



Aalto University
School of Arts, Design
and Architecture

Design Approaches to Sustainable Consumption

Session 11: Tutoring & final tasks

Thursday 9.2.2023 (9:15–11:00)

Agenda

9:15–9:20 **Opening session**

9:20–9:50 **Case work progress, deliverables & evaluation**

- Concept poster for Friday noon (10.2. / 12:00)!
- Final presentations on Tuesday (14.2.)
- Project reports a week after presentations (DL 21.2.)

9:50–10:30 **Case work – status checks; Questions?**

10:30–10:45 **Closing session**

Case work deliverables & evaluation



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Course and case work schedule

| Working days | Tuesdays (13-17) | Thursdays (9:15-12) |
|-----------------------|--|--|
| Week 1 (10. & 12.1.) | Introduction to course; DfS introduction (F101) | Case introduction: Food system sustainability (Q201) |
| Week 2 (17. & 19.1.) | Systemic (PSS) design and circular economy (Q201) | Design for sufficiency (Q201) |
| Week 3 (24. & 26.1.) | Presenting case work ideas (F101) | Assessing and communicating sustainability impacts (Q201) |
| Week 4 (31.1. & 2.2.) | Negotiating food systems experiments (Q201) | Scaling-up design ideas (Q201) |
| Week 5 (7. & 9.2.) | One planet game session (A Grid / Mordor) | Case work tutoring (Q101) Concept poster by Friday 12:00! |
| Week 6 (14. & 16.2.) | Final presentations (F101) | Summary discussion (Q101) |

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| Week 5 (7. & 9.2.) | One planet game session (L1–241, Puunjalostustekniikka 1) | Case work tutoring (Q101) <i>Concept poster by Friday 12:00!</i> |
| Week 6 (14. & 16.2.) | Final presentations (F101) | Summary discussion (Q101) |

Completing the course

To complete the course, besides attendance the students are required to perform work in relation to weekly readings, reflective writing, and case work in groups.

Learning diary is one main component in grading. The learning diary consists of weekly reflection on readings, lecture contents, and also your case work progress. The outcome is a complete and finalized reflective essay.

Case work is done in groups and evaluated as a whole, however there is a peer evaluation component with some impact. **The deliverables are presentations, concept poster and project report.**

Attendance should be over 75% if no special excuses (3 sessions absence max.)

Evaluation and grading

To pass, the students are required to attend the lectures (~80%) and perform all the assigned exercises, readings and written tasks.

Assessment methods and criteria:

- Individual writing task: Learning diary = 30%
- Active presence at the course (eg. discussion, chats) = 20%
- Case work, inc. presentations & final report = 40%
- Peer evaluation in groups = 10%

Learning diary

During the course students will write a learning diary. The learning diary consists of weekly reflection on readings, lecture contents, and also your case work progress.

Learning diary (10-12 pages or 5000 words) – for each week, write:

- A brief summary of the readings and reflection on selected topics
- Reflect on the session(s): What was most interesting?
- Case work: How is it progressing? Challenges, reflection?
- No strict structure, but could follow weekly structure or then be divided in lecture and case work parts
- Add also a short introduction on your motivations and yourself as a sustainable designer, and reflections to the course as a whole to the end
- Academic output: Add references, also some external sources?

Will be submitted via MyCourses; Deadline after the end of course (28.2.)

Case work

Besides lectures, there is a case assignment in which the students work in 3–5 person groups. Groups work independently but in contact with dedicated tutors, and produce design concepts that are communicated in presentations, poster and report.

Case presentation days:

- Idea presentations on Tuesday 24.1.
- Final presentations on Tuesday 14.2.
- Discussion on results on Thursday 16.2.

Deliverables:

- Concept poster (2 x A3, PDF; landscape format)
- Presentation materials (e.g., PPT or PDF)
- Project report (PDF)

Case work deliverables

Idea presentations on Tuesday 24.1. and **final presentations** on Tuesday 14.2. **Upload presentation slides before sessions!** (*one group member uploads files!*)

Concept poster: Package your design idea into a poster according to instructions and template. **Submit to MyCourses by Friday 10.2. noon (12:00)!**

Project report: Besides poster and presentations you produce a project report as a team. The project report is in a way an expanded version of the final presentation, and could even be based on the same visual style/layout, but should probably include more details as a text. **Submit to MyCourses by 21.2.!**

Peer feedback: As a part of case evaluation, there's peer assessment. Please review your group members with an anonymous survey (see instructions in 'Announcements' next week).

IPR issues: Please, see the disclaimer in MyCourses 'Case work' section!

Concept poster (DL Friday 10.2. noon!)

