
DESIGN IMPACT III

ARTX-C1007 / 6 ECTS / PERIOD III - V

Bachelor's Programme in Design

Aalto University School of Arts, Design and Arch.

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RESPONSIBLE TEACHERS



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Designer in Residence / Dept. of Design

INTENDED LEARNING OUTCOMES

After this course, you should be able to:

- recognize different career paths for designers in both private and public sector.
 - articulate a personal direction for what to pursue upon the completion of their studies.
 - recognize basic business principles for sustaining a professional career as a designer as well as compile and present some of their design capabilities in marketable design offerings and/or services.
 - compile a physical or digital portfolio in which they document and present their design expertise and experiences in visual and textual form.
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COURSE OBJECTIVE: DEVELOPMENT OF YOUR PROFESSIONAL IDENTITY AS A DESIGNER



Know what kind of designer you are
Learn who you want to become and how
Reflect how you communicate your work
Practice how / what you communicate
Iterate how / what you communicate
Present what kind of designer you are



La Clairvoyance (1936) by René Magritte

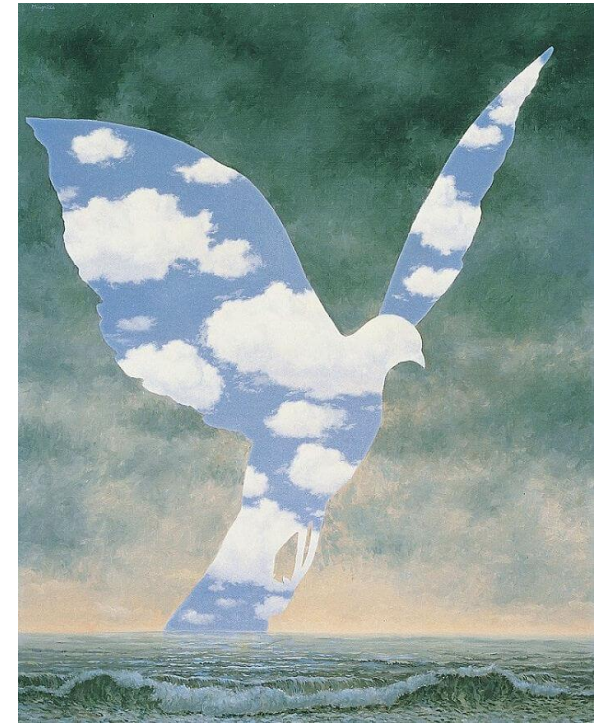
Merriam-Webster: 1. The power or faculty of discerning objects not present to the senses.

2. Ability to perceive matters beyond the range of ordinary perception

COURSE OUTCOME:

YOUR PROFESSIONAL IDENTITY AS A DESIGNER

- Content: A brief narrative to show what kind of designer you are based on your work (Show actual 'evidence!')
- Format: Multimedia Exhibition (TBD)
- Context: Design Impact Joint Final Event!
 - Opening: Friday, June 9th, 2023
 - Location: Väre 2nd floor galleries
 - Setting up: June 8th / Taking down: June 16th
 - Program: TBD (Aligned activities with Design Impact I & II)
- Dissemination: Aalto website? (TBD)



The Large Family (1963) by René Magritte



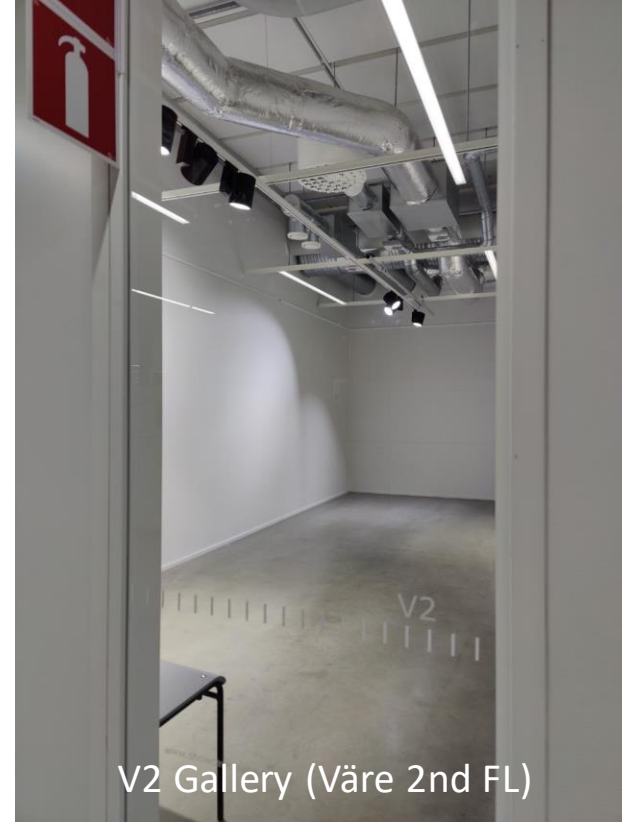
FK Gallery (Väre 2nd FL)



Silta (Väre 2nd FL)

