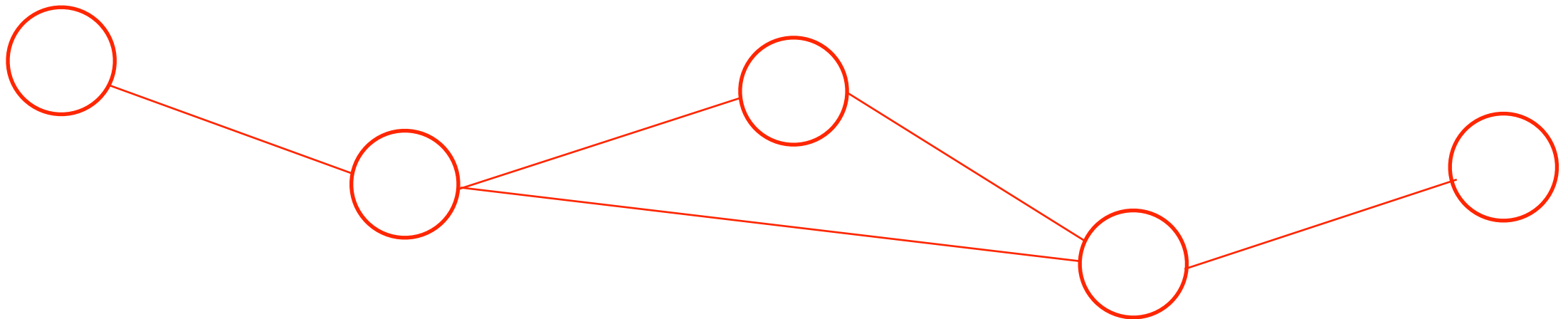


DOM-C1062

Experience Process

08.01.2019-14.02.2019



Content

- Problem and project-based learning through working with a real case and client in small student teams
- Introduction to design thinking in the context of a visual identity project
- Tools for managing and structuring design project and process
- Conducting background research and testing designs
- Presenting and communicating to different stakeholders
- Lectures and presentations will be in English
(Integrated English oral skills)

By completing the course students are able to

- carry out a visual identity and design project
- differentiate and manage different phases of a design process
- explain the means and value of conducting background research
- collect information about needs and requirements of different stakeholders
- test, evaluate and validate a design solution
- communicate and present professionally

Workload

- Student workload altogether 243 h, out of which
- Contact teaching: 86 h
- Independent work: 157 h
- 80% lecture attendance is a requirement for completing the course.

Schedule & important dates

- **Briefing 8.1.2019** (U121b)
- **Interim critique 30.1.2019** (U121a)
- **Final presentations 14.2.2019** (U121b)
- Lectures Tuesdays and Wednesdays in U359
- Thursdays lectures in computer class A034
- Mondays and Fridays independent work

Case

- During the course all student teams will be working with the same course assignment and practice managing the design work in a realistic context with a real case, its objectives and limitations.
- As part of the collaboration agreement the partnering company will select and award the best design concept from their perspective at the end of the course by paying the team 1000€ for the winning design.
- The partnering company will be granted the rights to use, modify or further develop the winning design if it wishes to do so.

Assessment

- Student teams will receive feedback about their design process and quality of design work during interim critique and final critique.
- Teachers evaluate the idea, concept and execution which are communicated by means of a professional presentations.
- Active participation is part of the students grade.
- The representatives of the client will also provide feedback to students as well but this is not part of the course grading.
- Grading scale 0-5
(interim presentation 30%, final presentation 50%, active participation 20% of the grade)
- Giving course feedback is compulsory.

Teachers

- Responsible teacher **Markus Joutsela**
markus.joutsela@aalto.fi
- Assistant teacher **Safa Hovinen**
safa@merkitys.eu
- (English teacher Hanna Liisa Hakala)
hannaliisa.hakala@aalto.fi

Main client representatives

- Creative Director **Jermiah Tesolin**
Fiskars Scandinavian Living Iittala, Arabia, Rörstrand, and
Royal Copenhagen
<https://www.iittala.com/fi/fi/home>
- Creative, Founder **Janne Hänninen**
Agency Leroy
<https://agencyleroy.com>

Create 2 person teams!

- Make sure both persons in the team are enrolled also in LCA-1013 English Oral Skills. (or both not)
- In English class the same teams practice professional language skills and presentation skills related to the project and English teacher will also evaluate your interim and final presentations.

Recommended reading

- Debbie Millman: Brand Thinking and Other Noble Pursuits, Allworth Press, New York, (2011)
- Alina Wheeler: Designing Brand Identity: An Essential Guide for the Whole Branding Team. John Wiley & Sons (2003)
- Douglas B. Holt, How Brands Become Icons (2004)
- Branding Typography, Sandu Cultural Media, Gingko Press (2013)
- Brown, T. (2009). Change by design. How design thinking transforms organizations and inspires innovation. New York, Harper Collins Publishers.
- Peter L. Phillips (2004) Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage. DMI & Allworth Press, New York.
- Lawson, P. (2005). How designers think: the design process demystified. 4th edition. Oxford, Elsevier.

INTERNET

- <http://www.designcouncil.info>
- Dubberly, H. (2004). How do you design? A compendium of models.
<http://www.dubberly.com/articles/how-do-you-design.html>
- Norman, D. (2010). Design thinking: a useful myth. Core77.
http://www.core77.com/blog/columns/design_thinking_a_useful_myth_16790.asp