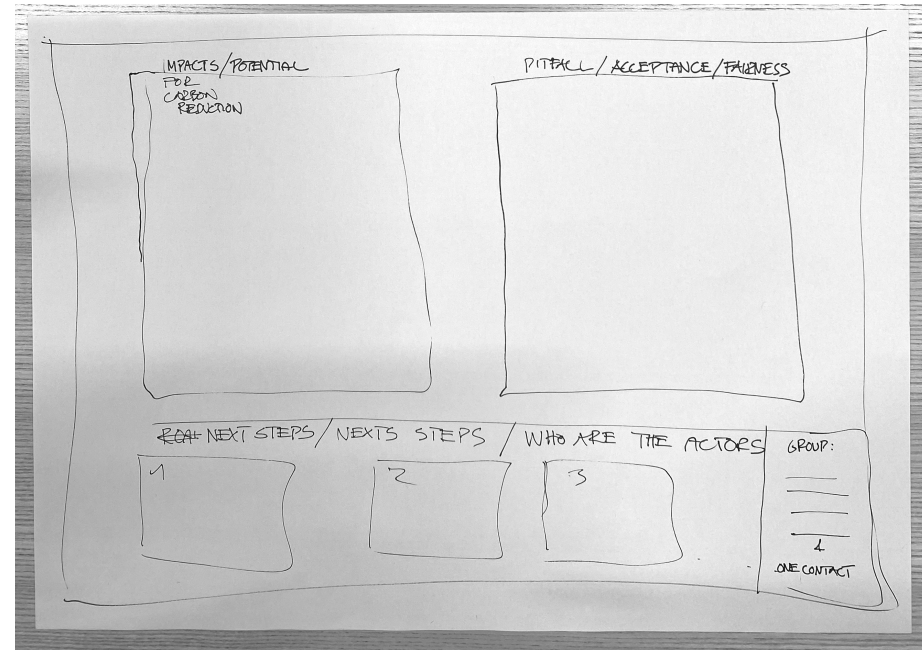
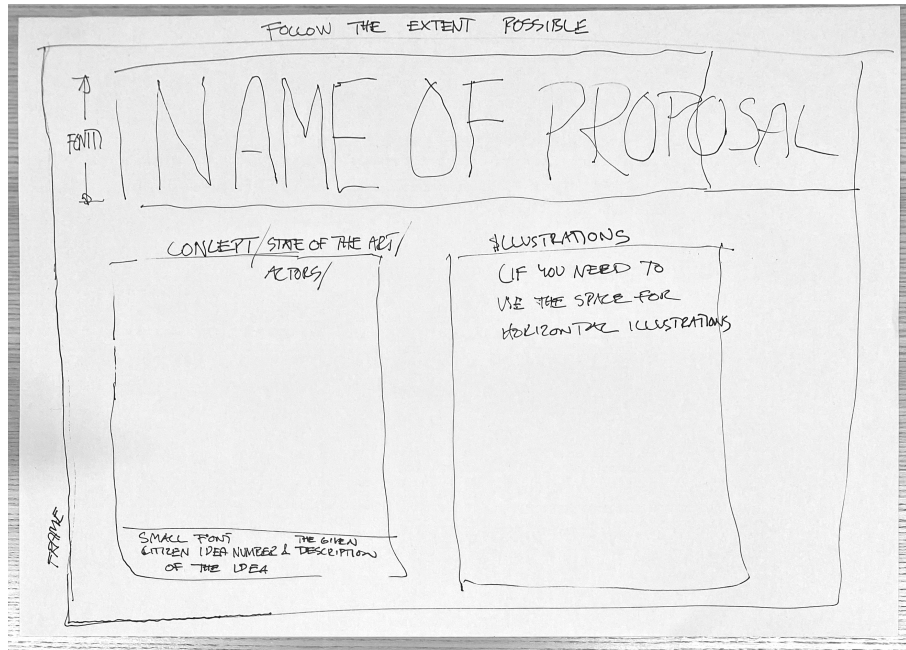
As a part of communicating the final outcome, groups are expected to produce a concept poster by Friday 10.2. noon (used in ORSI-project workshops in the weekend).

Concept poster guidelines:

- The concept poster comprises two A3-sized pages in *landscape format*, see next slide!
- Create a PDF file, make sure it prints out as A3 (test with a printer?).
- In the poster, present your final concept idea with text and visualisations.
- A possible content structure would present and reflect on the identified challenge and your theme, and then present your design concept idea and how it contributes to sustainability; You should also mention target audience/users.
- In addition to this, list also the citizen ideas (with their numbers) that inspired you in the process.
- Include also some visualisations such as a system map, service blueprint, product illustration, timeline for change, or other materials depending on the concept.

Deadline: The concept posters need to be uploaded by Friday 10.2. noon (12:00)!

Poster structure & contents, example:



- **Please note!** Posters are in English, but you may include a Finnish title to accompany the English one, if you want...

Final presentations next week

Next week on Tuesday (14.2.) we will have final presentations session 13:15–17:00.

- Each team has a 20-minute slot to use, aim to 10-minute presentations to leave time for feedback.
- The format for the presentation is quite free, but use presentation slides (e.g. PPT + talk)
- You may include some additional elements if you want (video, music, interaction?)

Final presentations next week

Final presentation should cover:

- Original brief and research, its potential challenges and iteration
 - Connect to your focus theme and the citizen ideas that inspired you
- Initial ideation and its results; potential redirection of work
 - Describe your background research and justifications for your concept idea
- Design process
 - Explain the process of work from initial idea to final outcome, and your phases of work that followed your idea presentation
- Outcomes
 - Could be a product concept, visualisation of space, draft of a materials package, service blueprint, PSS description, depending on your final orientation.
 - You may include actor maps, transition timelines, story boards, offering diagrams, personas etc. to support the communication.

Final presentations schedule (Tuesday 14.2.)

Schedule for the teams' presentation slots is suggested to be the following:

Tuesday (14.2.) 13:15–17:00:

| | | | | | |
|-------------------------|--------|-------|--------|-------------------------|---------|
| 13:15 | Team 1 | 14:25 | Team 4 | – <i>break 10 min</i> – | |
| 13:35 | Team 2 | 14:45 | Team 5 | 15:55 | Team 8 |
| 13:55 | Team 3 | 15:05 | Team 6 | 16:15 | Team 9 |
| – <i>break 10 min</i> – | | 15:25 | Team 7 | 16:35 | Team 10 |

Please upload your final presentation materials to MyCourses by the presentation day!

Following the presentations, there is a shared discussion on results on Thursday (16.2.)...

Project report deadline is the following Tuesday (21.2.)!

Project reports (DL 21.2.)

As a part of the case work, besides presentations you produce a project report as a group. The project report is in a way an expanded version of the final presentation, and could even be based on the same layout, but should include more details as a text. Include also reflection on your group work process to the end.

The project report should cover:

- Original brief and research, its potential challenges and iteration
- Initial ideation and its results; potential redirection of work
- Design process (including possible interactions with stakeholders)
- Outcomes (could be a product concept, visualisation of space, draft of a materials package, service blueprint, PSS description, depending on the final orientation)
- Reflection on your process and outcomes

Will be submitted via MyCourses (one group member uploads)...

Deadline the following week after the course (Tuesday 21.2.)!

Bonus task for all the groups!

If you want to take on an extra challenge, consider the following:

- S-group would like to see all posters incorporating the idea 28: *“revising food discourse to communicate that food is valuable and a precious resource”*
- Especially, in your poster texts, try to replace the following terms with more positive ones: “low-“ (such as in “low carbon”), “substitute-“ (such as in meat substitute), and plant based food as “special-“ (such as when talking about vegetarian/vegan food as a “special diet”)
- Try to find new terms that would normalize sustainable eating!

What to communicate?



