

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

**Bachelor of Culture and Arts, Packaging and Brand Design,
full-time studies, Lahti**

Code	Name	1 y	2 y	3 y	4 y	ECTS total
PAMU20SLTI-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
PAMU20SLTI-1002 Professional Core Competence						122
PAMU20SLTI-1006 Basic competence in design						17
AM00BW15	Orientation to Design Studies	3				3
AM00BW57	Workshop license	3				3
AM00BW16	Design Drawing	5				5
AM00BW17	Fundamentals of Design	5				5
PAMU20SLTI-1007 Fine Arts Core Studies 1						10
AM00BV12	History of Art	5				5
AM00BV65	Color and Composition	5				5
PAMU20SLTI-1008 Fine Arts Core Studies 2						10
AM00BV66	Visual Design	5				5
AM00BV67	Space and Form	5				5
PAMU20SLTI-1009 Creative design work						15
AM00BW36	Prototyping	5				5
AM00BW45	Digital Presentation Techniques	5				5
AM00BW58	Basics of Packaging Design	5				5
PAMU20SLTI-1010 User and Sustainability						15
AM00BW37	User-centred Design		5			5
AM00BW47	User-Centred Innovation Project		5			5
AM00BW39	Sustainable Design		5			5
PAMU20SLTI-1012 Sustainable Design						15
AM00BW59	Sustainable Packaging Materials and Production		5			5

AM00BW60	Packaging Structures and Fibre-Based Materials			5			5
AM00BW61	CAD Tools for Packaging Design			2			2
AM00BV68	Portfolio			3			3
PAMU20SLTI-1013 Product development							15
AM00BW34	Anticipating Future Trends			5			5
AM00BW62	Product Development Project			5			5
AM00BW53	Smart Products and Materials			5			5
PAMU20SLTI-1014 Brand and Professional Practices							15
AM00BV82	Marketing Communication and Branding			5			5
AM00BW63	Brand Communications			5			5
AM00BV78	Profession in the Creative Industry			5			5
PAMU20SLTI-1015 Research and Development Work							10
AM00BV84	Research and Development in a Thesis Work					5	5
AM00BW33	Professional Profile Development					5	5
PAMU20SLTI-1003 Complementary Competence							60
PAMU20SLTI-1016 Complementary Competences in Packaging Design							20
MI00BM06	Basics of Packaging Design	2,5	2,5				5
MI00BQ69	Basics of typography for branding and packaging design			5			5
MI00BM07	Packaging Design Model Making and Modelling Materials Workshop			5			5
AM00BW74	Packaging Graphics and the Pre-Press Process			5			5
PAMU20SLTI-1017 Information design and product graphics							15
AM00BV89	Information Design			5			5
AM00CB04	Information design for product graphics			10			10
PAMU20SLTI-1019 Working in a Project							30
AY00CA99	Working in a Project			5			5
AT00CR92	Project Work			5			5
AY00CB01	Working in a Project 3			5			5
AM00CB03	Design Studio Simulation Muotola			15			15
PAMU20SLTI-1004 Practical Training							30
HA00BU50	Practical Training			5	5		10
HA00BU51	Practical Training 2			5	5		10
HA00BU52	Practical Training 3			5	5		10
PAMU20SLTI-1005 Thesis							15
AO00BU53	Thesis Planning					5	5
AO00BU54	Thesis Research and Writing					5	5
AO00BU55	Thesis Publication					5	5

PAMU20SLTI-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.

PAMU20SLTI-1002 Professional Core Competence: 122 ECTS

PAMU20SLTI-1006 Basic competence in design: 17 ECTS

AM00BW15 Orientation to Design Studies: 2 ECTS

Learning outcomes

The student is able to

- describe the principles of team work
- work in teams
- describe and assess the phases of design work.

AM00BW57 Workshop license: 5 ECTS

Learning outcomes

The student is able to

- use the workshops in a safe manner, follow rules and instructions and justify her/his actions with given instructions
- with guidance use the most common tools and devices as well as techniques in the workshop
- manufacture the given assignments under supervision.

AM00BW16 Design Drawing: 5 ECTS

Learning outcomes

The student is able to

- develop design ideas by sketching
- produce visual material of her/his ideas and designs
- read and produce industry standard work drawings.

AM00BW17 Fundamentals of Design: 5 ECTS

Learning outcomes

The student is able to

- use basic concepts of the field
- produce a visual presentation
- demonstrate understanding of the typical roles and practices of their chosen field

PAMU20SLTI-1007 Fine Arts Core 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.

PAMU20SLTI-1008 Fine Arts Core 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

PAMU20SLTI-1009 Creative design work: 15 ECTS

AM00BW36 Prototyping: 5 ECTS

Learning outcomes

The student is able to

- convert a two-dimensional design into a three-dimensional model
- combine different materials and model making methods
- safely use modelling tools.

AM00BW45 Digital Presentation Techniques: 5 ECTS

Learning outcomes

The student is able to

- use industry standard drawing and/or graphics software
- use hand-drawn sketches in a digital workflow
- produce and give digital presentations that combine different source media.

AM00BW58 Basics of Packaging Design: 5 ECTS

Learning outcomes

The student is able to

- describe the primary functions of packaging
- describe the structure of the packaging industry and discuss the role of a packaging designer from the point of view of the industry stakeholders
- design the form and graphic appearance of a package
- build a fibre-based model of a package design
- recognize and compare different cardboard material

PAMU20SLTI-1010 User and Sustainability: 15 ECTS

AM00BW37 User-centred Design: 5 ECTS

Learning outcomes

The student is able to

- apply basic principles and research methods of user-centred design in their design work
- define and prioritize different usability perspectives in their design work
- apply the principle of Design for All in their design work
- design a product from a user-centred point of view.

