

Project work brief



Aalto University
School of Arts, Design
and Architecture

Project work: Conceptual design ideation

- **During the course, you will work in groups to ideate a design concept to utilize learnings from the course**

Themes of SCP:

1. Food systems and services
2. Mobility systems and services
3. Housing and buildings
4. Textile, clothing, fashion
5. ICT & domestic appliances

DfS approaches/strategies:

- a. Ecodesign & PSS design
- b. Behavioral communication and information design
- c. Participatory and collaborative design
- d. Strategic and transition design
- e. Speculative, critical, radical design

Project work – ways of working...

- **Groups have been formed according to primary or secondary preference of theme**
- Groups can reorient their design during work
- Groups work independently: You are responsible of the progress of your work, so keep us teachers informed if there are issues
- You can assign a project leader who takes lead in meetings and in organizing work, or then share this responsibility
- There is a peer-review of your group members at the end of the course!

Project work process & deliverables

Groups produce design concepts communicated in presentations and a project report.

Presentation days:

- Idea presentations on Thursday 25.1. (short <10 min pitches with few slides, 15 min slots)
- Final presentations on Tuesday 13.2. (<15 min presentation, 20 min per group including feedback)

Project report:

- Should revisit your theme and challenge, background research, design ideation, interaction with stakeholders and the development of the final concept
- Can be an expanded version of the final presentation or then a separate document
- More detailed guidelines TBA

Focus location: Aalto campus

Consider the Aalto campus at the focus site, and begin to think of your focus theme.





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Project work approaches and themes

Project work – different DfS approaches

For the project work, you will need to select your preferred DfS approach to tackle your project case...

Focus DfS approaches for the project work:

A
Ecodesign &
PSS design

B
Behavioral
communication
and information
design

C
Participatory
and collaborative
design

D
Strategic and
transition design

E
Speculative,
critical, radical
design

A. Ecodesign & PSS design

Focus and scope:

- Material, product, product-service system level innovation

Framing of challenge:

- User-product interactions and consumption habits

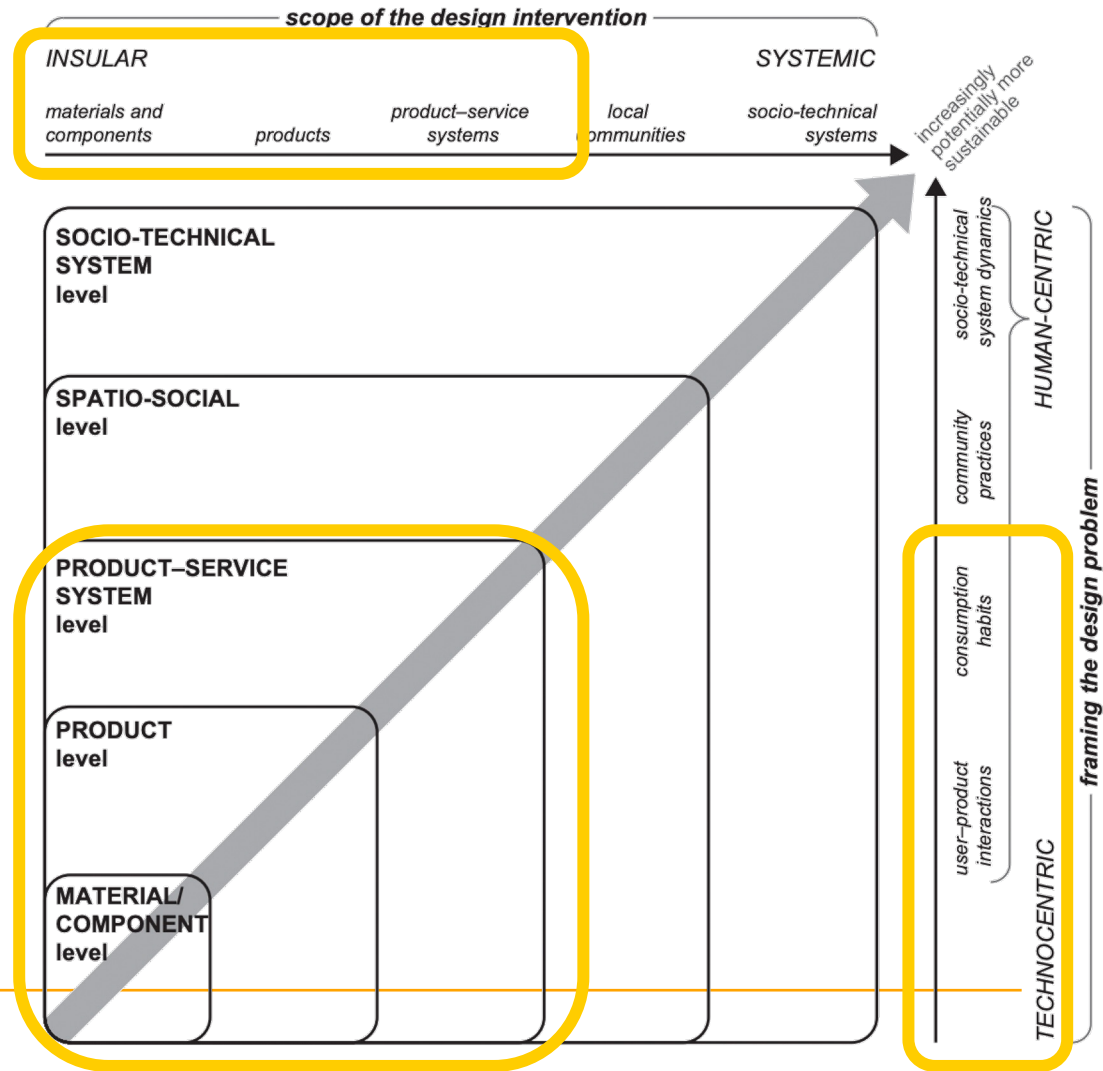


Figure 12.1 The DfS innovation framework

B. Behavioral communication and information design

Focus and scope:

- Material, product, product-service system, and community level innovation

Framing of challenge:

- User-product interactions, consumption habits, community practices

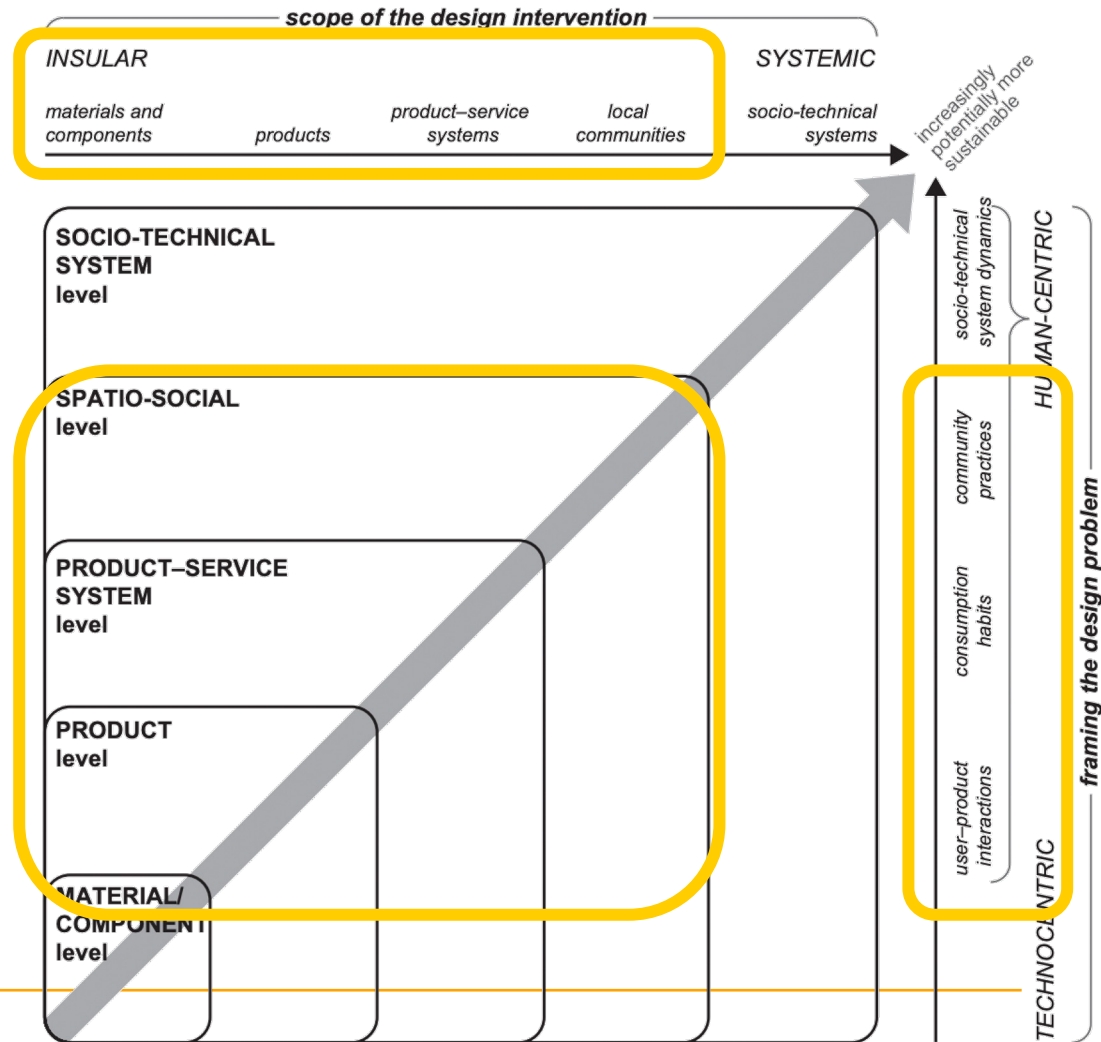


Figure 12.1 The DfS innovation framework

C. Participatory & collaborative design

Focus and scope:

- Product, product–service system, and community level innovation

Framing of challenge:

- Consumption habits, community practices
- Participatory strategies

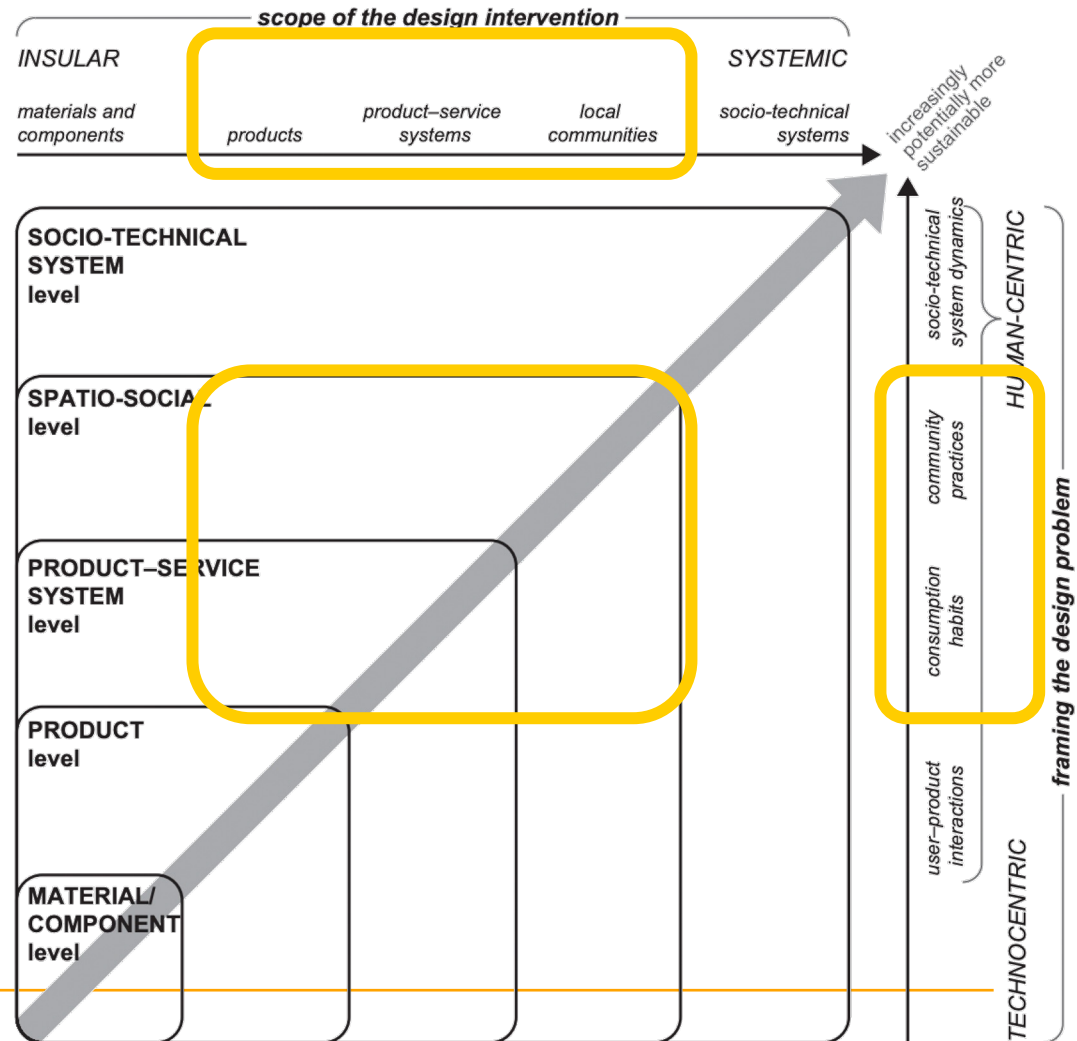


Figure 12.1 The DfS innovation framework

D. Strategic and transition design

Focus and scope:

- Product–service system, community and socio-technical system level innovation

Framing of challenge:

- Consumption habits, community practices, socio-technical system dynamics
- Transition management dynamics

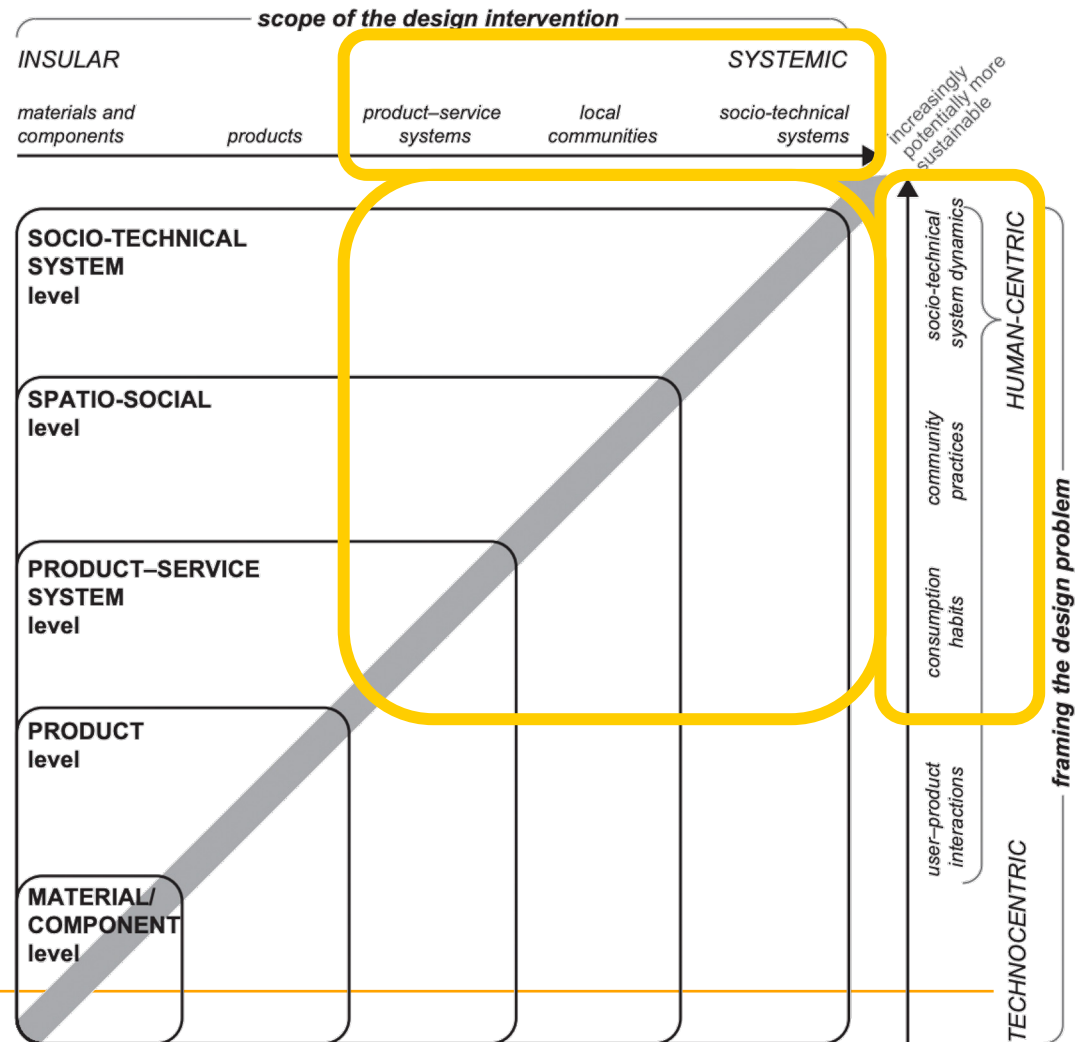


Figure 12.1 The DfS innovation framework

E. Speculative, critical, radical design

Focus and scope:

- From products and PSS to socio-technical system level innovation

Framing of challenge:

- From user-product interactions to socio-technical system dynamics
- Speculative futures/realities
- Critical and radical dynamics

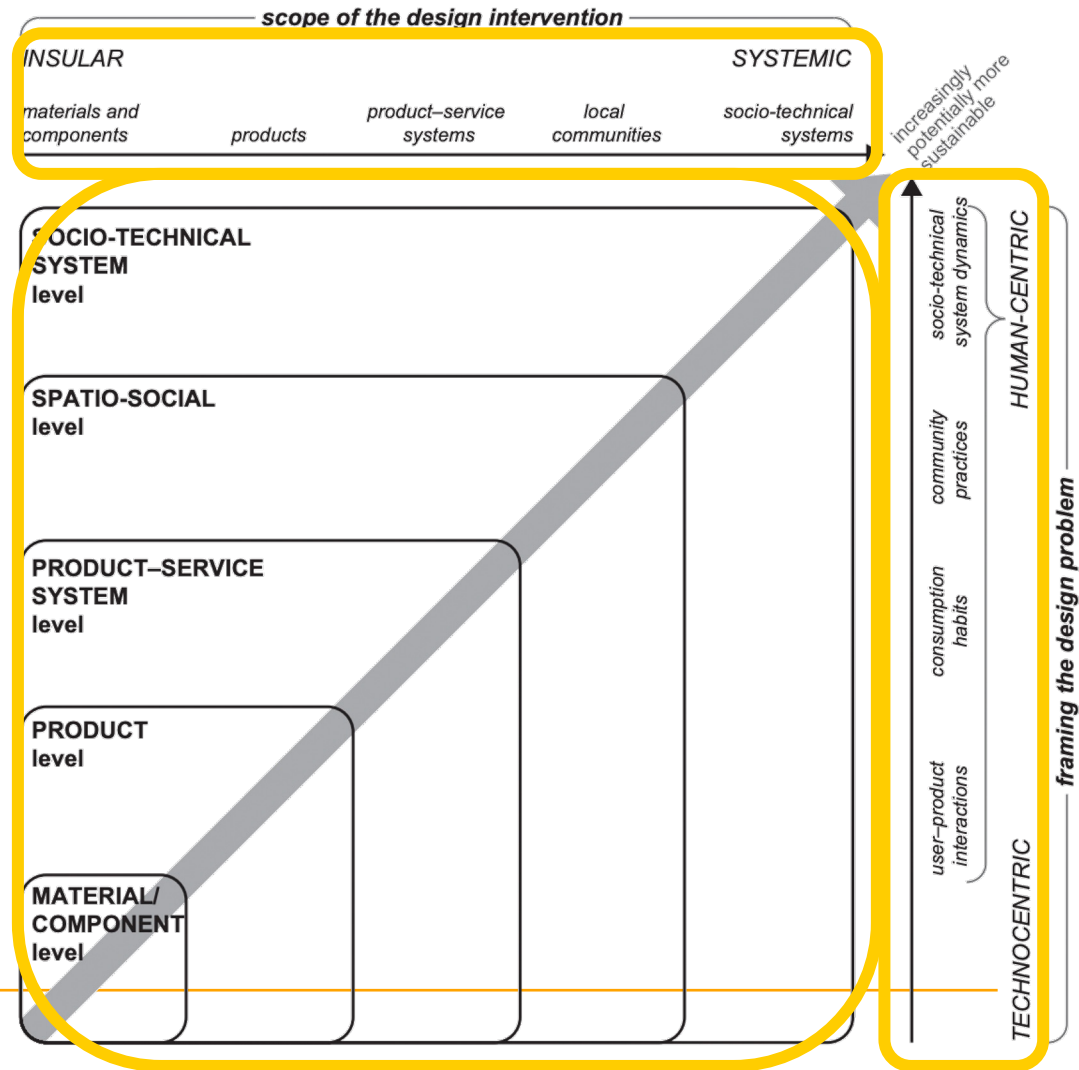


Figure 12.1 The DfS innovation framework

Project work focus themes – areas of sustainable consumption and production

For the project work, you will also need to select your preferred theme of sustainable consumption and production.