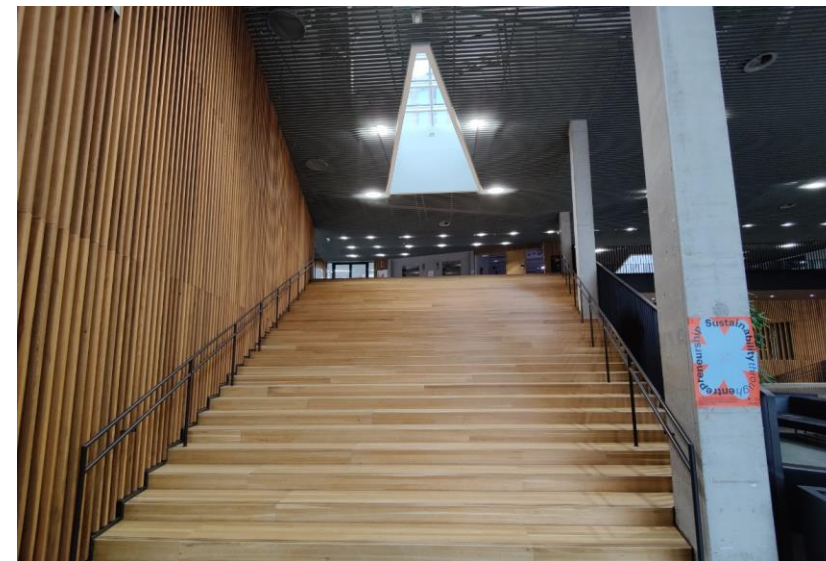


V1 Gallery (Väre 2nd FL)



V2 Gallery (Väre 2nd FL)

FINAL EVENT VENUE



COURSE SCHEDULE

Compulsory sessions to attend						
Per	Mon	Day	Time	Topic	Teacher(s)	Location
III	Jan	9	13:15-14:00	Course Overview	Teaching Team	M134
III	Jan	9	14:15-17:00	Personal Introduction	Teaching Team	M134
III	Jan	16	13:15-15:00	Professional Identity Intro	Namkyu	M140
III	Jan	16	15:15-17:00	Professional Role Model	Namkyu	M140
III	Jan	23	13:15-17:00	Guest Lecture	Career Design L	M140
III	Jan	30	09:15-17:00	Midterm Presentations	Teaching Team	M134
III	Feb	22	13:15-15:00	Communicating Design	Namkyu	F101
III	Feb	22	15:15-17:00	Guest Lecture (TBD)	Namkyu	F101
IV	Feb	27	13:15-17:00	Site visit (TBD)	Tarja?	TBD
IV	Mar	6	13:15-17:00	Site visit (TBD)	HK?	M134
IV	Mar	13	13:15-17:00	Tutorial	Teaching Team	M134
IV	Mar	20	09:15-17:00	Internal Presentations	Teaching Team	F101
V	Apr	28	09:15-17:00	Production Plan Presentations	Teaching Team	M237
V	May	5	09:15-12:00	Independent Work	Teaching Team	M237
V	May	12	09:15-12:00	Progress Presentations	Tarja / HK	Y228a
V	May	19	09:15-12:00	Independent Work	Teaching Team	M240
V	May	26	09:15-12:00	Progress Presentations	Tarja / HK	M237
V	Jun	2	09:15-12:00	Exhibition Preparation	Teaching Team	M240
V	Jun	9	09:15-17:00	Final event (with DI1 & 2)	Teaching Team	Väre 2nd F

TWO MODES OF WORKING IN DI3

Individual

- Overall, you are working as an individual.
- All assignments are submitted and graded individually.
- You are responsible for preparing materials to get supports.
- (Optional: In Period V, you may refine your design concept from BA thesis)
- For the final event, you are responsible for setting up and taking down your own work.

Group

- For your 'track work', you are joining a small group based on your interests in either Design or Media (roughly 50/50).
 - Each group is tutored by HK (Design) or Tarja (Media) to get a field specific support for your individual work.
 - For the final event, you are expected to contribute to setting up and taking down of shared exhibition structure / materials.
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ASSESSMENT

You must get 'passed' or 'passed with distinction' from all following assignments:

1. SWOT Analysis
2. Reflection on the Guest Lecture (Career Design Lab)
3. Slides for the Professional Role Model and a Project to Revise
4. Design Thinking Exercise
5. Reflection on the Site Visit(s)
6. Slides for the Production Plan (Final Event)
7. Learning Diary from the Track Work

**Number of PwD may influence the course grade when it is on the border line or /and teachers have conflicting opinions.*

Your course grade is mainly based on: Final Internal Presentation (March 20th, 2023)

**Grade of a student is proposed by responsible teachers*

Your attendance matters:

- 80% of your attendance for contact teaching sessions, including compulsory sessions, is required to pass the course **(REMEMBER THE SELF-ATTENDANCE CHECK!!!)**
 - Final Event: Participation of the Final Event and its setting up / taking down are marked importantly.
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LAST DATE FOR ASSIGNMENT SUBMISSION

Submit your unsubmitted or new revision required assignments by the end of June 4th (Sunday), 2023.

Exception (these must be submitted on-time due to presentations):

- Professional Role Model + Project Revise Presentation (Assignment 3)
 - Internal Presentation (Final)
 - Production Plan Presentation (Assignment 6)
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INTERNAL FINAL PRESENTATION: EVALUATION CRITERIA

Scale: 0 - 5

- **Clarity** (how clear your argument is, how clearly your role / identity is defined)
 - **Coherence** (how the relationship between your identity and supportive projects stays coherent)
 - **Relevance** (how your identity as a designer is related to a specific domain / group of audiences)
 - **Reflection** (how you connect back to your learning experiences from this study programme)
 - **Presentation** (how your visual identity and other performative elements are aligned to your narrative and presentation contents)
 - **Progress** (how your work has improved based on the feedback given at previous presentations and track work)
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QUESTIONS?

General feedback for the course: <https://presemo.aalto.fi/DesignImpact3/>

PERSONAL INTRODUCTION

Present a photo that represents who you are (max 2 mins per person)

WHAT'S NEXT?

Namkyu's lecture on Professional Identity and in-class exercise.