AM00BW47 User-Centred Innovation Project: 5 ECTS

Learning outcomes

The student is able to

- describe the working principles of the user-centred innovation process
- develop new products and services from an interactive and user-centred approach
- describe the development methods, work approach and evaluation of the innovation process
- apply appropriate methods and approaches in innovation processes
- contribute to multidisciplinary teams and promote goal-oriented activity

AM00BW39 Sustainable Design: 5 ECTS

Learning outcomes

The student is able to

- describe the principles and opportunities of environmental and ethical thinking in design
- design products with consideration of life cycles, materials, manufacturing methods, legislation and eco-efficient technologies and practices
- choose eco-efficient product development strategies as part of the design process

PAMU20SLTI-1012 Sustainable Design: 15 ECTS

AM00BW59 Sustainable Packaging Materials and Production: 5 ECTS

AM00BW60 Packaging Structures and Fibre-Based Materials: 5 ECTS

Learning outcomes

The student knows how to

- identify the most common fibre-based packaging materials and their production methods

- utilize packaging industry standards libraries in design work
- apply standard modular dimensions in a design process
- describe the functions of the primary and the secondary package
- calculate, give dimensions and draw the folds on a packaging dieline
- create a production-viable dimensional drawing of their design using CAD software

AM00BW61 CAD Tools for Packaging Design: 2 ECTS

Learning outcomes

The student is able to

- perform basic workflows using industry standard CAD software and is able to use basic terminology of CAD work
- independently use CAD software as a design tool
- create work drawings using CAD software.

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.

PAMU20SLTI-1013 Product development: 15 ECTS

AM00BW34 Anticipating Future Trends: 5 ECTS

Learning outcomes

The student is able to

- anticipate the changes in their own operational environment
- utilise the futures research materials produced by national and international societies in their own field of studies
- use the terminology and methods of futures research in the research and development of their own field

AM00BW62 Product Development Project: 5 ECTS

Learning outcomes

The student is able to

- work according to the principals of product development processes
- create a project plan and schedule
- communicate and work together with the project's client and other stakeholders.

AM00BW53 Smart Products and Materials: 5 ECTS

Learning outcomes

Students will be able to

- apply existing futures scenarios in the design of a new product
- identify different smart and active materials and their applications
- apply their knowledge of functional product design
- at a conceptual level, design a working product using smart materials and/or future technologies

PAMU20SLTI-1014 Brand and Professional Practices: 15 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

AM00BW63 Brand Communications: 5 ECTS

Learning outcomes

The student will be able to

- design brand material using a brand manual
- produce visual brand material to support business planning and brand strategies
- specify and commission visual elements for brand materials in cooperation with other professionals.

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.

PAMU20SLTI-1015 Research and Development Work: 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.

AM00BW33 Professional Profile Development: 5 ECTS**Learning outcomes**

The student is able to

- define their professional profile
- set goals and develop their professional profile accordingly
- produce a portfolio for postgraduate studies or job-seeking purposes

PAMU20SLTI-1003 Complementary Competence: 60 ECTS**PAMU20SLTI-1016 Complementary Competences in Packaging Design: 20 ECTS****MI00BM06 Basics of Packaging Design: 5 ECTS****Learning outcomes**

The student is able to

- describe the primary functions of packaging
- describe the structure of the packaging industry and discuss the role of a packaging designer from the point of view of the industry stakeholders
- design the form and graphic appearance of a package
- build a fibre-based model of a package design
- recognize and compare different cardboard material

MI00BQ69 Basics of typography for branding and packaging design: 5 ECTS**Learning outcomes**

Students know how to

- differentiate between various typographic categories and describe their areas of use
- design typographical layouts and packaging graphics to support a brand
- use the means of typography in the design of multilingual packaging graphics.

MI00BM07 Packaging Design Model Making and Modelling Materials Workshop: 5 ECTS**Learning outcomes**

The student is able to

- operate in the prototyping workshop and safely use its equipment and materials
- describe the basics, working methods and applications of common modelling materials
- discuss and use different techniques in model building
- utilize dimensional drawings in building a model

AM00BW74 Packaging Graphics and the Pre-Press Process: 5 ECTS**Learning outcomes**

The student is able to

- design and produce functional packaging graphics
- select the printing method and create a print-ready material package from her/his design
- request a quote for printing her/his graphic design
- describe the challenges and possibilities of different materials and printing techniques.

PAMU20SLTI-1017 Information design and product graphics: 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.

AM00CB04 Information design for product graphics: 10 ECTS

Learning outcomes

The course comprises 2 sets of learning outcomes:

Graphic design for products

The student is able to

analytically assess the functionality and influence of the visual design of products

- design and produce functional and influential graphic design for products, taking the target market into consideration
- use consumer and user testing in product development.

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.

PAMU20SLTI-1019 Working in a Project: 30 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
- describe 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
- describe 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

AM00CB03 Design Studio Simulation Muotola: 15 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 topics and themes of the assignments
- describe the rationale, needs and criteria for the assignments
- work on assignments in accordance with the administration
- apply professional methods and working practices related to the assignments
- operate in a safe, ethical and customer-oriented way

Graduation competence/learning outcomes:

The student is able to:

- use the concepts related to the assignments in a coherent way and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for an assignment
- to act purposefully, to assess activities in process and make suggestions for improvement
- apply a variety of different techniques, methods and ways of working to the assignments
- act in a responsible and goal-oriented way in the project group and in different situations and events related to the assignments.

PAMU20SLTI-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 into 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 into 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 into the work done in practical training

PAMU20SLTI-1005 Thesis: 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.