

Aalto ARTS visuals

The **FOUR ELEMENTS**



A?

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School of Arts, Design
and Architecture

The four elements



Backgrounds



B&W images in shapes



Shapes and handdrawn lines

Season's
Greetings!
Happy
Holidays!
Let the New
Semester
Begin!

Typography

LAYER ORDER

Typography



Shapes and handdrawn lines



B&W images in shapes

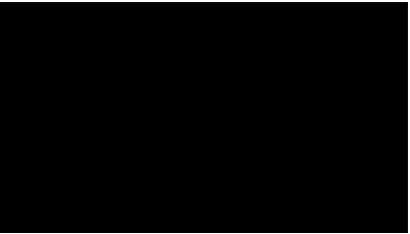
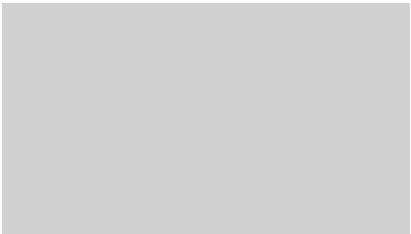


Backgrounds

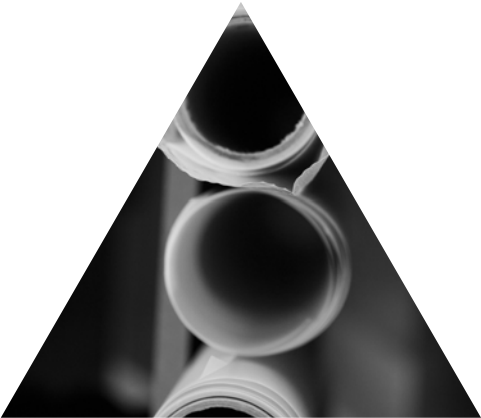
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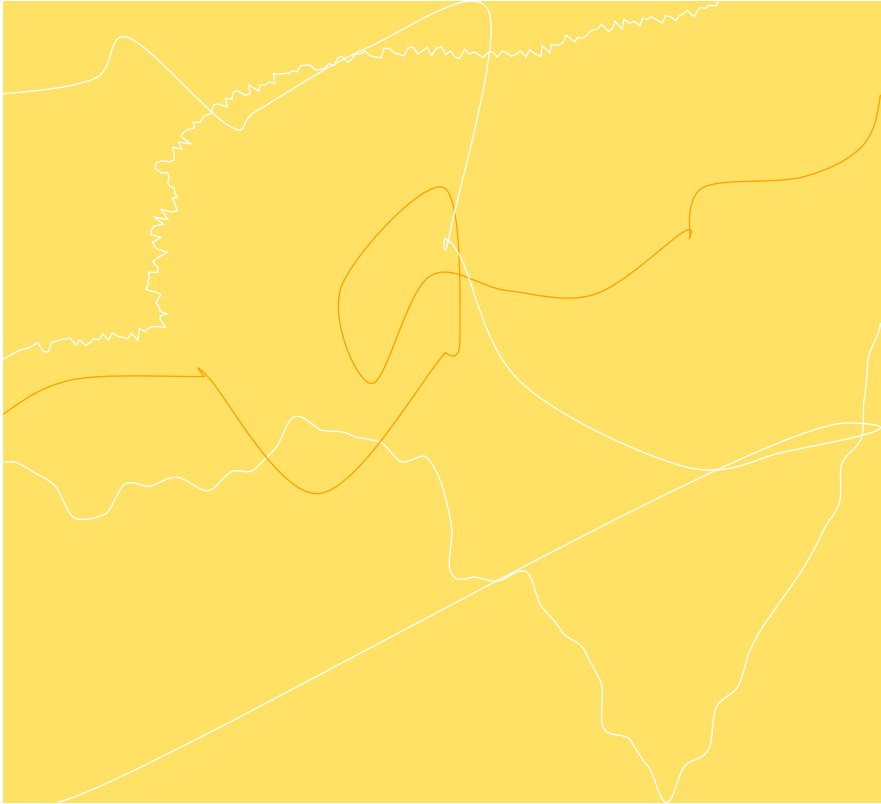
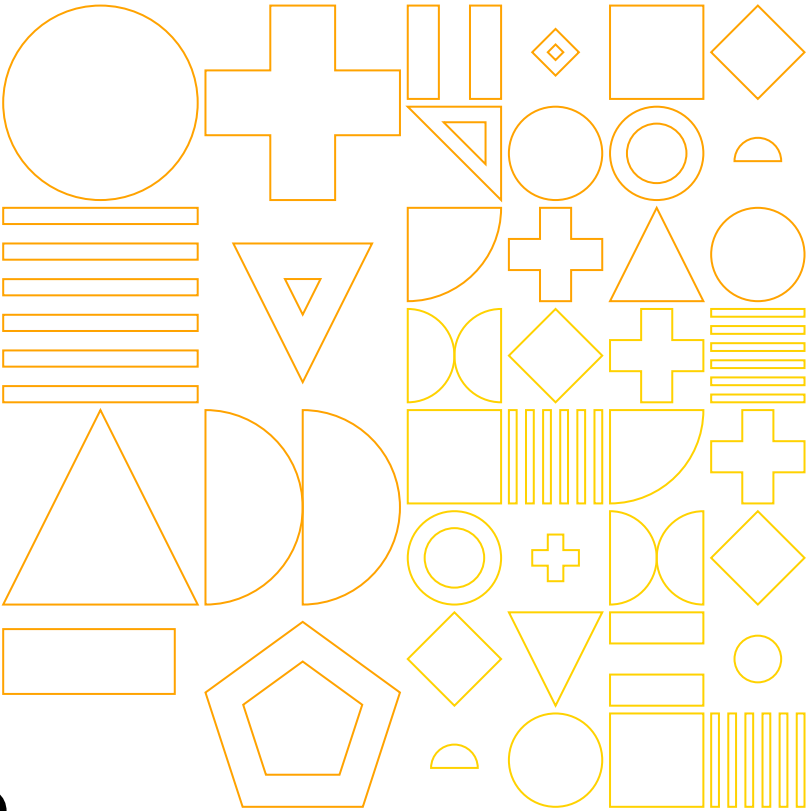
Backgrounds



