

**Curriculum at LAB University of Applied Sciences
2022-2023**

**Bachelor of Culture and Arts, Service Design 22S, full-time
studies, Lahti**

Code	Name	1 y	2 y	3 y	4 y	ECTS total
MLTIPAL22S-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
MLTIPAL22S-1002 Professional Core Competence						90
MLTIPAL22S-1003 Foundation Studies in Fine Arts						15
AM00CF73	Color, Form and Composition	5				5
AM00BV66	Visual Design	5				5
AM00CE41	Art History	5				5
MLTIPAL22S-1004 Basic Studies in Design						20
AM00CF02	Introduction to Design	5				5
AM00CH64	Presentation Methods	5				5
AM00CR51	Visual Software Tools	5				5
AM00BW37	User-centred Design	5				5
MLTIPAL22S-1005 Basic Studies in Service Design						15
AM00CF03	Basics of Service Design	5				5
AM00BW23	Creative Design Methods	5				5
AM00BW19	Developing by Experimenting	5				5
MLTIPAL22S-1006 Core Studies in Service Design						30
AM00CF00	Usability, User Interfaces and Interaction Design		5			5
AM00BV89	Information Design		5			5
AM00CE50	Marketing Communication and Branding		5			5
AM00CN40	Design of Service Environments		5			5
AM00CM66	Working in CAD		5			5
AM00CG75	Strategic Design		5			5
MLTIPAL22S-1007 The Creative Professional						10

AM00CD93	A More Sustainable Life – International project		5			5
AM00CE55	Business Skills and Professional Practices			5		5
MLTIPAL22S-1008 Complementary Competence						90
MLTIPAL22S-1009 Studio 1						20
AM00CM90	Service Design Studio		20			20
MLTIPAL22S-1010 Studio 2						20
AM00CM61	Urban Design and Public Services Design Studio			20		20
MLTIPAL22S-1011 Studio 3						20
AM00CM56	UI/IxD Studio			20		20
AM00CM78	Product Development Studio					0
MLTIPAL22S-1012 International Student Exchange						30
MLTIPAL22S-1013 Studio 4						20
AM00CM62	Interior Design Studio				20	20
AM00CM59	XR/AR Studio					0
AM00CM54	Branding Studio					0
AM00CM99	Game Design Studio					0
AM00CM67	Intelligent Mobility Studio					0
MLTIPAL22S-1014 Elective Studies						10
AM00CM92	Studio Portfolio 1					0
AM00CM93	Studio Portfolio 2					0
AM00CM94	Studio Portfolio 3					0
AM00BV84	Research and Development in a Thesis Work					0
MLTIPAL22S-1015 Studies completed at other universities						0
MLTIPAL22S-1016 Practical Training						30
HA00CD54	Practical Training		5	5		10
HA00BU51	Practical Training 2			5	5	10
HA00BU52	Practical Training 3			5	5	10
MLTIPAL22S-1017 Thesis Work						15
AO00BU53	Thesis Planning				5	5
AO00BU54	Thesis Research and Writing				5	5
AO00BU55	Thesis Publication				5	5

MLTIPAL22S-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

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- 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.

MLTIPAL22S-1002 Professional Core Competence: 90 ECTS

MLTIPAL22S-1003 Foundation Studies in Fine Arts: 15 ECTS

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.

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.

MLTIPAL22S-1004 Basic Studies in Design: 20 ECTS

AM00CF02 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.

AM00CH64 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.

AM00CR51 Visual Software 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

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- find guides and information about the use of more advanced tools in design software.

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.

MLTIPAL22S-1005 Basic Studies in Service Design: 15 ECTS

AM00CF03 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.

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

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.

MLTIPAL22S-1006 Core Studies in Service Design: 30 ECTS

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.

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.

AM00CN40 Design of Service Environments: 5 ECTS

Learning outcomes

The student is able to

- realize the human scale in the design of interiors
- understand the basics of accessibility and ergonomics

AM00CM66 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.

