**Curriculum at LAB University of Applied Sciences
2020-2021**

01.03.2022

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

Code	Name	1 y	2 y	3 y	4 y	ECTS total
MES20SLTI-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
MES20SLTI-1002 Professional Core Competence						**120**
MES20SLTI-1006 Basics of Design						**15**
AM00BV86	Basics Of Content Design	5				5
AM00BV87	Graphic Design	5				5
AM00BV88	Design Software for Media	5				5
MES20SLTI-1007 Arts Foundation Studies 1						**10**
AM00BV12	History of Art	5				5
AM00BV65	Color and Composition	5				5
MES20SLTI-1008 Arts Foundation Studies 2						**10**
AM00BV66	Visual Design	5				5
AM00BV67	Space and Form	5				5
MES20SLTI-1009 Basics of Media Expression						**15**
AM00BV89	Information Design	5				5
AM00BV90	Media Technology and Audio Work	7				7
AM00BV71	History of Visual Communication 1	3				3
MES20SLTI-1010 Basics of Visual Expression						**15**
AM00BV91	Photography		5			5
AM00BV92	Motion Graphics		5			5
AM00BV93	Animation		5			5
MES20SLTI-1011 Visual Storytelling						**15**
AM00BV95	Dramaturgy and Narration		5			5
AM00BV96	Visual Storytelling		5			5

Code	Name				Total
AM00BV97	Visual Storytelling Project	5			5
MES20SLTI-1012 Audiovisual Expression					**20**
AM00BV98	Basics of Audiovisual Expression		5		5
AM00BV99	Audiovisual Production Processes		5		5
AM00BW00	Audiovisual Production Project		10		10
MES20SLTI-1013 Professional Profile					**10**
AM00BV82	Marketing Communication and Branding		5		5
AM00BV94	Advanced Project Workshop		5		5
MES20SLTI-1014 Professional Development					**10**
AM00BV84	Research and Development in a Thesis Work			5	5
AM00BV78	Profession in the Creative Industry			5	5
MES20SLTI-1003 Complementary Competence					**60**
MES20SLTI-1015 Game Design and Development					**15**
AM00CA96	Game Design and Development	15			15
MES20SLTI-1016 Information Design and Wayfinding Systems					**15**
AM00BV89	Information Design	5			5
AM00CA98	Wayfinding Systems	10			10
MES20SLTI-1017 Working in a Project					**15**
AY00CA99	Working in a Project		5		5
AT00CR92	Project Work		5		5
AY00CB01	Working in a Project 3		5		5
MES20SLTI-1018 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
MES20SLTI-1004 Practise					**30**
HA00BU50	Practical Training	5	5		10
HA00BU51	Practical Training 2		5	5	10
HA00BU52	Practical Training 3		5	5	10
MES20SLTI-1005 Thesis Work					**15**
AO00BU53	Thesis Planning			5	5
AO00BU54	Thesis Research and Writing			5	5
AO00BU55	Thesis Publication			5	5

MES20SLTI-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.

MES20SLTI-1002 Professional Core Competence: 120 ECTS

MES20SLTI-1006 Basics of Design: 15 ECTS

AM00BV86 Basics Of Content Design: 5 ECTS

Learning outcomes
The student is able to
- use the technical learning tools and environments of media studies
- describe the role of various media and distribution channels for content design
- use various methods and tools of content design
- describe the characteristics and technical principles of digital communication
- recognize and explain the role of copyright from the designer's point of view

AM00BV87 Graphic Design: 5 ECTS

Learning outcomes
The student is able to
- use graphic design tools and methods
- design visual elements such as typography, layout, composition, space, format and colors
- design and produce a visual design which supports the content and intended message.

AM00BV88 Design Software for Media: 5 ECTS

Learning outcomes
The student is able to
- use the basic terminology related to vector graphics tools
- perform basic tasks and use most common tools of design software
- assess and independently develop her/his skills in using the software.

MES20SLTI-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.

MES20SLTI-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

MES20SLTI-1009 Basics of Media Expression: 15 ECTS

AM00BV89 Information Design: 5 ECTS

Learning outcomes
The student is able to
- describe the basic principles of information design and analytically assess information design products
- choose appropriate ways to present information
- create visual presentations of abstract or complex information.

AM00BV90 Media Technology and Audio Work: 7 ECTS

Learning outcomes
The student is able to
- develop their skills with different tools
- use the concepts of media technology and digital data and describe the technical foundations of moving and still image and audio production
- design and produce basic audio
- edit audio using various methods and tools.

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.

MES20SLTI-1010 Basics of Visual Expression: 15 ECTS

AM00BV91 Photography: 5 ECTS

Learning outcomes
The student is able to
- use concepts and vocabulary of professional photography
- plan and carry out a photo shoot
- manage and manipulate raw image files using industry standard software and workflows
- use pigment-ink-printers provided by the school and recognise different printing methods and media

AM00BV92 Motion Graphics: 5 ECTS

Learning outcomes
The student is able to
- use motion graphics tools
- select suitable tools and means of expression to support communicating a chosen message
- design and produce motion graphics for a video or animated piece.

AM00BV93 Animation: 5 ECTS

Learning outcomes
The student is able to
- use animation tools
- produce draft-level animations to design visual narratives
- use the means of animation to enliven visual narrative expression.

