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

# Bachelor of Culture and Arts, Graphic Design 21S, full-time studies, Lahti

| Code | Name | 1 y | 2 y | 3 y | 4 y | ECTS total |
|---|---|---|---|---|---|---|
| **GR21SLTI-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 |
| A300CJ89 | 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 |
| **GR21SLTI-1002 Professional Core Competence** | | | | | | **90** |
| **GR21SLTI-1019 Foundation Studies in Fine Arts** | | | | | | **15** |
| AM00CE41 | Art History | 5 | | | | 5 |
| AM00CF73 | Color, Form and Composition | 5 | | | | 5 |
| AM00BV66 | Visual Design | | 5 | | | 5 |
| **GR21SLTI-1020 Foundation Studies in Visual Communication** | | | | | | **15** |
| AM00CE47 | Visual Design Tools | 5 | | | | 5 |
| AM00CE46 | Basics of Graphic Design | 5 | | | | 5 |
| AM00CE48 | History of Visual Communication | 5 | | | | 5 |
| **GR21SLTI-1025 Basic Studies in Graphic Design** | | | | | | **20** |
| AM00CM46 | Basics of Publication Design | 5 | | | | 5 |
| AM00CF42 | Vector Graphics | 5 | | | | 5 |
| AM00CF43 | Basics of Typography | 5 | | | | 5 |
| AM00CF40 | Illustration Basics | 5 | | | | 5 |
| **GR21SLTI-1021 Core Studies in Visual Communication** | | | | | | **15** |
| AM00CH92 | Photography in Visual Design | | 5 | | | 5 |
| AM00CE49 | Visual Storytelling And The Design of Audiovisual Content | | 5 | | | 5 |
| AM00CE50 | Marketing Communication and Branding | | 5 | | | 5 |
| **GR21SLTI-1026 Core Studies in Graphic Design** | | | | | | **15** |
| AM00CF41 | Digital Publishing | | 5 | | | 5 |
| AM00CF00 | Usability, User Interfaces and Interaction Design | | 5 | | | 5 |
| AM00BV89 | Information Design | | 5 | | | 5 |

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| **GR21SLTI-1022 Luovan alan ammattilaisuus** | | | | | **10** |
| AM00CD93 | A More Sustainable Life – International project | 5 | | | 5 |
| AM00CE55 | Business Skills and Professional Practices | | 5 | | 5 |
| **GR21SLTI-1012 Complementary Competence** | | | | | **90** |
| **GR21SLTI-1027 Studio 1** | | | | | **20** |
| AM00CM54 | Branding Studio | 20 | | | 20 |
| **GR21SLTI-1028 Studio 2** | | | | | **20** |
| AM00CM55 | Illustration Studio | | 20 | | 20 |
| **GR21SLTI-1023 Studio 3** | | | | | **20** |
| AM00CM56 | UI/IxD Studio | | 20 | | 20 |
| **GR21SLTI-1029 Studio 4** | | | | | **20** |
| AM00CM57 | Publication Studio | | | 20 | 20 |
| **GR21SLTI-1024 Elective Studies** | | | | | **10** |
| **GR21SLTI-1017 Practical Training** | | | | | **30** |
| HA00CD54 | Practical Training | | 5 | 5 | 10 |
| HA00BU51 | Practical Training 2 | | 5 | 5 | 10 |
| HA00BU52 | Practical Training 3 | | 5 | 5 | 10 |
| **GR21SLTI-1018 Thesis Work** | | | | | **15** |
| AO00BU53 | Thesis planning | | | 5 | 5 |
| AO00BU54 | Thesis research and writing | | | 5 | 5 |
| AO00BU55 | Thesis publication | | | 5 | 5 |

# GR21SLTI-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

## A300CJ89 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**
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.


## GR21SLTI-1002 Professional Core Competence: 90 ECTS


## GR21SLTI-1019 Foundation Studies in Fine Arts: 15 ECTS


## AM00CE41 Art History: 5 ECTS

**Learning outcomes**
Students are able to
- describe the basics of Western visual arts, architecture and other visual culture, from prehistory to modern times
- use the research concepts of art history and visual culture
- view their professional field as part of artistic practice and the visual environment
- use their knowledge of phenomena in art history in their professional development and work.


## AM00CF73 Color, Form and Composition: 5 ECTS

**Learning outcomes**
Students are be able to
- use visual exercises to express colour theory and interrelations and also composition theory
- verbally describe the impressive, expressive and symbolic nature of colours and colour combinations, geometric forms and composition elements
- creatively apply the rules of colour interaction, forms and composition
- discuss the classical colour theories, composition theory and their application in fine arts and design.


## 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.


## GR21SLTI-1020 Foundation Studies in Visual Communication: 15 ECTS


## AM00CE47 Visual Design Tools: 5 ECTS

**Learning outcomes**
The student is able to
- use the basic terms and concepts of digital tools in discussion
- use the basic functions in typical digital tools of visual design in their field of study
- utilize visual design tools to carry out assignments
- find guides and information about the use of more advanced tools in design software.


## AM00CE46 Basics of Graphic Design: 5 ECTS

**Learning outcomes**
The student is able to
- analyse, interpret and explain graphic design work and processes using professional terminology
- choose appropriate means of graphic design for a given assignment
- use typography in visual communication
- make use of communication, symbolism, colors and elements of layout and create a visual hierarchy.


