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# DESIGN IMPACT III

ARTX-C1007 / 6 ECTS / PERIOD III - V

Bachelor's Programme in Design

Aalto University School of Arts, Design and Arch.

*Responsible Teachers:*

*Namkyu Chun, Tarja Nieminen & Hanna-Kaarina Heikkilä*

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# RESPONSIBLE TEACHERS



**Namkyu Chun**

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University Lecturer in Design Comm.  
/ Dept. of Art & Media, and Design



**Tarja Nieminen**

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University Lecturer / Dept. of Art & Media



**Hanna-Kaarina Heikkilä**

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Designer in Residence / Dept. of Design

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# INTENDED LEARNING OUTCOMES



More than a  
portfolio  
course!

*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

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*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*

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# ATTENDANCE

Minimum 80% attendance to pass the course.

Check the 'course schedule' on the MyCourses (location and time/date).

**Compulsory sessions: You will have to submit substitute assignments if you miss any compulsory sessions (marked with the yellow highlight in the schedule).**

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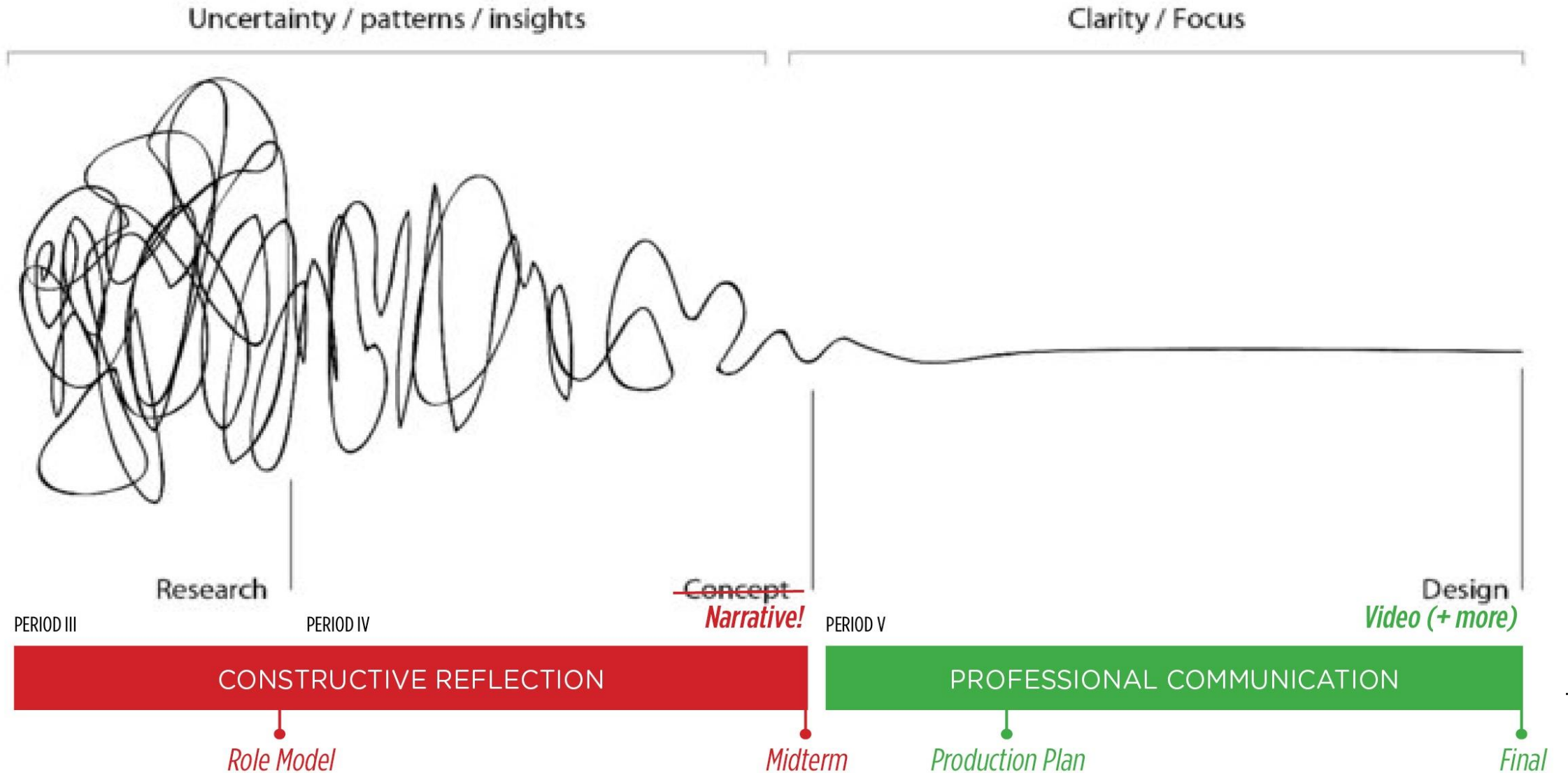
# COURSE SCHEDULE

