivi Häikiö
Group size: 4

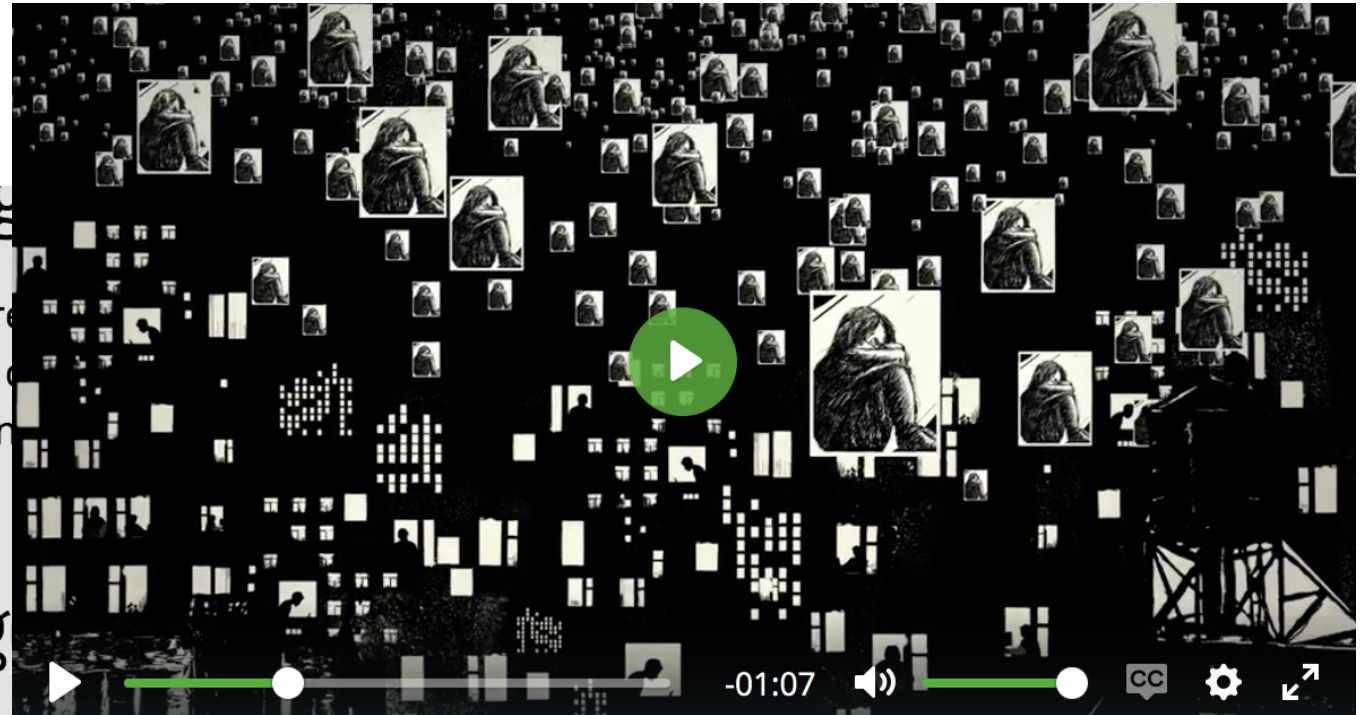
VCD
COLLABORATION

What is the purpose of this group?

The purpose of this united group is to increase awareness about the widespread issue of child sexual abuse and the lifelong impacts of its recording and sharing on the Internet.

How did the group come together?

In February 2018, following the release of its [International Survivors' Survey](#), the Canadian Centre, along with the International Centre for Missing and Exploited Children, organized the first retreat for this unique group of survivors in North America. The purpose of the retreat was to bring together survivors with similar experiences, to provide a space for them to share some of the challenges they have faced in a safe and supportive environment, to build a network and to build health relationships with other survivors. One outcome of the retreat was the establishment of an action group to focus on bringing



SAVE THE CHILDREN / ? CREDITS

The goal is an interactive installation that reflects the everchanging network technology and covert crime associated with the phenomenon. Through the installation, we raise awareness of sexual crimes against children online, open the debate on the risks of digital media, and demand the protection of children's rights also in digital media

Tutors: Matti Niinimäki and Rupesh Vyas
Group size: 3-4 students

VCD
COLLABORATION

POLARIS on visuaalisen viestinnän muotoilun koulutusohjelman opintoprojekti, joka käsittelee ilmastonmuutosta visuaalisen viestinnän muotoilun keinoin, nuorten aikuisten näkökulmasta. Ylen ja Aalto-yliopiston taiteiden ja suunnittelun korkeakoulun yhteistyönä syntyneen artikkelin ensimmäisen osan ovat toteuttaneet Oona Rähäntausta, Iina Sillfors ja Aina Viukari.

