

**MUO-E0023 Thesis Plan Orientation 3**  
**er**

**WELCOMIE!**

# Who's talking?

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Väre, room O201

Languages:  

Supervising: COID,  
advising: ARTS, AALTO





# THESIS PROCESS

In the Department of Design

# After Dieter Rams: 10 principles of good **MA Thesis**



1. Good **Thesis**  
is innovative.



2. Good **Thesis** is  
~~not~~ makes a product  
useful.



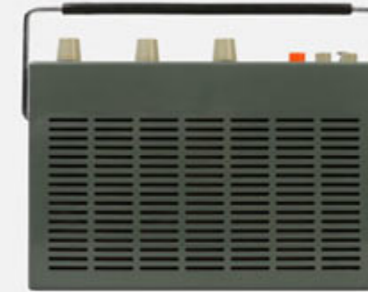
3. Good **Thesis**  
is aesthetic.



4. Good **Thesis** is  
~~not~~ makes a product  
understandable.



5. Good **Thesis**  
is ~~not~~ obtrusive.



6. Good **Thesis**  
is honest.



7. Good **Thesis**  
is long-lasting.



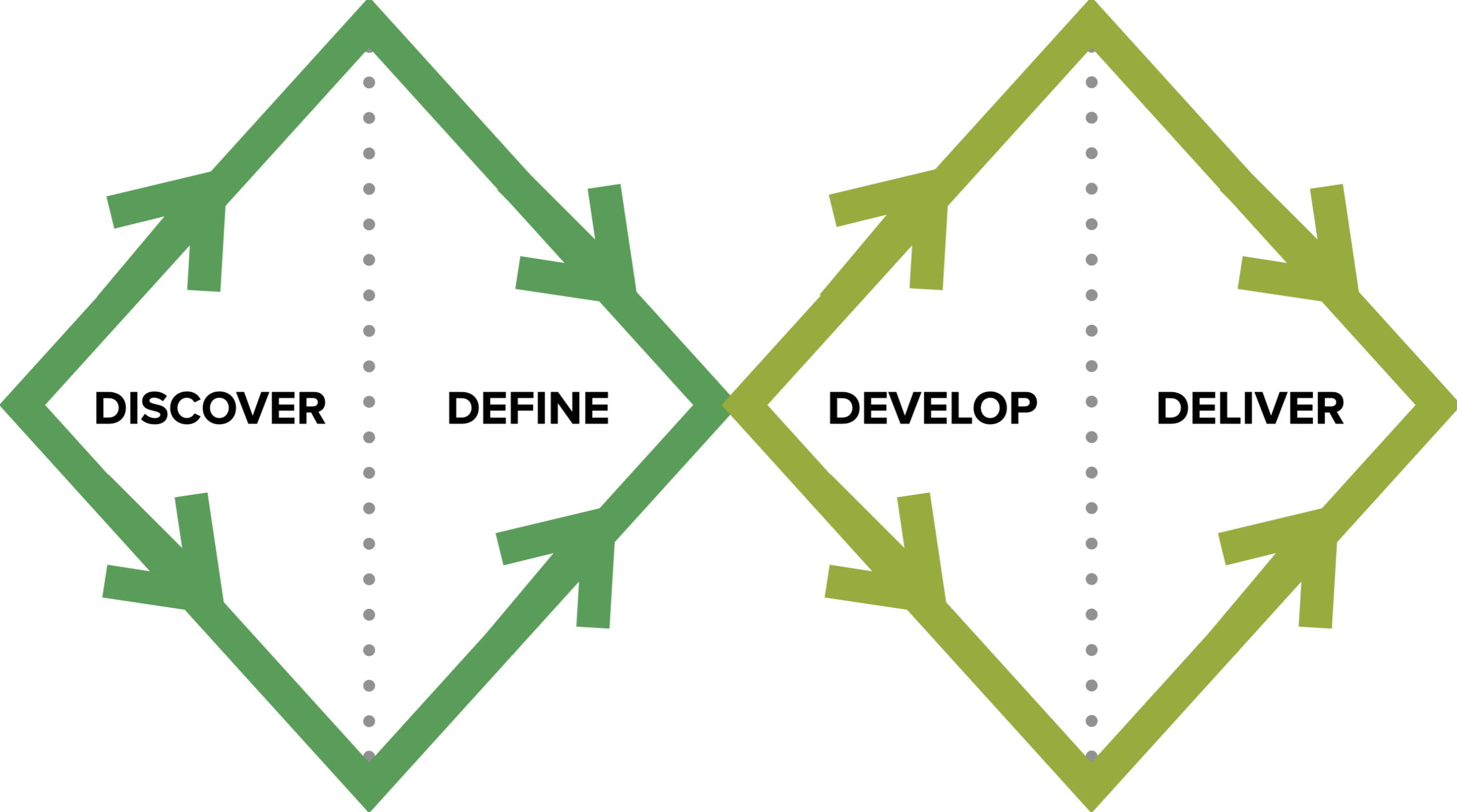
8. Good **Thesis**  
is as thorough down  
to the last detail.



