

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

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

| Code | Name | 1 y | 2 y | 3 y | 4 y | ECTS total |
|--|---|-----|-----|-----|-----|------------|
| MLTIGR22S-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 |
| MLTIGR22S-1002 Professional Core Competence | | | | | | 90 |
| MLTIGR22S-1003 Foundation Studies in Fine Arts | | | | | | 15 |
| AM00CE41 | Art History | 5 | | | | 5 |
| AM00CF73 | Color, Form and Composition | 5 | | | | 5 |
| AM00BV66 | Visual Design | 5 | | | | 5 |
| MLTIGR22S-1004 Foundation Studies in Visual Communication | | | | | | 15 |
| AM00CR51 | Visual Software Tools | 5 | | | | 5 |
| AM00CE46 | Basics of Graphic Design | 5 | | | | 5 |
| AM00CE48 | History of Visual Communication | 5 | | | | 5 |
| MLTIGR22S-1005 Basic Studies in Graphic Design | | | | | | 20 |
| AM00CF42 | Vector Graphics | 5 | | | | 5 |
| AM00CF40 | Illustration Basics | 5 | | | | 5 |
| AM00CF43 | Basics of Typography | 5 | | | | 5 |
| AM00CM46 | Basics of Publication Design | 5 | | | | 5 |
| MLTIGR22S-1006 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 |
| MLTIGR22S-1007 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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|---|---|--|----|-----|-----------|
| MLTIGR22S-1008 Luovan alan ammatillaisuus | | | | | 10 |
| AM00CD93 | A More Sustainable Life – International project | | 5 | | 5 |
| AM00CE55 | Business Skills and Professional Practices | | | 5 | 5 |
| MLTIGR22S-1009 Complementary Competence | | | | | 90 |
| MLTIGR22S-1010 Studio 1 | | | | | 20 |
| AM00CM55 | Illustration Studio | | 20 | | 20 |
| MLTIGR22S-1011 Studio 2 | | | | | 20 |
| AM00CM54 | Branding Studio | | | 20 | 20 |
| MLTIGR22S-1012 Studio 3 | | | | | 20 |
| AM00CM56 | UI/IxD Studio | | | 20 | 20 |
| AM00CM80 | Packaging Studio | | | | 0 |
| AM00CM90 | Service Design Studio | | | | 0 |
| MLTIGR22S-1013 International Student Exchange | | | | | 30 |
| MLTIGR22S-1014 Studio 4 | | | | | 20 |
| AM00CM57 | Publication Studio | | | | 20 |
| AM00CM99 | Game Design Studio | | | | 0 |
| MLTIGR22S-1015 Elective Studies | | | | | 10 |
| AM00CM92 | Studio Portfolio 1 | | 1 | 1 | 2 |
| AM00CM93 | Studio Portfolio 2 | | | 2 | 2 |
| AM00CM94 | Studio Portfolio 3 | | | | 1 |
| AM00BV84 | Research and Development in a Thesis Work | | | 2,5 | 2,5 |
| MLTIGR22S-1016 Studies completed at other universities | | | | | 0 |
| MLTIGR22S-1017 Practical Training | | | | | 30 |
| HA00CD54 | Practical Training | | | 5 | 5 |
| HA00BU51 | Practical Training 2 | | | 5 | 5 |
| HA00BU52 | Practical Training 3 | | | 5 | 5 |
| MLTIGR22S-1018 Thesis Work | | | | | 15 |
| AO00BU53 | Thesis Planning | | | | 5 |
| AO00BU54 | Thesis Research and Writing | | | | 5 |
| AO00BU55 | Thesis Publication | | | | 5 |

MLTIGR22S-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.

MLTIGR22S-1002 Professional Core Competence: 90 ECTS**MLTIGR22S-1003 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.

MLTIGR22S-1004 Foundation Studies in Visual Communication: 15 ECTS**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
- 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**Learning outcomes**

The student is able to

- explain the development stages of visual communication media from historic to current times
- view genres in context with other cultural phenomena in their time periods
- recognize different periodical styles and major influencers in graphic design, typography and

photography

- view their own work as a part of a continuum of a long tradition of visual culture.

MLTIGR22S-1005 Basic Studies in Graphic Design: 20 ECTS

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.

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 work and is familiar with the process of creating illustrations.

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

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.

MLTIGR22S-1006 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.

MLTIGR22S-1007 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.

MLTIGR22S-1008 : 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.

MLTIGR22S-1009 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.

MLTIGR22S-1010 Studio 1: 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.

MLTIGR22S-1011 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.

MLTIGR22S-1012 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)

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.

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

MLTIGR22S-1013 International Student Exchange: 30 ECTS

Courses included in the study module

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

MLTIGR22S-1014 Studio 4: 20 ECTS

AM00CM57 Publication Studio: 20 ECTS

Learning outcomes

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

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.

MLTIGR22S-1015 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.

MLTIGR22S-1016 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.

MLTIGR22S-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 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 into the work done in practical training

MLTIGR22S-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.