Focus themes of sustainable consumption and production:

Food
systems and
services

Mobility
systems and
services

Housing and
buildings

Textile,
clothing,
fashion

ICT & domestic
appliances

I. *Food systems and services*

Thematic focus:

- Systems and services for food production and consumption

Consider, for example:

- Carbon footprint (inc. logistics) of production and consumption, foodwaste, recycling
- Health aspects, social aspects, ethical aspects
- Community aspects?

Food

Become a vegan **-14.1%**
675 kgCO₂e

Food

▾

Choose action

Go vegetarian for a year **-6.1%**
291 kgCO₂e

Food

▾

Choose action

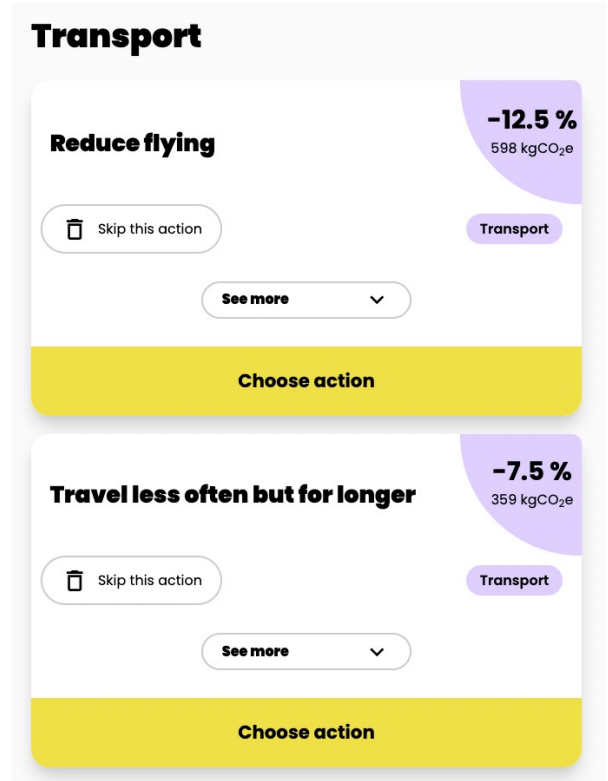
II. *Mobility systems and services*

Thematic focus:

- Systems for personal travel and transport and logistics more broadly

Consider, for example:

- Energy use and carbon footprint (i.e. fuels, electricity), raw material use
- Modal shifts, reduction/efficiency of travel/logistics, accessibility



III. *Housing and buildings*

Thematic focus:

- Systems for housing (both short-/long-term) and buildings, also including the related elements of impacts of energy and material use


Consider, for example:

- Carbon impact of energy use (e.g. heating, electricity), and also the impact of building and renovation
- You may also consider tourism, or interior materials (inc. furniture) and so on...

Housing

When you move, move to a smaller home

-1.8 %
87 kgCO₂e

 Skip this action


Housing

See more 

Choose action

Rent a guest room to visitors

-1.3 %
62 kgCO₂e

 Skip this action

Housing

See more 

Choose action

IV. *Textile, clothing, fashion*

Thematic focus:

- Systems of textile and clothing production, and fashion more broadly, potentially including luxury products


Consider, for example:

- Environmental impact of production, short product-life and end-of-life, social and ethical aspects
- New types of services and circular solutions, critical approach to throw-away fashion

Things and purchases

Care and repair

-4.7%
226 kgCO₂e

 Skip this action


Things and purchases

See more 

Choose action

Borrow, rent out and share goods



 Skip this action

Things and purchases

See more 

Choose action

V. ICT & domestic appliances

Thematic focus:

- Systems for information and communication technology (ICT) products, also domestic electric appliances


Consider, for example:

- Energy use of home appliances and ICT, environmental impact of production, raw material use, product-life and end-of-life
- New types of services and circular solutions