9. Good **Thesis**  
is environmentally  
friendly.



10. Good **Thesis**  
is as ~~little~~ design **project**  
~~as possible.~~



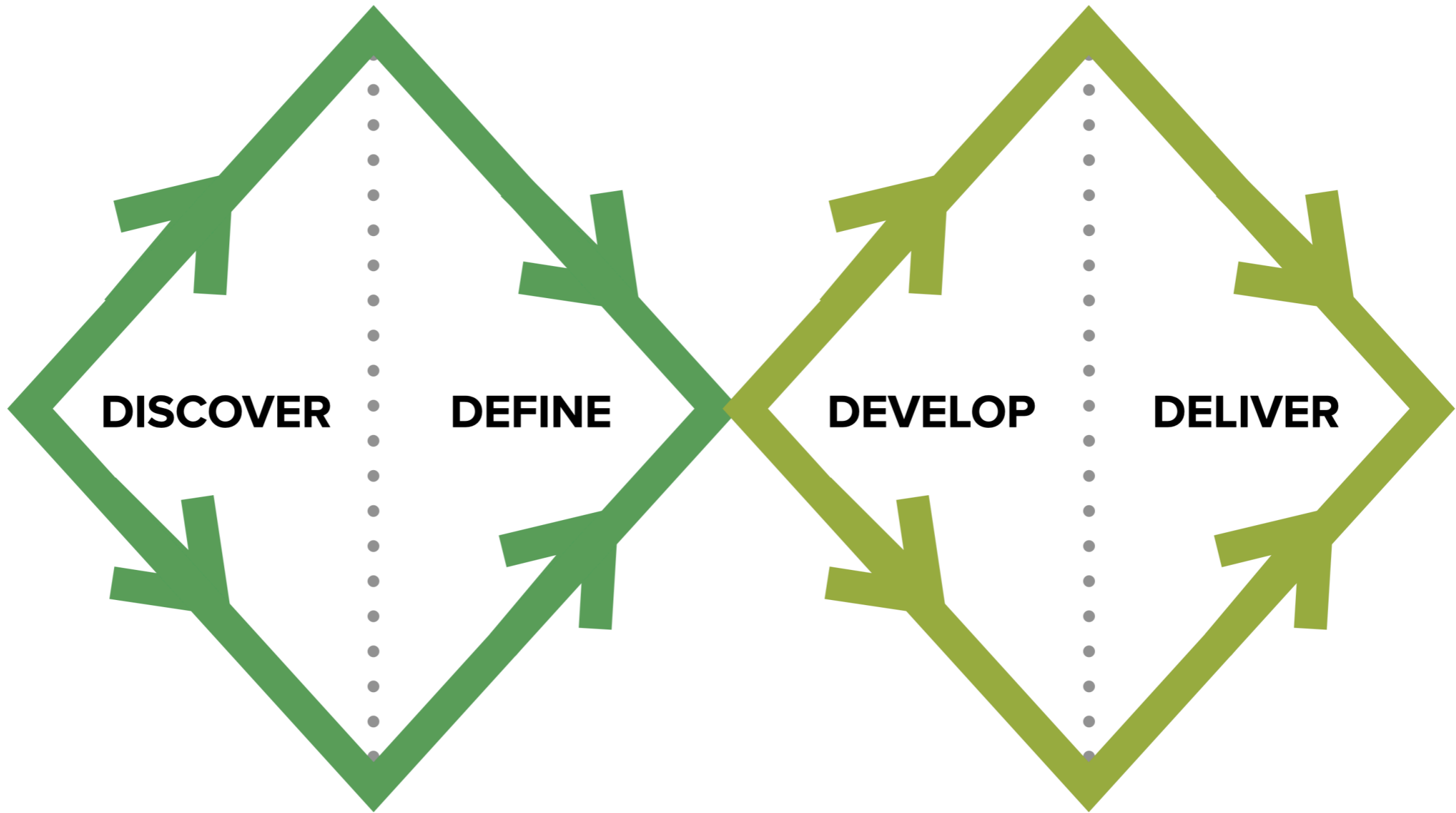
**MUO-E0023**  
**THESIS PLAN**  
**ORIENTATION 3 CR**

**THESIS PLAN**  
**PROPOSAL**  
**PRESENTATION**

**THESIS PART 1**  
**(10 CR)**

**THESIS PART 2**  
**(10 CR)**

