





DALL-E - Here are the cartoon illustrations depicting the saying "like putting lipstick on a pig." These playful images feature a pig applying lipstick, designed in a humorous style suitable for a young adult audience. You can view and use the images for your educational or presentation needs!



Aalto University
School of Arts, Design
and Architecture



LAB University of
Applied Sciences

Strategic Design Management

Session #1

Paulo Dziobczenski, PhD

Chief Specialist in Strategic Design

LAB University of Applied Sciences

paulo.dziobczenski@lab.fi

3 things we will cover today

1 - Introduction to the course

2 - Introduction to design

3 - Design project

But first

**0 - Why should you listen to me?
(or a little bit about myself)**





Paulo Dziobczenski

***Chief Specialist in Strategic Design @LAB
University of Applied Sciences***

- ***9 years at Aalto University***
- ***20+ years as a graphic designer in Finland
and Brazil***

BA in Graphic Design (Brazil)

MA in Design Management (Brazil)

PhD in Design (Finland)



DESIGN CAREER

INTEGRATED DESIGN THINKING

Come and learn how to apply design thinking to your own discipline.

A?

UWAS-C0052 | 3 credits | 14.04 to 19.05.2020
Tuesdays from 16.00 to 19.00.

Registration starts on 16th of March in WebOodi.

Open to all Aalto students. Organized by Design Inside.

A?

Aalto University
School of Arts, Design
and Architecture





2nd CAMBRIDGE ACADEMIC DESIGN MANAGEMENT CONFERENCE, 4 – 5 SEPTEMBER 2013

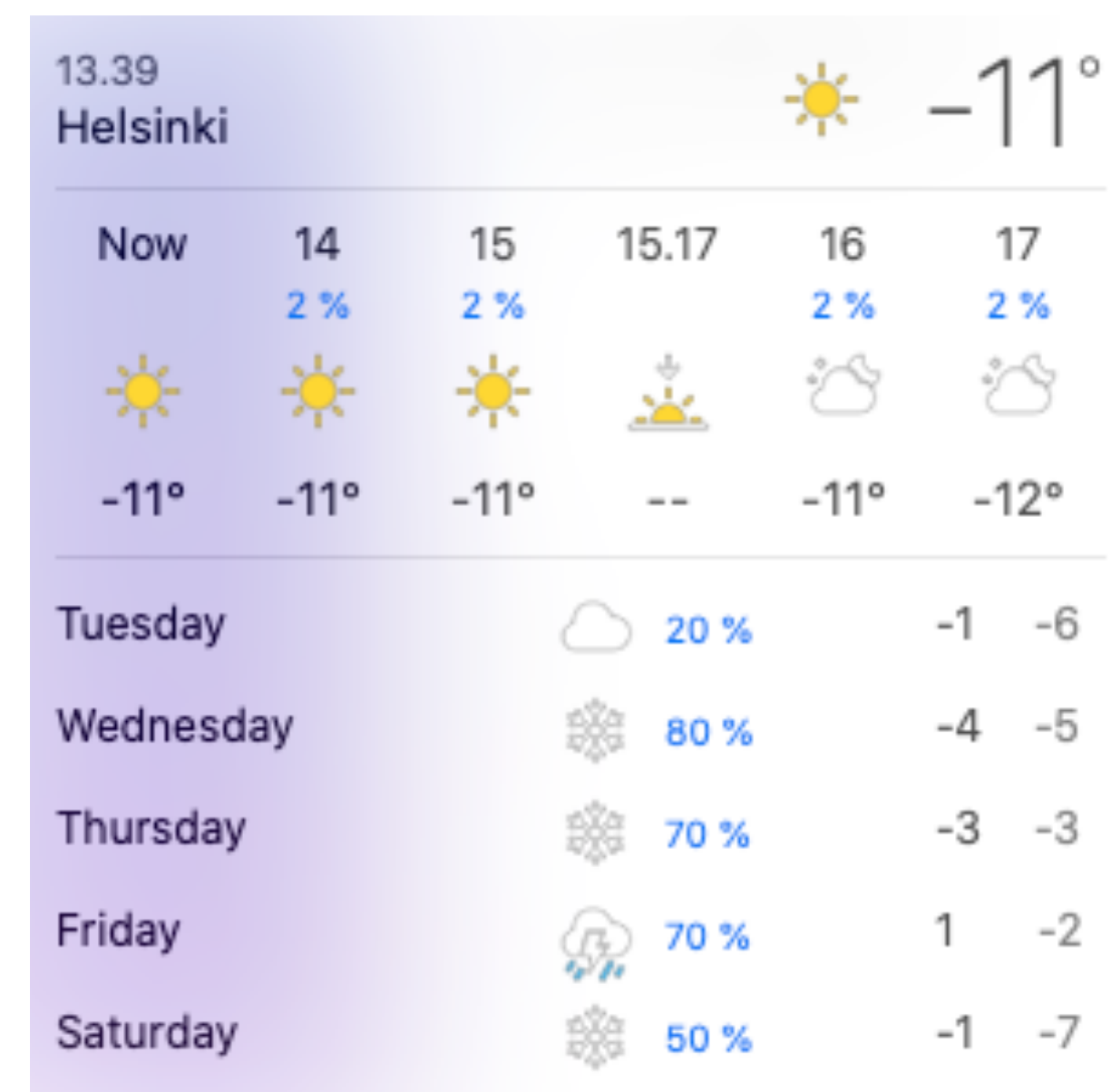
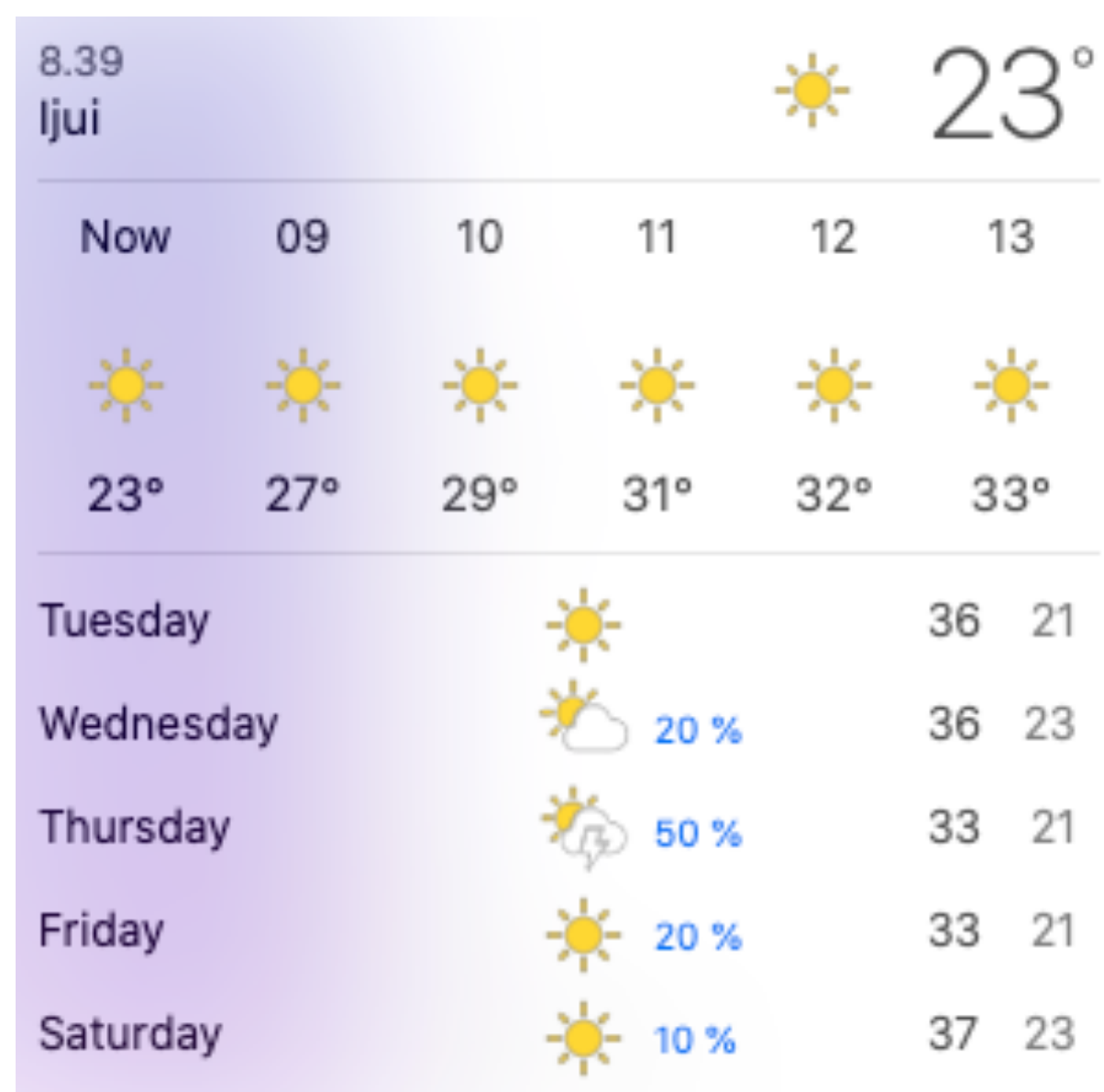
Guidelines for the proposal of a system of design management indicators in product development companies

*Paulo Roberto Nicoletti Dziobczenski, Mauricio Moreira e Silva Bernardes,
UFRGS – Federal University of Rio Grande do Sul
UCS – University of Caxias do Sul
bernardes@ufrgs.br*

Keywords: design management, performance indicators.

