Curriculum at LAB University of Applied Sciences 2020-2021

01.03.2022

Bachelor of Culture and Arts, Graphic Design, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
GR20SLTI-1001 Common Studies						**15**
AY00BU47	Developing professional competence 1	1				1
AY00BU48	Developing professional competence 2		1			1
AY00BU49	Developing professional competence 3			1		1
A300CE13	Orientation to Sustainability Thinking	2				2
KE00BT61	English for Work	4				4
KR00BU42	Swedish for Work, Spoken	1				1
KR00BU43	Swedish for Work, Written	1				1
KS00BT59	Expert Communication Skills	4				4
GR20SLTI-1002 Professional Core Competence						**120**
GR20SLTI-1006 Graphic Design Basics 1						**15**
AM00BV60	Orientation to Graphic Design Studies	2				2
AM00BV61	Illustration Tools	5				5
AM00BV62	Basics of Typography	3				3
AM00BV63	Basics of Publishing	5				5
GR20SLTI-1007 Arts Foundation Studies 1						**10**
AM00BV12	History of Art	5				5
AM00BV65	Color and Composition	5				5
GR20SLTI-1008 Arts Foundation Studies 2						**10**
AM00BV66	Visual Design	5				5
AM00BV67	Space and Form	5				5
GR20SLTI-1009 Graphic Design Basics 2						**15**
AM00BV68	Portfolio	3				3
AM00BV69	Symbol and Logo Design	4				4
AM00BV70	Usability, User Interfaces and Interactive Design	5				5
AM00BV71	History of Visual Communication 1	3				3
GR20SLTI-1010 Graphic Design Core Studies 1						**15**
AM00BV72	Illustration Work		5			5
AM00BV73	Typography		5			5
AM00BV74	Printed Publication Design		5			5
GR20SLTI-1011 Graphic Design Core Studies 2						**15**

Code	Name	1	2	3	Total
AM00BV75	Visual Identity Design	5			5
AM00BV76	Information Graphics and Wayfinding Systems	5			5
AM00BV83	Magazines, News Publications and Commercial Publications	5			5
GR20SLTI-1012 Graphic Design Advanced Studies 1					**15**
AM00BV78	Profession in the Creative Industry		5		5
AM00BV79	Computer-Aided Illustration		5		5
AM00BV80	Type Design		5		5
GR20SLTI-1013 Graphic Design Advanced Studies 2					**15**
AM00BV77	Electronic Publishing		5		5
AM00BV81	Data Visualization		5		5
AM00BV82	Marketing Communication and Branding		5		5
GR20SLTI-1014 Graphic Design Advanced Studies 3					**10**
AM00BV84	Research and Development in a Thesis Work			5	5
AM00BV85	Website Design			5	5
GR20SLTI-1003 Complementary Competence					**60**
GR20SLTI-1019 History and Theory of Visual Communication					**15**
AM00BX00	History of Visual Communication 2	5			5
MI00BL32	Visual Culture Theory		5		5
MI00BR73	Analysing images		5		5
GR20SLTI-1017 Graphic Storytelling					**15**
MI00BU86	Graphic Storytelling	15			15
GR20SLTI-1015 UI/IXD for Emerging Platforms					**15**
MI00BS21	Common Ground Between Arts and Tech		5		5
MI00BS20	Interface design for emerging platforms		5		5
MI00BS22	Mobile app project as an interactive mockup		5		5
GR20SLTI-1018 Visual Journalism					**15**
MI00BU85	Visual Journalism		15		15
GR20SLTI-1004 Practical Training					**30**
HA00BU50	Practical Training	5	5		10
HA00BU51	Practical Training 2		5	5	10
HA00BU52	Practical Training 3		5	5	10
GR20SLTI-1005 Thesis Work					**15**
AO00BU53	Thesis Planning			5	5
AO00BU54	Thesis Research and Writing			5	5
AO00BU55	Thesis Publication			5	5

GR20SLTI-1001 Common Studies: 15 ECTS

AY00BU47 Developing professional competence 1: 1 ECTS

Learning outcomes
The student is able to
- plan their own learning and cooperate in situations related to their own field of studies
- recognize their own competence and the needs to develop them further and to plan their careerpath observing them
- act as a group member- operate in the learning environments of LAB University of Applied Sciences
- picture their own field of studies and its future skills- give feedback on tuition and services and thus participate in the development of education

AY00BU48 Developing professional competence 2: 1 ECTS

Learning outcomes
The student is able to
- utilize various learning opportunities in curriculum
- recognize and aim their own competences to be in level with the future career requirements
- create a study plan that supports the future career goal
- give feedback on tuition and services and thus participate in the development of education