## AM00CE48 History of Visual Communication: 5 ECTS


## GR21SLTI-1025 Basic Studies in Graphic Design: 20 ECTS


## AM00CM46 Basics of Publication Design: 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.


## AM00CF42 Vector Graphics: 5 ECTS

**Learning outcomes**
The student is able to
- use the basic tools in vector graphics software
- understand the logic and process of vector-based work and the basics of producing vector-based

images
- apply vector graphics in design and illustration work
- produce design solutions using vector graphics.

## AM00CF43 Basics of 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

## AM00CF40 Illustration Basics: 5 ECTS

**Learning outcomes**
The student is able to
- produce an appropriate illustration based source material and understands the relationship between the source material and the illustration
- utilize various techniques of illustration and is acquainted with both analogue and digital illustration tools
- use visual storytelling and illustration in her or his own wotk and is familiar with the process of creating illustrations.

## GR21SLTI-1021 Core Studies in Visual Communication: 15 ECTS

## AM00CH92 Photography in Visual Design: 5 ECTS

**Learning outcomes**
The student is able to
- explain the strengths of photography in comparison to other media elements
- use photography in visual design work and acquire appropriate photographic material for use in visual design
- edit photographs and use them in visual layouts.

## AM00CE49 Visual Storytelling And The Design of Audiovisual Content: 5 ECTS

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

## AM00CE50 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.

## GR21SLTI-1026 Core Studies in Graphic Design: 15 ECTS

## AM00CF41 Digital 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.

## AM00CF00 Usability, User Interfaces and Interaction Design: 5 ECTS

**Learning outcomes**

The students are able to
- use knowledge of usability psychology and best practices in their design work
- choose, design and implement interactivity in a context savvy way
- recognize common interaction styles and patterns in graphical user interfaces and platforms
- analyze interaction design and explain design choices orally, literally and visually
- utilize user information in design.

## 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.

## GR21SLTI-1022 : 10 ECTS

## AM00CD93 A More Sustainable Life – International project: 5 ECTS

**Learning outcomes**

The student is able to
- work in her or his respective professional role within an international team
- communicate professionally in an international setting
- take the various aspects of sustainability into account in their professional work.

## AM00CE55 Business Skills and Professional Practices: 5 ECTS

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

## GR21SLTI-1012 Complementary Competence: 90 ECTS

**Courses included in the study module**
Each studio is a 20 credit course. First studio-course listed for each semester is the default choice in the student's programme. Alternative studio-course choices are also listed and can replace the default choice depending on the study path of the student. Please consult your tutor teacher about alternative studio-courses.

## GR21SLTI-1027 Studio 1: 20 ECTS

## AM00CM54 Branding Studio: 20 ECTS

**Learning outcomes**
This studio course includes the following parts and their respective learning goals:

Visual Identity Design (10 ECTS)
The students are able to
- produce graphic symbols in accordance with brand goals and requirements
- explain the importance of the visual identity as a part of marketing communications
- create a visual identity concept in accordance with brand goals
- design appropriate and carefully crafted typography
- lead a process of redesigning a visual identity
- apply the design management approach in their work.

Branded Publications (5 ECTS)
The student is able to
- assess the link between the content, the focus group and the graphic design
- explain the difference between commercial and journalistic publications
- combine the brand image and brand goals in publications
- design a commercial brochure or product catalogue for different publishing environments
- schedule the working process.

Brand Management (5 ECTS)
The student is able to
- understands the significance of brand management in visual communication
- write a brand strategy, compose a brand manual and use them to create visual material
- develop existing brands
- compose and administer brand material libraries and knows how to use them

- understand and make use of the mechanisms of influencing.


# GR21SLTI-1028 Studio 2: 20 ECTS


## AM00CM55 Illustration Studio: 20 ECTS

**Learning outcomes**
This studio course includes the following parts and their respective learning goals:

Illustrated Storytelling (5 ECTS)
The student is able to
- design illustrations for childrens literature, fiction and other publications that utilize storytelling as well as instruction manuals and school books
- create an illustration concept and illustrations for a story-based publication.

Journalistic Illustration (5 ECTS)
The student is able to
- produce illustration images based on the assignment
- produce illustration and infographics that support written communication
- collect visual information and use visual commentary to support different text genres
- use storytelling methods within single-image illustrations.

Animated Illustration (5 ECTS)
The student is able to
- produce digital illustrations with elements of motion graphics
- produce animated infographics, marketing and ad material and other business communication
- use methods of storytelling based on animated illustration.

Basics of Comics (5 ECTS)
The student is able to
- use the methods and tools of story-based visual storytelling
- create a graphic concept and illustrations for a storyline.


# GR21SLTI-1023 Studio 3: 20 ECTS


## AM00CM56 UI/IxD Studio: 20 ECTS

**Learning outcomes**
This studio course includes the following parts and their respective learning goals:

(5 ECTS)
(5 ECTS)
(10 ECTS)


# GR21SLTI-1029 Studio 4: 20 ECTS


## AM00CM57 Publication Studio: 20 ECTS

**Learning outcomes**

This studio course includes the following parts and their respective learning goals:

## GR21SLTI-1024 Elective Studies: 10 ECTS

## GR21SLTI-1017 Practical Training: 30 ECTS

## HA00CD54 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

## GR21SLTI-1018 Thesis Work: 15 ECTS

## AO00BU53 Thesis planning: 5 ECTS

**Learning outcomes**
The student can
- 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 can
- implement the thesis on the basis of an approved thesis plan.


## AO00BU55 Thesis publication: 5 ECTS

**Learning outcomes**
The student can
- 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.