

PatternLab

Basic information of the minor

Code: ARTS3082?

Extent: 25 credits / PatternLab is a one-year project: Surface Design III period, and PatternLab: IV-V period, PatternLab Sales Project: I - III period

Language: English

Teacher in charge: adjunct professor Maarit Salolainen

Target group: Aalto ARTS FaCT MA 1st year students, other Aalto ARTS MA-students.

Application procedure: Common application period once a year **in autumn**.

Student needs to include a portfolio as well as a letter of motivation to the application. In addition the approved personal study plan is required, showing how the minor is fitted in. The plan should be approved by the PSP tutor/professor.

Selection criteria are quality of the portfolio, motivation and scheduling and integration to the students PSP. Participation requires commitment to this year-long project. The portfolio, motivation letter and approved study plan are to be attached to the application in eAge.

For all students interested in applying to the PatternLab Minor:

Welcome to the info session on 18.9.2019, 12-13 in Väre Room Q203. Maarit Salolainen and PatternLab students will be telling about the project and answering your questions.

Please see also <http://patternlab.aalto.fi> for more information

Additional information on the minor from the professor in charge as well as from the Planning Officer Mari Partanen (mari.2.partanen@aalto.fi).

Quotas and restrictions: Max. 12 Aalto ARTS students

Prerequisites: Please see application procedure and quotas and restrictions.

Content and structure of the minor

Learning outcomes

Students are able to design surface designs with different methods and for various purposes. Students understand how freelance designers work in an international environment within the context of surface design. Students are familiar with the promoting and sales processes of surface design collections. They are familiar with repeats, making and coordinating colourways and collections and are able to create a collection of surface designs according to design brief.

Content

During this one-year learning-by-doing design students design a collection of surface designs according joint themes and learn how to market and sell the collection.

- Creating joint collection and marketing concept, project planning and scheduling, project funding, marketing, sales and PR, pricing and agreements.
- Designing an individual collection of surface designs
- Customer meetings in Finland and Sweden
- The team participates in an international trade fair

Additional information: The Surface Design-course is a prerequisite for the PatternLab -course.

Structure of the minor

Code	Name	Credits
MUO-E1045	Surface Design *	10
MUO-E1009	PatternLab	10
MUO-E1034	PatternLab Marketing and Sales Project	5