Things and purchases

Care and repair

-4.7 %
226 kgCO₂e

 Skip this action


Things and purchases

See more 

Choose action

Invest in sustainable solutions



 Skip this action

Things and purchases

See more 

Choose action



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Project work groups & course schedule

Groups for the project work:

<p>Group 1: Food systems + Ecodesign & PSS</p> <ol style="list-style-type: none"> 1. Miina Heikkinen 2. Trine Leisso 3. Minerva Laitinen 4. Aqib Javed 5. Petra Salkoviiri 6. Nina Sirén 	<p>Group 2: Food systems + Strategic/transitions</p> <ol style="list-style-type: none"> 1. Veera Parkkonen 2. Devayani Mohanraj 3. Ni Luh Nyoman Shita Sekar Padmi 4. Jimin Hong 5. Salla Kyyrö 6. Eeli Haapala 	<p>Group 3: Food systems + Speculative/strategic</p> <ol style="list-style-type: none"> 1. Vilma Ylösjoki 2. Elli Törnqvist 3. Manuel Díaz Tufinio 4. Valeria Escobar Molina 5. Dinah Ellen Coops 6. Freja Schalin 	<p>Group 4: Mobility systems + Strategic/transitions</p> <ol style="list-style-type: none"> 1. Beste Polatkal 2. Tianyi Yu 3. Sari Kukkasniemi 4. Roosa Laakso 5. Sonja Mäkelä 6. Ilmari Olavi Hieta 	<p>Group 5: Mobility systems + Participatory/strategic</p> <ol style="list-style-type: none"> 1. Nathan Pottier 2. Laura Pohto 3. Chin-Ying Chu 4. Leevi Kangas 5. Regina Kazanjian 6. Siiri Aaltola
<p>Group 6: Housing & buildings + Ecodesign/strategic</p> <ol style="list-style-type: none"> 1. Sandra Sonneborn 2. Yury Tupikin 3. Lien Pham 4. Anna Farrell 5. Sofia Pascolo 6. Jenni Lehtinen 	<p>Group 7: Housing & buildings + Ecodesign/speculative</p> <ol style="list-style-type: none"> 1. Dumindu Fernando 2. Kamilla Gramer 3. Tuomas Laakkonen 4. Niilo Tenkanen 5. Jason Selvarajan 6. Dorotyya Füleki 	<p>Group 8: Housing & buildings + Participatory & collab.</p> <ol style="list-style-type: none"> 1. Jaana Pippola 2. Callisté Mastrandréas 3. Mayu Matsuyama 4. Meri-Tuuli Moilanen 5. Annette Asplund 6. Skye Van Thanh Pham 	<p>Group 9: Textile & fashion + Ecodesign & PSS</p> <ol style="list-style-type: none"> 1. Thekla Weißkopf 2. Jan Kulhánek 3. Monika Kokko 4. Tiia Kiuru 5. Saara Luukkainen 6. Shuyi Liu 7. Ada Tola 	<p>Group 10: ICT & appliances + Strategic/transitions</p> <ol style="list-style-type: none"> 1. Md Asadur Rahman Khan 2. Jeanne Lallemand 3. Martina Maci 4. Ronja Chydenius 5. Atte Kuparinen 6. Topias Elg

- In case you did not define your preferences, select groups that have max. 6 students...
- Changing groups is possible, but aim to max. 6 per group

Course and project work schedule

Please note the change in location for several sessions to A-Grid Mordor!

Working days	Tuesdays (13-17)	Thursdays (9:15-12)
Week 1 (9.1 & 11.1.)	Introduction to course; DfS introduction (F101)	Designing for sufficiency (visitor: Mikko Jalas) (Q201)
Week 2 (16.1. & 18.1.)	Project work: Kick-off (A-Grid Mordor)	Sustainable PSS design & systems design (Q201)
Week 3 (23.1. & 25.1.)	Socio-technical experimentation & social innovation (F101)	Presenting case work ideas (A-Grid Mordor)
Week 4 (30.1. & 1.2.)	Design for sustainability transitions (Q201)	Communicating and scaling-up sustainability (visitor: Michael Lettenmeier) (A-Grid Mordor)
Week 5 (6.2. & 8.2.)	Sustainability games (visitor: Tommi Vasko) (A-Grid Mordor)	Project work tutoring & finalisation (Q101)
Week 6 (13.2. & 15.2.)	Project work: Final presentations (F101)	Feedback session (A-Grid Mordor)

Thank you!