**HAND-IN THESIS**  
**30 CR**



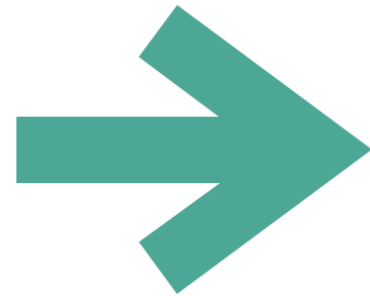
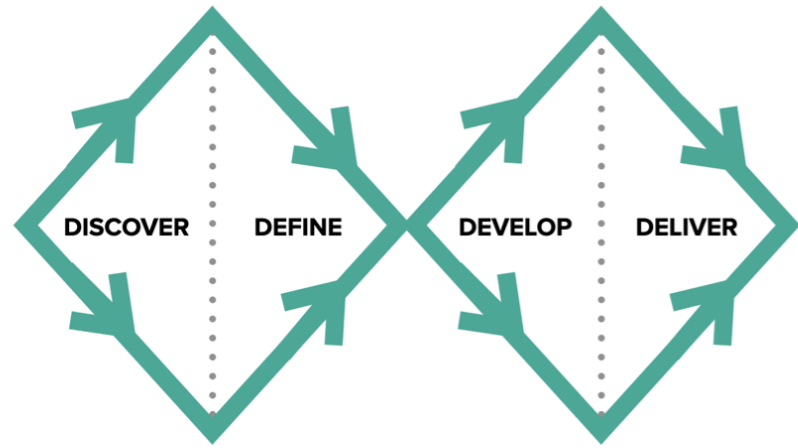
**DISCOVER**

**DEFINE**

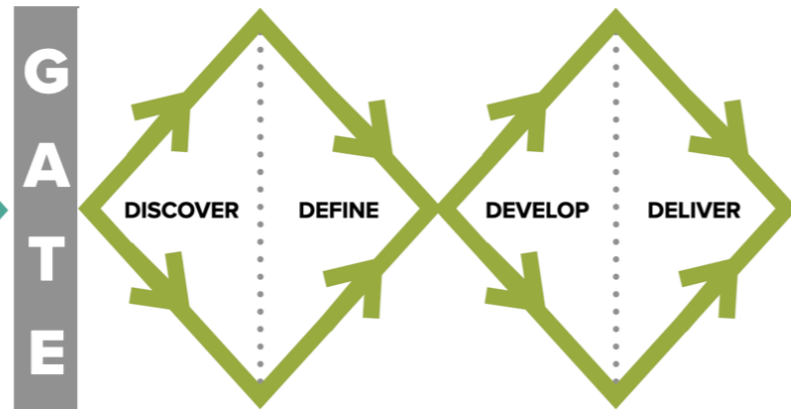
**DEVELOP**

**DELIVER**

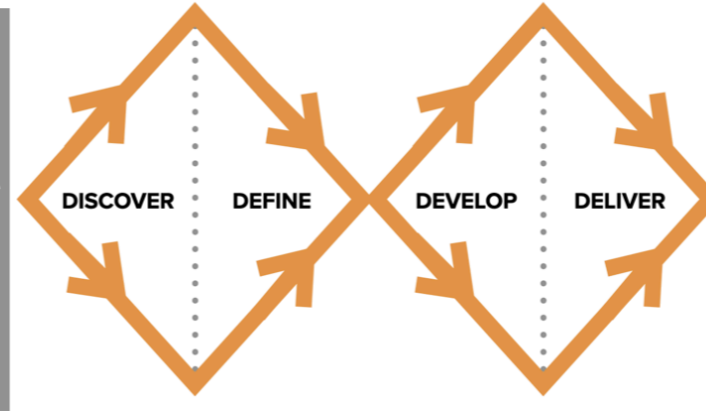
# Stage 1



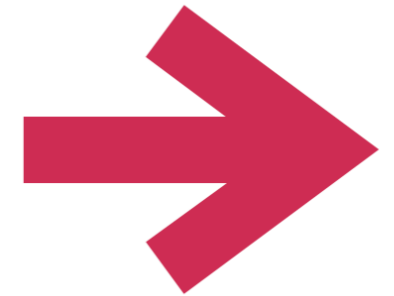
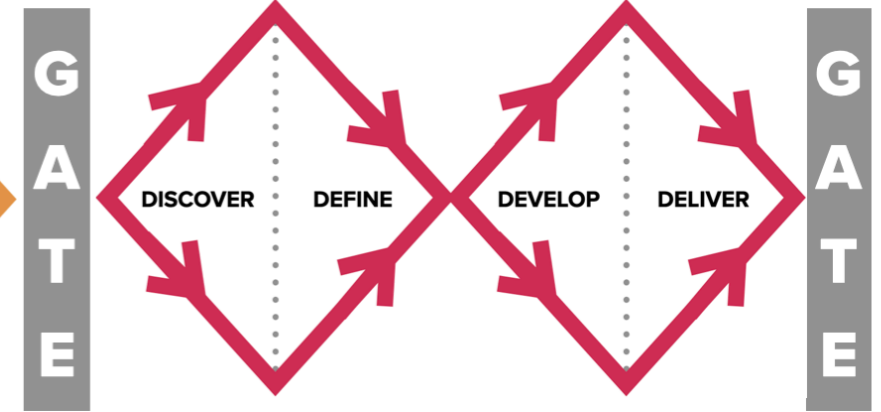
# Stage 2