The contribution of design to businesses is known, but measuring this result has been a complex task. This paper proposes ways of selecting design management indicators by product development companies. As a method, case studies of companies based in southern Brazil were used. Results show that indicators can be chosen by means of three criteria of selection. In addition, this study presents guidelines to build a system of indicators based on criteria of selection.







Graphic designers' work and skillset

—
What companies talk about in their job advertisements
Paulo Roberto Nicoletti Dziobczenski

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A" Aalto University

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A" Aalto University

DOCTORAL DISSERTATIONS

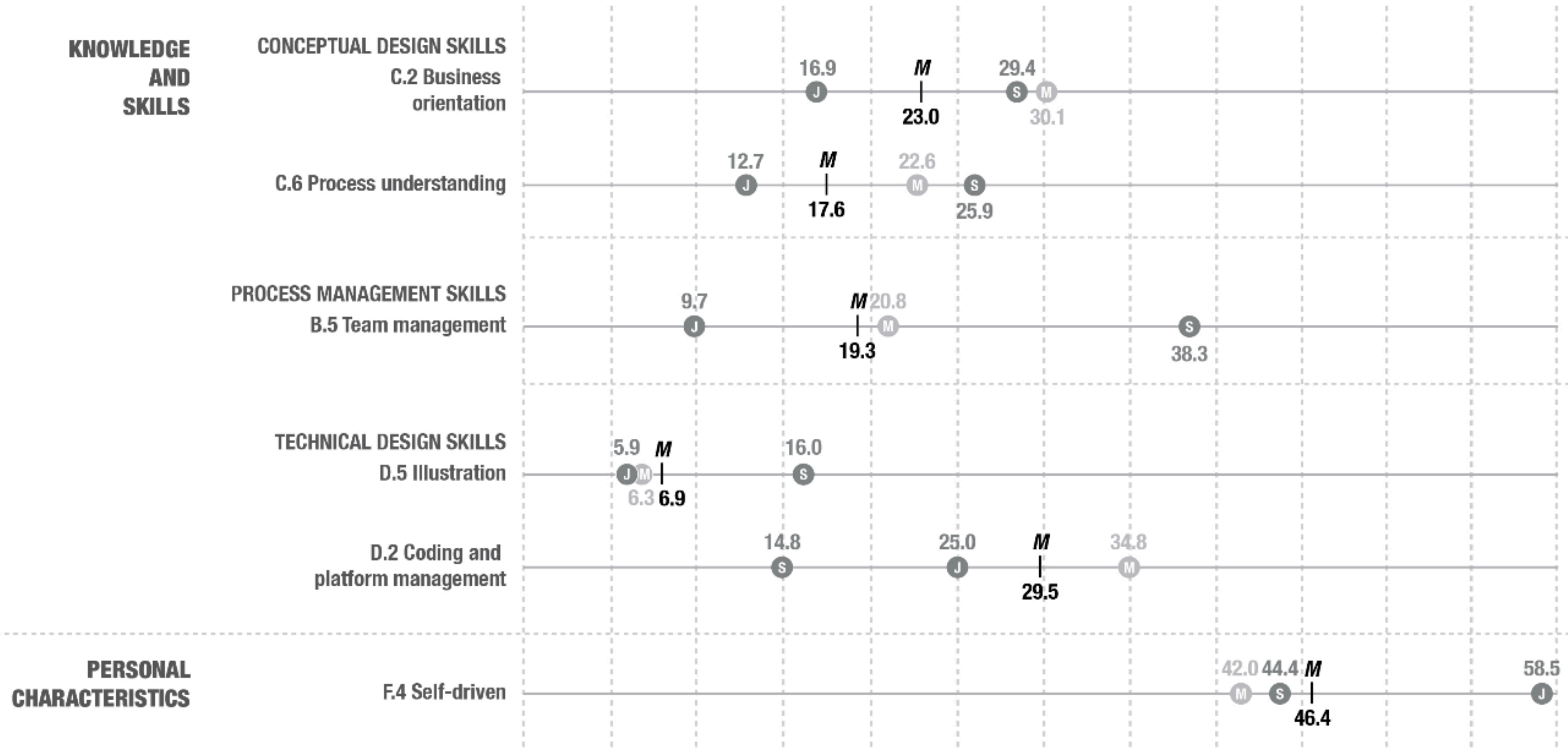
Dziobczenski 2021

Designing Career Paths in Graphic Design: A Document Analysis of Job Advertisements for Graphic Design Positions in Finland

Paulo Roberto Nicoletti Dziobczenski, Oscar Person & Sonja Meriläinen

To cite this article: Paulo Roberto Nicoletti Dziobczenski, Oscar Person & Sonja Meriläinen (2018) Designing Career Paths in Graphic Design: A Document Analysis of Job Advertisements for Graphic Design Positions in Finland, The Design Journal, 21:3, 349-370, DOI: [10.1080/14606925.2018.1444874](https://doi.org/10.1080/14606925.2018.1444874)

To link to this article: <https://doi.org/10.1080/14606925.2018.1444874>



5 fascinating facts about the Finnish doctoral hat and sword

FINLAND
UNIVERSITY



Only in Finland and Sweden do Ph.D. recipients receive a silken top hat



The hat is a **symbol of liberty**; it's round because its wearer is supposed to **answer questions clearly** and **not to split hairs**.



The **Doctor's Sword** symbolises the **scientist's fight for truth**.



The only sword allowed is the **officially certified civilian sword** of the independent Republic of Finland.

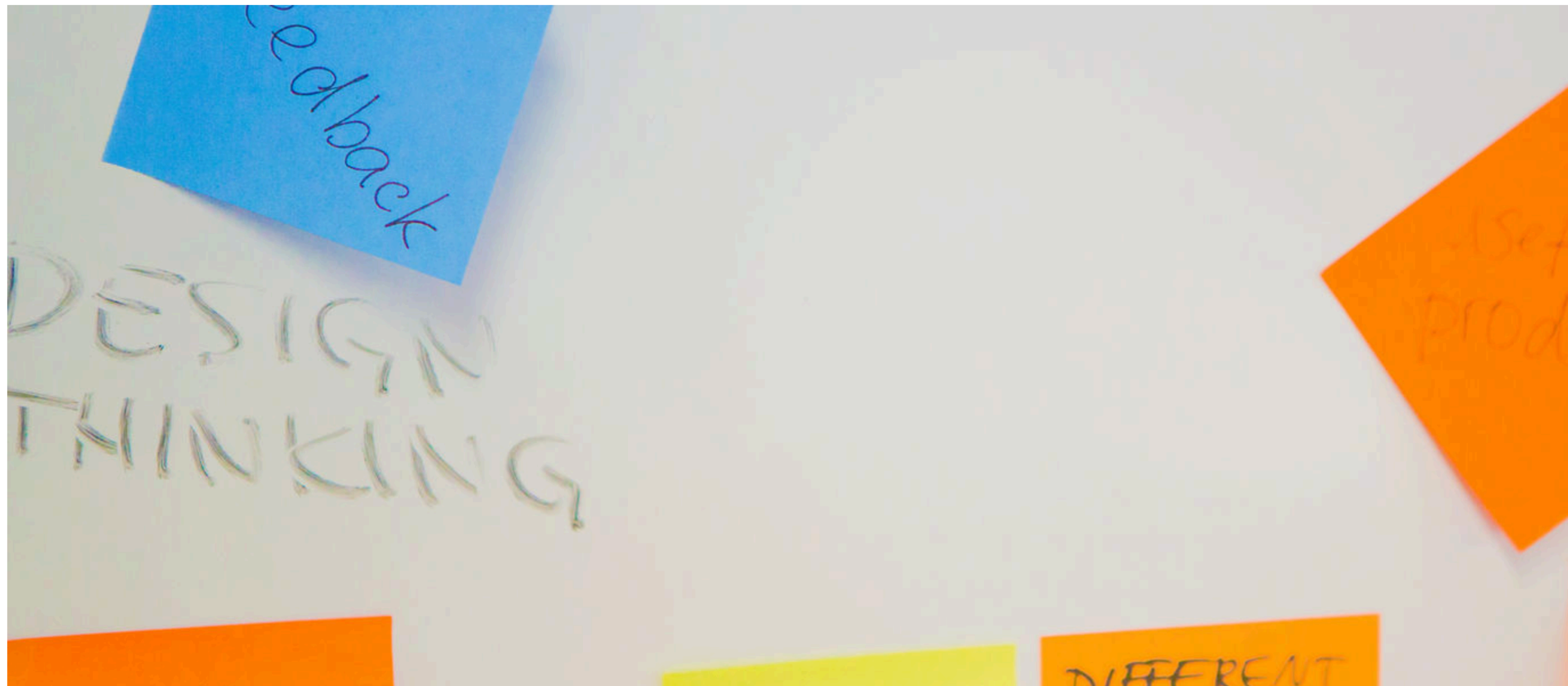


The sword has a **75cm long blade** and is carried by both **men and women**.