Compulsory sessions to attend					
<i>Per.</i>	<i>Mon</i>	<i>Day</i>	<i>Time</i>	<i>Location</i>	<i>Topic</i>
III	Jan	8	13:15-17:00	M134	Course Overview and Personal Intro.
III	Jan	15	13:15-17:00	M140	Professional Identity Intro and Role Model
III	Jan	22	13:15-17:00	M140	Guest Lecture
III	Jan	29	09:15-17:00	M134	Role Model Presentation
III	Feb	21	13:15-17:00	F102	Communicating Design
IV	Feb	26	13:15-17:00	M134	Optional Tutorial
IV	Mar	4	13:15-17:00	M134	Optional Tutorial
IV	Mar	11	13:15-17:00	M134	Optional Tutorial
IV	Mar	18	09:15-17:00	M134	Midterm Presentations
V	Apr	26	09:15-12:00	M237	Production Plan Presentations
V	May	3	09:15-12:00	M237	Optional Tutorial
V	May	10	09:15-12:00	Y228a	Progress Presentations
V	May	17	09:15-12:00	M134	Optional Tutorial
V	May	24	09:15-12:00	M237	Progress Presentations
V	May	31	09:15-12:00	M240	Exhibition Preparation
V	Jun	7	09:15-17:00	TBC	Final event (with DI1 & 2)

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# COURSE PROCESS

Original figure by Damien Newman (2006)



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# ASSESSMENT

Your engagement (during the process) comes first, rather than outcomes (final deliverables)!

Four presentations (Role Model, Midterm, Production Plan, and Final) are key markers that you should demonstrate your active engagement in this course (mark the dates in your calendar).

## Assessment Criteria

- Reflection (how you connect back to your learning experiences from this study programme to construct your professional narrative)
  - Progress (how your narrative has improved based on the feedback given at previous presentations / tutorials)
  - Communication (how your professional narrative and provided examples/projects are coherently and effectively presented)
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# 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.
- For the final event, you are responsible for setting up and taking down your own work.

## **Group**

- Depending on the narrative, you will be under a theme (TBD)
  - For your 'theme', you join a small group with your peers.
  - Each group is tutored by HK (Design) or Tarja (Media) to get a theme specific support.
  - For the final event, you are expected to contribute to setting up and taking down of shared exhibition structure / materials.
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# MIDTERM PRESENTATION: TWO POSTERS

*2 sheets of A3 posters (vertical) / Due 08:00 am, 18 March*

**POSTER 1 should include (the order of the placement from the top):** **POSTER 2: Free format / contents**

- Your professional profile photo;
  - Your full name;
  - Contact info (email or/and portfolio website);
  - Designer's Statement (max 1 paragraph = 2-4 sentences);
  - Keywords (3-5 words, summarizing the statement);
  - [Aalto University logo \(attached\)](#);
  - The name of the program: Bachelor's Programme in Design; and
  - The course name: ARTX-1007 Design Impact III)
- Align it with POSTER 1.
  - It is to support your designer's statement / keywords.
  - Think clever ways to make connections between POSTER 1 (your statement / keywords) and POSTER 2 (your project(s)). For instance, you can use icons, specific colors, etc. to create a visual system of labeling your keywords that are relevant for your projects.
  - Properly reference your visual materials (authorship, year, project name, etc).