# Stage 3



# Stage 4



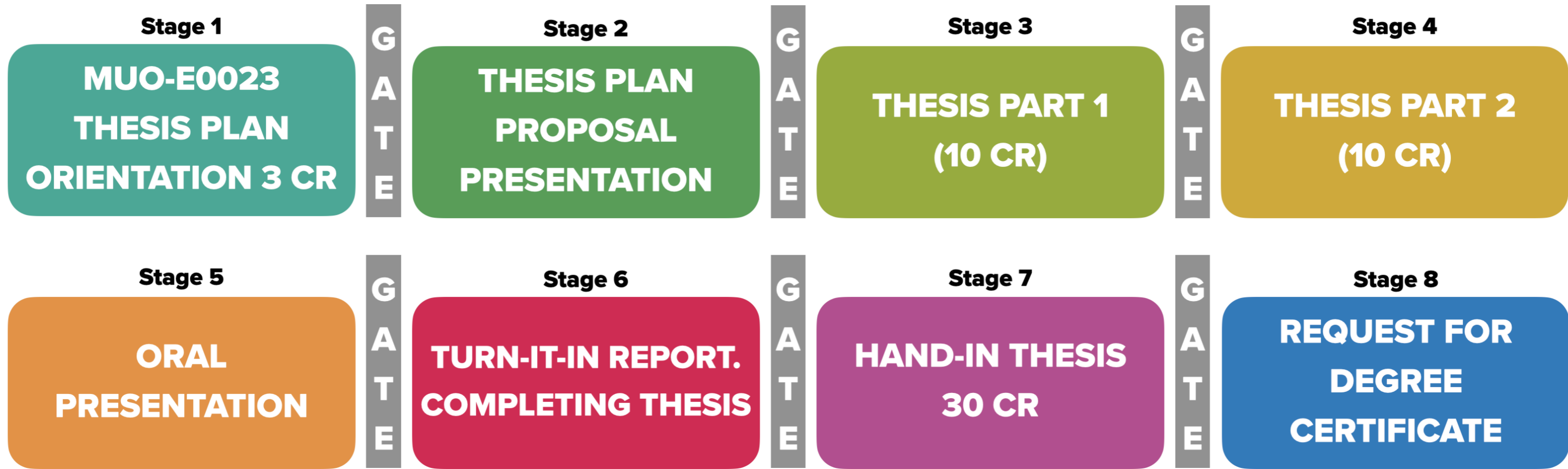
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