B&W images in shapes



Shapes and handdrawn lines



Typography

Nimbus Sans Regular

Nimbus Sans Italic

Nimbus Sans Bold

+

Nimbus Sans Extended

Nimbus Sans Extended Bold

+

Sentinel Book

Sentinel Book Italic

Sentinel Bold

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Season's
Greetings!
Happy
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Examples:
Powerpoint
presentation



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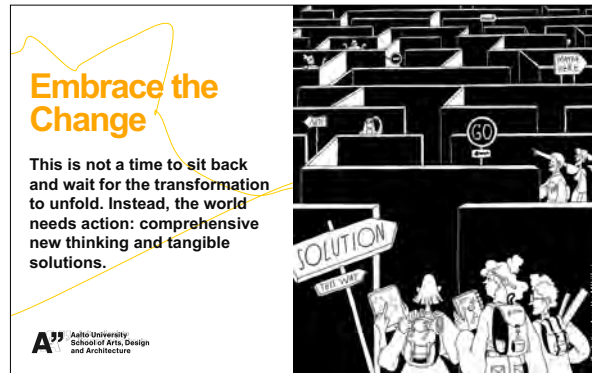
The slide features a vibrant orange-to-red gradient background. On the right, there is a circular inset image showing a modern architectural interior with a curved concrete wall and a series of horizontal lines. The Aalto University logo is positioned in the bottom left corner.



Change is Inevitable

We are in the midst of an ecological, technological, social and economic transformation that will fundamentally alter our way of life. The scale and complexity of this change is unlike anything humankind has experienced before.

The slide is split into two vertical panels. The left panel shows a person in a white protective suit and a yellow hood standing in a field of sunflowers. The right panel is white with orange text. The Aalto University logo is in the bottom left corner.

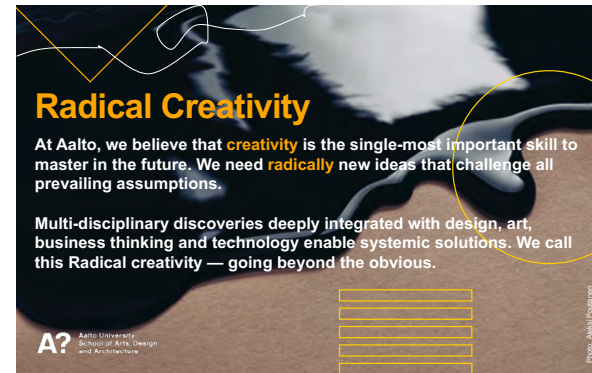


Embrace the Change

This is not a time to sit back and wait for the transformation to unfold. Instead, the world needs action: comprehensive new thinking and tangible solutions.

