



## Ecosystems - how can design ....?



Theme	<p>This year's home assignment for the Crafts programme as well as the Design programme at KADK focuses on how design can make a difference.</p> <p>The assignment consists of three parts: one major assignment and two sub-assignments. We want you to both reflect on, develop a concept and create an actual design. Which is why your design process and design proposal are equally important, when we assess your work. You are given one month to work, and we hope, that you will have an interesting and fun time.</p>
Assignment 1	<p><b>Design proposal</b></p> <p>This year's theme is "Ecosystems - how can design...?"</p> <p>By choosing this theme we want you to reflect upon and work with, how design can contribute in enhancing the ecological balance on our planet. How might our design ensure a long service life of the products that we encounter on a daily basis? How will it be possible to use sustainable materials in our designs? How might we change the consumer's behavioural patterns through design? Or how can we design systems, businesses or communities, that care for or optimize the resources at hand? To put it briefly, the starting point of this year's assignment is that design is never self-sufficient but is always influenced by and influences its surroundings and its users.</p> <p>We want to see how you approach and handle a design problem. Show us what you are aiming at, and what you are capable of. We would like to see how you work and experiment your way through to your final design proposal. Your proposal can range from a tangible product to a service function that affects relations between people or a system that enhances the use of a specific material. You might for instance design a campaign, an identity, a product, a game, a visual story, a piece of interactive design, a service, a study, an experiment, a .....</p> <p>It is important, that your proposal aims at the Crafts programme i.e. glass or ceramics.</p>
Levels	<p>You must work on one of the levels we mention below. You are allowed to combine two levels. No level is better than the others. Thus your choice of level has no impact on our assessment.</p> <p>You must choose a problem complex or theme which is important to you. It should be briefly formulated as a 'How can design?' question. See our examples below. They are merely examples, and you are free to choose a problem that points in an entirely different direction.</p> <p><b>Material level</b></p> <p>We define an ecosystem of a material as the associations created by materials present in a certain area. Together the materials are shaping the physical world that constitutes local nature. In our time local materials are man-made as well as natural, and they exist as raw materials from nature as well as waste or left-over resources.</p> <p>Find a local material. It can be naturally occurring or left-overs from local residents, organisations or companies. Study and record the qualities of the materials and propose a design that uses the material, you have found.</p> <p><i>Problem examples:</i></p> <p><i>"How can design fully use the potential from a naturally occurring material?"</i></p> <p><i>"How can design contribute to reducing waste of material from existing production?"</i></p> <p><i>"How can design ensure recycling or new use of a material?"</i></p> <p><i>"How can design contribute to changing our over-consumption of materials?"</i></p>

**Product level:**

Today, many design products are intended for immediate disposal or short-term use in order to stimulate the consumers to buy more. But our resources are scarce, and we need designers who think differently. In the future we might need to focus on creating designs that can be used for a longer time or by multiple users in various ways.

Select a product with a limited lifespan. Propose a design that prolongs its lifespan. By repair, by rethinking function, by sharing or by being transformed into new products. You might also design a platform for re-sale, rental or re-use. Or something entirely different.

*Problem examples:*

*"How can design contribute to a better use of resources?"*

*"How can design generate balance in the use of resources within a specific field?"*

*"How can design - by the design itself - make a product more suitable for multiple users?"*

**System level:**

Our surroundings consist of a series of systems that together create and define our society, our experiences and our interrelations. A system might be very tangible or very abstract in its nature. A specific example is the Danish system for re-use of bottles. An example of an abstract system is our Road Traffic Act, and an example of a public system is the Danish Public Libraries.

A system consists of a number of elements. It might be humans/participants/users or materials/resources.

Design a system that re-organizes products and materials, human competencies or relations in order to enhance the environmental balance between them. Your design proposal must be a product (including digital products), a service or a platform.

*Problem examples:*

*"How can design of a system expand the lifespan of a product?"*

*"How can design of a system fulfill the human need for new things without burdening the ecosystem?"*

Assignment 2

**Argumentation for your design proposal**

You must argue for your design proposal and tell us, how you got there. Your text - and only text is allowed - must consist of no more than 2400 characters (one page), and you must include:

- a self-phrased, short problem or theme which starts with: *"How can design ...?"*
- listing of the level(-s) you have chosen to work with.
- your deliberations and choices during the process
- a summary of your argumentation for the design proposal

Your written statements are intended to help our staff to understand your process and your design proposal.

Assignment 3

**Visual presentation**

In order to make us understand who you are or would like to be as a designer you must present yourself. Your presentation must be visual, but the choice of visualization is yours. You might want to include one or more of your projects that convey your approach to design, or you could make a moodboard. Or something entirely different. We hope to gain an insight into your dreams of becoming a designer.

This is the home assignments 2020 for Crafts in Glass and Ceramics. Please study carefully our instruction regarding formats, deadlines, upload etc.

