

PRACTICAL MASTER THESIS 2022

CONDITIONS

Semester Spring 2021-22
HEAD-Genève / MAIA
Master Program
- 11.01.2022 -

Master Thesis – Practical

The "Practical Master Thesis" module aims to demonstrate the conceptual and creative capacities acquired through the realization of an interior architecture or complete space design project. Such a project can be freely developed by the student or be carried out for a representative. The student must demonstrate his/her abilities to understand and use the space and the context of the construction, to determine and develop a creative concept, to choose adequate techniques, to master the professional tools of representation (plans, elevations, models, 3D rendering ...), to consider the costs and specific constraints of the project, as well as its communication skills in the presentation and defense of its realization.

Related specific information

The work provided is subject to a final evaluation in the form of a defense before a jury composed of two teachers from HEAD - Geneva and three external personalities.

The quality of the work delivered (spelling and grammatical correction for the texts, clarity of the layout, structuring of the oral presentations, professional quality of documents, photographs, prints, models, etc.) can be a determining factor in the evaluation.

The module Master Thesis Practical is acquired when the student has obtained the minimum average mark of 4. There is no remediation possible.

The paradigms of our profession- interior designer - have changed over the last few centuries.

From the craftsman enssembler - decorator, through the architect capable of all scales to a more specific independent profession, the profession of interior design is living a new age in the light of the **revolution of communication, graphic, media and social tools.**

The interior designer you are going to become will have to be **agile**: not only able to communicate in a variety of ways on a multitude of media but also to serve a variety of needs and causes.

You will demonstrate your abilities to understand and use the space and the context, to determine and develop a creative concept, to choose **adequate techniques**, to master the professional tools of representation, as well as its communication skills in the presentation and defense of its realization.

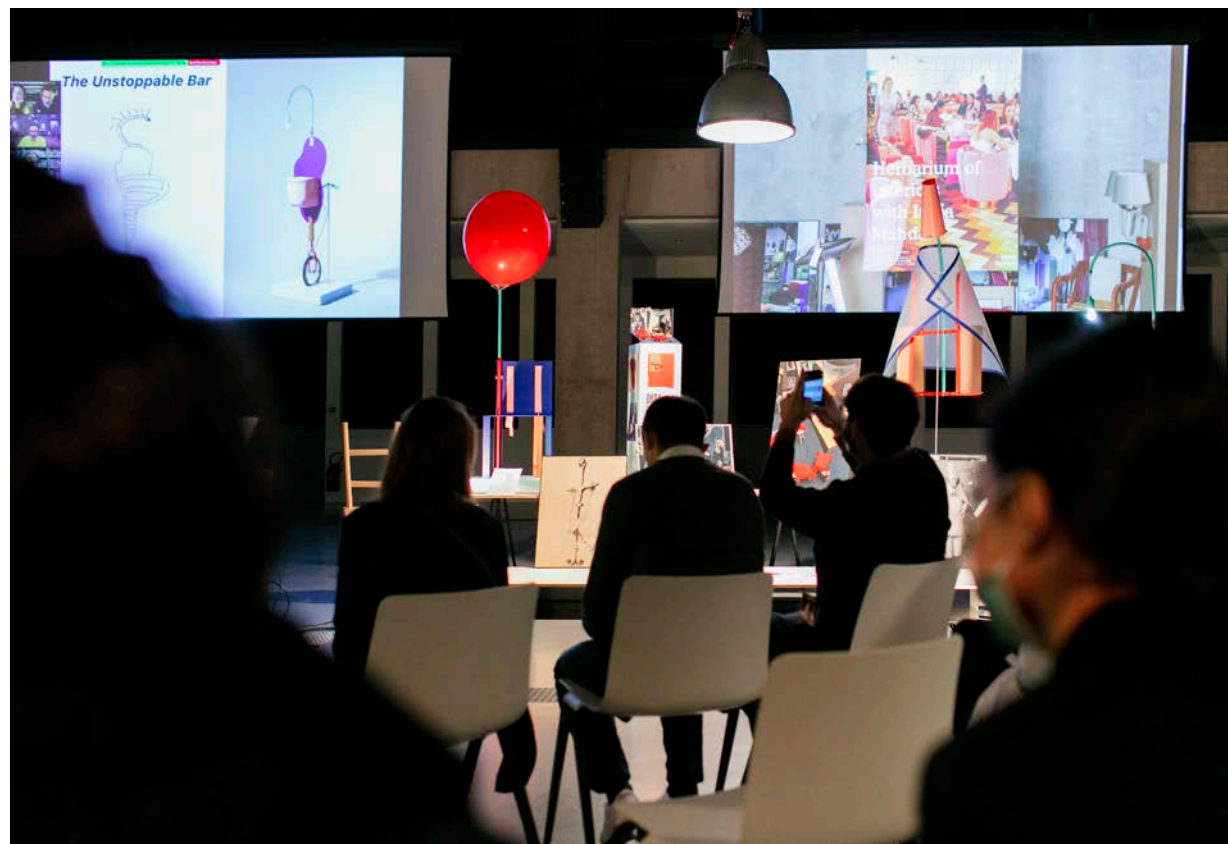
By now, most of you have probably thought of a **title** or a **specific thematic question** to which your project could provide answers or a new angle. Some of you have a vague idea or, on the contrary, a very concrete vision of how the semester will unfold and, above all, of the state (not necessarily the result) of your work at the time of your final presentation.