Yle ei julkaise haastateltavien oikeita nimiä aiheen arkaluontoisuuden takia.



Julkaistu 4.5.2019

"En aio hankkia lapsia. Syyt siihen ovat moninaiset eivätkä varsinaisesti liitty pelon tunteeseen. Ympäristöt ja ekosysteemit eivät kestä länsimaista elintasoja, ylikulutusta ja -tuotantoa, jotka on sidottu globaaliin markkinatalouteen. Tämän takia en koe itselleni oikeutta tuoda maailmaan uutta kuluttajaa."

Mies, 31 vuotta

[Lue koko haastattelu](#)

POLARIS + IMAGE / 6 CREDITS

Print project (negotiating with IMAGE) to address the issue of climate change especially targeted at young adults.

Tutor: Päivi Häikiö

Group size: 4 students (apply in 2 pairs), Finnish skills mandatory

VCD
COLLABORATION

HENKILÖASIAKKAAT



Päivittäiset raha-asiat



Lainat ja asunnot



Säästöt ja sijoitukset



Vakuutukset



Omistaja-asiakas ja edut



YRITYKSET JA YHTEISÖT



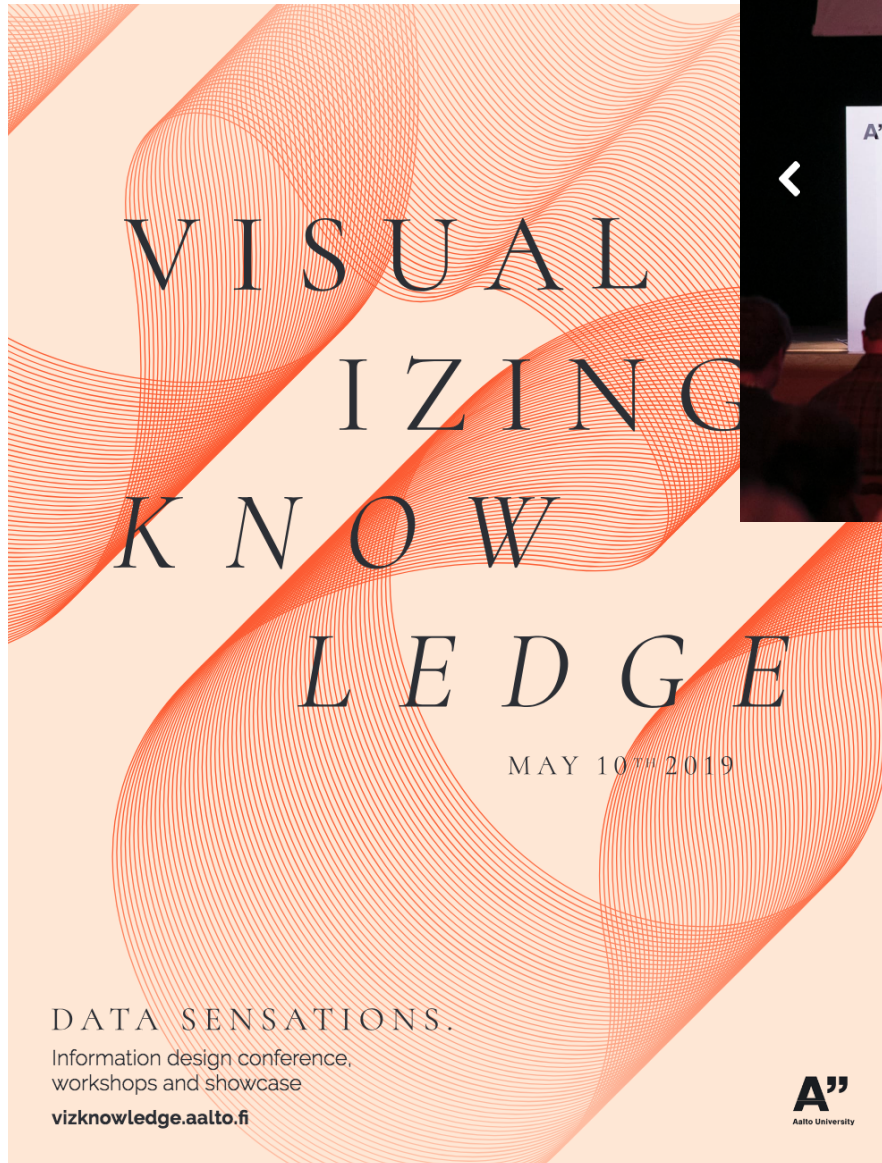
OP / 6 CREDITS

Data visualization project in collaboration with OP.