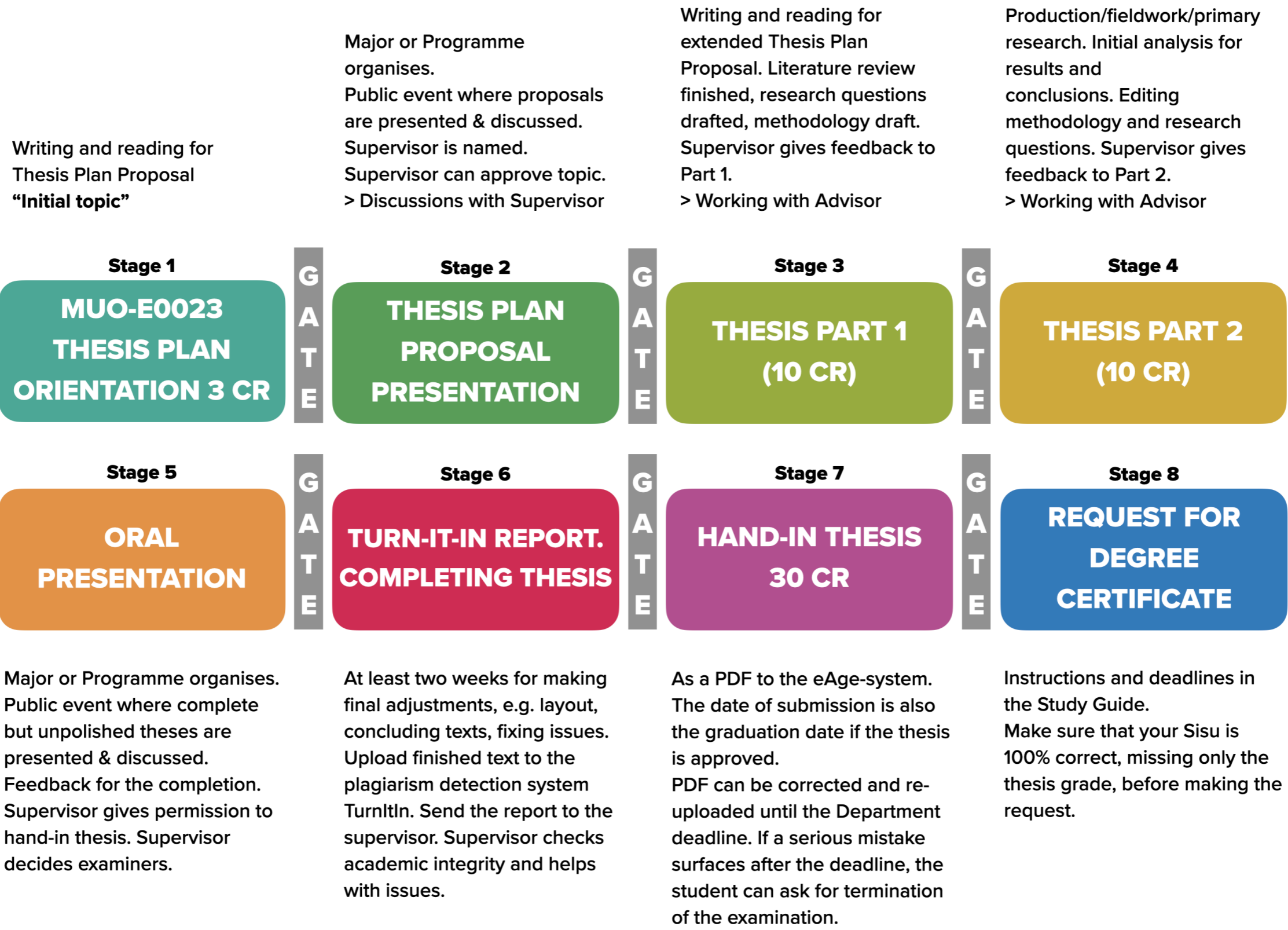
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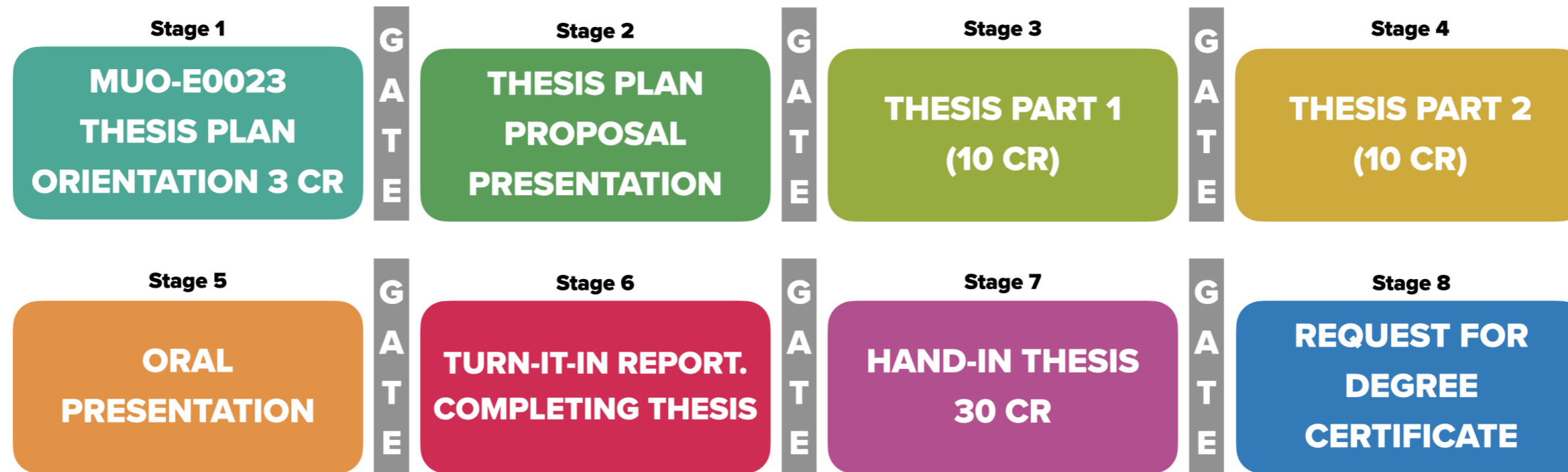