Research & Art

Design Inside

Aalto University wants to renew societies through creativity and world-leading design-based practices. The Design Inside initiative ensures that throughout Aalto we will have the world-class ability to discover, design and deliver outputs that shape and explore the world around us.



[*aalto.fi/en/research-art/design-inside*](https://aalto.fi/en/research-art/design-inside)

Radical creativity

Radical creativity is one of the three cross-cutting approaches in our living strategy.



The Best of Both Worlds

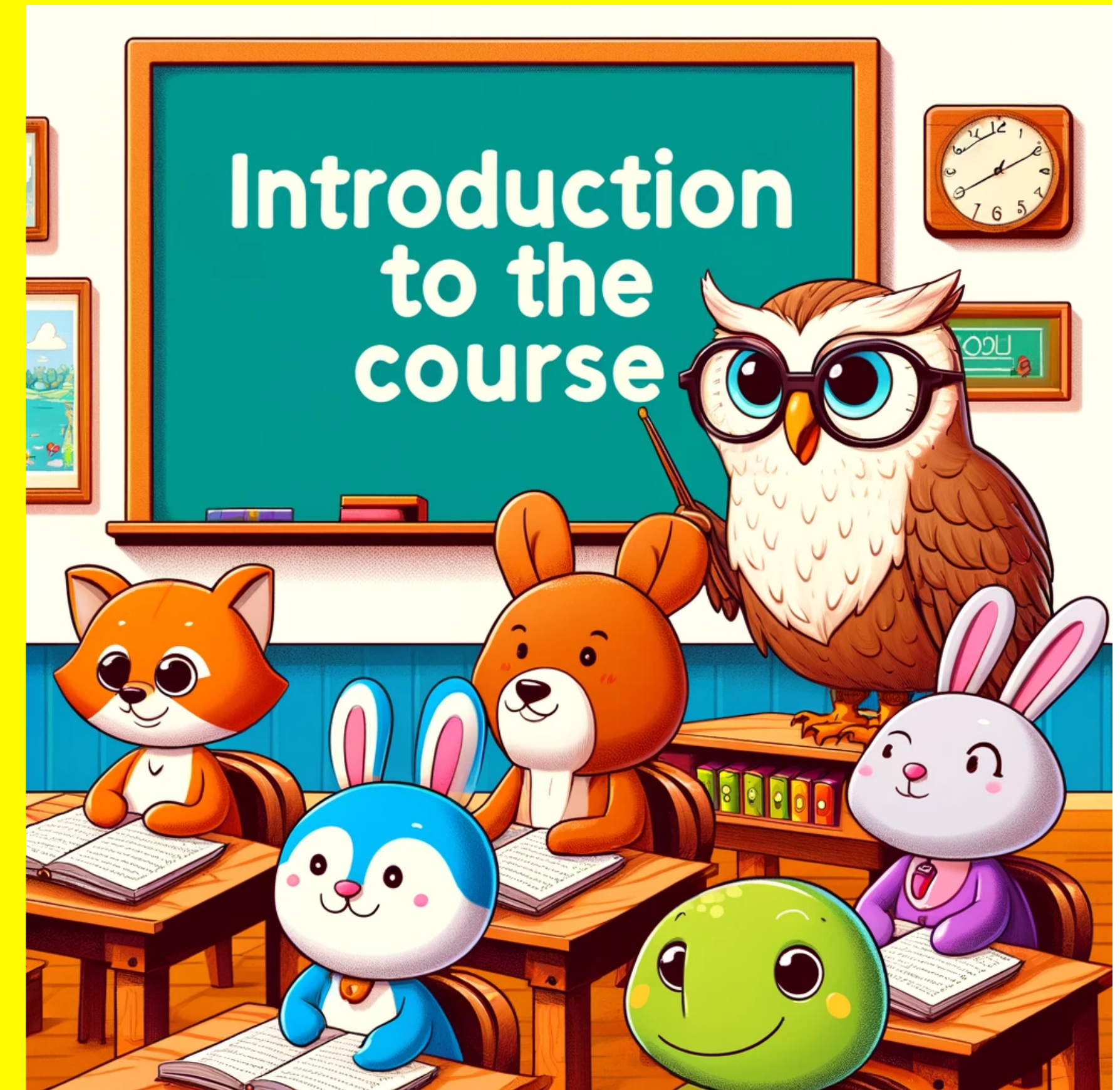


Your turn

- *Name*
- ***One** thing about you*
- *What do you want from this course?*

#1

Introduction to the course



Here are the illustrations for your 'Introduction to the Course' slide, featuring a fun and colorful classroom scene with cartoon animals as students. These images should help set a welcoming and engaging tone for your course. Feel free to use them in your presentation!

The course

- **13 sessions**
- **2 holidays**
- **3 guest speakers**
- **3 feedback/work together/share with colleagues days**
- **2 presentation days**
- **1 exam**

The course

- 6 ECTS - 160 hours
- 09:00* -> 12:00**
- 3 absences max
- 2 or 3 breaks per day
- Office hours - Monday to Thursday - 08:00 -> 09:00

* academic quarter?

**Week 3 - 14/05 and 15/05 - Sessions morning and afternoon

#1 ~~First~~ SECOND time in Mikkel

#2 ~~First~~ SECOND time teaching at BIZ school

#3 ~~First~~ SECOND time teaching this course

#2 Strategic Design Management

Feedback from students

For more information about my teaching at Design Bits, please reach out to Joan Lofgren.

- One of the most enjoyable courses I have had. I really liked working with client project because I haven't had any other client projects in previous courses. Teaching style suited me well, as the atmosphere were relaxed and communicative :)
- (...) I also appreciate that you make changes/ updates very fast according to feedback from us throughout the courses to help us learn better in a new subject and new environment. This class truly feels like an immersive design thinking experience: user-centric, fast testing and changing with feedbacks.
- Thank you professor, I have really enjoyed this course. I also appreciate your efficiency especially for grading and feedback, all the effort you have put to make this course a fun one, and also for going through the trouble to bring in guest speakers as well.
- The teacher was really nice, I liked the way he interacted with class.
- Great course, very interesting throughout all 3 weeks! The workload wasn't too heavy and lectures were engaging, I'm definitely glad I took this elective! Thank you for great 3 weeks!
- I want to say thanks to Paulo for the amazing course. This course gave me a more holistic perspective about design. I really appreciate the lectures, guest sharing and client project.

Strategic Design Management

Business organizations today are quite different from what they used to be, and the pace of change will only accelerate in the future.

Previously dominant organizations across industries are being replaced by more agile, customer-oriented challengers, and in this context, design has been one of the main drivers fundamentally disrupting our assumptions about how competitive advantages are created, sustained, and transformed.

Understanding how design operates as one of the most critical sources for new competitive advantages is essential for students of international business.

This course focuses on design as a source of innovations and competitive advantages from a managerial perspective.

Zooming in on design practices, processes, and outcomes, students will collaboratively construct a solid understanding of how design can be seen as a strategic resource, through the use of case studies, hands-on learning, and projects.

*The goal is **not** transform you into designers...*

The goal is that you know what design (and designers) can do.

User-centered design

Design Thinking

UX (User Experience)/CX (Customer Experience)

Double Diamond

Design Management

Role of design in organizations

Strategic Design

User-centered design

Design Thinking

UX (User Experience)/CX (Customer Experience)

Double Diamond

Design Management

Role of design in organizations

Strategic Design

User-centered design

Student-centered course



Here are the updated illustrations for a student-centered course, designed in a more serious and refined cartoon style. The scene depicts a focused and professional classroom environment. These images should suit the more serious tone you're aiming for in your presentation.

The guest speakers



Taija Turunen
Assistant Professor

Experience



Aalto University School of Business
15 yrs 4 mos

- **Assistant Professor**
Jan 2015 - Present · 9 yrs 4 mos

I work as an assistant professor in the area of Design Management teaching courses around business model design and organization design.

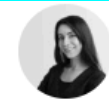


Harri Kiljander
Design Strategist | Founding Partner | CEO | we are hiring!

