

# COURSE HANDBOOK



Kit Son Lee, 2021/ISAgallery

## COURSE OVERVIEW

### CREDITS

**3 ECTS**

**18 h in class**

**55 h time to get inspired and do research, read,  
work collaboratively**

**8 h preparing individual task**

**Total 3 ECTS, 81 hours**

### WHEN?

**5.11.–10.12.2021**

**13:15–17**

**VÄRE**

### LECTURER

**Päivi Häikiö**

**Department of Media**

**Course Teacher**

**paivi.haikio@aalto.fi**

**studio@paivihaikio.fi**

**040 588 4211**

**Teacher in Charge**

**arja.karhumaa@aalto.fi**

# COURSE DESCRIPTION

This course offers a reassessment of the established methods of graphic design as part of a broad and diverse visual culture. The course addresses graphic design narrowed down to spatial organisation of visual elements and considers how its methods and genealogies travel across the contemporary media landscape.

Through observations on past and present design outcomes as well as class exercises, you get a chance to update your notions of basic components of visual communication such as form, scale and hierarchy, typography, grid and colour systems, as well as the use of illustrative elements. The aim is to refresh your skills to high contemporary standards, but also to re-evaluate which of the traditional and well-established notions of aesthetic quality in design are relevant in current conditions, where audiences scatter, and the tactile and the digital often co-exist rather than oppose each other.

## LEARNING OUTCOMES

On successful completion of this course, you will be able to:

- identify various components of visual organisation (typography, grid, colour, illustrations, photography) and their roles in different media and modes of expression
- compare the use of print-based grid systems to the ones used in contemporary media environments
- explain the basic principles of different colour systems and gain confidence in working with colour
- consider the impact of materials, media, and technology to visual forms of expression
- evaluate the parallels and tensions between tactile and digital design outcomes

# SCHEDULE

WEEK ONE

WEEK TWO

WEEK THREE

WEEK FOUR

WEEK FIVE

WEEK SIX

5 . 11 .

12 . 11 .

19 . 11 .

26 . 11 .

3 . 12 .

10 . 12 .

Introduction

FIELDTRIP

Lecture:  
Colors, illustrative  
elements.

Lecture:  
Form, scale,  
hierarchy and grid.

Lecture:  
Theme according to  
needs/wishes.

DL FEEDBACK  
INDIVIDUAL  
ASSIGNMENT  
10.12. at 14

Lecture &  
Workshop:  
Media & expression  
and surfaces.

Collaborative project:  
Research phase.

TEAMWORK

TEAMWORK :  
PRESENTATIONS

DL INDIVIDUAL  
ASSIGNMENT 7.12. at  
21:00

Discussions,  
reflection

FINAL DEADLINE  
INDIVIDUAL  
ASSIGNMENT  
16.12. at 18

# ASSESSMENT

## ATTENDANCE

Students must attend and display active participation in at least 80% of the contact teaching.

## ASSIGNMENTS

The final grade for the course is based on assignments that students execute both individually and in groups throughout the course.

50%

Good attendance, engaging in excersises and discussion contributions to in-class discussions and group work

20%

Insight demonstrated in individual task.

20%

Insight and good team work demonstrated in the collaborative task.

10%

Assignments submitted in time.

Grading of the course is on a scale of 1 - 5.

## WORKLOAD

- 18 h in class
- 55 h time to get inspired and do research, read, work collaboratively
- 8 h preparing individual task

## DESIGN PROJECT – TEAM

### “MUSEUM OF CONTEMPORARY”

Imagine a museum, where you should curate a collection on objects and visual notes of your contemporary surroundings.

We build teams and explore surroundings in Helsinki.

From the observations and visual findings each team builds a collaborative “collection” of that area. Conceptual approach builds a visual collection or style, defined through a concept, visual identity, suggestion of media and color palette.

How do elements in those surroundings act?

What kind of systems do they build?

What fragments of visualities do we see?

What should be conserved from this moment?

What can be used from those notions to create a conceptual style?

What would be the neo xxx:ism of that area?

## DESIGN PROJECT – TEAM

### PROCESS “MUSEUM OF CONTEMPORARY”

1. Define a route and the meeting point for the tour with your team mates.
2. Consider what else than the streets and building would be something that is source material for the inspirations: Museum or gallery, a shop or store, drift shop, antiquities or book store? Nature, weather, light? Traces, accidental patterns or passing-by-color palettes?
3. Tour next Friday 12.11., each group individually
4. Team builds the keyfindings to a concept  
**COLLECTION XX (NAME OF THE AREA)**
5. Presentation of the Collection in the class 26.11.

## TEAMS

1

Petra Zajáčz  
Maria Justyna Klata  
Juha Koivusalo  
Hannah Scoones  
Tuuli Ollikainen

2

Anna Vienamo  
Hau Lok Lo  
Elisa Lanzani  
Zoltán Visnyai

3

Liina Kiviö  
Volha Furs  
Radhika Motani  
Omer Schupak

4

Emilia Kinga Rigaud  
Aino Salo  
Aliisa Perikangas  
Adelaida Avila Cabrera

5

Júlia Vila Comas  
Riccardo Feluga  
Veera Kemppainen  
Cathelle Dénoue  
Ella Eskola

6

Markus Grönlund  
Chloé Hartmann  
Anjori Tandon  
Irina Valeeva  
Ossi Kannosto



**COLLABORATIVE PART**

**COLLECTION NAME  
KEY VISUAL**

**COLLECTION  
DEFINITION**

**COLLECTION  
MOOBOARD**

**EXECUTION**

## **INDIVIDUAL ASSIGNMENT**

### **SHORT ESSAY OR CONCEPT PLAN**

Identify one of visual organisation (typography, grid, colour, illustrations, photography) that represents contemporary theme or visual phenomenon you observe from the surroundings. It might also be an observation of a visual style lacking in the current media observations.

#### **ESSAY**

Write a short essay (max 2 pages) about your observation and reflect the findings through the lens of graphic design.

1-2 pages text layout as a PDF.

#### **OR CONCEPT PLAN**

Build a concept draft of a visual element or system based on the observation. It might be color system, suggestion of an expression in different media, grid system, illustrative element, font system or typography.

1-3 pages visual plan layout as a PDF.

## INDIVIDUAL PART

### PEER REVIEW

Each reviews the work of one other.

After peer evaluation you can make changes to your work if needed, final deadline 16.12. at 18

# EVALUATION CRITERIA

## EVALUATION CRITERIA

Teacher will evaluate final deliverables taking into account the peer evaluations.

<b>EVALUATION CRITERIA</b>
<b>CONTENT AND DESIGN</b> As a whole, final deliverables: <ul style="list-style-type: none"><li>• Meet goals set out in assignment brief and objectives set by the team</li><li>• Are cohesive with all elements working together and demonstrating a unified vision</li><li>• Demonstrate creativity and initiative</li><li>• Demonstrate attention to quality and detail</li><li>• Are appropriate to the resources available (e.g. amount of time for the project, use of online platforms)</li><li>• Reflect course content and feedback</li></ul>
<b>TEAM WORK</b> <ul style="list-style-type: none"><li>• Tasks were fairly distributed</li><li>• Group work was organized</li><li>• Group solved problems together and supported one another</li><li>• Group met deadlines</li></ul>
<b>INDIVIDUAL WORK</b> <ul style="list-style-type: none"><li>• Support goals set out in assignment</li><li>• Demonstrate creativity and initiative</li><li>• Demonstrate attention to quality and detail</li><li>• Reflect course content and feedback</li></ul>