**DONE**

**Before/Around 20.10.23**  
Majors/Programmes  
inform about their exact  
dates.

**No later than 15.12.23**  
Majors/Programmes  
inform about their  
exact dates.

**Hand-in 1 week prior to  
the Oral presentation**



**No later than 26.4.24**  
**No later than 18.10.24**  
Majors/Programmes  
inform about their exact  
dates.

**Primary: 27.5.24**  
Supplementary: 31.7.24  
**Secondary: 18.11.24**  
Supplementary: 31.12.24

Instructions and deadlines in the  
Study Guide.  
Make sure that your Sisu is 100%  
correct, missing only the thesis  
grade, before making the request.

QUIZ!

1) How many credits is the MA thesis? How much time does it mean?

2) What is the length of a thesis text?

3) What is the length, and what are the qualities of a good thesis plan proposal?

4) What are the components of a good thesis plan proposal?

5) What is the use of the thesis plan proposal in the thesis process?

6) What is the name of the university? And school?

7) What is the name of your MA programme? And Major (if you have one)?

8) What happens after this TPO week?



# Thesis Plan Proposal

- Approval for topic
- Playground for ideas
- Process guide
- Application training
- Problem solver:

# The most common problems:

- Poor awareness of context
- Poor research question
- Poor choice of research methods

USEFULNESS  
OF THE  
THESIS

# Size of the Thesis

- 30 credits
- About 810 hours of working
- About 22 weeks of 5x8h working weeks = 108 days
- About 3 full courses
- About half a year of full-time work = 4,5 months

# The text

- 25-70 pages of text
- Between 50 000 - 140 000 characters (including spaces)

*All of these are good:*

- Long text + small or no production
- Demanding production + short text
- Text and production are balanced



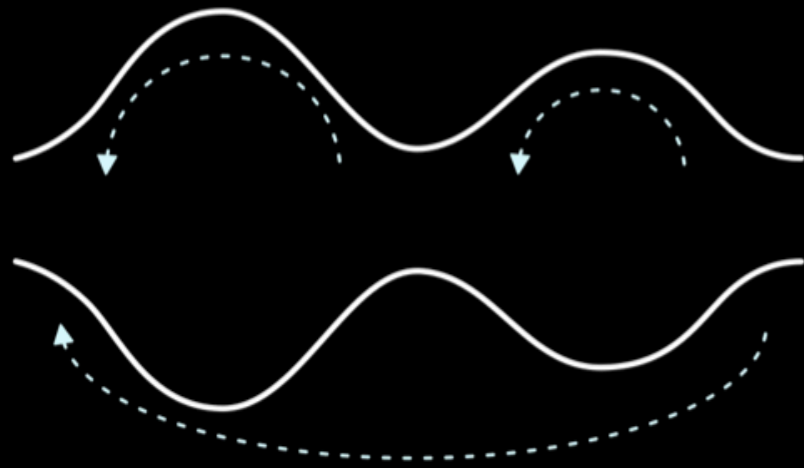
# Thesis contributes to the design field