MES20SLTI-1011 Visual Storytelling: 15 ECTS

AM00BV95 Dramaturgy and Narration: 5 ECTS

Learning outcomes
The student is able to
- use the central concepts, rules and tools of dramaturgy
- describe the relevance of dramaturgy for content design
- describe the elements of linear narration and their relations
- analyse dramaturgy in narration

AM00BV96 Visual Storytelling: 5 ECTS

Learning outcomes
The student is able to
- apply their knowledge of dramaturgy and dramatic scriptwriting in their work
- discuss the narrative characteristics of animations and apply them in their work
- use digital tools and software to create a work with a visual narrative

AM00BV97 Visual Storytelling Project: 5 ECTS

Learning outcomes

The student is able to
- produce a production plan for a visual storytelling project
- produce a script for a visual storytelling project
- produce character designs and a storyboard
- produce an animatic based on a storyboard

MES20SLTI-1012 Audiovisual Expression: 20 ECTS

AM00BV98 Basics of Audiovisual Expression: 5 ECTS

Learning outcomes
The student is able to
- film, edit, create audio and perform post-production work on a basic level
- create appropriate filmatic narration based on a script or a content design
- plan and execute the phases of a production process
- apply the rules of continuity in a production

AM00BV99 Audiovisual Production Processes: 5 ECTS

Learning outcomes
The student is able to
- record in the field and edit audio
- define the principles of studio videography and expressive lighting
- create a small-scale multi-camera production
- edit rhythmically to achieve a desired narrative effect
- compose basic special effects to support a narrative

AM00BW00 Audiovisual Production Project: 10 ECTS

Learning outcomes
The student is able to
- put together an appropriate production team and define roles for its members
- produce a documentary/journalistic audiovisual product
- manage a production project
- apply the expressive possibilities of dramaturgy, genres and narrative techniques in a production.

MES20SLTI-1013 Professional Profile: 10 ECTS

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

AM00BV94 Advanced Project Workshop: 5 ECTS

Learning outcomes
The student is able to
- work in a project role that matches their professional specialisation
- schedule and document their work and it's progress
- prioritise a project's work according to project objectives.

MES20SLTI-1014 Professional Development: 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.

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.

MES20SLTI-1003 Complementary Competence: 60 ECTS

MES20SLTI-1015 Game Design and Development: 15 ECTS

AM00CA96 Game Design and Development: 15 ECTS

Learning outcomes
The course comprises 4 sets of learning outcomes:

Game design
The student is able to
- describe the roles of design, mechanics and narrative as tools when creating experiences to a player
- categorize different types of of games
- describe the stages of a game design process
- give examples of how game mechanics can be used in non-game applications

- describe the role of playtesting as a part of a quality process.

Game analysis and theory
The student is able to
- categorise and analyse a game product's design, structure and mechanics
- describe the basic theories related to game design and know how to apply them to their own work
- describe general monetisation principles in the games industry

Game concept design
The student is able to
- know how to create a basic game concept or take part in a professional team's efforts in creating a game concept
- know how to verbally describe and present a game concept
- apply games and gamification as building blocks of better user experience in other product categories
- know how to document a game concept design.

Game development workshop
The student is able to
- work as a team member in a project
- search for information independently to solve problems
- act as an active and responsible team member
- support a software team with graphical skills
- test the project using different platforms and tools
- describe the different phases of projects and work for the project goals.

MES20SLTI-1016 Information Design and Wayfinding Systems: 15 ECTS

AM00BV89 Information Design: 5 ECTS

Learning outcomes
The student is able to
- describe the basic principles of information design and analytically assess information design products
- choose appropriate ways to present information
- create visual presentations of abstract or complex information.

AM00CA98 Wayfinding Systems: 10 ECTS

Learning outcomes
The course comprises 2 sets of learning outcomes:

Creating and Assessing Wayfinding Systems
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.

Information Design Project
The student is able to
- use her/his competence in information design to solve the challenges of an assignment
- design user-centric visual and structural solutions.

MES20SLTI-1017 Working in a Project: 15 ECTS

AY00CA99 Working in a Project: 5 ECTS

Learning outcomes
For 1.-2. year students learning outcomes for early study phase are applied, and for 3.-4. year students learning outcomes for the graduation phase.

Early-skill stage/learning outcomes:
The student is able to:
- use the concepts related to the project topic and theme and shows familiar with the paternity-related project data base
- discribe the rationale, needs and criteria for project activities
- work in projects in accordance with the administration
- apply professional methods and working practices related to the project topic
- operate safely, ethically and customer-oriented project
- action required by the project in interactive situations
- operate safely, ethically and customer-oriented project

Graduation competence/learning outcomes:
The student is able to:
- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities
- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

AT00CR92 Project Work: 5 ECTS

Learning outcomes
The student is able to:
- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities
- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

AY00CB01 Working in a Project 3: 5 ECTS

Learning outcomes
For 1.-2. year students learning outcomes for early study phase are applied, and for 3.-4. year students learning outcomes for the graduation phase.

Early-skill stage/learning outcomes:
The student is able to:
- use the concepts related to the project topic and theme and shows familiar with the paternity-related project data base
- discribe the rationale, needs and criteria for project activities
- work in projects in accordance with the administration
- apply professional methods and working practices related to the project topic
- operate safely, ethically and customer-oriented project
- action required by the project in interactive situations
- operate safely, ethically and customer-oriented project

Graduation competence/learning outcomes:
The student is able to:
- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities
- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

MES20SLTI-1018 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.

MES20SLTI-1004 Practise: 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

MES20SLTI-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.