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

Bachelor of Culture and Arts, Packaging and Brand Design 21S, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
PAC21SLTI-1001 Core Competences						**15**
AY00CE71	Developing Professional Competences 1	3				3
AY00CE72	Developing Professional Competences 2		1			1
AY00CE73	Developing Professional Competences 3			1		1
A300CJ89	Orientation to Sustainability Thinking	2				2
KE00CE74	Intercultural Awareness	3				3
KE00CE75	English for Professional Communication	5				5
PAC21SLTI-1002 Professional Core Competences						**100**
PAC21SLTI-1018 Working Life Language Skills						**6**
K200CE69	Finnish 1	3				3
K200CE70	Finnish 2		3			3
KS00BT59	Expert Communication Skills		4			4
KR00BU42	Swedish for Work, Spoken	1				1
KR00BU43	Swedish for Work, Written	1				1
PAC21SLTI-1026 Foundation Studies in Fine Arts						**15**
AM00CN22	Color, Form and Composition	5				5
AM00CN23	Visual Design	5				5
AM00CN24	Art History	5				5
PAC21SLTI-1027 Basic Studies in Design						**30**
AM00CN25	Introduction to Design	5				5
AM00CN26	Visual Design Tools	5				5
AM00CN27	Ergonomics and Accessibility	5				5
AM00CN28	Marketing Communication and Branding	5				5
AM00CN29	Working in CAD	5				5
AM00CN30	Basics of Service Design	5				5
PAC21SLTI-1024 Basic Studies in Packaging and Brand Design						**20**
AM00CN31	Workshop license		5			5
AM00CN32	Presentation Methods		5			5
AM00CN33	Structures and Materials		5			5
AM00CN34	CAD, 3D and visualization		5			5
PAC21SLTI-1025 Core Studies in Packaging and Brand Design						**19**

Code	Course				Total
AM00CN39	User-centred Design	5			5
AM00CN36	Advanced Prototyping	5			5
AM00CN37	VR/XR/AR for Design		5		5
AM00CM29	Design for Manufacturing			4	4
PAC21SLTI-1028 The Creative Professional					**10**
AM00CD93	A More Sustainable Life – International project	5			5
AM00CN38	Business Skills and Professional Practices		5		5
PAC21SLTI-1003 Complementary Competences					**80**
PAC21SLTI-1021 Studio 1					**20**
AM00CM60	Sustainable Design Studio	20			20
PAC21SLTI-1020 Studio 2					**20**
AM00CM54	Branding Studio		20		20
PAC21SLTI-1016 Studio 3					**20**
AM00CM80	Packaging Studio		20		20
PAC21SLTI-1017 Studio 4					**20**
AM00CM40	Design of Packaging Materials and Structures Studio			20	20
PAC21SLTI-1004 Practical Training					**30**
HA00CE76	Practical Training	5	5		10
HA00CE77	Practical Training 2		10		10
HA00CE78	Practical Training 3			10	10
PAC21SLTI-1005 Thesis					**15**
AO00CE79	Thesis planning			5	5
AO00CE80	Thesis research and writing			5	5
AO00CE81	Thesis publication			5	5

PAC21SLTI-1001 Core Competences: 15 ECTS

AY00CE71 Developing Professional Competences 1: 3 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 career path 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

AY00CE72 Developing Professional Competences 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

AY00CE73 Developing Professional Competences 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

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

KE00CE74 Intercultural Awareness: 3 ECTS

Learning outcomes
Students are able to
-understand cultural similarities and differences
-work effectively with international partners
-analyze business and work life cultures including Finland using different cultural frameworks
-understand culture adaptation and adjustment.

KE00CE75 English for Professional Communication: 5 ECTS

Learning outcomes
A student is able to
- identify the characteristics of academic texts and to apply academic conventions to their writing
- demonstrate critical thinking and find, evaluate and use information effectively
- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- function collaboratively in contemporary working environments in English.

PAC21SLTI-1002 Professional Core Competences: 100 ECTS

PAC21SLTI-1018 : 6 ECTS

K200CE69 Finnish 1: 3 ECTS

Learning outcomes
The student is able to
- identify and use the course vocabulary and phrases for common everyday situations
- tell about oneself and understand basic questions
- read and write simple sentences related to the course topics.

K200CE70 Finnish 2: 3 ECTS

Learning outcomes
The student is able to
- communicate in most common everyday situations
- understand slowly and clearly spoken Finnish when the topic and the vocabulary are familiar
- understand and write a simple message or text
- use the basic vocabulary and some grammatical structures of Finnish.

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.

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.

PAC21SLTI-1026 Foundation Studies in Fine Arts: 15 ECTS

AM00CN22 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.

AM00CN23 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.

AM00CN24 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.