Experience



Design Strategist | CEO | Founding partner
Alpha Design Partners · Full-time
Nov 2020 - Present · 3 yrs 6 mos



Anna Kholina
Digital product strategy, sustainability and systems thinking

Experience



Futurice
5 yrs 8 mos

- **Design Director**
Full-time
Feb 2023 - Present · 1 yr 3 mos
Helsinki, Uusimaa, Finland · Hybrid

The schedule - Week 01

#1 - 29/04 - Intro to the course

*#2 - 30/04 - Design management - Taija Turunen - Professor of
Design Management @Aalto BIZ*

01/05 - VAPPU 🎉

#3 - 02/05 - Design Thinking and Double Diamond (1/2)

#4 - 03/05 - Design Thinking and Double Diamond (2/2)

The schedule - Week 02

#5 - 06/05 - Design Project

#6 - 07/05 - Design Operations - Harri Kiljander - CEO and

Founder of Alpha Design Partners

#7 - 08/05 - Design Project - Mid-Presentation

09/05 - HELATORSTAI 🎉

#8 - 10/05 - Design Project

The schedule - Week 03

#9 - 13/05 - Ecosystems in Design - Anna Kholina - Design

Director at Futurice

*#10 - 14/05 - Design Project**

*#11 - 15/05 - Design Project - Final Presentation**

#12 - 16/05 - Review session + extra topic

#13 - 17/05 - Exam

The assignments

- *Assignment #1 – Critical Reading Essay (1/2) - 10 pts*
- *Assignment #2 – Critical Reading Essay (2/2) - 15 pts*
- *Assignment #3 - Design Project - Mid-presentation - 20 pts*
- *Assignment #4 - Design Project - Final presentation - 30 pts*
- *Assignment #5 - Exam - 25 pts*

The deadlines

- **#1 – Critical Reading Essay (1/2) - Friday 03/05**
- **#2 – Critical Reading Essay (2/2) - Friday 10/05**
- **#3 - Design Project - Wednesday 08/05**
- **#4 - Design Project - Wednesday 15/05**
- **#5 - Exam - Friday 17/0**

The grades conversion system

- $0 \rightarrow 49 == 0$
- $50 \rightarrow 59 == 1$
- $60 \rightarrow 69 == 2$
- $70 \rightarrow 79 == 3$
- $80 \rightarrow 89 == 4$
- $90 \rightarrow 100 == 5$

Let's talk about the critical reading essays

User-centered design

Student-centered course



Here are the updated illustrations for a student-centered course, designed in a more serious and refined cartoon style. The scene depicts a focused and professional classroom environment. These images should suit the more serious tone you're aiming for in your presentation.

You can

- *Pick the groups*
- *Pick the client project*
- *Pick the topic for session on Week 3*
- *Pick* the texts to read for the critical reading assignments*
- *Pick* the question in the exam*
- *Etc.*

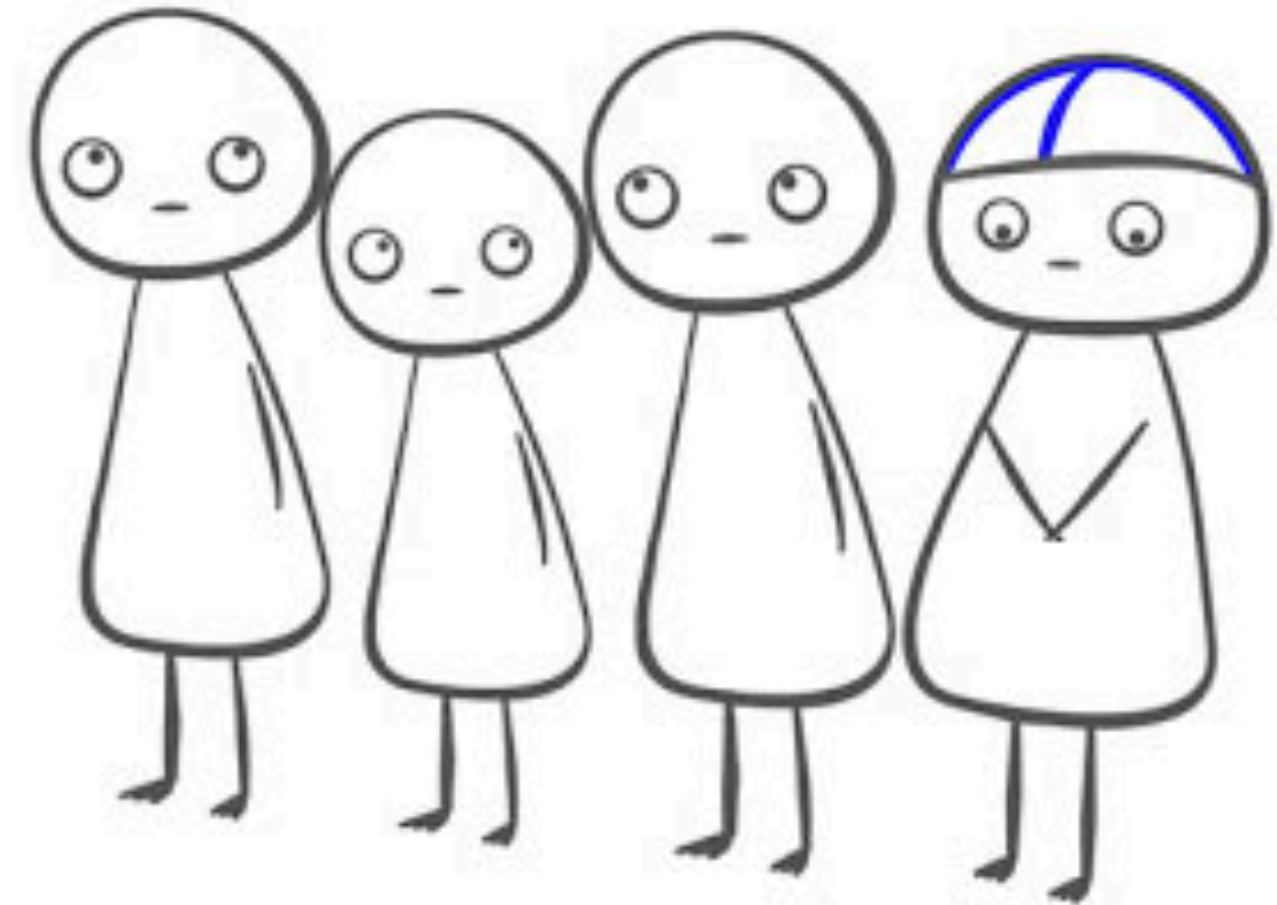
**with some relevant boundaries*

Questions?

FINNISH NIGHTMARES

FINNISHNIGHTMARES.BLOGSPOT.FI - FACEBOOK.COM/FINNISHNIGHTMARES - TWITTER.COM/FINN_MATTI

SO... DOES ANYONE
HAVE ANY QUESTIONS?



WHEN YOU DO HAVE QUESTIONS BUT
YOU DON'T WANT TO GET ANY ATTENTION

(C) KAROLITINA KORHONEN 2015

#2

Introduction to design



Here are the abstract illustrations for your 'Intro to Design' slide. These images feature stylized forms and vibrant colors to convey the creative and structural elements of design, set against a minimalist background to inspire a broader understanding of the discipline.

Go to menti.com and use the code 7494 1575





JUICERO

CHOPPED
Sweet Greens

apple
baby spinach
pineapple
kale
lemon



NON-GMO
VERIFIABLE
KEEP REFRIGERATED
NOT FOR INDIVIDUAL SALE

FRESH CHOPPED PRODUCE
FOR MAKING COLD-PRESSED JUICE

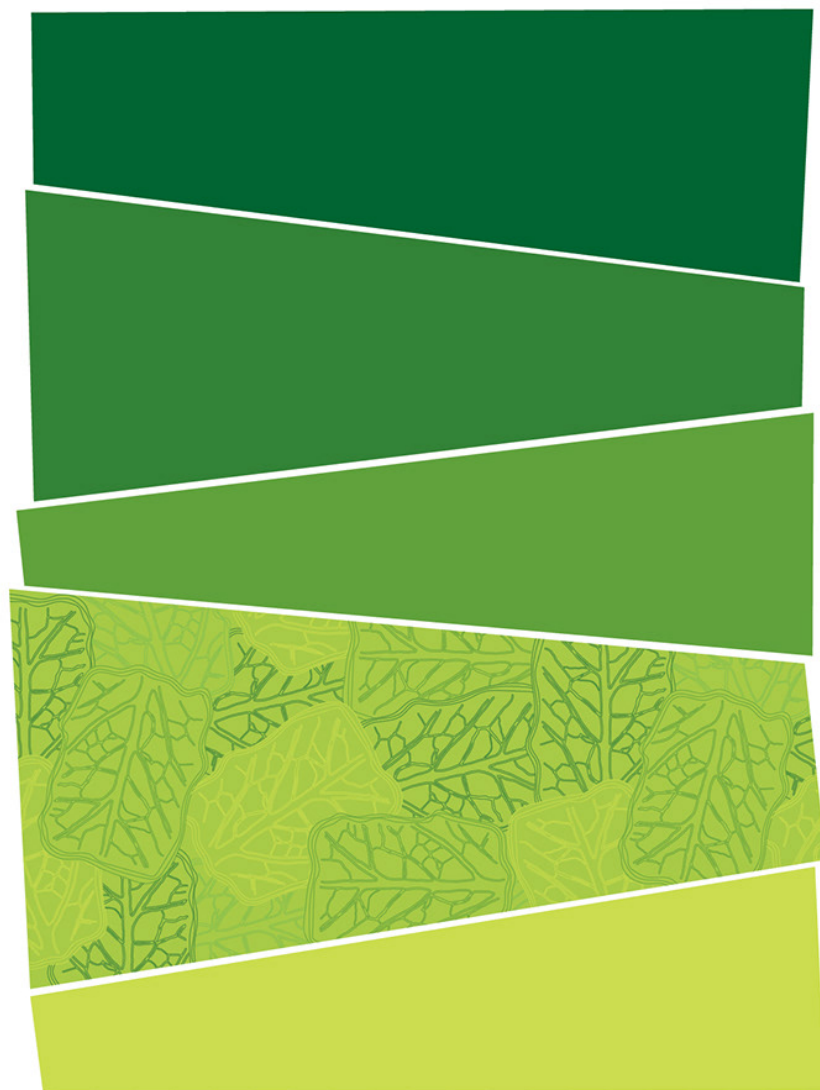
① PAREVE

NET WEIGHT 10 OZ (283 g)