- Every good thesis brings forward aspects and issues previously not pointed out

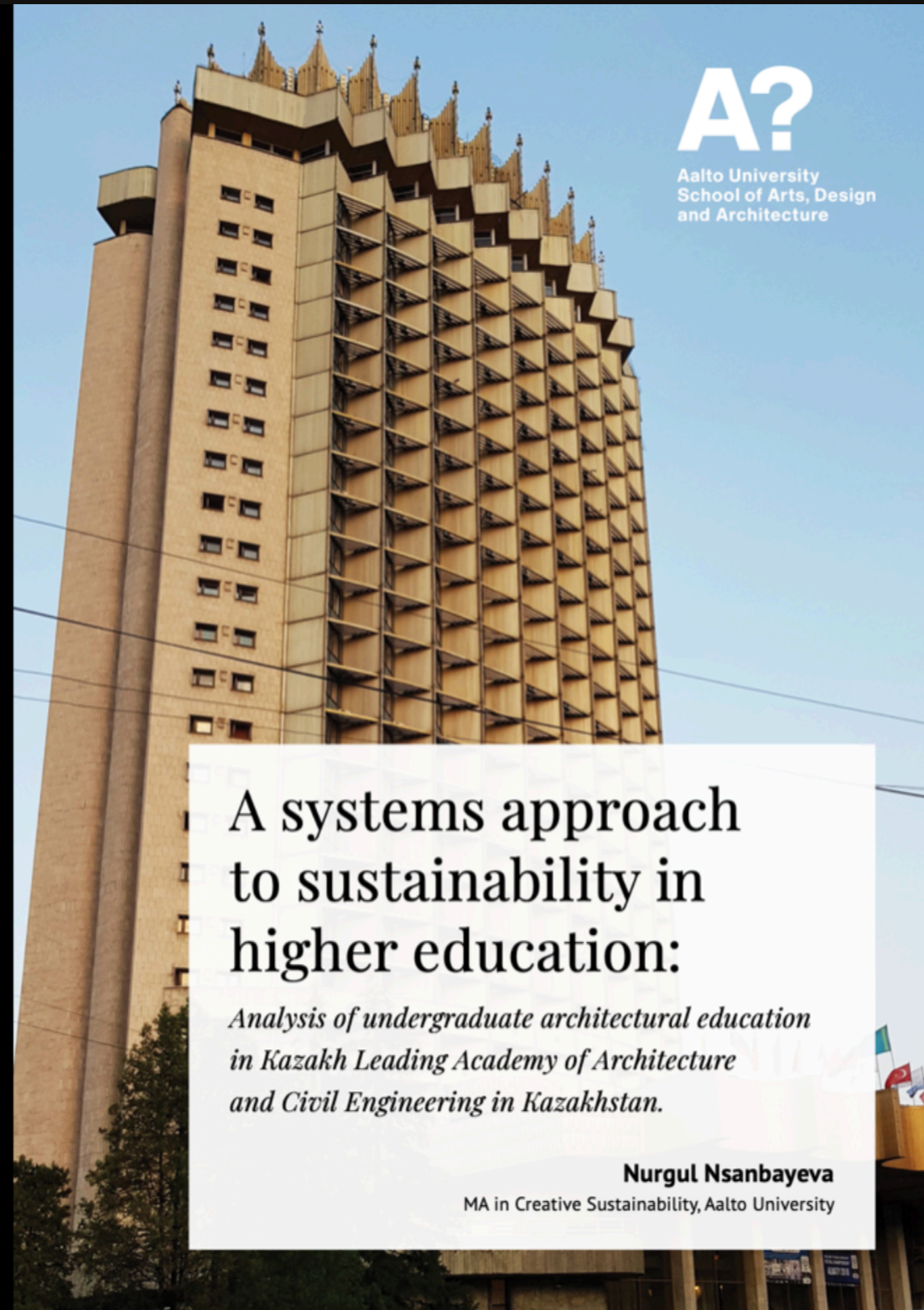


# Where design and law meet

An empirical study for understanding legal design and its implication for research and practice



Xiaoyu Ji



A?

Aalto University  
School of Arts, Design  
and Architecture

## A systems approach to sustainability in higher education:

*Analysis of undergraduate architectural education  
in Kazakh Leading Academy of Architecture  
and Civil Engineering in Kazakhstan.*

**Nurgul Nsanbayeva**

MA in Creative Sustainability, Aalto University



MASTER'S THESIS 2017  
AALTO UNIVERSITY SCHOOL OF ARTS, DESIGN AND ARCHITECTURE  
FASHION AND COLLECTION DESIGN  
EUGENIA SMIRNOVA

## COLOURS IN A CIRCULAR ECONOMY

EMPLOYING NEW TEXTILE  
TECHNOLOGIES IN CONCEPT  
DEVELOPMENT WITH  
CIRCULAR APPROACH



# Urban Food Production for Socio-Technical Transformations

*The Helsinki Metropolitan Region  
Urban Food Production Niche and  
its potential for transitions towards  
more sustainable food production  
systems*

**ANDREA GILLY MÁRQUEZ**  
MA Creative Sustainability 2019



## Beyond Plastic

**Marina Baranova**  
Master of Arts Thesis 2019 / Aalto University  
Collaborative and Industrial Design

## CONDUCTING USABILITY EVALUATION OF A MULTI-PURPOSE DEVICE FOR EXPERT USERS

Case ABB ship control interface  
Niko Aho 2019



# Fashion

Future scenarios of  
sustainable fashion in  
Finland in 2035

# Mending

Karoliina Hovi  
Master's Thesis  
International Design Business Management IDBM  
School of Arts, Design & Architecture  
Aalto University  
2017