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The slide is split into two vertical panels. The left panel is white with orange text. The right panel shows a black and white illustration of a maze with various signs like 'GO', 'STOP', and 'SOLUTION'. At the bottom of the maze, several figures are looking at a sign that says 'SOLUTION'. The Aalto University logo is in the bottom left corner.



Radical Creativity

At Aalto, we believe that **creativity** is the single-most important skill to master in the future. We need **radically** new ideas that challenge all prevailing assumptions.

Multi-disciplinary discoveries deeply integrated with design, art, business thinking and technology enable systemic solutions. We call this Radical creativity — going beyond the obvious.

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The slide features a dark, abstract background with a blue and white pattern. The Aalto University logo is in the bottom left corner.



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Examples:
Powerpoint
presentation

The Unique Spirit of Aalto

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Merger of three leading Finnish universities

- 1849 Helsinki University of Technology
- 1871 University of Art and Design Helsinki
- 1911 Helsinki School of Economics

Aalto University 2010

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Recent Artistic Excellence Highlights

Andrea Botero Cabrera received the competed 5-year-funding from the Academy of Finland for her research: 'From the lab and the studio, to the garden, the forests and back.'

Finland's concept in the International Architecture Exhibition at La Biennale di Venezia 2020 is a concept by scholars from ARTS (Philip Tidwell, Kristo Vesikansa and Laura Berger).

Doctoral candidate in VCD Chao Yang won The Red Dot: Best of the Best Award 2019.

New master's programme in animation

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Recent Artistic Excellence Highlights

CHEMARTS exhibition at Dutch Design Week 2019 showcased experimental concepts on renewable biomaterials.

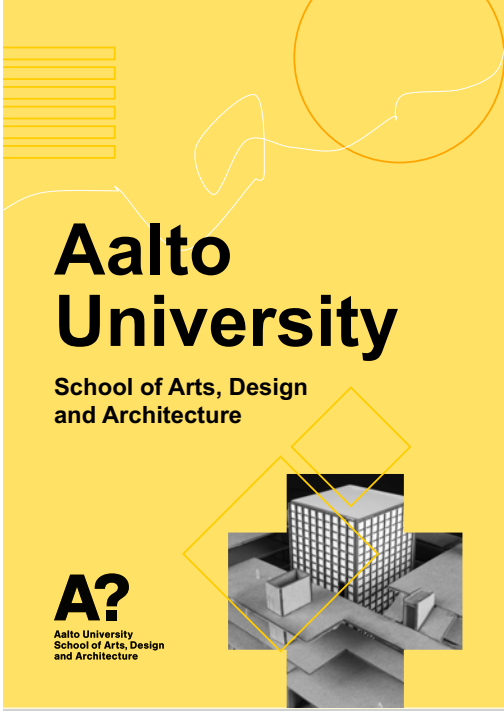
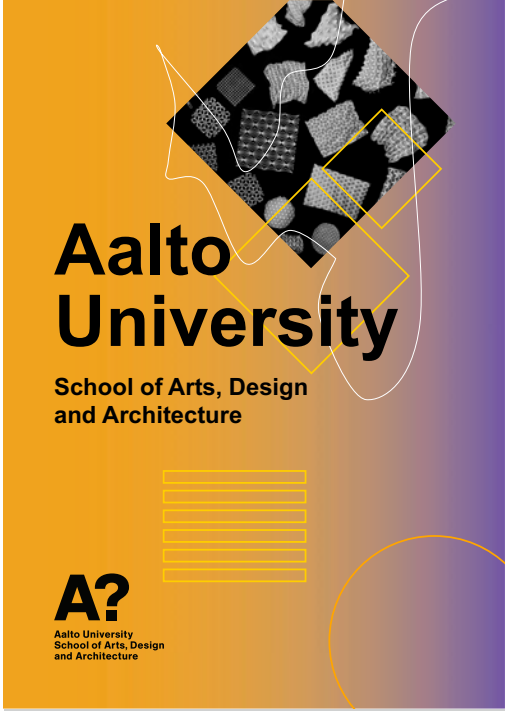
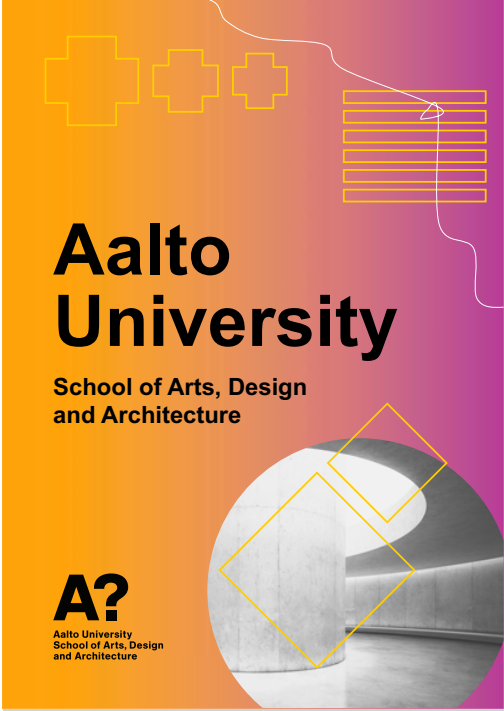
Interactive Diorama - Rembrandt 1632 VR simulation takes the visitor deep into an ancient painting. Exhibition in OODI in 2019.