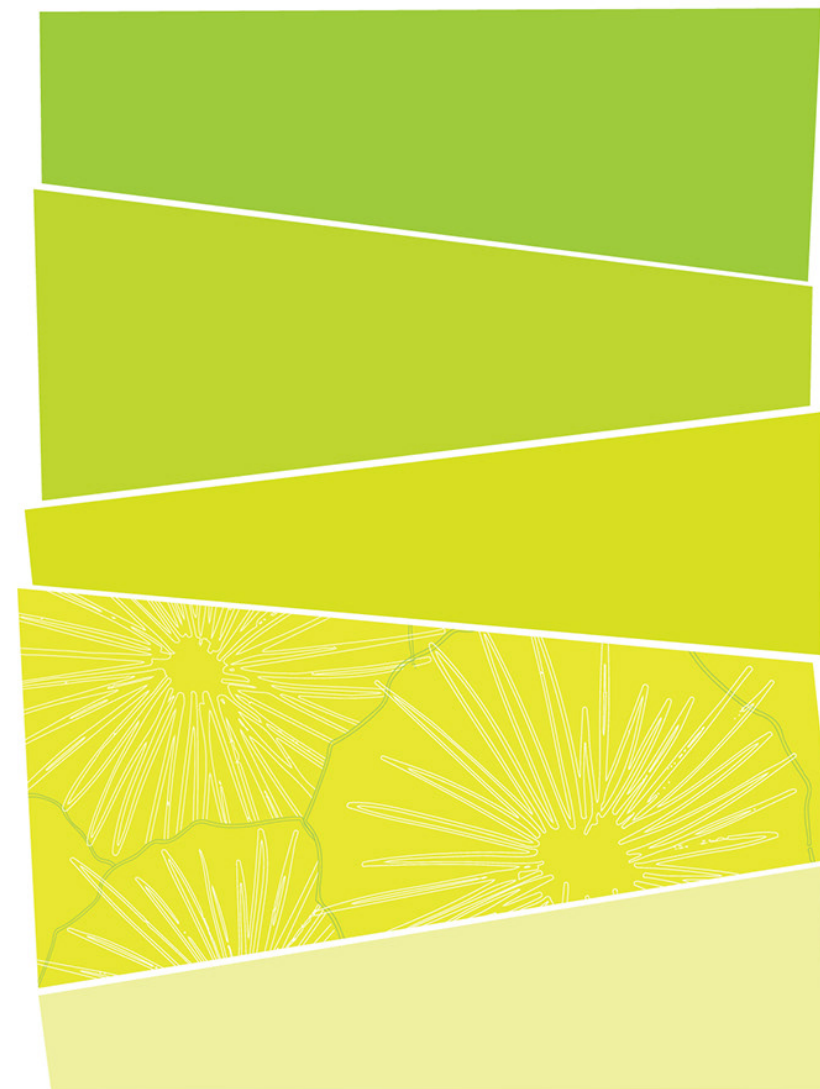
JUICERO

LIVING ORGANIC PRODUCE
for making cold pressed juice.