HOW I LEARNED

*to stop worrying*

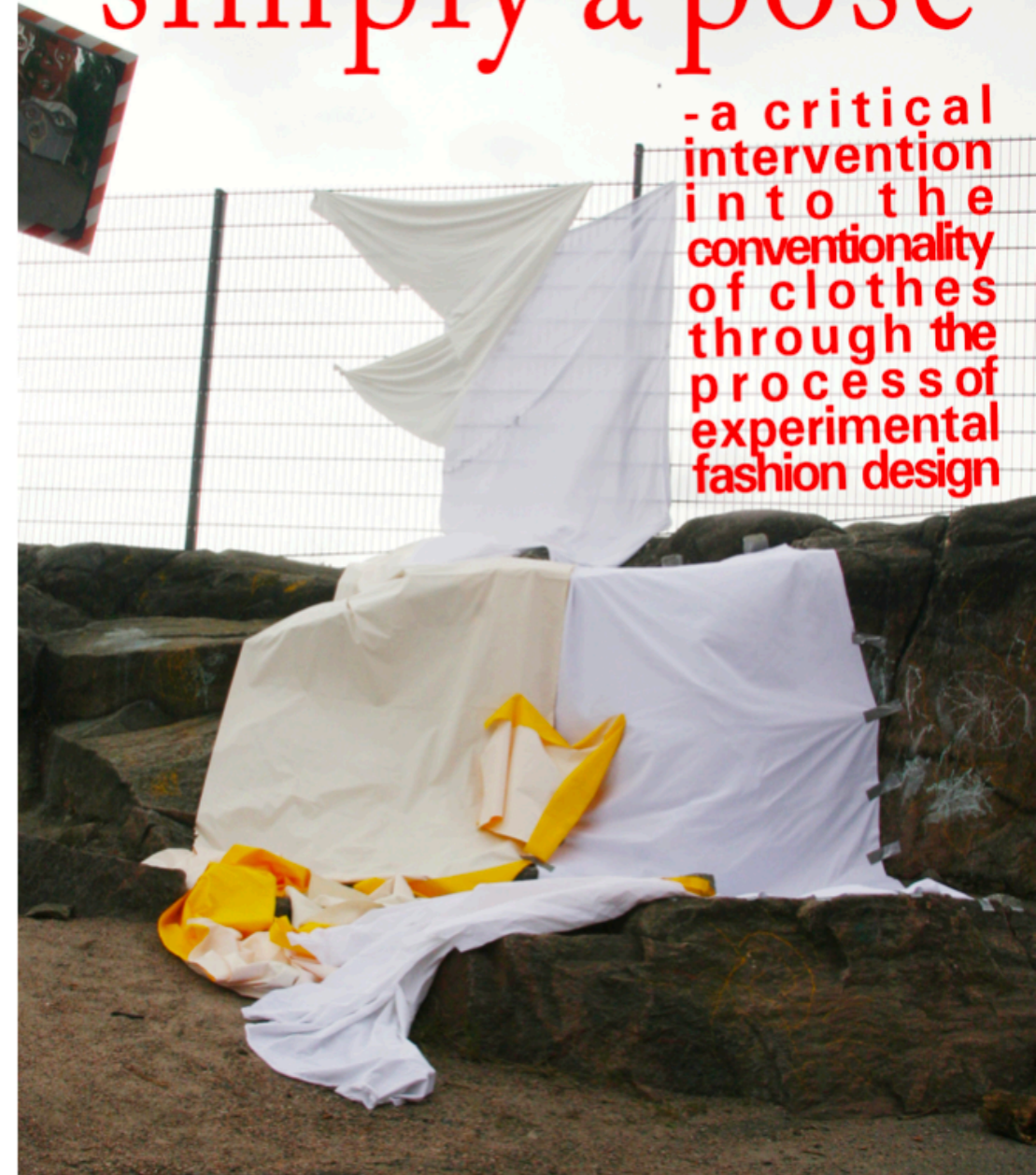
and love

THE OBJECT.

story about the troubles of being a maker &  
how I found enjoyment in creative process

“Being natural is  
simply a pose”

- a critical  
intervention  
into the  
conventionality  
of clothes  
through the  
process of  
experimental  
fashion design







**DESIGN LEADERSHIP IN  
FINNISH GOVERNMENT**

Understanding the Qualities Through  
Person, Position and Responsibilities

Laura Lerkkanen  
2019  
Master's Thesis for Aalto University Master of Arts  
MA Program in International Design Business Management  
30 ECTS

**Dialogue  
and Compromise**

Experimentation with Ceramics in Glassblowing Process

Ekin Kayis  
2017

Untitled cover for "Kuulas. Examining the design process behind the development of a chair prototype with practice-led research methods" by Joshua Krute, 2019



# Shades of Finnishness:

Challenging the construct of Finnish national identity with the aim of designing more inclusive policies.

Rūta Šerpytytė  
Collaborative and Industrial Design  
Department of Design  
Aalto University School of Arts, Design and Architecture

Master's thesis  
2022

## Designers' Roles in the Founding Team

**Lisa Gerkens**  
Master's Thesis

Collaborative and Industrial Design  
Department of Design  
Aalto University School of Arts, Design and Architecture  
2017

ADELAIDE DONGAH KIM

## WEAR THE ROAD:

The role of clothing in promoting women's transport cycling in motor-dominated societies

Master's Thesis for Master of Arts  
Fashion & Collection Design

School of Arts, Design and Architecture  
Aalto University

2016

# Thesis contributes to the design field

- Every good thesis brings forward aspects and issues previously not pointed out
- A good thesis participates in the accumulation of design knowledge and understanding

INNOVATIVENESS  
OF THE THESIS

# Thesis Plan Proposal: IN GENERAL

- 3-6 pages
- Sharp, to the point
- Clear, well-structured
- Grounded, reasoned, framed, contextualised
- On a topic worth investing time
- On a topic relevant to the field of design
- With framing that makes the plan doable

# Thesis Plan Proposal: IDENTIFIERS

- Working title
- Language of the thesis (EN, FI or SV)
- Your name and study major or programme
- Supervisor (if known)
- Advisor(s) (if known)

# Thesis Plan Proposal: SUBSTANCE

Typically, the longest part of the proposal

- Motivations and justifications for the topic
- Outline of previous research (= summary of literature)
- Academic and artistic research goals
- Outline of production (if any)
- Methodological choices. How are goals achieved?

**Framing and research design are talked about on Friday!**

# Thesis Plan Proposal: PRACTICALITIES

- Financing plan, if needed
- Ethical considerations, if needed
- Possible risks which would make the topic too difficult or prevent you from completing the thesis on time



# Supervisors and advisors

- Supervisor (*valvoja*) looks over your thesis process and approves advisor(s)
- Advisor (*ohjaaja*) works with you. Supervisors would be delighted if you could suggest someone!





Understand their roles

Advisor

Supervisor

- Academic or/and practical support for your thesis. Can be found by you
- Contact with content-related issues

- Administrative and managerial role. Appointed by your Programme
- Contact with the format and schedule-related issues