PatternLab

Basic information of the minor

Code: ARTS3082

Extent: 25 credits
PatternLab is a one-year project: Surface Design III period 2021, and PatternLab: IV-V period 2021, PatternLab Sales Project: I - III period 2021-2022. PatternLab Minor will be offered for the last time in spring term 2021 until spring 2022.

Language: English

Teacher in charge: adjunct professor Maarit Salolainen

Coordinator: Mari Partanen

Target group: Aalto University School of Arts, Design and Architecture, Fashion, Clothing and Textile Design 1st year master students, Contemporary Design and Visual Communication Design students, other master level students from the School of Arts, Design and Architecture.

Application procedure:

Application in autumn.

Application instructions for Aalto University students

Students of other Finnish universities apply for the minor during the JOO application period in the JOOPAS system.

Student needs to include a portfolio as well as a letter of motivation to the application. Furthermore, a personal study plan approved by the PSP/HOPS tutor or professor is required. The plan should demonstrate the way the minor is fitted into the studies. The portfolio, motivation letter and approved study plan are to be attached to the application in eAge.

The selection criteria are: quality of the portfolio, motivation, scheduling and integration of minor studies in the students MA PSP plan. Participation requires commitment to this year-long project. The PatternLab team will be formed from students with different backgrounds.

For all students interested in applying to the PatternLab Minor:

Welcome to the info session on 23.9.2020, 12-13 in room Q102 - Väre. Maarit Salolainen and PatternLab students will be telling about the project and answering your questions.

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

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

PatternLab Minor will be offered for the last time in spring term 2021 until spring 2022. The last group of Minor students starts with MUO-E1045 Surface Design in III period 2021 and ends with MUO-E1034 PL Marketing and Sales Project in III period 2022.

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. 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. 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 both in domestic and international context.

Content

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

- Creating and individual and joint surface design collection and marketing concept, project planning and scheduling, project funding, marketing, sales and PR, pricing and agreements.
- 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
<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Credits</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUO-E1046</td>
<td>Surface Design *</td>
<td>10</td>
<td>III</td>
</tr>
<tr>
<td>MUO-E1009</td>
<td>PatternLab</td>
<td>10</td>
<td>IV-V</td>
</tr>
<tr>
<td>MUO-E1034</td>
<td>PatternLab Marketing and Sales Project</td>
<td>5</td>
<td>I-III</td>
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*for FaCT MA students this is an Alternative Major course and will be registered to Advanced studies. In that case the scope of the minor in the Elective studies will be registered as 15 credits.