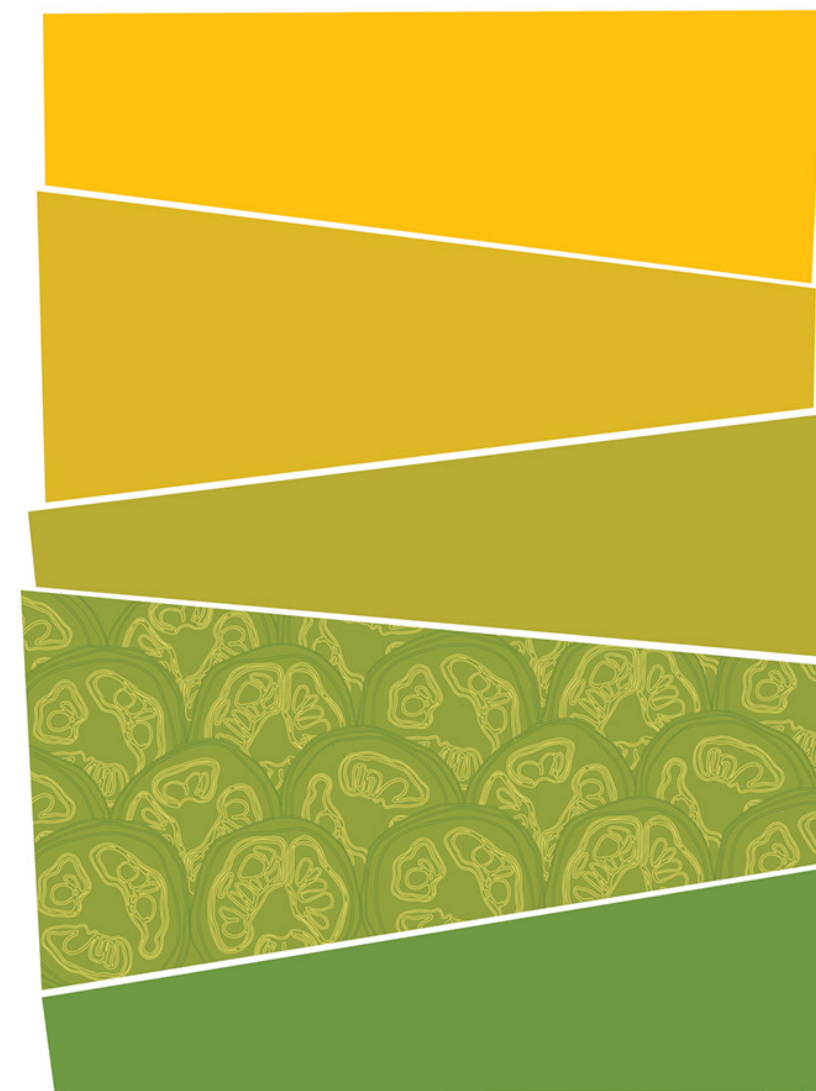
CHOPPED
GREENS



CHOPPED
SWEET GREENS



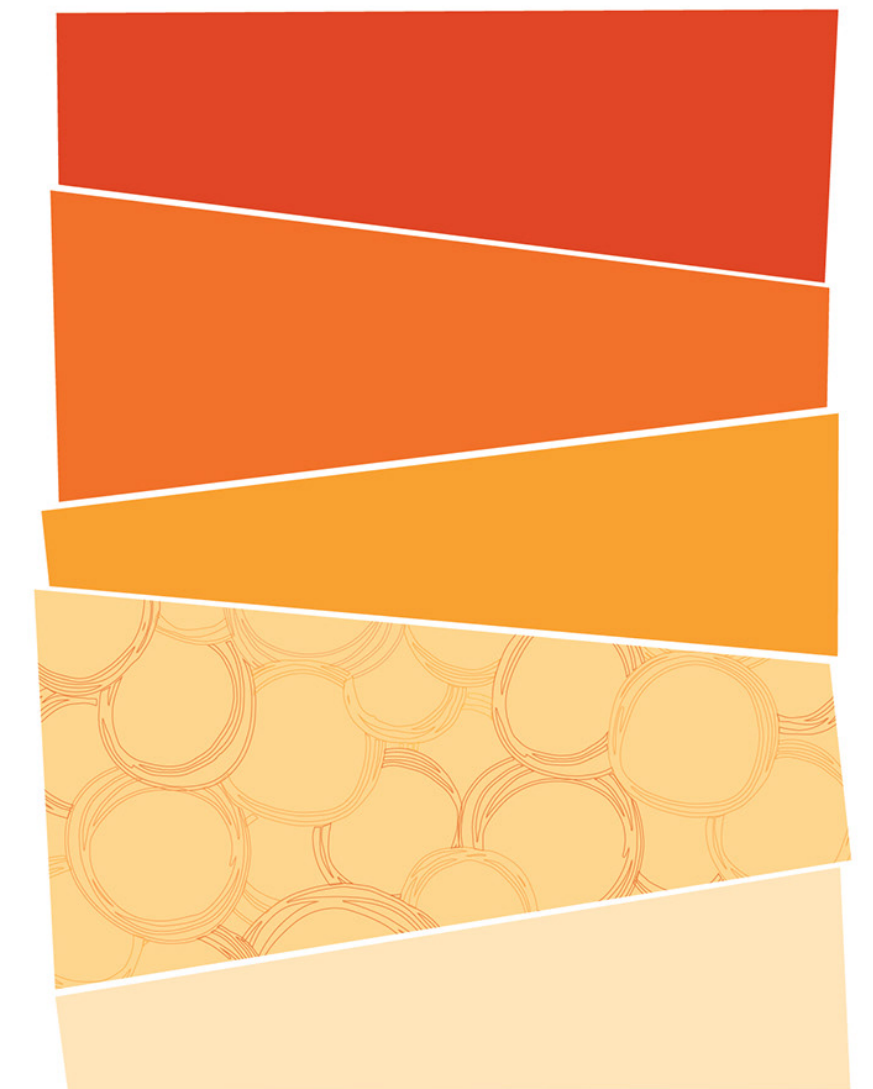
CHOPPED
SPICY GREENS



CHOPPED
BEET CARROT



CHOPPED
SWEET ROOTS





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RIP Juicero, the \$400 venture-backed juice machine

Katie Roof @katie_roof / 9:36 PM GMT+3 • September 1, 2017

Comment



It sounds like America's favorite \$400 juice machine will be no longer.

"After selling over a million Produce Packs, we must let you know that we are suspending the sale of the Juicero Press and Produce Packs immediately," reads the company [blog post](#).

Juicero is still the greatest example of Silicon Valley stupidity

Wild-eyed commentary: A year after a hyped-up, Wi-Fi connected juicer failed spectacularly, Silicon Valley's obsession with it still makes me crazy.



Claire Reilly Sept. 1, 2018 5:00 a.m. PT



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Juicero

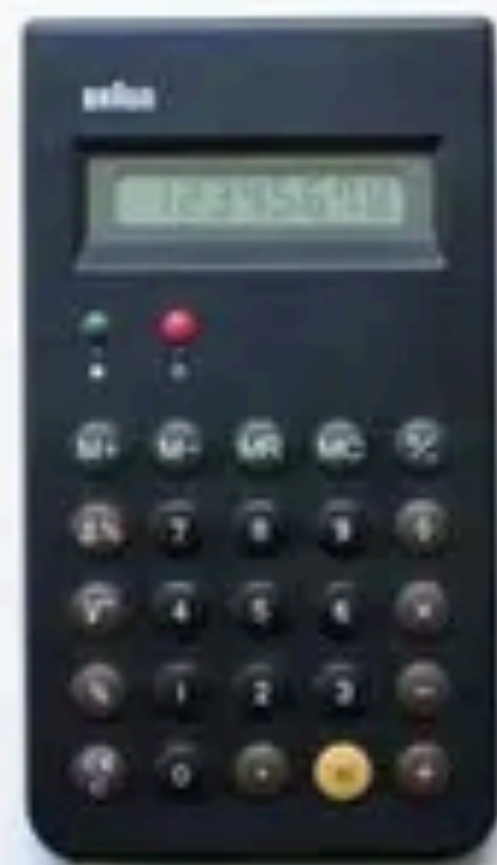
From Wikipedia, the free encyclopedia

Juicero was a company that made a device that was marketed as a fruit and vegetable **juicer** that extracted **juice** from pre-processed packets. The company's product was called the Juicero Press, a **Wi-Fi** connected device that used single-serving packets of pre-juiced fruits and vegetables sold exclusively by the company by subscription. The **San Francisco**-based firm received \$120 million in startup venture capital starting in 2014 from investors including **Kleiner Perkins** and **Alphabet Inc.**^[1]

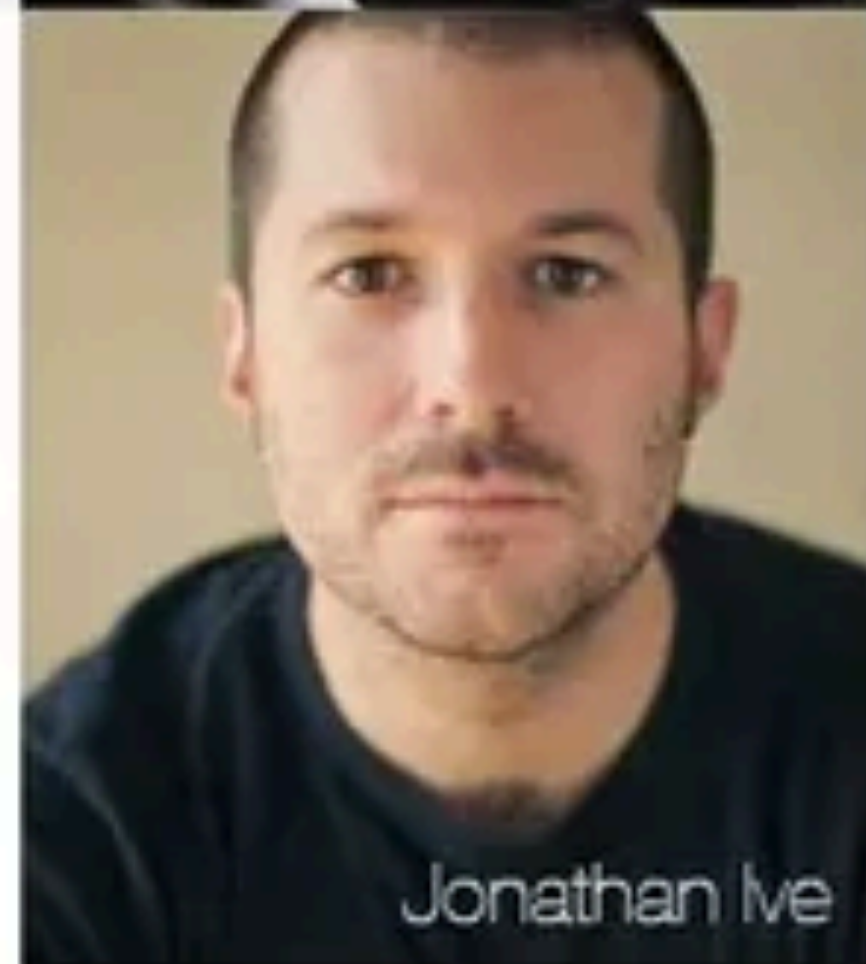
On September 1, 2017, the company announced that it was suspending sales of the juicer and the packets, repurchasing the juicer from its customers and searching for a buyer for the company and its intellectual property.^{[2][3]}



Dieter Rams



Dieter Rams



Jonathan Ive

Ten principles for good design

Back in the late 1970s, Dieter Rams was becoming increasingly concerned by the state of the world around him: “An impenetrable confusion of forms, colours and noises.”

Aware that he was a significant contributor to that world, he asked himself an important question: is my design good design?

His answer is expressed in his ten principles for good design.

<https://www.vitsoe.com/eu/about/good-design>

1

Good design is innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.



TP 1 radio/phono combination, 1959, by Dieter Rams for Braun

2

Good design makes a product useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.



MPZ 21 multipress citrus juicer, 1972, by Dieter Rams and Jürgen Greubel for Braun

3

Good design is aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.



**RT 20 tischsuper radio,
1961, by Dieter Rams for
Braun**

4

Good design makes a product understandable

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.



**T 1000 world receiver,
1963, by Dieter Rams for
Braun**

5

Good design is unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.



**Cylindric T 2 lighter,
1968, by Dieter Rams for
Braun**

6

Good design is honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.



**L 450 flat loudspeaker,
TG 60 reel-to-reel tape
recorder and TS 45
control unit, 1962-64, by
Dieter Rams for Braun**

7

Good design is long-lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.



[620 Chair Programme](#),
1962, by Dieter Rams for
Vitsœ

8

Good design is thorough down to the last detail

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.



ET 66 calculator, 1987, by
Dietrich Lubs for Braun

9

Good design is environmentally-friendly

Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.



606 Universal Shelving System, 1960, by Dieter Rams for Vitsoe

10

Good design is as little design as possible

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials.

Back to purity, back to simplicity.



**L 2 speaker, 1958, by
Dieter Rams for Braun**

Good design -> Many perspectives

Is it beautiful?

Is it sustainable?

Is it usable?