- Methods** You can freely choose how you want to experiment, develop and visualize; for example: through drawing, collage, 2- or 3-dimensionally, photography, model work, film or other. We would like to see that you make use of several different techniques and that it is clearly demonstrated how you develop/sketch your way towards a design proposal. We would also like to see that you work both in an analogue manner - with your hands - and digitally, using a computer or camera, for example.
- If you are using analogue visualization techniques, you must photograph or scan the elements and assemble them digitally. A minimum of computer skills is required.
- We recommend** Your assignment must relate to the Crafts programme which you have applied for, and you should specify whether you wish to specialize in glass or ceramics. Link to programme vision and contents <https://kadm.dk/en/programme/craft-glass-and-ceramics>.
- You are free to interpret or to be critical of the theme. Our aim is to give you the possibility to show how you handle an assignment. Show us what you want and what you are capable of. We recommend that you clearly express and unfold your ideas. This could be in your sketch work produced during your process - through drawings or other means. Show us your understanding of the material of your choice - be it glass or ceramics - including the quality of the material when applied. Show us spatial reproductions through drawing. Show us your understanding of crafts seen through your choice of subject and angles of approach you choose.
- Formal requirements** Your submission must consist of one single pdf-file only. Contents:
1. a visual presentation of your design proposal and your process. Max. 8 pages. Short, explanatory words are allowed to help the staff understand your design or your intention if necessary. No hand writing.
  2. a written argumentation inserted as page 1 in your file. Max. 350 words/2400 characters on one page. It must be made clear to the assessing staff which of the three levels, you have been working with, and which problem, you have chosen: "*How can design ... ?*"
  3. a visual presentation of yourself inserted as the last page in your file. Max. 1 page. No words.
- File Name** Your file must be named: "Crafts 2020"
- Layout** The material you provide in your home assignment must be new and produced specifically for this year's home assignment. All text must be in English. Your pdf-file must not exceed 10 pages and 100 MB. Assignment 2 must be inserted as page 1, and assignment 3 must be the last page of your file. Your file must be in A3-format. No front or title page is to be inserted. Your name should not appear anywhere in your file.
- If your home assignment does not meet the formal criterias for format and submission, it will not be assessed and you will not go through to the next step in the admission process.
- Questions** If you have questions regarding formalities, submission or the admission process please contact the Admission team by e-mail to [BA-optagelse@kadm.dk](mailto:BA-optagelse@kadm.dk). Please note that we do not answer questions in relation to the home assignment after the application deadline (15 March, 12.00 CET).

Criteria	<p>We use your home assignment to assess your abilities to:</p> <ul style="list-style-type: none"><li>• Examine and register</li><li>• Generate and develop ideas</li><li>• Handle and develop form, materials and function</li><li>• Convey ideas and communicate in writing and visually using digital tools</li><li>• In addition we look for originality in the design proposal</li></ul> <p>To <u>examine and register</u> means the ability to understand and explain a design problem visually and in writing. Show what you have examined and registered, including what you've examined and discovered through dialogue with others, Internet searches, from studies of literature, etc.</p> <p>To <u>generate and develop ideas</u> means the ability to generate ideas and develop some of them into a specific solution and the ability to analyze and show how to select and deselect ideas.</p> <p>To <u>handle and develop form, materials and function</u> is the ability to be able to create and shape specifically and originally using different techniques, tools and media.</p> <p>To <u>convey and communicate visually and in writing</u> is the ability to show how you work and what is the end result of your process and decisions. You are encouraged to show why an idea is good, why you have chosen the specific design - why you selected or deselected form, colour, material, size, etc.</p> <p>By <u>originality in design proposal</u> we mean your ability to work independently and inventively with concept and development of proposal.</p>
Assessment	Two lecturers from the The School of Design will assess your home assignment.
Upload	Your pdf-file must be uploaded to an assignment portal to which you will receive a link from KADK. Only applicants who have applied for admission on the application portal before deadline 15 March, 12.00 CET, will receive a link to the assignment portal. For non-Danish applicants this includes mailing the Signature Page before deadline as well. We do not accept assignments sent by email, other types of filesharing services, in hard copy etc.
Deadlines	Your deadline for applying on the application portal is 15 March, 12.00 CET. Your deadline for uploading your assignment on the assignment portal is 20 March, 12.00 CET.
KADK recommends	We recommend that you <ul style="list-style-type: none"><li>• Read the home assignment thoroughly. Several times.</li><li>• Create an overview of the timeframe you have available. Plan your time.</li><li>• Make sure to apply for admission on <a href="http://www.optagelse.dk">www.optagelse.dk</a> as soon as possible. Bear in mind that getting access to the assignment portal requires that you have applied in time.</li><li>• Make sure that your Signature Page from the application portal is mailed to KADK before deadline.</li><li>• Make sure that your file opens as intended and fulfills requirements.</li><li>• Upload your file in good time. If your file is heavy, you must expect the time for upload to increase. A lot.</li><li>• Check your e-mail, including spam filter, daily during the admission process.</li></ul>
Reply	By 24 April 2020 we will mail the result of your home assignment. If you are among the best qualified applicants you will be invited to the admissions test and interview to take place Saturday 16 and Sunday 17 May 2020 at the Copenhagen Campus from 9 morning until 5 afternoon, both days included. Please note the test will be held in Copenhagen, not at the school on Bornholm.

*All photos by Cæcilie P.V. Pedersen, [www.ccphlipa.dk](http://www.ccphlipa.dk)*