Curriculum at LAB University of Applied Sciences 2023-2024

02.02.2023

Bachelor of Culture and Arts, Media Design 23S, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
MLTIMES23S-1026 Common Studies						**15**
AY00BU47	Developing professional competence 1	1				1
AY00BU48	Developing professional competence 2		1			1
AY00BU49	Developing professional competence 3			1		1
AY00BT63	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
MLTIMES23S-1027 Professional Core Competence						**130**
MLTIMES23S-1028 Foundation Studies in Fine Arts						**15**
AM00CE41	Art History	5				5
AM00CF73	Color, Form and Composition	5				5
AM00BV66	Visual Design	5				5
MLTIMES23S-1029 Foundation Studies in Visual Communication						**15**
AM00CE46	Basics of Graphic Design	5				5
AM00CE42	Digital Photography	5				5
AM00CE48	History of Visual Communication	5				5
MLTIMES23S-1030 Media Design Basics						**20**
AM00CR51	Visual Software Tools	5				5
AM00CE56	Basics of Media Design	5				5
AM00CE97	Audiovisual Media Tools	5				5
AM00BV89	Information Design	5				5
MLTIMES23S-1031 Studio 1: Visual Storytelling						**25**
AM00CE98	Dramaturgy and Storyboarding		5			5
AM00CE49	Visual Storytelling And The Design of Audiovisual Content		5			5
AM00BV93	Animation		5			5
AM00CM97	Animation or Motion Graphics Project		10			10
MLTIMES23S-1032 Studio 2: Audiovisual Production						**25**
AM00CE99	Production Planning and Project Management		5			5

Code	Name				
AM00CR52	Professional Audiovisual Media Skills	10			10
AM00CM98	Audiovisual Project	10			10
MLTIMES23S-1033	**Core Studies in Media Design**				**30**
AM00CE50	Marketing Communication and Branding	5			5
AM00CD93	A More Sustainable Life – International project	5			5
AM00CF00	Usability, User Interfaces and Interaction Design		5		5
AM00CE55	Business Skills and Professional Practices		5		5
AM00BV84	Research and Development in a Thesis Work		1,5	3,5	5
AM00CM92	Studio Portfolio 1	2			2
AM00CM93	Studio Portfolio 2		2		2
AM00CM94	Studio Portfolio 3		1		1
MLTIMES23S-1034	**Complementary Competence**				**50**
MLTIMES23S-1035	**Studio 3**				**20**
AM00CM99	Game Design Studio		20		20
AM00CM59	XR/AR Studio				0
AM00CM54	Branding Studio				0
MLTIMES23S-1036	**Studio 4**				**20**
AM00CM91	Media Design Project Studio		20		20
AM00CM56	UI/IxD Studio				0
AM00CR13	Assistant Project Coordinator				0
MLTIMES23S-1037	**International Student Exchange**				**30**
MLTIMES23S-1038	**Elective Studies**				**10**
AM00CR12	Teaching and project assistant				0
MLTIMES23S-1039	**Studies completed at other universities**				**0**
MLTIMES23S-1040	**Practise**				**30**
HA00CD54	Practise	3,5	6,5		10
HA00BU51	Practical Training 2		4	6	10
HA00BU52	Practical Training 3		4	6	10
MLTIMES23S-1041	**Thesis Work**				**15**
AO00BU53	Thesis Planning			5	5
AO00BU54	Thesis Research and Writing			5	5
AO00BU55	Thesis Publication			5	5

MLTIMES23S-1026 Common Studies: 15 ECTS

AY00BU47 Developing professional competence 1: 1 ECTS

Learning outcomes
The student is able to
- plan their own learning and cooperate in situations related to their own field of studies
- recognize their own competence and the needs to develop them further and to plan their

careerpath observing them
- act as a group member- operate in the learning environments of LAB University of Applied Sciences
- picture their own field of studies and its future skills- give feedback on tuition and services and thus participate in the development of education

AY00BU48 Developing professional competence 2: 1 ECTS

Learning outcomes
The student is able to
- utilize various learning opportunities in curriculum
- recognize and aim their own competences to be in level with the future career requirements
- create a study plan that supports the future career goal
- give feedback on tuition and services and thus participate in the development of education

AY00BU49 Developing professional competence 3: 1 ECTS

Learning outcomes
The student is able to
- identify themselves as a learner and develop their own learning skills- evaluate innovative or alternative future competences required in their own field
- recognize and aim their own competences to be in level with the future career requirements
- masters the professional concepts of their own field and is able to point out their competenciesduring job recruitment processes
- give feedback on tuition and services and thus participate in the development of education

AY00BT63 Orientation to Sustainability Thinking: 2 ECTS

Learning outcomes
The student is able to
- 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

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.