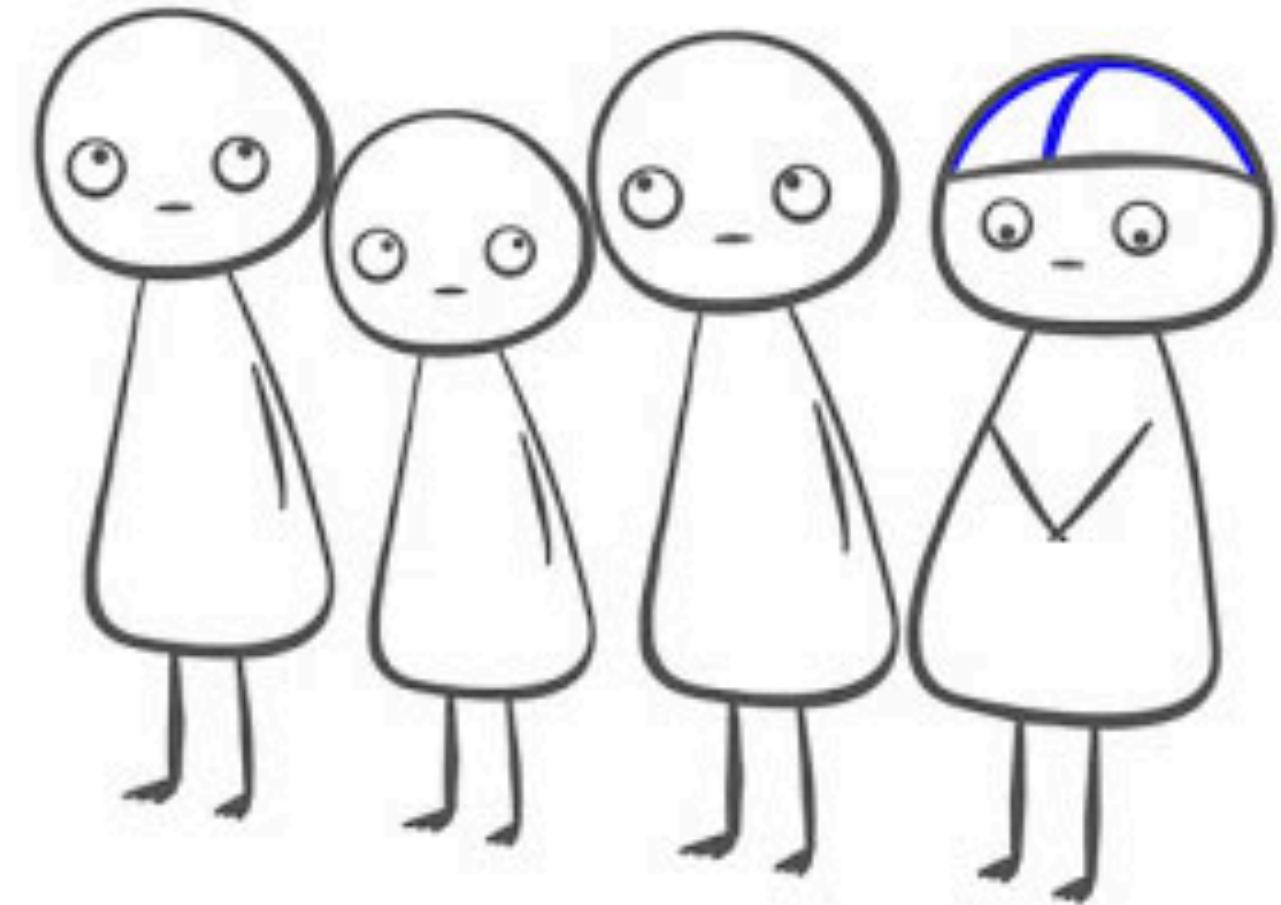
Etc.

Questions?

FINNISH NIGHTMARES

FINNISHNIGHTMARES.BLOGSPOT.FI - FACEBOOK.COM/FINNISHNIGHTMARES - TWITTER.COM/FINN_MATTI

SO... DOES ANYONE
HAVE ANY QUESTIONS?



WHEN YOU DO HAVE QUESTIONS BUT
YOU DON'T WANT TO GET ANY ATTENTION

#3

Design Project



Here are the illustrations for your introductory project on designing a service or product for carbon-neutral Finland in 2035. These images depict a futuristic scene with sustainable technologies and eco-friendly urban development, capturing the essence of innovation in a sustainable future. They should serve well to inspire and contextualize your students' project work.

An aerial photograph of a city in winter, covered in snow. In the foreground, a train is visible on tracks. The middle ground shows residential and commercial buildings. In the background, a factory with a tall chimney emitting a plume of smoke is visible against a hazy, golden sky. The text is overlaid in the center of the image.

**Finland aims to be
the first welfare society
with net zero emissions in 2035**

**(Re)design a product or service for
Carbon Neutral Finland 2035**



Carbon Neutral Finland 2035

Three targets for the future:

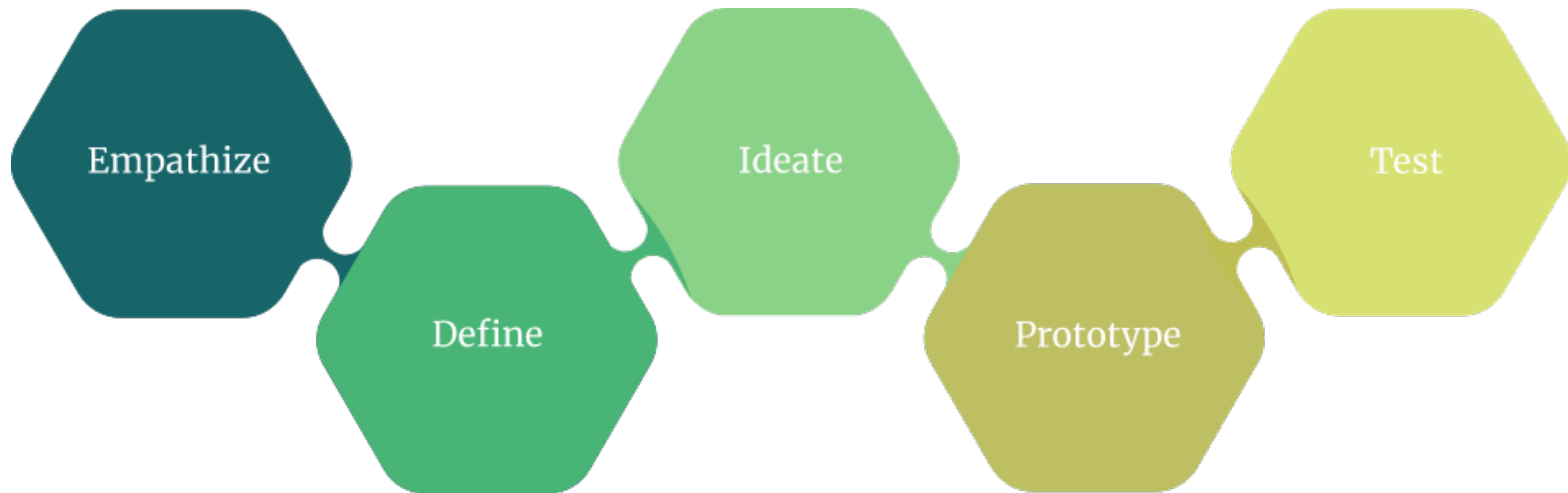
- According to the **government programme**, the Finnish Government is committed to meeting emission reduction targets and moving towards carbon neutrality in 2035 followed by carbon negativity.
- **Finland's obligation under EU law** is to halve the effort sharing sector's green house gas emissions (non-ETS) by 2030 (from 2005 levels).
- **The new Climate Change Act** entered into force in 2022. The Act set emission reductions targets for 2030, 2040 and 2050 and laid down the target of carbon neutrality in 2035.

Key pillar of Finland's climate policy is the Climate Change Act. The scope of the Act was extended to cover emissions from the land use sector (i.e. land use, forestry and agriculture) and for the first time the Act includes a target to strengthen carbon sinks.

The emission reduction targets in the Climate Change Act are based on the recommendations of the Finnish Climate Change Panel. The emission reduction targets are -60% by 2030, -80% by 2040 and at least -90% but aiming at -95% by 2050, compared to the levels in 1990.