*This can become a yearbook if you wish to make (Voluntary works by the students).*

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# FINAL DELIVERABLES:

## YOUR PROFESSIONAL IDENTITY AS A DESIGNER

Format: (1) a video (max 5 mins); and (2) artefacts from relevant works/projects.

Content:

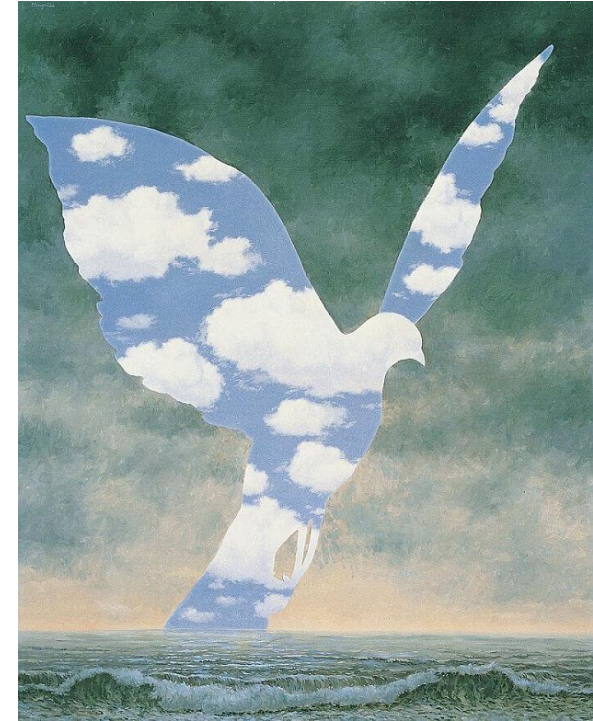
- A brief narrative to illustrate your designer identity (further development from the Midterm)
- Must include your names, reference well all the audiovisual materials used in the video.
- Artefacts come from your previous/ongoing works (e.g. something you did as a group, something incomplete, something happening now such as your thesis)
- Artefacts will be served as tangible evidence to support your narrative.
- Artefacts need the basic info (title, brief introduction, including the project/course involved, date, location, collaborators, etc.)

Due dates:

- For the video: 08:00 am, 27 May
- For the artefacts: Before the final event (7 June)

Post-production:

- Opening and closing (with Aalto logo, etc.) will be added by a producer (to be hired).
- Individual videos will be grouped based on the themes.



**The Large Family (1963) by René Magritte**

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# FINAL (COURSE OUTCOME): AN EXHIBITION

- Contents: Individual deliverables grouped in themes
  - Context: Design Impact Joint Final Event (Agenda: TBD)
  - Involvement: DI2 students organize the event and DI3 students deliver their works
  - Responsibility: Installation / taking down (organize already with your peers if you will not be in Finland)
  - Dissemination: After the event, the videos will be published via Aalto University website (see <https://www.aalto.fi/en/aalto-art-and-design-cases/2023-design-impact-iii-outcomes>)
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# QUESTIONS?

