

**Curriculum at LAB University of Applied Sciences  
2021-2022**

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

Code	Name	1 y	2 y	3 y	4 y	ECTS total
<b>PAL21KLTI-1001 Common Studies</b>						<b>15</b>
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
<b>PAL21KLTI-1002 Professional Core Competence</b>						<b>120</b>
<b>PAL21KLTI-1003 Designer's Basic Competence</b>						<b>15</b>
AM00BW17	Fundamentals of Design	5				5
AM00BW18	Designer's Digital Tools	5				5
AM00BW19	Developing by Experimenting	5				5
<b>PAL21KLTI-1004 Arts Foundation Studies 1</b>						<b>10</b>
AM00BV12	History of Art	5				5
AM00BV65	Color and Composition	5				5
<b>PAL21KLTI-1005 Arts Foundation Studies 2</b>						<b>10</b>
AM00BV66	Visual Design	5				5
AM00BV67	Space and Form	5				5
<b>PAL21KLTI-1006 Service Designer's Basic Competence</b>						<b>15</b>
AM00BW21	Service Design Basics	5				5
AM00BW22	Modelling Basics	5				5
AM00BW23	Creative Design Methods	5				5
<b>PAL21KLTI-1007 The Human and the Society</b>						<b>15</b>
AM00BW24	User-Driven Approach and Co-Design		5			5
AM00BW25	Strategic Design		5			5
AM00BW26	Urban Design and Societal Influence		5			5
<b>PAL21KLTI-1008 Visualizing Information and Designing Interaction</b>						<b>15</b>
AM00BW29	Visualizing Information and Designing Interaction		5			5
AM00BW30	Systemic Thinking and Visualizing Systems		5			5

AM00BW31	Documentation, Testing and Reporting		5		5
<b>PAL21KLTI-1009 Design Project</b>					<b>15</b>
AM00BV82	Marketing Communication and Branding		5		5
AM00BW27	Design Project 1		5		5
AM00BW28	Design Project 2		5		5
<b>PAL21KLTI-1010 Foresight</b>					<b>15</b>
AM00BV78	Profession in the Creative Industry		5		5
AM00BW32	Future Technology Enabling Design Solutions		5		5
AM00BW34	Anticipating Future Trends		5		5
<b>PAL21KLTI-1011 Designer Identity</b>					<b>10</b>
AM00BV84	Research and Development in a Thesis Work			5	5
AM00BW33	Professional Profile Development			5	5
<b>PAL21KLTI-1012 Complementary Competence</b>					<b>60</b>
<b>PAL21KLTI-1019 Service Design Learning Package</b>					<b>60</b>
AM00CM90	Service Design Studio				0
AM00CM61	Urban Design and Public Services Design Studio				0
<b>PAL21KLTI-1015 UI/IXD for Emerging Platforms</b>					<b>15</b>
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
<b>PAL21KLTI-1016 Information Design and Wayfinding Systems</b>					<b>15</b>
AM00BV89	Information Design		5		5
AM00CA98	Wayfinding Systems		10		10
<b>PAL21KLTI-1017 Practical Training</b>					<b>30</b>
HA00BU50	Practical Training		5	5	10
HA00BU51	Practical Training 2			5	5
HA00BU52	Practical Training 3			5	5
<b>PAL21KLTI-1018 Thesis Work</b>					<b>15</b>
AO00BU53	Thesis Planning			5	5
AO00BU54	Thesis Research and Writing			5	5
AO00BU55	Thesis Publication			5	5

## **PAL21KLTI-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 competencies during 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.

**PAL21KLTI-1002 Professional Core Competence: 120 ECTS****PAL21KLTI-1003 Designer's Basic Competence: 15 ECTS****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

**AM00BW18 Designer's Digital Tools: 5 ECTS****Learning outcomes**

The student is able to

- demonstrate a command of the basics of digital imaging
- recognize the principles of project work
- recognize the principles of the design process
- visually present a design plan

### **AM00BW19 Developing by Experimenting: 5 ECTS**

#### **Learning outcomes**

The student is able to

- utilize modelling learning environments as part of a product development process
- produce rapid prototypes for product development.

### **PAL21KLTI-1004 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.

### **PAL21KLTI-1005 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

## **PAL21KLTI-1006 Service Designer's Basic Competence: 15 ECTS**

## **AM00BW21 Service Design Basics: 5 ECTS**

### **Learning outcomes**

The student is able to

- utilize service design terminology and articulate what service design is
- apply user-centric design methods and define which methods are most beneficial for a given situation
- create visual presentations of a service that can produce economic, cultural, social and societal value

## **AM00BW22 Modelling Basics: 5 ECTS**

### **Learning outcomes**

The student is able to

- demonstrate a basic command of 3D design methods and tools specific to their chosen field
- demonstrate a command of the basics of 3D modelling and visualisation
- produce a simple visual model.