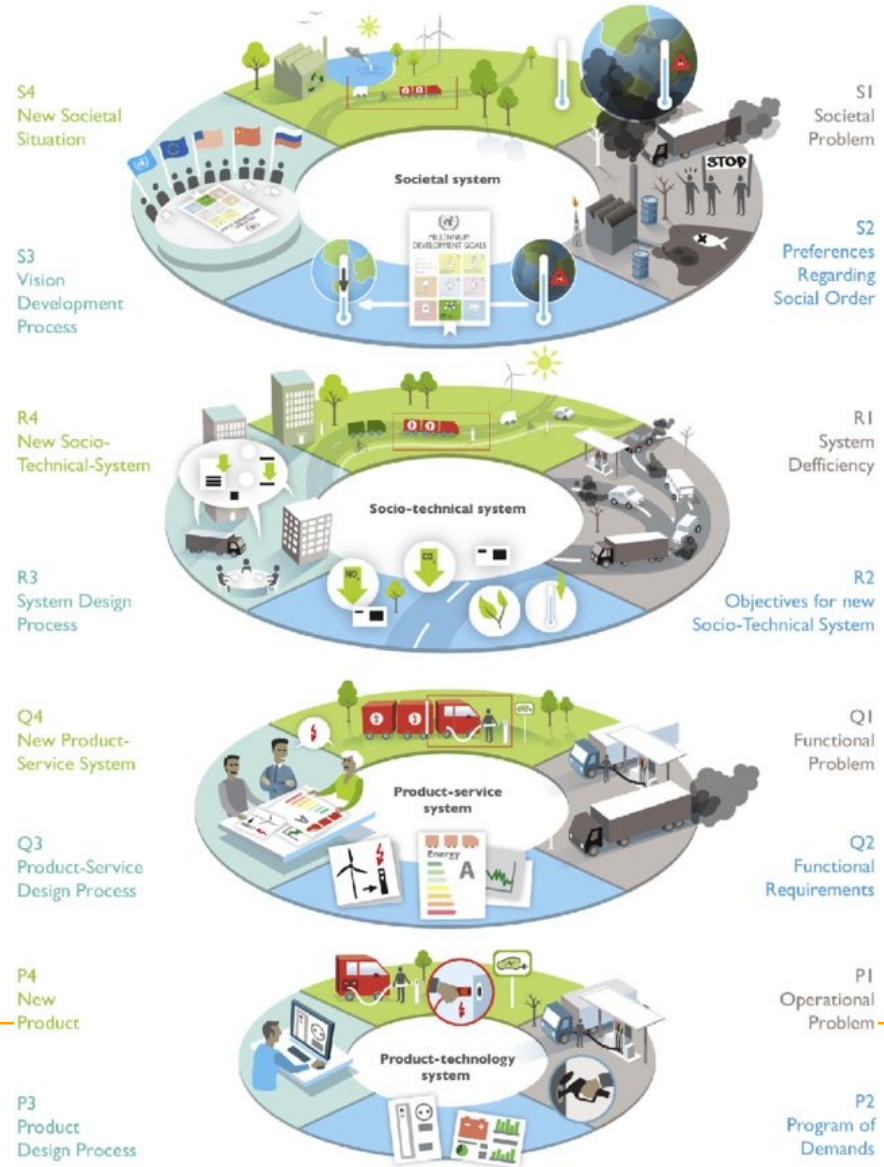
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Multilevel focus for design

Multilevel perspective adapted to design:

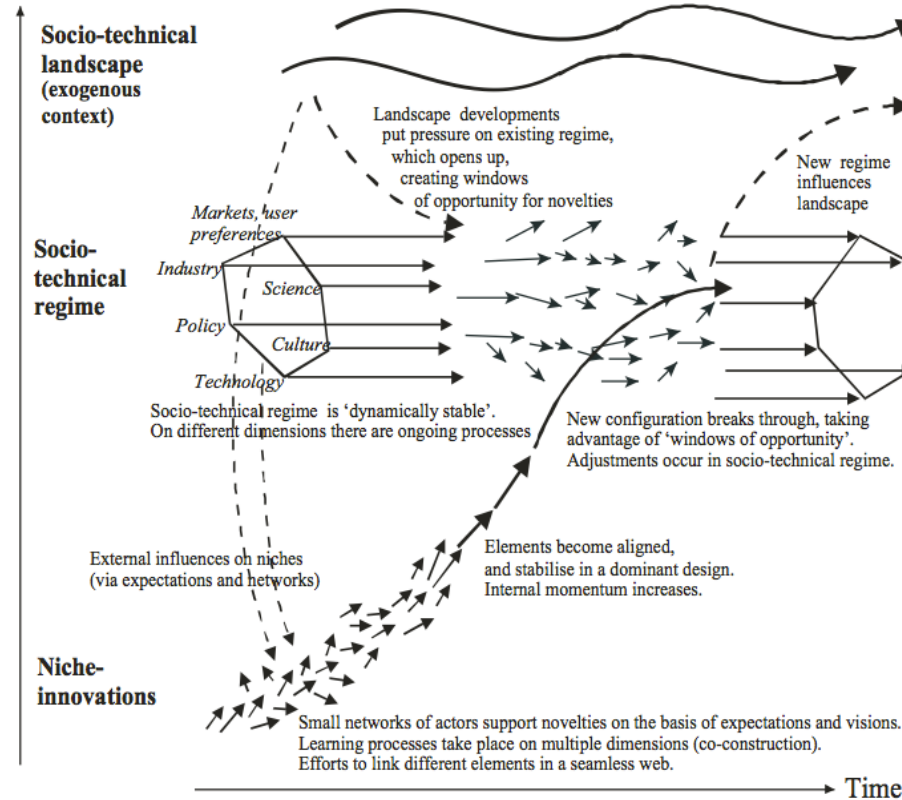
“The role of designers is broadening, from the creators of physical artefacts to the potential role of facilitators of complex societal change processes. To support the widening role of the designer, there is a need for a design supportive model.”

Multilevel Design Model (MDM) by Joore & Brezet (2014)



Transition management framework connecting different levels of assessment:

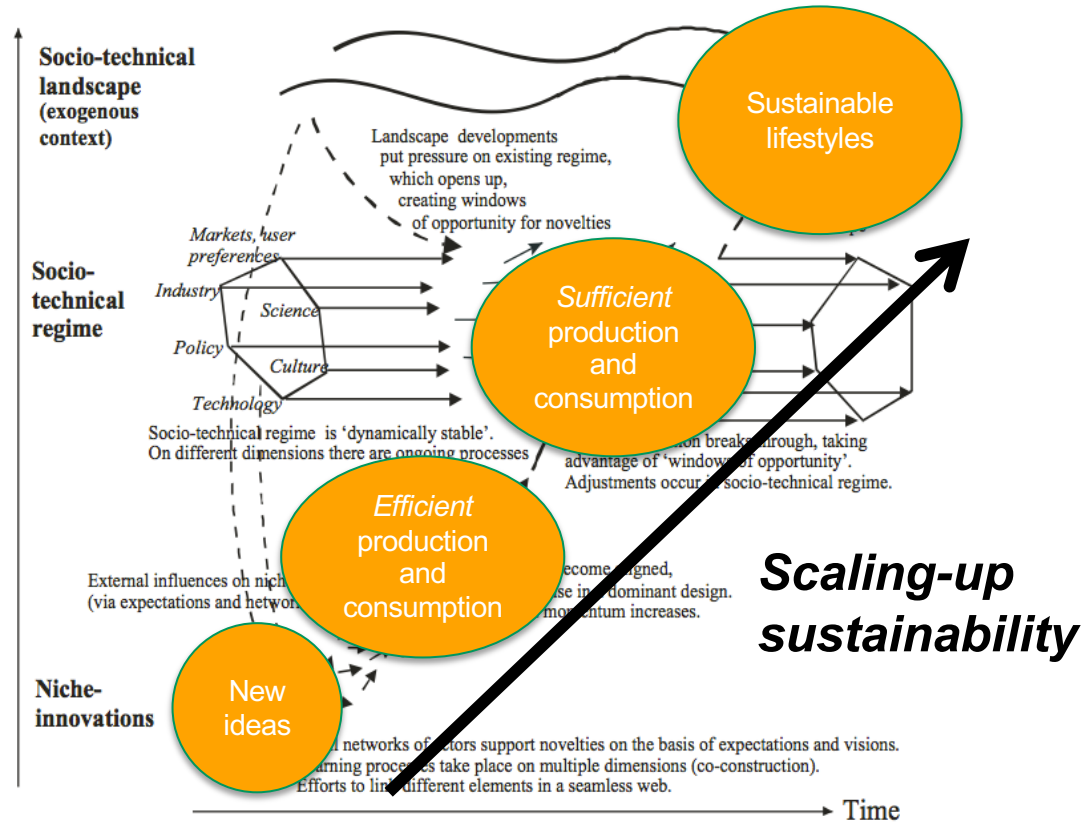
Scaling-up sustainability transitions within the socio-technical context:



Source: Geels, F. (2011) Multi-level perspective on sustainability transitions

Transition management framework connecting different levels of assessment:

Scaling-up sustainability transitions within the socio-technical context:

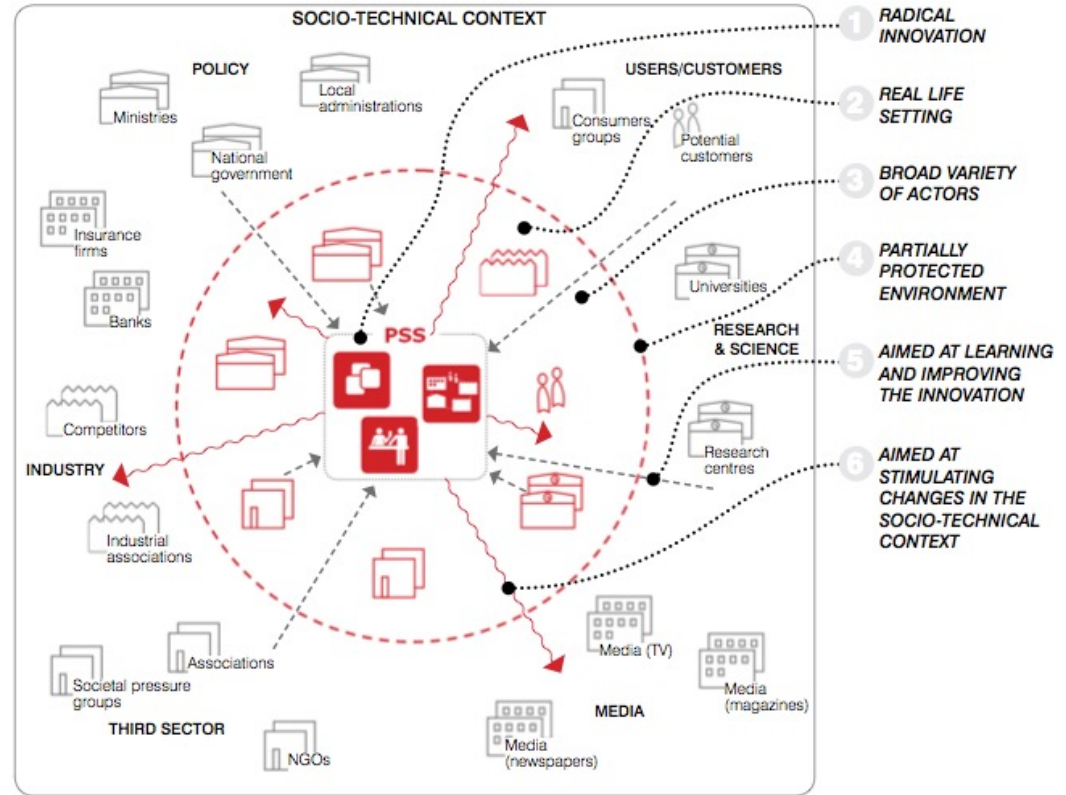


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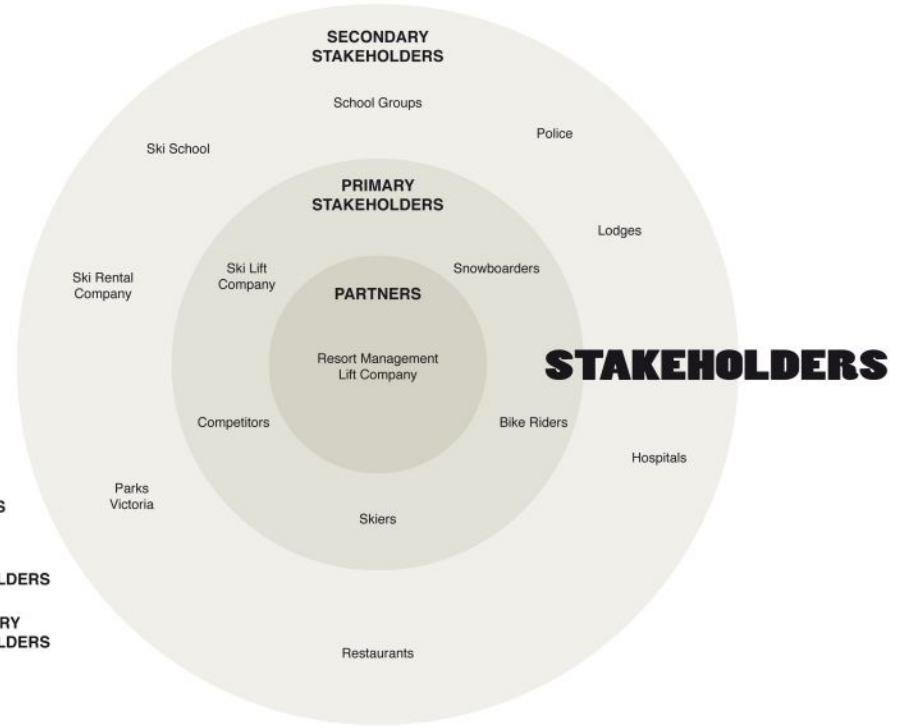
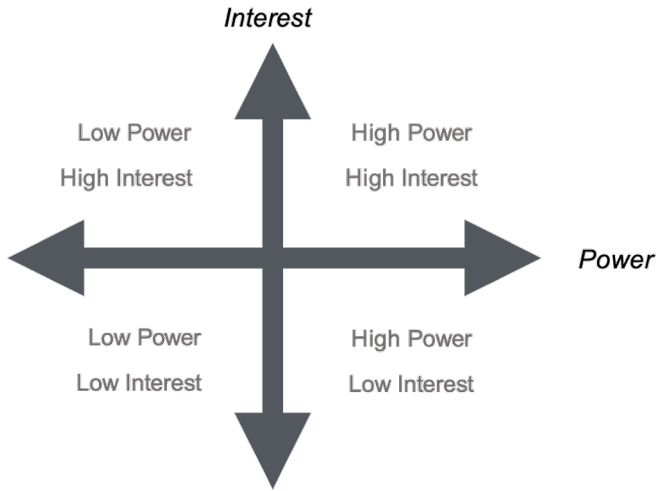
Designer as the match-maker

Design action can focus to:

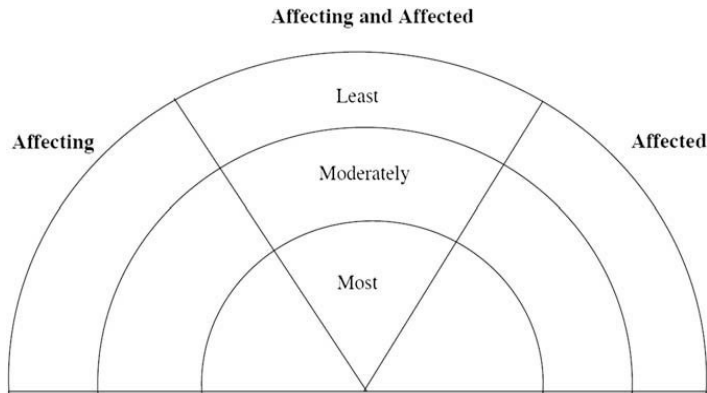
- Redesigning system interactions and connections
- Connecting new stakeholders within the problem context
- Communicating system interaction and value propositions



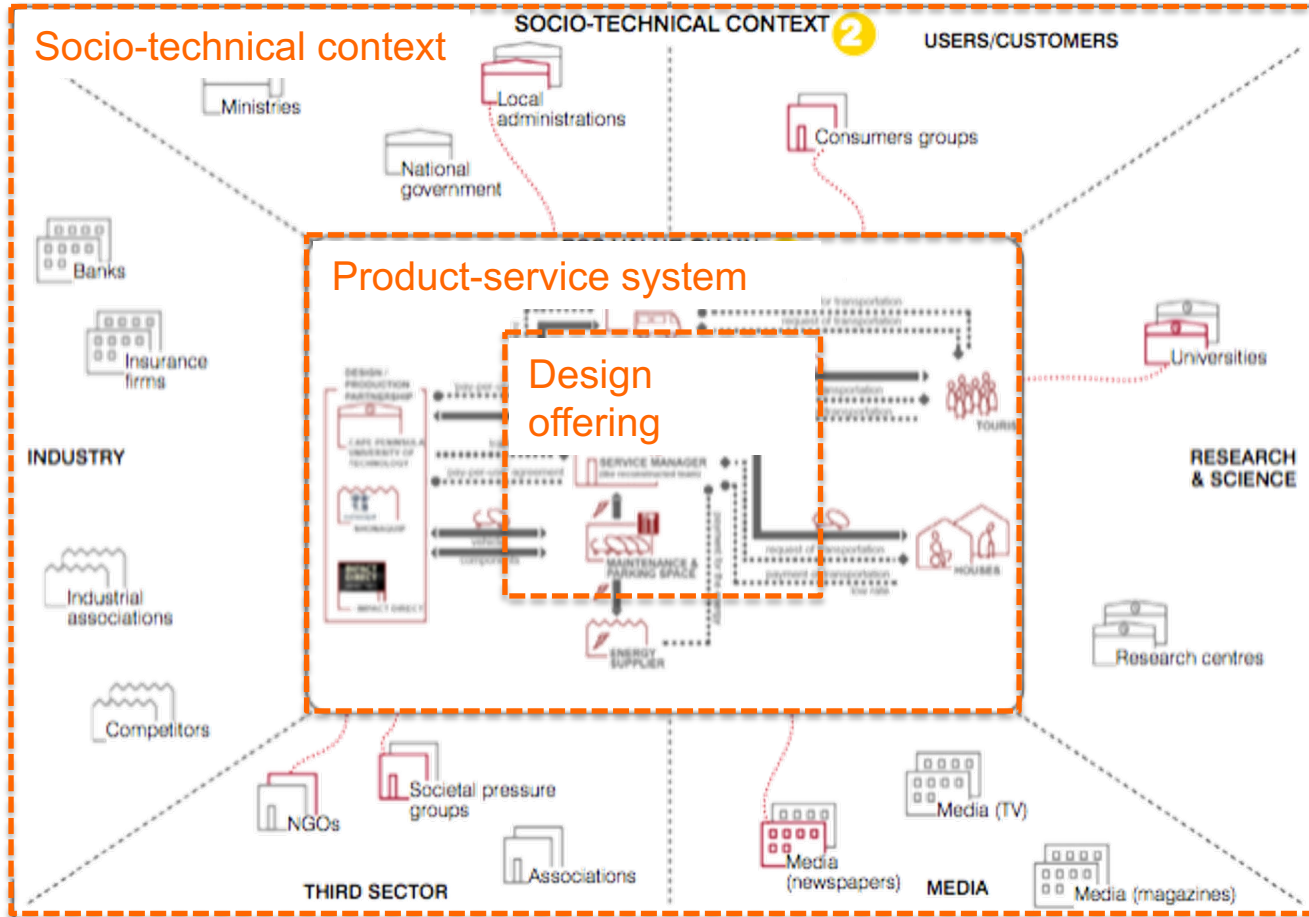
Considering different stakeholder assessment & engagement approaches:



- PARTNERS
- PRIMARY STAKEHOLDERS
- SECONDARY STAKEHOLDERS

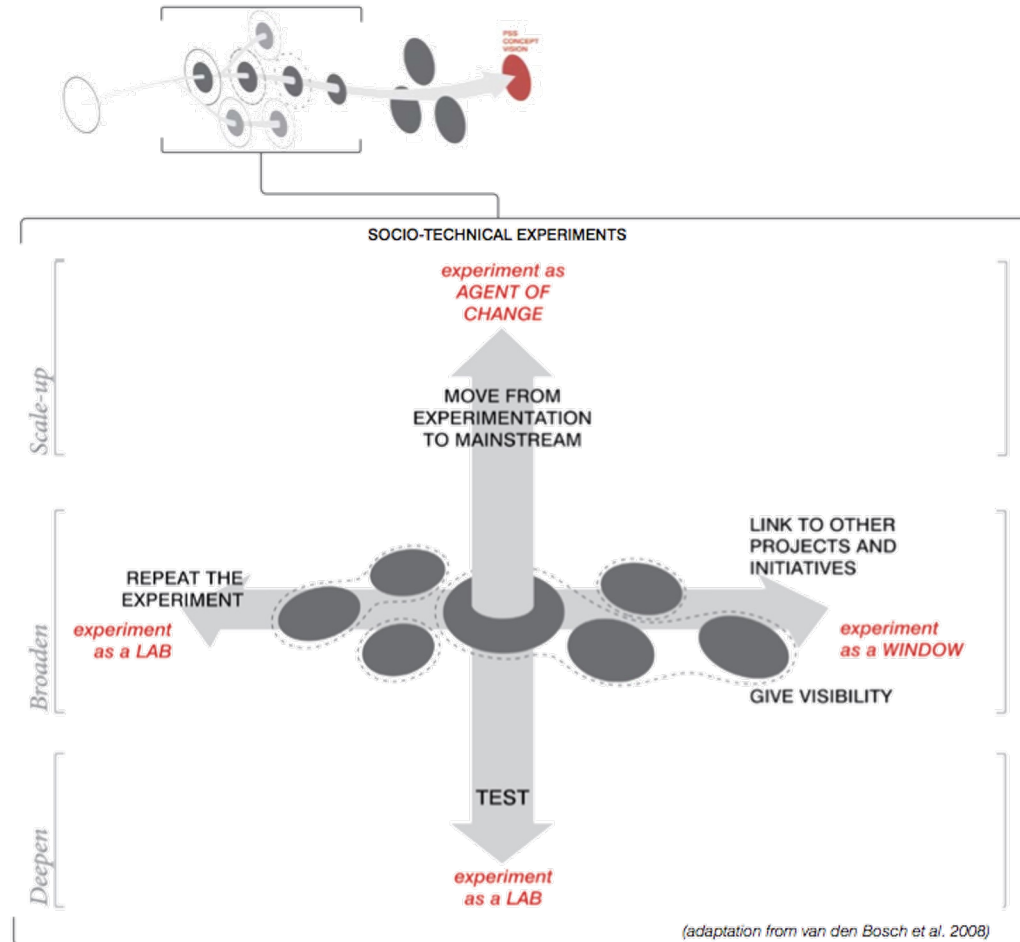


Mapping the system with its core actors and interactions:

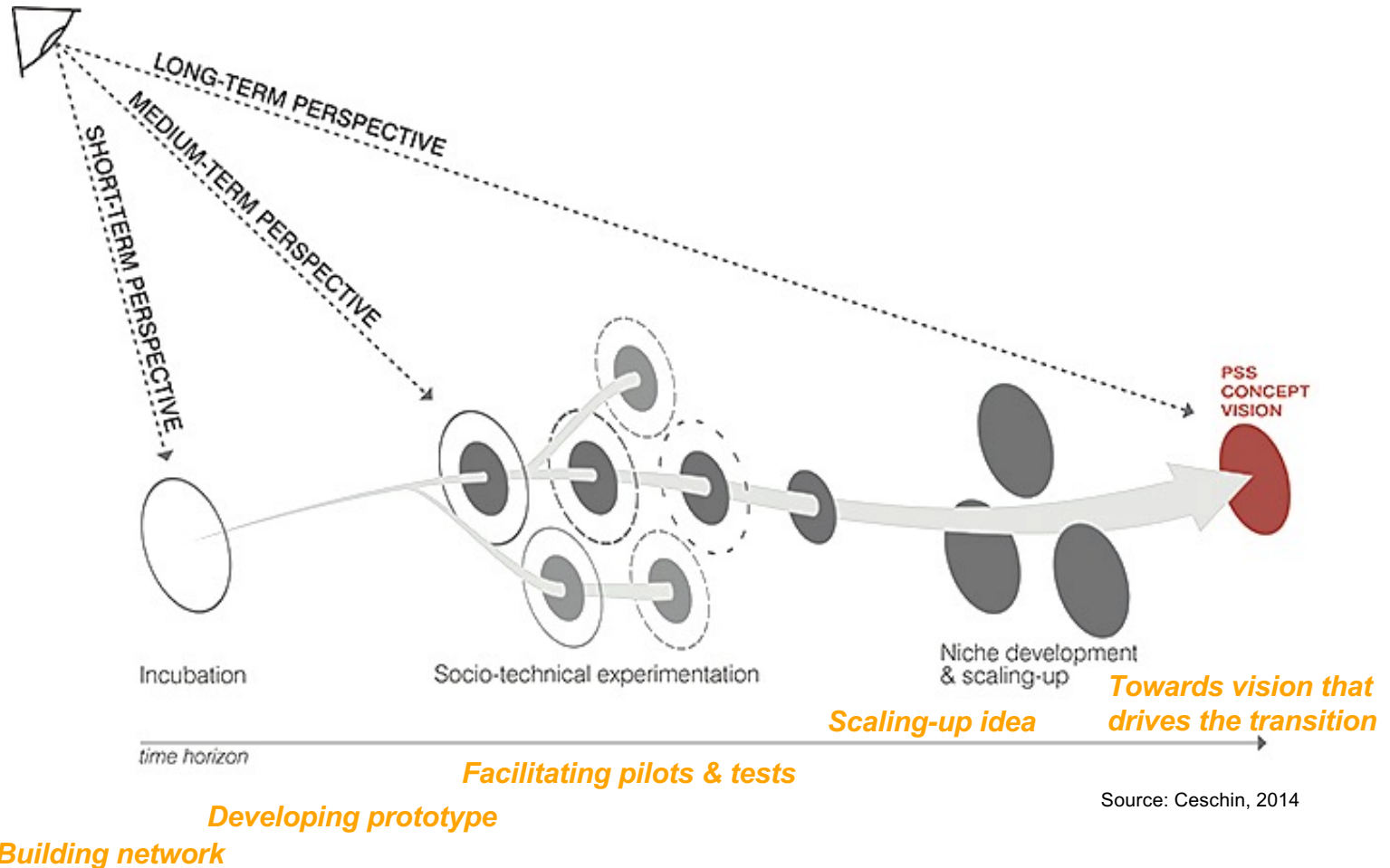


Planning experiments to validate and communicate your design:

In the testing, piloting and scaling-up phase emphasis on creating **socio-technical experiments** that help to *test* and *link* the design idea and to *move it towards the mainstream*.

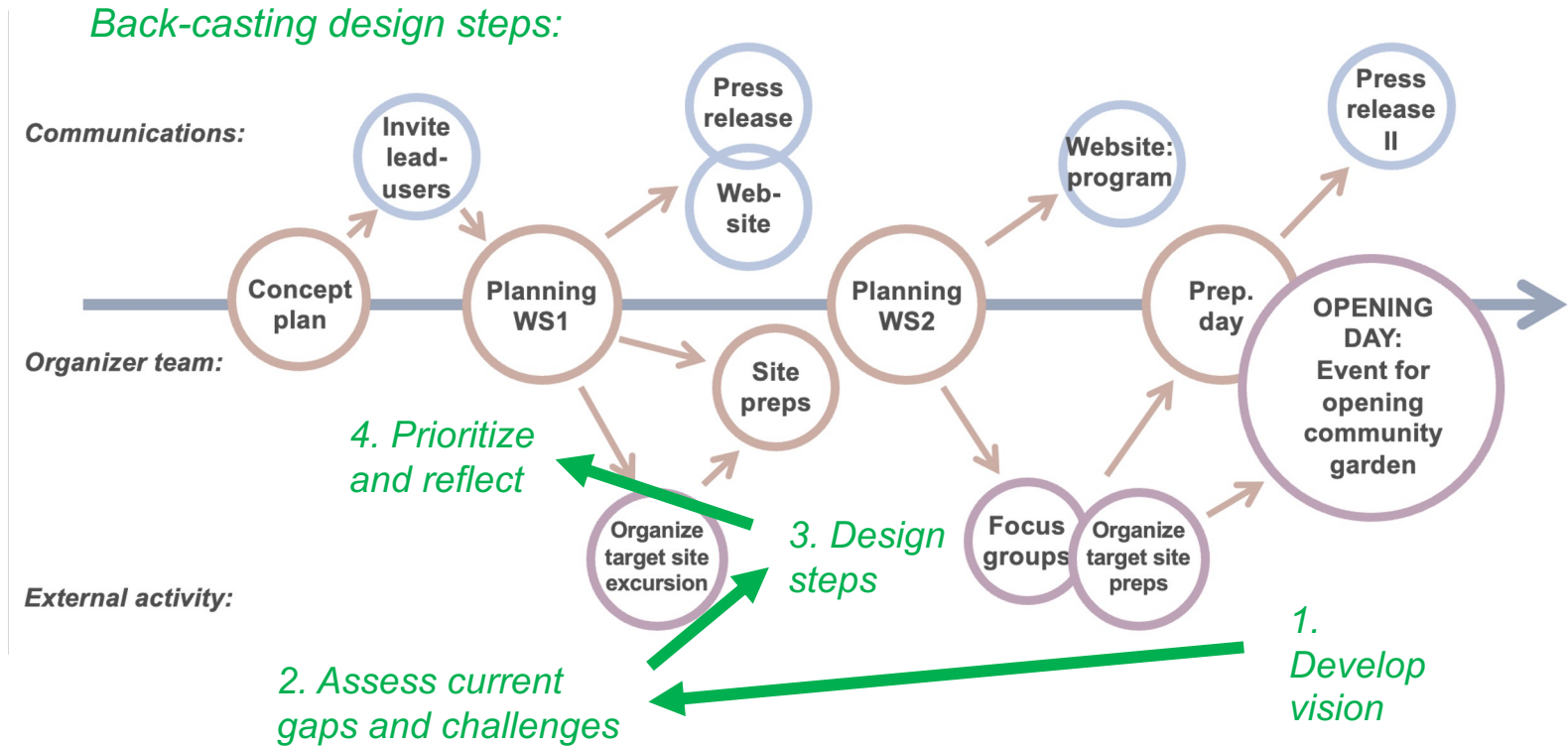


Multi-term design attitude, with focus on different time perspectives:



Source: Ceschin, 2014

Working with timelines and implementation plans for scaling-up:

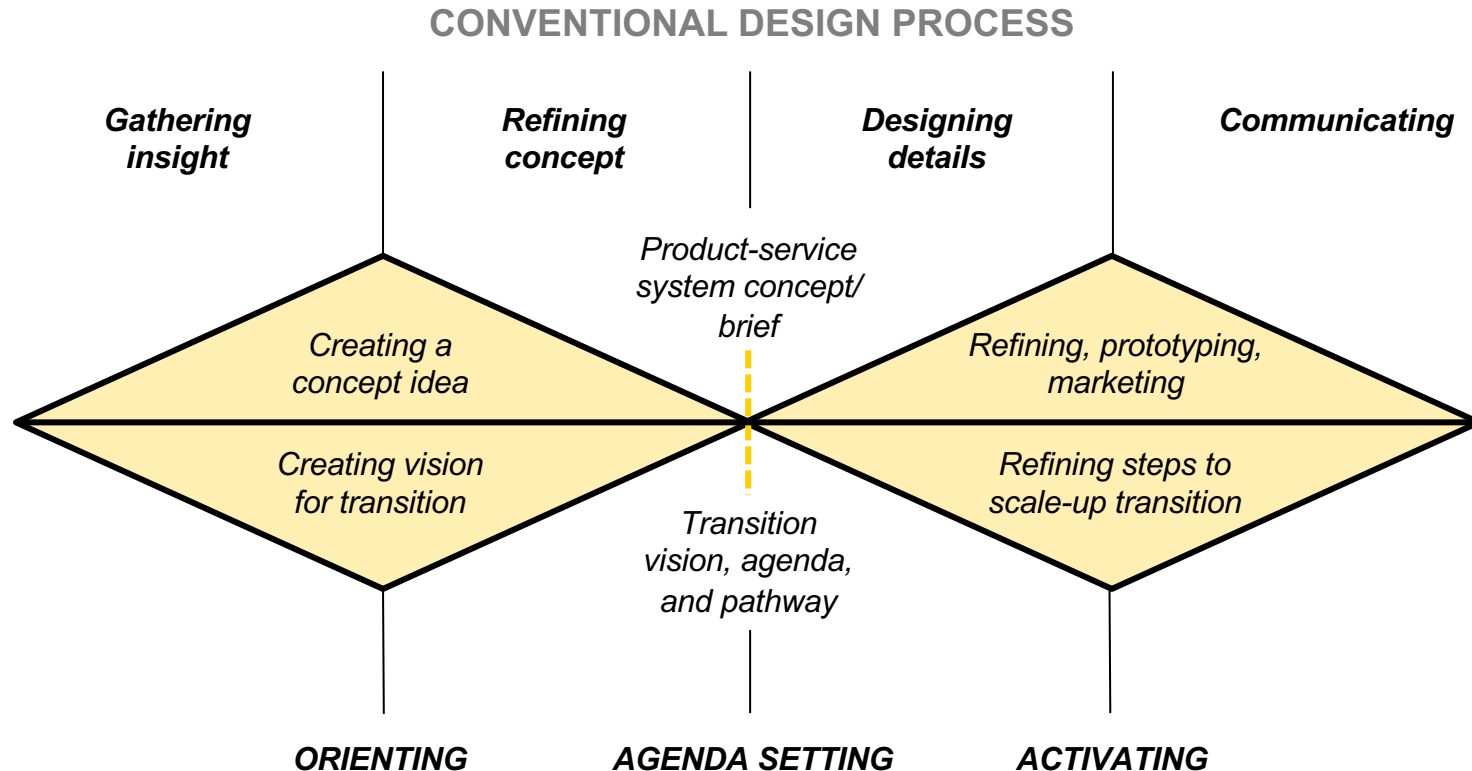


Example steps to co-create a community garden, with various actors and activities involved in different phases

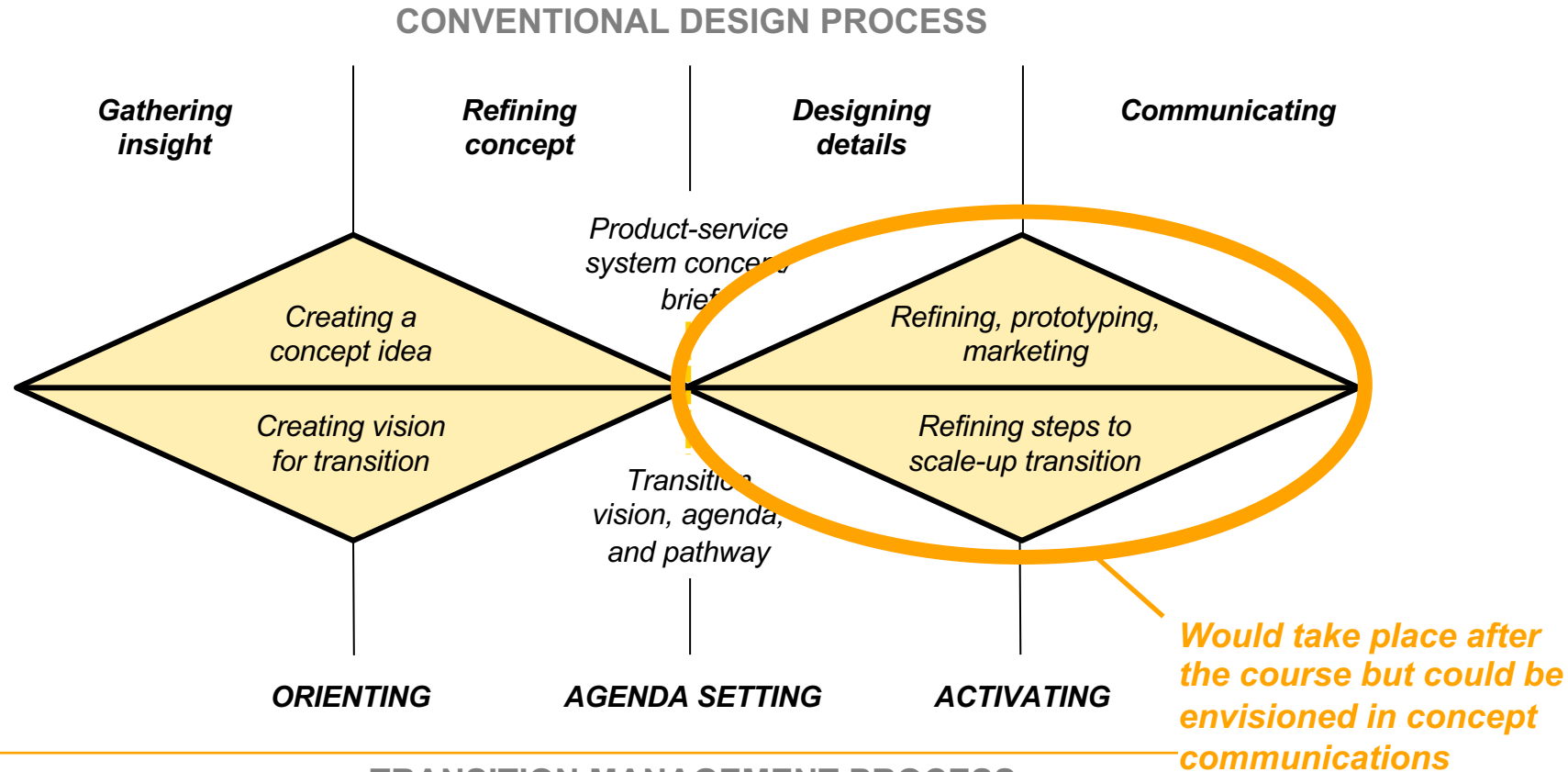
Communicating sustainability with design, style, and material choices:



Sustainability transitions and design process



Sustainability transitions and design process



Case work status checks



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Case work status checks

Each group could give a brief status check:

- How is it progressing? Reflection?
- Any final challenges in developing your design idea?
- Questions or concerns on final communications?
- All good with the concept poster preparation?
- Any other questions?

Thank you,

Good luck with final deliverables!



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