

**Curriculum at LAB University of Applied Sciences  
2023-2024**

**Bachelor of Culture and Arts, Service Design 23K, full-time  
studies, Lahti**

Code	Name	1 y	2 y	3 y	4 y	ECTS total
<b>MLTIPAL23K-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>MLTIPAL23K-1002 Professional Core Competence</b>						<b>90</b>
<b>MLTIPAL23K-1003 Foundation Studies in Fine Arts</b>						<b>15</b>
AM00CF73	Color, Form and Composition	5				5
AM00BV66	Visual Design	5				5
AM00CE41	Art History	5				5
<b>MLTIPAL23K-1004 Basic Studies in Design</b>						<b>20</b>
AM00CF02	Introduction to Design	5				5
AM00CH64	Presentation Methods	5				5
AM00CR51	Visual Software Tools	5				5
AM00BW37	User-centred Design	5				5
<b>MLTIPAL23K-1005 Basic Studies in Service Design</b>						<b>15</b>
AM00CF03	Basics of Service Design	5				5
AM00BW23	Creative Design Methods	5				5
AM00BW19	Developing by Experimenting	5				5
<b>MLTIPAL23K-1006 Core Studies in Service Design</b>						<b>30</b>
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
<b>MLTIPAL23K-1007 The Creative Professional</b>						<b>10</b>

AM00CD93	A More Sustainable Life – International project		5			5
AM00CE55	Business Skills and Professional Practices			5		5
<b>MLTIPAL23K-1008 Complementary Competence</b>						<b>90</b>
<b>MLTIPAL23K-1009 Studio 1</b>						<b>20</b>
AM00CM90	Service Design Studio		20			20
<b>MLTIPAL23K-1010 Studio 2</b>						<b>20</b>
AM00CM61	Urban Design and Public Services Design Studio			20		20
<b>MLTIPAL23K-1011 Studio 3</b>						<b>20</b>
AM00CM56	UI/IxD Studio			20		20
AM00CM78	Product Development Studio					0
<b>MLTIPAL23K-1013 Studio 4</b>						<b>20</b>
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
<b>MLTIPAL23K-1012 International Student Exchange</b>						<b>30</b>
<b>MLTIPAL23K-1015 Studies completed at other universities</b>						<b>0</b>
<b>MLTIPAL23K-1014 Elective Studies</b>						<b>10</b>
AM00CM92	Studio Portfolio 1					0
AM00CM93	Studio Portfolio 2					0
AM00CM94	Studio Portfolio 3					0
AM00BV84	Research and Development in a Thesis Work					0
<b>MLTIPAL23K-1016 Practical Training</b>						<b>30</b>
HA00CD54	Practical Training		5	5		10
HA00BU51	Practical Training 2			5	5	10
HA00BU52	Practical Training 3			5	5	10
<b>MLTIPAL23K-1017 Thesis Work</b>						<b>15</b>
AO00BU53	Thesis Planning				5	5
AO00BU54	Thesis Research and Writing				5	5
AO00BU55	Thesis Publication				5	5

## **MLTIPAL23K-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.

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## **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.

## **MLTIPAL23K-1002 Professional Core Competence: 90 ECTS**

## **MLTIPAL23K-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.

## **MLTIPAL23K-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

- 
- 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.

### **MLTIPAL23K-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.

### **MLTIPAL23K-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.

## **MLTIPAL23K-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.

## **MLTIPAL23K-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.

### **MLTIPAL23K-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

### **MLTIPAL23K-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

### **MLTIPAL23K-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.

### **MLTIPAL23K-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.

### **MLTIPAL23K-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.

### **MLTIPAL23K-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.

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## **MLTIPAL23K-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.

### **MLTIPAL23K-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

### **MLTIPAL23K-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.