AM00CG75 Strategic Design: 5 ECTS

Learning outcomes

The student is able to

- explain the basic principles of strategic design
- create new models of value creation by applying design thinking, foresight and ideation in innovation activities
- present a design concept that takes into account the customer's brand

- set goals and draft a plan for a design strategy.

MLTIPAL22S-1007 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.

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.

MLTIPAL22S-1008 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.

MLTIPAL22S-1009 Studio 1: 20 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

MLTIPAL22S-1010 Studio 2: 20 ECTS

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

MLTIPAL22S-1011 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)

AM00CM78 Product Development Studio: 20 ECTS

Learning outcomes

The student is able to

- understand different approaches to the product development process
- recognize the role of innovations and foresight as a part of the product development process
- design within the limitations of manufacturing and understands the relationship between design and production
- understand the basics of manufacturing supply chains and subcontracting

- use foresight and create innovations in the product development process
- apply mainstream materials and methods of manufacture in their design work
- work in their own professional role within a multidisciplinary team.

MLTIPAL22S-1012 International Student Exchange: 30 ECTS

Courses included in the study module

Studies completed according to a separate Learning Agreement at an international partner university.

MLTIPAL22S-1013 Studio 4: 20 ECTS**AM00CM62 Interior Design Studio: 20 ECTS****Learning outcomes**

This studio course module includes these themes:

Home Interiors Design (10 ECTS)

The student is able to

- observe and analyze the scale, form, functionality and atmosphere of a living space
- create spatial design solutions that are ergonomic and friendly for all senses
- design living spaces that meet contemporary requirements for comfortable living and the requirements of the construction industry
- draft the documentation related to home interior design work.

Public Interiors Design (10 ECTS)

The student is able to

- take the special requirements for public spaces into account in the design work
- create a concept design for a service space
- create documentation of the interior design, furnishings and lighting for a public interior space
- design accessible public interiors
- work in a multidisciplinary project and communicate professionally.

AM00CM59 XR/AR Studio: 20 ECTS**Learning outcomes**

The student is able to

- define the concepts of XR (extended reality) and AR (augmented reality) and discuss the possibilities of these and related technologies
- design concepts where XR/AR technologies support user experience, learning, marketing or other client needs and requirements
- produce prototypes that allow the evaluation and further development of XR/AR concepts
- function in their professional role in a multidisciplinary design and production team.

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.

AM00CM99 Game Design Studio: 20 ECTS

Learning outcomes

The students is able to

- describe the roles of design, mechanics and narrative as tools when creating experiences to a player
- describe the stages of a game design process
- give examples of how game mechanics can be used in non-game applications
- 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 document a game concept design in an industry standard way and communicate with the production stakeholders.

AM00CM67 Intelligent Mobility Studio: 20 ECTS

Learning outcomes

The student is able to

- design solutions for the needs of personal and public mobility
- present their concepts and designs both visually and by prototyping
- take a systemic approach to mobility solutions and design solutions that take sustainability and regulatory issues into account.

MLTIPAL22S-1014 Elective Studies: 10 ECTS

AM00CM92 Studio Portfolio 1: 2 ECTS

Learning outcomes

The students are able to

- document their work and competence in a visual way
- create a written describe assignments and their working process in a clear and concise way
- produce a visual portfolio.

AM00CM93 Studio Portfolio 2: 2 ECTS

Learning outcomes

The students are able to

- document their work methods and process both visually and textually
- situate their expertise and expression in the professional field
- produce a comprehensive visual portfolio of their work.

AM00CM94 Studio Portfolio 3: 1 ECTS

Learning outcomes

The students are able to

- report their work on a project to the client, project management or funder
- demonstrate, using citations, that they are familiar with practices in their field
- create a visual written project report.

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.

MLTIPAL22S-1015 Studies completed at other universities: 0 ECTS

Courses included in the study module

You can complete courses at other higher education institutions for example through CampusOnline or as an Open University student.

MLTIPAL22S-1016 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 in 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

MLTIPAL22S-1017 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.