Students shortlisted for 7 years in a row at Hyères International Festival of Fashion and Photography. First prizes in 2012 and 2013.

Koray Tahiroglu's experiments with music and artificial intelligence featured in ARS Electronica Linc 2019.

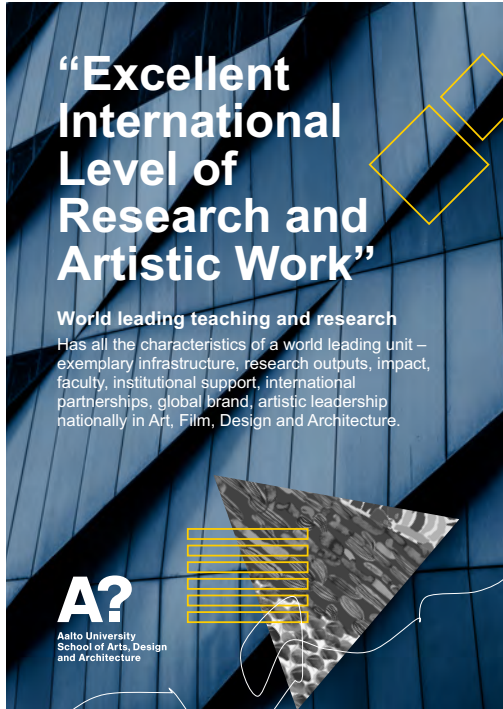
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Examples:
Powerpoint
brochure A5



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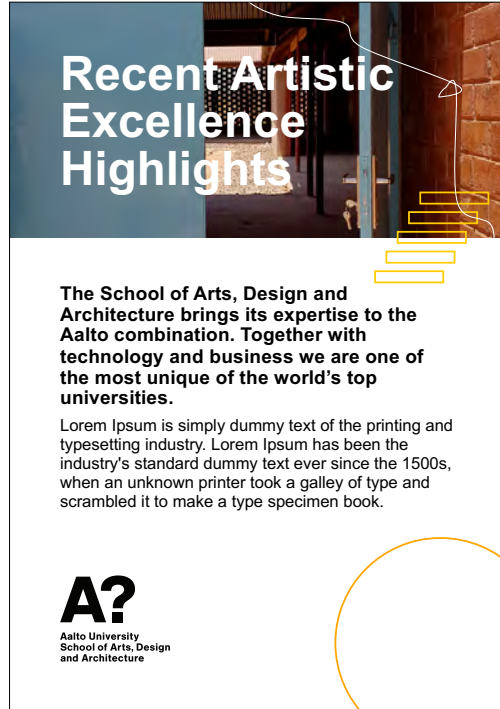
Examples:
Powerpoint
brochure A5



“Excellent International Level of Research and Artistic Work”

World leading teaching and research
Has all the characteristics of a world leading unit – exemplary infrastructure, research outputs, impact, faculty, institutional support, international partnerships, global brand, artistic leadership nationally in Art, Film, Design and Architecture.

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Recent Artistic Excellence Highlights

The School of Arts, Design and Architecture brings its expertise to the Aalto combination. Together with technology and business we are one of the most unique of the world's top universities.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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Aalto Arts
Aalto-yliopisto
Taiteiden ja suunnittelun korkeakoulu
Otaniementie 14, Espoo

Examples:

Instagram, Facebook, Twitter
1080x1080px



A?

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Examples:
Instagram “Vesileimat”
1080x1080px



Unfolded



#aaltolooks



#artzine

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Examples:

Instagram “Vesileimat”
1080x1080px



Faculty Stories



Student Works

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Examples:

Instagram story video
backgrounds 1080x1920px