AY00BU49 Developing professional competence 3: 1 ECTS

Learning outcomes
The student is able to
- identify themselves as a learner and develop their own learning skills- evaluate innovative or alternative future competences required in their own field
- recognize and aim their own competences to be in level with the future career requirements
- masters the professional concepts of their own field and is able to point out their competenciesduring job recruitment processes
- give feedback on tuition and services and thus participate in the development of education

A300CE13 Orientation to Sustainability Thinking: 2 ECTS

Learning outcomes
Identify and define central concepts and frameworks related to sustainability. Recognize the interconnectedness of economic, social and environmental sustainability issues. Understand and develop own individual role in driving sustainability.

Evaluation criterias
Level 1

Pass-Fail

KE00BT61 English for Work: 4 ECTS

Learning outcomes
Proficiency level: B2

The student is able to

- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- find, evaluate and use information effectively
- function collaboratively in international working environments.

KR00BU42 Swedish for Work, Spoken: 1 ECTS

Learning outcomes
The student is able to
- convey and validate arguments
- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- present their field-specific operational environment
- communicate in various working life situations in Swedish.

The student completes the Public Administration Language Test in Swedish.

KR00BU43 Swedish for Work, Written: 1 ECTS

Learning outcomes
The student is able to
- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- understand and produce various short texts related to studies and working life
- acquire information on their field in Swedish
-use online dictionaries.

The student completes the Public Administration Language Test in Swedish.

KS00BT59 Expert Communication Skills: 4 ECTS

Learning outcomes
Proficiency level: C2

The student masters Finnish language as a mother tongue in all professional spoken and written communication situations.

GR20SLTI-1002 Professional Core Competence: 120 ECTS

GR20SLTI-1006 Graphic Design Basics 1: 15 ECTS

AM00BV60 Orientation to Graphic Design Studies: 2 ECTS

Learning outcomes
The student is able to
- describe the professional field and work roles in graphic design
- set herself/himself goals for gaining professional competence

- describe and assess the phases of graphic design work

AM00BV61 Illustration Tools: 5 ECTS

Learning outcomes
The student is able to
- produce goal-oriented and versatile content-supporting illustrations with different tools
- use essential illustration software
- describe the purpose of the software

AM00BV62 Basics of Typography: 3 ECTS

Learning outcomes
The student is able to
- describe the categories of typography and how to use them
- describe the history of typography from the 1900s to present day
- use the methods of typography to create easy to adopt multi-level and hierarchic text content
- use font management tools and OpenType features
- describe and apply the typographic requirements of different types of media

AM00BV63 Basics of Publishing: 5 ECTS

Learning outcomes
The student is able to
- use the design tools and methods
- select and compare publishing platforms
- use visual storytelling and visual elements (typography, picture, space, format, colors)
- design and produce a publication which supports the content and intended message.

GR20SLTI-1007 Arts Foundation Studies 1: 10 ECTS

AM00BV12 History of Art: 5 ECTS

Learning outcomes
The student is able to
- describe the main developments in the history of art
- understands connections between art and design
- evaluate different interpretations of the history of visual expression
- use the styles of different epochs in visual design and her/his own expression

AM00BV65 Color and Composition: 5 ECTS

Learning outcomes
Students will be able to
- express colour theory and interrelations through visual exercises
- verbally describe the impressive, expressive and symbolic nature of colours and colour

combinations and apply this knowledge in visual exercises
- creatively apply the rules of colour interaction
- discuss the classical colour theories and their application in fine arts and design.

GR20SLTI-1008 Arts Foundation Studies 2: 10 ECTS

AM00BV66 Visual Design: 5 ECTS

Learning outcomes
The student is able to
- present their work to peer audiences and evaluate them critically
- make use of various visual idea generation methods
- use personal observations and emotions as a starting point for creative thinking
- make connections between visual arts and other forms of visual culture
- analyse, interpret and explain contemporary visual culture.

AM00BV67 Space and Form: 5 ECTS

Learning outcomes
The student is able to
- recognise and discuss common techniques and materials of 3-dimensional work
- apply common techniques and materials of 3-dimensional work in their own expression
- recognise and discuss the importance of space, form, light and colour in 3-dimensional work

GR20SLTI-1009 Graphic Design Basics 2: 15 ECTS

AM00BV68 Portfolio: 3 ECTS

Learning outcomes
The student is able to
- create a professional portfolio for different purposes
- use a portfolio as a promotional tool
- use a portfolio as a means of developing their professional profiles.