Others know that they will not be able to do «everything» and that they will have **to choose their battles**: whether they are political, aesthetic, artistic, scientific or technological.

Finally, some of you will have understood that there is certainly **an adequate equation**, a balancing act, where content and form meet in a single gesture, a single music to form only One.

You will hand in your master project in a few weeks and we would like to offer you **a framework** to make each of your projects blossom and flourish in a common framework.

OUR JOINT EXHIBITION



In the form of an exhibition on the theme of «Night Scenes», you will have the opportunity to present your work on the basis of **a common scenographic and catalogue concept.**

From the beginning of the semester, you will think about building an exhibition and a catalogue that will only make sense if these elements are thought of and perceived as a finished and collective whole.

- JOINT EXHIBITION
- COMMON CATALOGUE

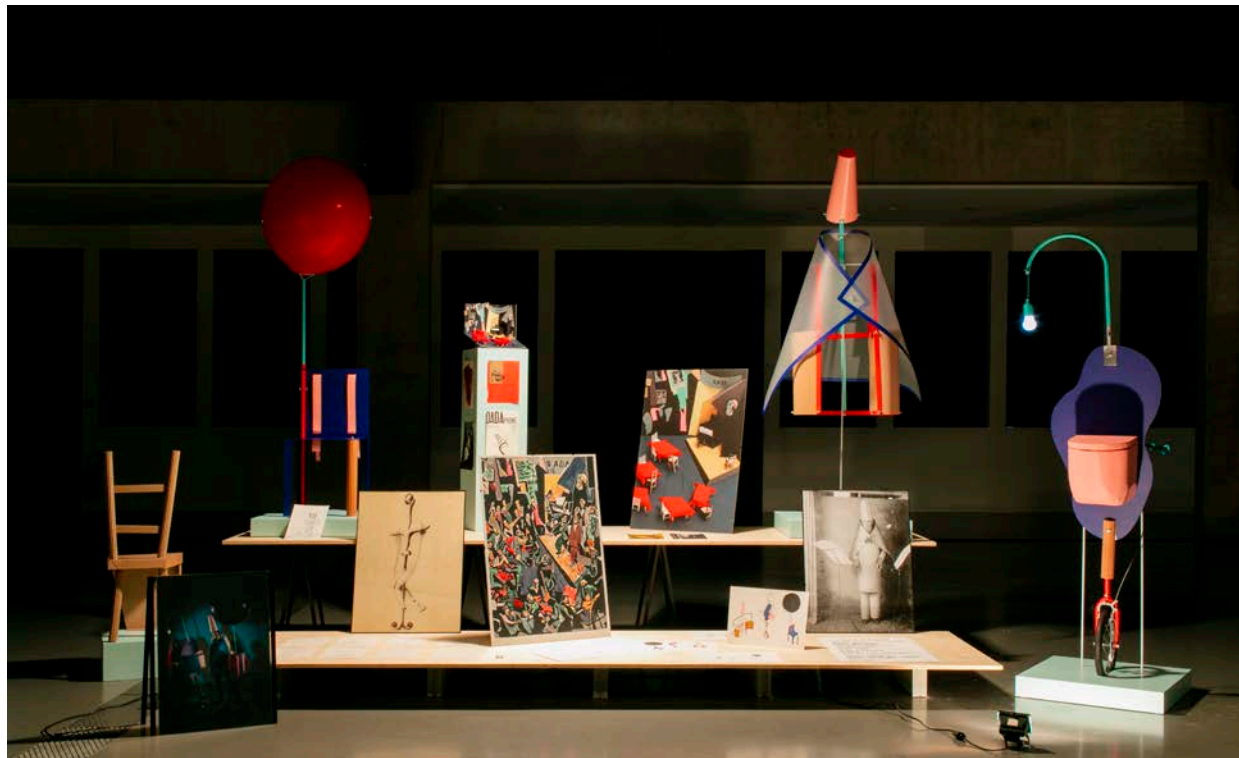
In addition to your individual installation and/or presentation concept, we ask you to permanently update the following presentation sheet.