Tutor: Rupesh Vyas

Group size: 2-8


VCD
PRODUCTION



VISUAL
IZING
KNOW
LEDGE

MAY 10TH 2019

DATA SENSATIONS.
Information design conference,
workshops and showcase
vizknowledge.aalto.fi



VK20 / 6 CREDITS

Visualizing Knowledge is a conference, workshop and exhibition on information design and data visualization. Date and location for next conference is settled: **8.5.2020 / Dipoli.**

Tutor: Rupesh Vyas
Group size: 4-6 students

INDEPENDENT
PROJECT

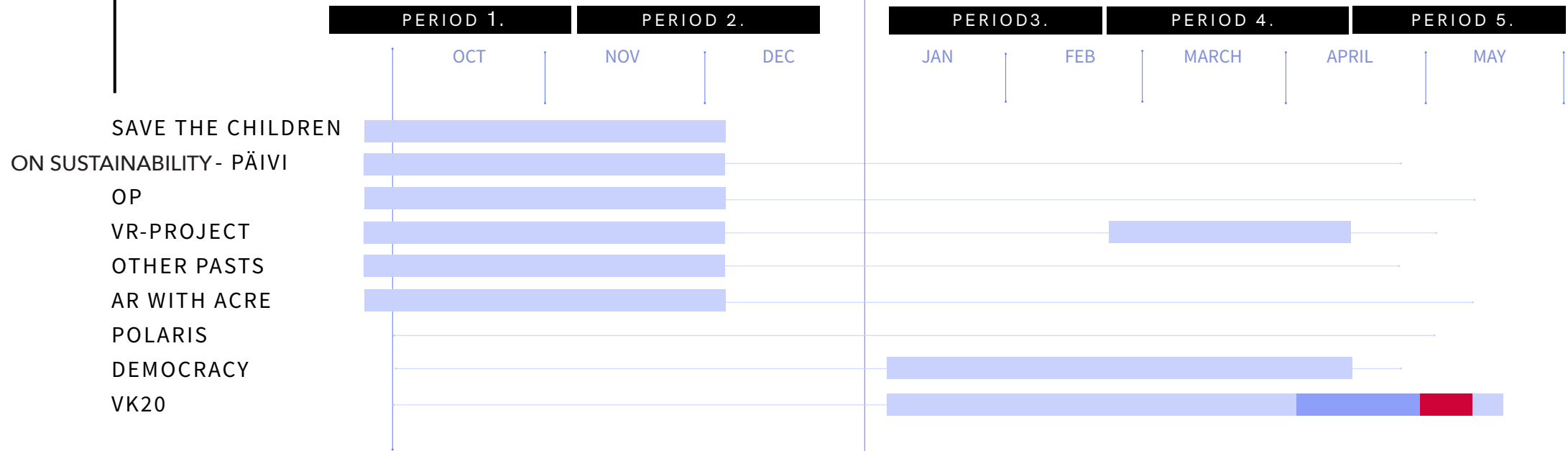


YOUR PROJECT NAME HERE / 1-6 CREDITS

Tutors: Arja Karhumaa or Rupesh Vyas

NOTE! All independent projects require a written project proposal approved by the academic staff before the start of the project. See the Independent Project page from MyCourses for more information.

PROJECT SCHEDULE



HOW TO APPLY?

1. SELECT

Pick the most interesting projects, and rate them to your 1st, 2nd and 3rd options. You can even list more if needed. Check the schedule to avoid overlapping projects.

2. SEND

Add your selections to the shared document file before Tuesday 17th of September 23:59

If you are planning to work only with your independent projects, let us know about it by the deadline. (You don't have to make the project proposals yet)

3. SUGGEST

Tell us what kind of projects or collaborators you would like to work with in the future. Any kind of ideas are welcome!



VCD - Social media

STUDENT TAKEOVER

Students are welcome to take over the VCD IG account anytime. As long as you undersign your posts, you can post anything (in good and respectful manner). Ask Minna about the IG account access. Hashtag: #vcdtakeover

EVENTS

All VCD events should be published via Aalto VCD FB account, unless they are completely own brands like VK20. To get moderator access to FB, ask Minna A.

TAGS

#aaltovcd #graphicdesignstudies #aaltouniversity @aalto_vcd @aaltoarts @aaltouniversity (by tagging both aaltoarts and aaltouni we usually get regrammed -> more coverage for posts)

Disclaimer: Account username or bio cannot be changed or modified, same with the channels former content.

THANK
YOU!