AM00BV69 Symbol and Logo Design: 4 ECTS

Learning outcomes
The student is able to
- discuss symbols, logos, signage systems and their elements
- design a target oriented symbol and a logo
- present her/his graphic work and explain the design choices.

AM00BV70 Usability, User Interfaces and Interactive Design: 5 ECTS

Learning outcomes
The student is able to

- choose, design and implement interactivity adequately and in a context savvy way
- grasp the basics of human-computer interaction (HCI) and recognizes common interaction styles and patterns in graphical user interfaces and platforms
- critique and analyze interaction design: explain design choices orally, literally and visually.

AM00BV71 History of Visual Communication 1: 3 ECTS

Learning outcomes
The student is able to
- relate stages in the history of visual communication to contemporary phenomena and the development of society
- identify different period styles in visual elements and typography
- know how to seek information about the history and research of visual communication.

GR20SLTI-1010 Graphic Design Core Studies 1: 15 ECTS

AM00BV72 Illustration Work: 5 ECTS

Learning outcomes
The student is able to
- create a unique, recognisable and content-supporting illustration style
- compare the styles and nuances of original illustrations and create production-ready material for different media
- evaluate their personal expression and set goals for technical skills

AM00BV73 Typography: 5 ECTS

Learning outcomes
The student is able to
- describe the categories of typography and how to use them
- describe the history of typography from the 1900s to present day
- use the methods of typography to create easy to adopt multi-level and hierarchic text content
- use font management tools and OpenType features
describe and apply the typographic requirements of different types of media

AM00BV74 Printed Publication Design: 5 ECTS

Learning outcomes
The student is able to
- describe the basics of a publishing process and use industry terminology
- select a suitable format, scheme, typography, materials and binding for the publication
- describe the possibilities of printing methods and the effect of design decisions on the overall costs
- work with a printing house
- design production-ready publications for different purposes

GR20SLTI-1011 Graphic Design Core Studies 2: 15 ECTS

AM00BV75 Visual Identity Design: 5 ECTS

Learning outcomes
The student is able to
- produce graphic symbols according to the desired design
- verbalise the role of visual identity as part of marketing communications
- conceptualise the intended visual identity
- describe and apply the design management approach

AM00BV76 Information Graphics and Wayfinding Systems: 5 ECTS

Learning outcomes
The student is able to
- understand the principles of designing easily navigable spaces and can apply this know-how in creating designs for spatial and linear wayfinding, orientation and signage elements
- assess existing designs of wayfinding systems
- base her/his own work on UCD-research.

AM00BV83 Magazines, News Publications and Commercial Publications: 5 ECTS

Learning outcomes
The student is able to
- design a concept for a publication
- design and lay out different publications and produce print-ready files
- work together with an illustrator and a photographer.

GR20SLTI-1012 Graphic Design Advanced Studies 1: 15 ECTS

AM00BV78 Profession in the Creative Industry: 5 ECTS

Learning outcomes
The student is able to
- identify entrepreneurial competence requirements and evaluate their personal competencies
- identify and assess opportunities in the business environment of their chosen field
- plan a business operation, map finance opportunities and assess the viability of a business
- identify common contract types, legislation and practices specific to their chosen field
- take into account copyright law and intellectual property rights in their work.

AM00BV79 Computer-Aided Illustration: 5 ECTS

Learning outcomes
Student is able to
- describe the differences between and uses of illustration programs
- use illustration software as an alternative or a complementary method to drawing by hand.

AM00BV80 Type Design: 5 ECTS

Learning outcomes
The student is able to
- design and produce typefaces
- describe the requirements of commercial typefaces
- release a typeface using essential type design software

GR20SLTI-1013 Graphic Design Advanced Studies 2: 15 ECTS

AM00BV77 Electronic Publishing: 5 ECTS

Learning outcomes
The student is able to
- design interactive publications
- produce electronic publications using multiple methods
- test a publication's usability on different platforms and devices
- describe the differences between various publishing methods, platforms and use-cases.

AM00BV81 Data Visualization: 5 ECTS

Learning outcomes
The student is able to
- describe the benefits and use-cases for data visualization
- choose appropriate ways to present information
- create visual presentations of abstract or complex information.

AM00BV82 Marketing Communication and Branding: 5 ECTS

Learning outcomes
The student is able to
- explain the concept, contents and characteristics of marketing thought
- use the methods of marketing communication and branding in their professional activity
- draw up a marketing plan
- select appropriate methods and channels for marketing communication and branding

GR20SLTI-1014 Graphic Design Advanced Studies 3: 10 ECTS

AM00BV84 Research and Development in a Thesis Work: 5 ECTS

Learning outcomes
The student is able to
- obtain, utilise and assess R&D-related information and their sources critically
- follow the rules of ethical principles applied in all research activities
- select and use the most typical research and development methods of their own field
- write a scientific report and is familiar with the requirements for language and style and how to document the sources.