These elements are systematically present during your presentations to the intermediate juries and the final jury.

The day after these three juries, three days, themselves divided into 6 half-days, are devoted to setting up the joint exhibition and catalogue on the one hand, and to a feedback in the form of an individual debriefing on the other. These days are entitled «MA THESIS Practical Workshop».

- A. TITLE
- B. SUB-TITLE
- C. PITCH 100 words
- D. PITCH 250-300 words
- E. ONE REFERENCE IMAGE
- F. MEDIAGRAPHY
- G. CONTACT / INFO

YOUR SCENE



As part of the conclusion of your Master's degree, and more specifically during the joint exhibition, you will be able to show the state of your research, which will have to display as much as possible **your various skills in various media.**

You will now think the way and the acuity to express your work in **the formats most appropriate to your approach.**

We suggest that you think about your installation and presentation concept early on in the process by choosing right away from the following constellation of **major alternative formats** (non-exhaustive list).

In your final submission, we ask you to produce a minimum of 30 documents with two conditions:

- **10 of the 30 documents are made in ten different formats**
- **the formats in bold are mandatory.**

At each of our sessions, we will have the opportunity to make a «contract» and decide for each of you on the next step modalities.

- 3D FILES
- AUDIO FILES
- AXONOMETRIES
- BUDGET
- COMICS
- COLLAGES
- DEDICATED WEBSITES
- DIAGRAMS
- HAND DRAWING
- INSTALLATIONS
- MAKING-OFF ELEMENTS
- MATERIAL SAMPLES
- MOCK-UPS
- **MODELS**
- PAINTINGS
- PERFORMANCES
- PHOTOMONTAGE
- PHOTOGRAPHIES
- **PRESENTATION SHEET**
- RENDERINGS
- REPORTS
- **LAYOUT SCENOGRAPHY**
- SCULPTURES
- SOCIAL MEDIAS
- STORYBOARDS
- **TECHNICAL DRAWING CAO**
- TEXT FILES
- THEATRE PLAYS
- VIDEO GAMES FILES
- VIDEO FILES
- VR FILES

PLANNING



WEEK 9 :

CONCEPT AND FIRST PROPOSAL

You present your first intentions with quality documents

Tuesday 1st March 2022, all day,
Design Room

- + Presentations Ma Thesis theoretical
- + Pitch Ma Thesis Practical
 - **10 documents presented in 3 different formats***
- + Tutors be assigned

Wednesday 2nd March 2022, all day:
atelier MAIA 4, Youri Kravtchenko

- + Collectiv Debriefing
- + Individual Debriefings
 - bring your documents!
- + Brainstorming Joint Exhibition
- + Brainstorming Joint Catalogue

**finalised documents, including all the mandatory + sheet A to G*

WEEK 13

PROJECT READY

You present a on going project in a variety of formats with a readable approach.

Monday 28th March 2022, afternoon,
Design Room

- + Intermediate jury
- **20 documents presented in 6 different formats***

Tuesday 29th March 2022, all day:
atelier MAIA 4, Youi Kravtchenko

- + Collectiv Debriefing
- + Individual Debriefings
 - bring your documents!
- + Layout Joint Exhibition
- + Layout Joint Catalogue

**finalised documents, including all the mandatory + sheet A to G*

WEEK 18

DETAILS + DEEPENING

You present an in-depth look at your project including many details and research.

Monday 2nd May 2022, afternoon,
Design Room:

- + Intermediate jury
- **30 documents presented in 9 different formats***

Tuesday 3rd May 2022, all day:
atelier MAIA 4, Yuri Kravtchenko

- + Collectiv Debriefing
- + Individual Debriefings
 - bring your documents!
- + Layout ready for Joint Exhibition
- + Layout ready for Catalogue

**finalised documents, including all the mandatory + sheet A to G*

WEEK 22

FINAL JURY

You present a finished project, with a great wealth of details, various formats and means in an ambitious scenography.