## **AM00BW23 Creative Design Methods: 5 ECTS**

### **Learning outcomes**

The student is able to

- assess how various design methods could be used to carry out an assignment
- choose a suitable design process model for an assignment
- use creative methods in their design work
- create concepts by experimentation

## **PAL21KLTI-1007 The Human and the Society: 15 ECTS**

## **AM00BW24 User-Driven Approach and Co-Design: 5 ECTS**

### **Learning outcomes**

The student is able to

- use different user-driven and inclusive methods of co-design
- perform qualitative field-research
- facilitate co-design
- utilize user-driven information and co-design in design work

## **AM00BW25 Strategic Design: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe the foundations of strategic design and how strategy relates to everyday practice
- explain why design is an effective tool strategically in organizational development work
- utilize business knowledge and resource-wisdom principles in development work

## **AM00BW26 Urban Design and Societal Influence: 5 ECTS**

### **Learning outcomes**

The student is able to

- recognize public organization's traditions, practices and decision-making in relation to design and development efforts
- perform development work within the changing operating environments of the public-sector
- operate as an active consultant to support a projects management and leadership
- utilize design thinking and design work in developing management, operations and organizations

## **PAL21KLTI-1008 Visualizing Information and Designing Interaction: 15 ECTS**

## **AM00BW29 Visualizing Information and Designing Interaction: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe the basics of information design, visual usability and interaction
- choose an appropriate method of interactively presenting information
- create visual representations of abstract information

## **AM00BW30 Systemic Thinking and Visualizing Systems: 5 ECTS**

### **Learning outcomes**

The student is able to

- analyze complex organizations, operating practices, networks and different personal practices
- recognize where visualization is needed
- apply different methods of systemic visualization

## **AM00BW31 Documentation, Testing and Reporting: 5 ECTS**

### **Learning outcomes**

The student is able to

- document the process and results of a design process using various media tools
- utilize the methods of prototyping, testing and assessing solutions
- report and present results of a process

---

## **PAL21KLTI-1009 Design Project: 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

### **AM00BW27 Design Project 1: 5 ECTS**

#### **Learning outcomes**

The student is able to

- plan and realize a design project within a larger project
- apply design and development methods in a project and discuss their benefits

### **AM00BW28 Design Project 2: 5 ECTS**

#### **Learning outcomes**

The student is able to

- engage the design team, target organizations and stakeholders to the design process
- lead development work and test the viability of its results
- assess the development process and efficacy of the results
- document, report and present the achieved results and the reasoning behind them

## **PAL21KLTI-1010 Foresight: 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.

### **AM00BW32 Future Technology Enabling Design Solutions: 5 ECTS**

#### **Learning outcomes**

The student is able to

- utilize technologies in the design process or solutions
- assess the possibilities offered by emerging technologies like VR, AR and sensor technology within design
- describe and utilize the possibilities of data mining (big data, my data), artificial intelligence (AI) and



robotics

### **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

### **PAL21KLTI-1011 Designer Identity: 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

### **PAL21KLTI-1012 Complementary Competence: 60 ECTS**

### **PAL21KLTI-1019 Service Design Learning Package: 60 ECTS**

### **AM00CM90 Service Design Studio: 20 ECTS**

#### **Learning outcomes**

Theme: Generating ideas

A student is able to

- utilize a user driven process in creation of new service ideas
- apply multicasting in creation of a user experience
- apply the principles of sustainability in service development

Theme: Creating a service concept

The student is able to

- utilize design process in creation of new service idea and in the development of a service concept
- model, test and present service ideas by prototyping
- evaluate an operability of a service concept and its ability to create value

Theme: Team working

The students are able to

- create contacts with working life representatives and advance working life based Service Design project
- develop their Service Design skills in a goal oriented way

## **AM00CM61 Urban Design and Public Services Design Studio: 20 ECTS**

### **Learning outcomes**

The student is able to

- recognize public organization's traditions, practices and decision-making in relation to design and development efforts
- perform development work within the changing operating environments of the public-sector
- function in their own professional role in a multidisciplinary team's work
- operate as an active consultant to support a projects management and leadership
- visualize and document the design work for the needs of different stakeholders
- utilize design thinking and design work in developing management, operations and organizations

## **PAL21KLTI-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.

## **PAL21KLT-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.

## **PAL21KLT-1017 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 in 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 in the work done in practical training

## **PAL21KLTI-1018 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.