AM00BV85 Website Design: 5 ECTS

Learning outcomes
The student is able to
- design a website by using themes and modules for different content management systems
- choose a content management system suitable for a particular purpose.

GR20SLTI-1003 Complementary Competence: 60 ECTS

GR20SLTI-1019 History and Theory of Visual Communication: 15 ECTS

AM00BX00 History of Visual Communication 2: 5 ECTS

Learning outcomes
The student is able to
- relate stages in the history of visual communication to contemporary phenomena and the development of society
- identify different period styles in visual elements and typography
- know how to seek information about the history and research of visual communication.

MI00BL32 Visual Culture Theory: 5 ECTS

Learning outcomes
The student is able to
- describe current visual culture theories
- independently search for information about different theories from both printed and digital sources
- apply theoretical models and concepts in design and the evaluation of her or his work

MI00BR73 Analysing images: 5 ECTS

Learning outcomes
The student is able to
- verbally describe personal working process in visual creation
- analyze an image both in group dicussions and with a text
- write short professsional texts such as project plan or press release.

GR20SLTI-1017 Graphic Storytelling: 15 ECTS

MI00BU86 Graphic storytelling: 15 ECTS

Learning outcomes
The course comprises 3 sets of learning outcomes:

Creative writing

The student is able to
- overcome the fear of expressing themselves through writing
- choose a suitable form and style for what they wish to say.

Illustrated book
The student is able to
- give a visual form to their story
- create a comprehensive visual style that carries through the publication.

Book design
The student is able to
- give an ideal physical form to their text and illustrations utilizing methods of graphic design, typography, printing and binding
- create a product fit for publication.

GR20SLTI-1015 UI/IXD for Emerging Platforms: 15 ECTS

MI00BS21 Common Ground Between Arts and Tech: 5 ECTS

Learning outcomes
The student is able to
- work in cooperation with different substance professionals
- present and argument matters at hand from the perspectives of different professions
- work according to agile development methodologies
- recognize emerging developments in technology.

MI00BS20 Interface design for emerging platforms: 5 ECTS

Learning outcomes
The student is able to
- understand the specifics of designing for touch screens and can evaluate compliance of designs against good practices
- choose, design and implement interactivity adequately and in a context savvy way
- use platform specific user experience design guidelines for user interfaces and where to look for more information.

MI00BS22 Mobile app project as an interactive mockup: 5 ECTS

Learning outcomes
The student is able to
- collaborate and create feasible concepts for small-scale mobile apps
- build a complicated interactive mockup of a mobile service or app
- test the service or app with users and implement changes accordingly.

GR20SLTI-1018 Visual Journalism: 15 ECTS

MI00BU85 Visual journalism: 15 ECTS

Learning outcomes
The course comprises 3 sets of learning outcomes:

History and theory of photojournalism
The student is able to
- discuss the history of and current phenomena in visual journalism
- describe the processes of visual journalism from different perspectives
- discuss the structure and operation of the media, and to explain its relevance in society.

Journalistic video
The student is able to
- shoot and record typical forms of journalistic video, such as interviews
- plan and execute a shoot within a tight schedule
- compose a coherent and distribution-ready journalistic video from captured media.

Journalistic workshop
The student is able to
- describe the production process of a journalistic publication
- produce and edit material in a journalistic context as a part of a workgroup
- act according to the code of ethics in journalism.

GR20SLTI-1004 Practical Training: 30 ECTS

HA00BU50 Practical Training: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

HA00BU51 Practical Training 2: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

HA00BU52 Practical Training 3: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

GR20SLTI-1005 Thesis Work: 15 ECTS

AO00BU53 Thesis Planning: 5 ECTS

Learning outcomes
The student is able to:
- describe the objectives and core contents of their thesis
- plan and describe the stages of the thesis process
- take into account the possible research permit and copyright issues

AO00BU54 Thesis Research and Writing: 5 ECTS

Learning outcomes
The student is able to:
- implement the thesis on the basis of an approved thesis plan.

AO00BU55 Thesis Publication: 5 ECTS

Learning outcomes
The student is able to:
- present the results or output of their thesis
- report on their thesis in writing in accordance with the thesis guidelines of LAB University of Applied Sciences
- write a maturity test.