MLTIMES23S-1027 Professional Core Competence: 130 ECTS

MLTIMES23S-1028 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.

MLTIMES23S-1029 Foundation Studies in Visual Communication: 15 ECTS

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.

AM00CE42 Digital Photography: 5 ECTS

Learning outcomes
The student is able to
- use digital single lens reflex camera and lenses in a professional manner
- utilize workflows for managing digital image assets and manage and manipulate raw image files in software
- explain concepts related to digital photography
- use pigment-ink-printers provided by the school and recognize different printing methods and media
- use digital technology in visual expression.

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.

MLTIMES23S-1030 Media Design Basics: 20 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.

AM00CE56 Basics of Media Design: 5 ECTS

Learning outcomes
The student is able to
- understand the characteristics of different media and distribution channels and how they affect content design work
- the foundations of multimedia design methods
- recognizes their personal strengths and development needs regarding media design work
- work in a professional role in a media design team.

AM00CE97 Audiovisual Media Tools: 5 ECTS

Learning outcomes
The student is able to
- develop their skills with different tools
- use the concepts of media technology and digital data and describe the technical foundations of moving and still image and audio production
- design and produce basic audio and edit audio using various methods and tools.

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.

MLTIMES23S-1031 Studio 1: Visual Storytelling: 25 ECTS

AM00CE98 Dramaturgy and Storyboarding: 5 ECTS

Learning outcomes
The student is able to
-

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.

AM00BV93 Animation: 5 ECTS

Learning outcomes
The student is able to
- use animation tools
- produce draft-level animations to design visual narratives
- use the means of animation to enliven visual narrative expression.

AM00CM97 Animation or Motion Graphics Project: 10 ECTS

Learning outcomes
The student is able to
- analyze the assignment to produce a content and production plan
- present a visual and content design proposal for a project
- plan the production team's different roles and responsibilities
- manage a production project using industry standard methods and tools.

MLTIMES23S-1032 Studio 2: Audiovisual Production: 25 ECTS

AM00CE99 Production Planning and Project Management: 5 ECTS

Learning outcomes
The student is able to
- describe the roles and responsibilities in an audiovisual production project
- plan the project and project phasing of an audiovisual content production
- utilize tools and methods of project management
- further their knowledge and skills in production tools.

AM00CR52 Professional Audiovisual Media Skills: 10 ECTS

Learning outcomes
The student is able to

- apply their professional tool skills in their expression according to an external assignment
- utilize their knowledge and skills in image, sound and post-production in a production environment
- plan and produce audiovisual content.

AM00CM98 Audiovisual Project: 10 ECTS

Learning outcomes
The student is able to
- work in their professional role in a multidisciplinary production team and understands the responsibilities of different roles in relation to the whole of the production
- function in a team in a way that supports the teams goals and is able to coordinate the team's work
- interpret a script or content plan to derive goals for their own role.

MLTIMES23S-1033 Core Studies in Media Design: 30 ECTS

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.

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.

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.

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.

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.

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.

MLTIMES23S-1034 Complementary Competence: 50 ECTS

MLTIMES23S-1035 Studio 3: 20 ECTS

Courses included in the study module
Each studio is a 20 credit course. You choose your studio-course well in advance in discussion with

your tutor teacher.

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.

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.

MLTIMES23S-1036 Studio 4: 20 ECTS

AM00CM91 Media Design Project Studio: 20 ECTS

Learning outcomes
The student is able to
- define their own professional special competence and set goals for their professional development
- plan, schedule and coordinate their own work and the work of the team
- work responsibly in a multidisciplinary team and use industry standard tools and working methods
- utilize research and development methodology in an assignment
- report and present the project and it's results to clients and other project stakeholders.

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)

AM00CR13 Assistant Project Coordinator: 20 ECTS

Learning outcomes
The student knows how to
- plan teamwork to achieve set goals
- utilize project management methods and tools
- produce reports and other stakeholder communications on project progress
- work with clients in a responsible role
- support the project-based learning of their peers
- analyze the working process and it's outcomes to produce new knowledge and learning.

MLTIMES23S-1037 International Student Exchange: 30 ECTS

Courses included in the study module
Studies completed according to a separate Learning Agreement at an international partner university.

MLTIMES23S-1038 Elective Studies: 10 ECTS

AM00CR12 Teaching and project assistant: 5 ECTS

Learning outcomes
The student is able to
- plan their own work based on a project plan or realization plan
- assist others in a team to achieve shared goals
- produce a report on their own work as a part of a project and review learning.

MLTIMES23S-1039 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.

MLTIMES23S-1040 Practise: 30 ECTS

HA00CD54 Practical Training: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

HA00BU51 Practical Training 2: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

HA00BU52 Practical Training 3: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the

profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

MLTIMES23S-1041 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.