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

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# PERSONAL INTRODUCTION

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

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# REALITY


## VS



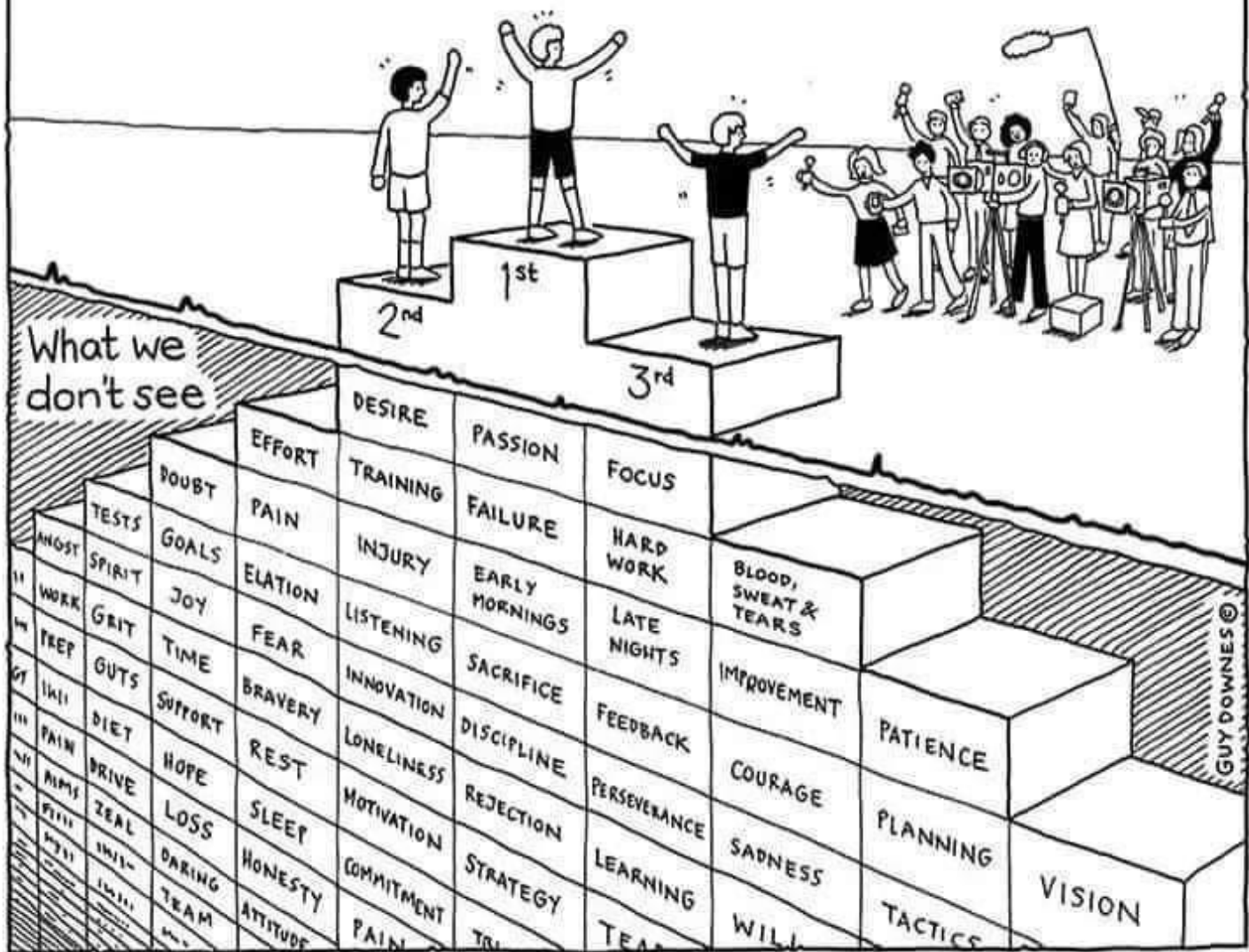
### ANAKIN SKYWALKER

ASSISTANT TO THE EMPEROR

### DARTH VADER, LORD

CEO, DEATH STAR 1 & 2 |  
CHIEF OF STAFF TO THE SUPREME CHANCELLOR |  
DARK LORD OF THE SITH | CHOSEN ONE, JEDI ORDER |  
JEDI GHOST | EX- JEDI KNIGHT |  
EX- GENERAL, GRAND ARMY OF THE REPUBLIC |  
STAR FIGHTER PILOT | PODRACING PRODIGY |  
MIDICHLORIAN COUNT GALAXY RECORD HOLDER |  
LOBBYIST | (DARK) THOUGHT LEADER | ACTIVIST  
FORCE PHENOM | INVENTOR | LIGHTSABERSMITH |  
HUSBAND TO SENATOR AMIDALA |  
FATHER TO A PRINCESS, WHICH TECHNICALLY  
MAKES ME A KING | FATHER, LUKE'S FATHER | CHILD OF A  
VIRGIN BIRTH | ONE-AND-ONLY JEDI MASTER TURN  
SITH LORD TURN JEDI GHOST

# What we see



GUY DOWNES ©



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# WHAT'S NEXT?

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

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