Tuesday 31 May 2022, all day,
basement, Building H :

- + Final jury
- + Joint exhibition ready
- + Joint catalogue ready
- **30 documents presented in 10 different formats***

**finalised documents, including all the mandatory + sheet A to G*

WEEK 26
EXHIBITION

Wednesday 29th June – 2nd July 22 :

Final show-exhibition, campus
inauguration - open to the public

MASTER ARCHITECTURE D'INTERIEUR
Printemps 2021-2022
SEMESTRE 4

	Lundi		Mardi		Mercredi		Jeudi		Vendredi				
	08h30-12h	14h-17h30	08h30-12h	14h-17h30	08h30-12h	14h-17h30	08h30-12h	14h-17h30	08h30-12h	14h-17h30			
semaine 8 1.02.22 - 25.02.22		CREATIVE INDUSTRIES 2.20, E / online									1	SEMAINE DE TOUS LES POSSIBLES HEAD	
semaine 9 8.02.22 - 04.03.22		CREATIVE INDUSTRIES 2.20, E / online	Soutenance finale publique MA THESIS Théorique - 01 mars (avec tuteurs PRATIQUE) DESIGN ROOM		Atelier MA THESIS Pratique						2		
semaine 10 7.03.22 - 11.03.22		CREATIVE INDUSTRIES 2.20, E / online									3		
semaine 11 4.03.22 - 18.03.22		CREATIVE INDUSTRIES 2.20, E / online									4		
semaine 12 1.03.22 - 25.03.22		CREATIVE INDUSTRIES 2.20, E / online									5		
semaine 13 8.03.22 - 01.04.22		CRITIQUES INTERMEDIARES MA THESIS DESIGN ROOM	Atelier MA THESIS Pratique								6		
semaine 14 4.04.22 - 08.04.22		CREATIVE INDUSTRIES 2.20, E / online									7	MILANO (05.04-10.04.21)	
semaine 15 1.04.22 - 15.04.22		CREATIVE INDUSTRIES 2.20, E / online							Vacances scolaires - Pâques		8	ENTRETIENS BA 11-12 avril	
semaine 16 8.04.22 - 22.04.22	Vacances scolaires - Pâques												
semaine 17 5.04.22 - 29.04.22		CREATIVE INDUSTRIES 2.20, E / online										SEMAINE "HORS CADRE" HEAD	
semaine 18 2.05.22 - 06.05.22		CRITIQUES INTERMEDIARES MA THESIS DESIGN ROOM	Atelier MA THESIS Pratique								9		
semaine 19 9.05.22 - 13.05.22		CREATIVE INDUSTRIES 2.20, E / online									10	ENTRETIENS MA 10 mai	
semaine 20 6.05.22 - 20.05.22		CREATIVE INDUSTRIES 2.20, E / online									11		
semaine 21 3.05.22 - 27.05.22							Jeudi 26 mai - Ascension, jour férié				12		
semaine 22 0.05.22 - 03.06.22			31.05.22: FINAL Jury MAIA Sous-Sol, H								13		
semaine 23 6.06.22 - 10.06.22	Pentecôte		SEMAINE HORS CADRE / PREPARATION AUX JURYS									14	
semaine 24 3.06.22 - 17.06.22	BA, MAIA 1 - Evaluations semestrielles										15		
semaine 25 0.06.22 - 24.06.22	Délai de remise des résultats : vendredi 24 juin 2022 à 17h										16		
semaine 26 7.06.22 - 01.07.22	Semaine des remédiations- vendredi 1 juillet 2022 : fêtes des diplômés												
semaine 27 4.07.22 - 08.07.22													
semaine 28 1.07.22 - 15.07.22	Semaine sans cours												
semaine 29 8.07.22 - 22.07.22	Semaine sans cours												
semaine 30-37 5.07 au 19.09.22	Fermeture des bâtiments (25 juillet au 19 août) - semaine sans cours (22 août au 16 septembre)												
semaine 38 9.09.22 - 23.09.22	Rentrée académique 22-23 - semaine inaugurale												

Vera SACCHETTI

Youri KRAVTCHENKO

LAST INFO



Jury :

Composed by 3 external and 2 internal
HEAD // 45 minutes per students

The only grade that counts is the grade
given during the final jury of 31st May.
Intermediate jury will provide with
feedbacks and commentaries, not
grades.

Allocated space per student :

To be decided according to your
concept.

Budget

MAIA graduates will be reimbursed CHF
1'000.-, from the school, on the basis of
the statement and original supporting
documents.

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