We will follow:

- Design Thinking process
- Double-Diamond process

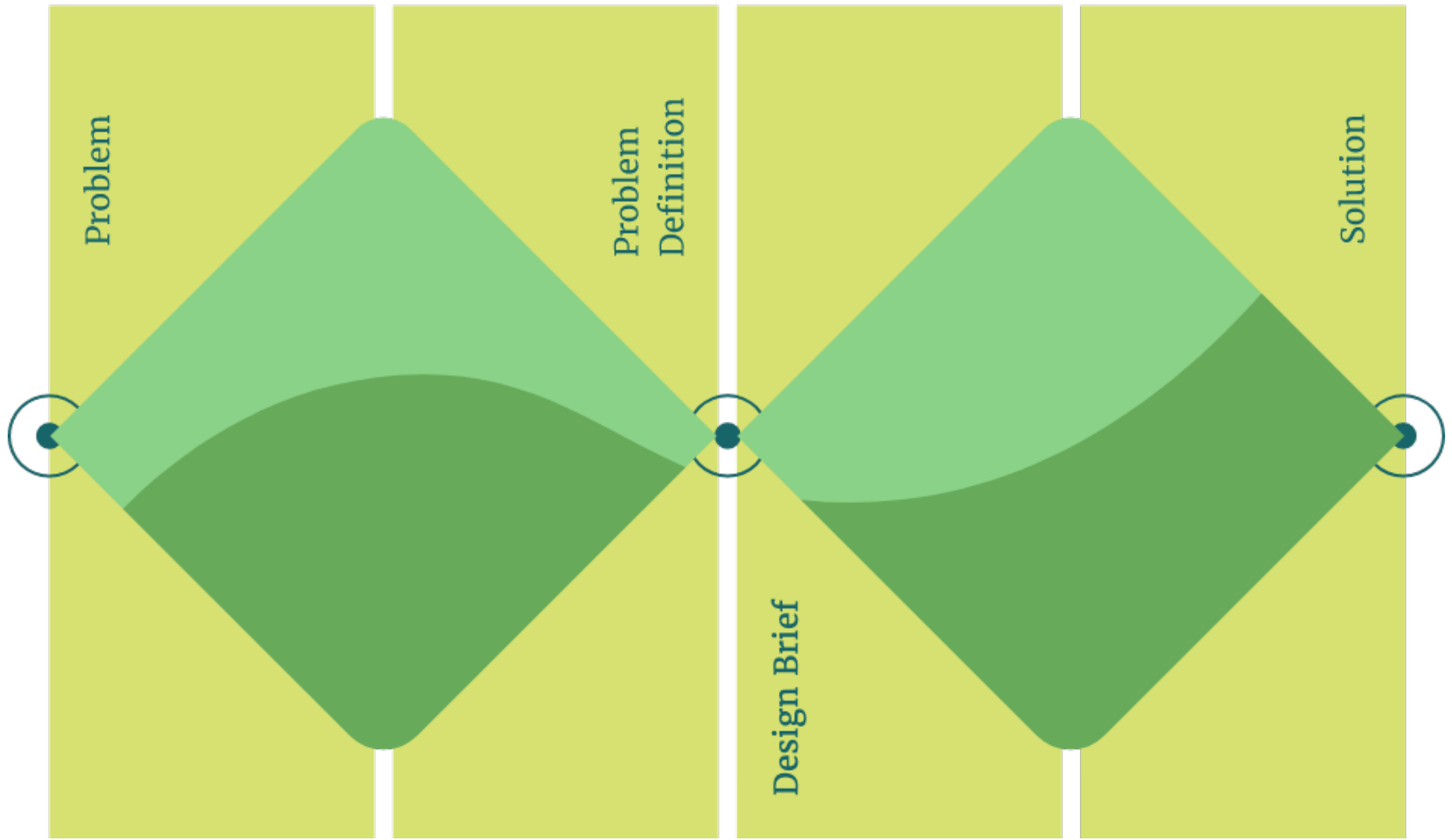


Discover
Insight into the problem

Define
The area to focus upon

Develop
Potential solutions

Deliver
Solutions that work



Let's talk about group work

FINNISH NIGHTMARES

FINNISHNIGHTMARES.BLOGSPOT.FI -  FINNISHNIGHTMARES  FINN_MATTI  FINNISHNIGHTMARESOFFICIAL



YOU GET SOMEONE AS YOUR PAIR YOU DON'T KNOW.



Adam Grant ✓
@AdamMGrant



Diverse groups are more creative, and it's not just because they access a wider range of ideas. They feel more uncomfortable—which motivates them to prepare harder and share more info.

[#WorkLife: itunes.apple.com/us/podcast/wor...](https://itunes.apple.com/us/podcast/work-life-with-adam-grant)



TED

Diverse groups are more creative. They feel more uncomfortable, and that discomfort motivates them to do extra preparation and share new information.

WorkLife
with **ADAM GRANT**



We will now form 4, 6 or 8 groups.

Tomorrow: Send to paulo.dziobczenski@lab.fi

- Group members
- Client

One more thing...





Increased Learning and Recall: Students who do not use mobile phones during lectures tend to write down more information, take more detailed notes, and score significantly higher on assessments compared to those who are actively using their phones. The distraction from mobile phones has shown to decrease the amount of information recalled and the quality of notes taken during lectures (Kuznekoff & Titsworth, 2013).

Detrimental Effects of Multitasking: Engaging in activities such as texting, emailing, or using social media during lectures can significantly impair a student's ability to focus on the lecture material. Studies indicate that multitasking with digital technologies in class leads to poorer performance on tests and reduced information retention (Wood et al., 2012).

Distraction Leads to Poorer Grades: Non-academic use of computers during lectures, such as surfing the web or checking emails, has been shown to reduce both the attention to and retention of lecture material. This kind of divided attention in the classroom can result in lower exam scores and diminished academic performance (Risko et al., 2013).

How about doing an experiment?

The schedule - Week 01

#1 - 29/04 - Intro to the course

*#2 - 30/04 - Design management - Taija Turunen - Professor of
Design Management @Aalto BIZ*

01/05 - VAPPU 🎉

#3 - 02/05 - Design Thinking and Double Diamond (1/2)

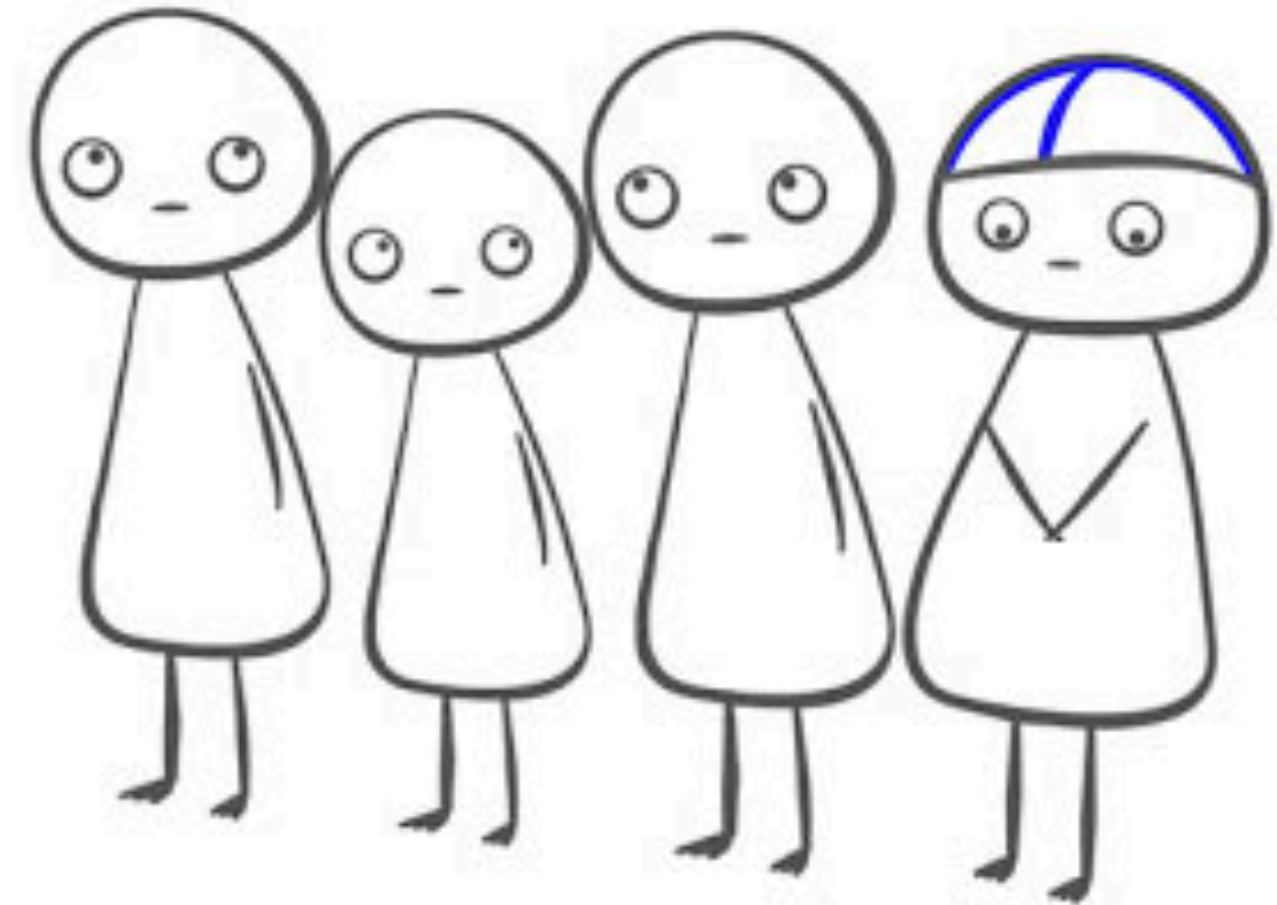
#4 - 03/05 - Design Thinking and Double Diamond (2/2)

Questions?

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WHEN YOU DO HAVE QUESTIONS BUT
YOU DON'T WANT TO GET ANY ATTENTION

Kiitos

Thank you

Obrigado

paulo.dziobczenski@lab.fi