PAC21SLTI-1027 Basic Studies in Design: 30 ECTS

AM00CN25 Introduction to Design: 5 ECTS

Learning outcomes
The student is able to
- explain the term design and describe how design affects the development of everyday life, society and businesses

- make use of design thinking and some of the typical design process and methods for solving problems.

AM00CN26 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.

AM00CN27 Ergonomics and Accessibility: 5 ECTS

Learning outcomes
The student is able to
- apply the basics of ergonomics in their design work
- apply the principles of accessibility and design-for-all in their design work

AM00CN28 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.

AM00CN29 Working in CAD: 5 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.

AM00CN30 Basics of Service Design: 5 ECTS

Learning outcomes
The student is able to
- use service design terminology, methods and processes in design work
- function as a member of a multidisciplinary team in a goal-oriented way
- apply design thinking to assignments and problem solving
- recognize the importance of foresight in service design
- produce visual presentations of services.

PAC21SLTI-1024 Basic Studies in Packaging and Brand Design: 20 ECTS

AM00CN31 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.

AM00CN32 Presentation Methods: 5 ECTS

Learning outcomes
The student is able to
- create a visual presentation of a design
- facilitate discussion by drawing
- create finalized presentation materials and work drawings
- explain the possibilities and restrictions of both hand drawn and digital presentation methods.

AM00CN33 Structures and Materials: 5 ECTS

Learning outcomes
The student knows how to
- describe the basic principles of designing structures
- assess materials from the perspectives of durability, serviceability, aesthetics and product costs
- design functional structures and select appropriate materials for a design

AM00CN34 CAD, 3D and visualization: 5 ECTS

Learning outcomes
The student is able to
- perform basic 3D-modelling and visualisation workflows using CAD software and is able to use the terminology of 3D-modelling
- apply previously learned CAD skills in more advanced CAD assignments and 3D-modelling
- compare different modelling techniques and formats.

PAC21SLTI-1025 Core Studies in Packaging and Brand Design: 19 ECTS

AM00CN39 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.

AM00CN36 Advanced Prototyping: 5 ECTS

Learning outcomes
Students are be able to
- compare and choose materials for a model
- demonstrate a command of three-dimensional sketching
- independently use appropriate modelling tools and equipment in an assignment.

AM00CN37 VR/XR/AR for Design: 5 ECTS

Learning outcomes
The students are able to
- define the concepts of VR (Virtual Reality), XR (eXtended Reality) and AR (Augmented Reality) and to discuss the application possibilities of these and other comparable technologies
- to design solutions in which XR/AR technologies and methods support user experience, learning, marketing communication or other customer needs.

AM00CM29 Design for Manufacturing: 4 ECTS

Learning outcomes
Students are able to
- Understand how manufacturing methods and material selection might affect the design process
- Describe manufacturing processes considering designed applications, users and economic impacts
- Define and differentiate diverse manufacturing processes in mass production of products
- Understand and explain the effect of material selection in a production process of a concept
- Define the key function of production tools on final product features
- Highlight key production prerequisites in transformation of design to a final product balancing aesthetic and functionality

PAC21SLTI-1028 The Creative Professional: 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.

AM00CN38 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.

PAC21SLTI-1003 Complementary Competences: 80 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.

PAC21SLTI-1021 Studio 1: 20 ECTS

AM00CM60 Sustainable Design Studio: 20 ECTS

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

Sustainable Design Theory (5 ECTS)
The student is able to
- describe the principles and opportunities of environmental and ethical thinking in design
- acquire information about product life cycles, materials, manufacturing methods, legislation and eco-efficient technologies and practices
- describe eco-efficient product development strategies.

Sustainable Design Workshop (15 ECTS)
The student is able to
- design products with consideration of life cycles, materials, manufacturing methods, legislation and eco-efficient technologies and practices
- use systemic thinking and understands the basics of innovation ecosystems
- use eco-efficient product development strategies.

PAC21SLTI-1020 Studio 2: 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.

PAC21SLTI-1016 Studio 3: 20 ECTS

AM00CM80 Packaging Studio: 20 ECTS

Learning outcomes
The student is able to
- design packaging and product graphics according to the goals of an assignment
- support the brand management of the client with their design
- create production-ready files of the packaging designs
- test and develop the usability and ergonomics of packaging
- work within the role of their specialization in design and marketing teams.

PAC21SLTI-1017 Studio 4: 20 ECTS

AM00CM40 Design of Packaging Materials and Structures Studio: 20 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.

PAC21SLTI-1004 Practical Training: 30 ECTS

HA00CE76 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

HA00CE77 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

HA00CE78 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

PAC21SLTI-1005 Thesis: 15 ECTS

AO00CE79 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.

AO00CE80 Thesis research and writing: 5 ECTS

Learning outcomes

The student can

• implement the thesis on the basis of an approved thesis plan.

AO00CE81 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.