

Curriculum at LAB University of Applied Sciences  
2024-2025

# Bachelor of Culture and Arts, Visual Communication Design 24S, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
<b>MLTIVVM24S-1001</b>	<b>CORE COMPETENCE</b>					<b>120</b>
<b>MLTIVVM24S-1002</b>	<b>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>MLTIVVM24S-1003</b>	<b>Professional Core Competence</b>					<b>105</b>
<b>MLTIVVM24S-1010</b>	<b>Perusopinnot</b>					<b>60</b>
AM00DA94	Taidehistoria	5				5
AM00DA95	Ohjelmistot ja esitystekniikat	5				5
AM00DA96	Va?ri, muoto ja sommittelu	5				5
AM00DB18	Visuaalinen ilmaisu	5				5
AM00DB19	Graafisen suunnittelun perusteet	5				5
AM00DA99	Ohjelmisto-osaaminen		5			5
AM00DB20	Pakkausmuotoilun perusteet	5				5
AM00DB21	Visuaalisen viestinnän ja muotoilun historia	5				5
AM00DB22	Typografian perusteet	5				5
AM00DB03	Ihmislähtöinen muotoilu	5				5
AM00DB05	Brändin ja identiteetin muotoilu		5			5
AM00DB23	Kuva ja teoria		5			5
<b>MLTIVVM24S-1006</b>	<b>Practical Training</b>					<b>30</b>
HA00DB06	Harjoittelu 1					0
HA00DB07	Harjoittelu 2					0
<b>MLTIVVM24S-1005</b>	<b>Thesis</b>					<b>15</b>
AO00BU53	Thesis Planning				5	5

AO00BU54	Thesis Research and Writing				5	5
AO00BU55	Thesis Publication				5	5
<b>MLTIVVM24S-1007</b>	<b>COMPLEMENTARY COMPETENCE</b>					<b>120</b>
<b>MLTIVVM24S-1014</b>	<b>Syventävät opinnot</b>					<b>45</b>
AM00DB24	Graafisen suunnittelun modernit suunnittelumenetelmät		15			15
AM00DB26	Konseptisuunnittelu		15			15
AM00DB25	Brändi-identiteetti ja sen soveltaminen		15			15
<b>MLTIVVM24S-1015</b>	<b>Studiot</b>					<b>75</b>
<b>MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1000</b>	<b>Studio 1</b>					<b>15</b>
AM00DB58	Visual production studio			15		15
AM00DB27	Brand experience studio			15		15
AM00DB28	Visual storytelling Studio			15		15
<b>MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1001</b>	<b>Studio 2</b>					<b>15</b>
AM00DB29	Information design studio			15		15
AM00DB30	Future of publishing studio			15		15
AM00DB59	Experimental design studio			15		15
<b>MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1002</b>	<b>Monialaiset studiot</b>					<b>2</b>
AM00DB15	Monialainen studio 1			15		15
AM00DB16	Monialainen studio 2			15		15
<b>MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1003</b>	<b>Opinnäytetyöstudio</b>					<b>15</b>
AM00DB17	Opinnäytetyöstudio				15	15

## MLTIVVM24S-1001 CORE COMPETENCE: 120 ECTS

## MLTIVVM24S-1002 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.

## **MLTIVVM24S-1003 Professional Core Competence: 105 ECTS**

## **MLTIVVM24S-1010 : 60 ECTS**

## **AM00DA94 : 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.

## **AM00DA95 : 5 ECTS**

## **AM00DA96 : 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.

## **AM00DB18 : 5 ECTS**

### **Learning outcomes**

The student can

- present their own works to an audience of peers and evaluate them critically
- use different visual idealization methods
- use their observations and feelings as starting points for creative thinking
- compare the connections between visual arts and other visual culture
- analyze, interpret and explain the visual culture of our time.

## **AM00DB19 : 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, typography, and illustrations for a given assignment
- work according to the design thinking process
- use ideation and problem-solving skills, self-expression and creative thinking

## **AM00DA99 : 5 ECTS**

## **AM00DB20 : 5 ECTS**

### **Learning outcomes**

The student is able to

- describe the primary functions of packaging
- describe the structure of the packaging industry and discuss the role of a packaging designer from the point of view of the industry stakeholders
- design the form and graphic appearance of a package
- build a fibre-based model of a package design
- recognize and compare different cardboard material

## **AM00DB21 : 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.
- know how to describe the periods, characteristics and pivotal representatives of Finnish and international design
- know how to analyse the key stages and characteristics of design history from the point of view of the professional field
- know how to establish the social factors that influence design and analyse the links between design and visual arts

## **AM00DB22 : 5 ECTS**

**Learning outcomes**

The student is able to

- describe the categories of typography and how to use them
- make use of the history of typography in their work
- use the methods of typography to create easy to adopt multi-level and hierarchic text content
- describe and take into consideration the requirements of typography in different medi

**AM00DB03 : 5 ECTS****AM00DB05 : 5 ECTS****AM00DB23 : 5 ECTS****Learning outcomes**

The student is able to

- answer of basic questions about art and aesthetic value
- describe current visual culture theories
- independently search for information about different theories from both printed and digital sources
- apply theoretical models and concepts in their work.

**MLTIVVM24S-1006 Practical Training: 30 ECTS****HA00DB06 : 15 ECTS****HA00DB07 : 15 ECTS****MLTIVVM24S-1005 Thesis: 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.

## **MLTIVVM24S-1007 COMPLEMENTARY COMPETENCE: 120 ECTS**

### **MLTIVVM24S-1014 : 45 ECTS**

### **AM00DB24 : 15 ECTS**

### **AM00DB26 : 15 ECTS**

### **AM00DB25 : 15 ECTS**

### **MLTIVVM24S-1015 : 75 ECTS**

## **MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1000 Studio 1: 15 ECTS**

### **AM00DB58 Visual production studio: 15 ECTS**

#### **Learning outcomes**

The student is able to

- deepen their software knowledge
- schedule the working process
- take their design from concept through to final production

### **AM00DB27 Brand experience studio: 15 ECTS**

#### **Learning outcomes**

The student is able to

- understand brands and their influence as part of our popular culture
- understand the meaning of brand management and brand creation, and the mechanisms of influence
- create a brand strategy and a complete concept

### **AM00DB28 : 15 ECTS**

## **MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1001 Studio 2: 15 ECTS**

### **AM00DB29 Information design studio: 15 ECTS**

#### **Learning outcomes**

The student is able to

- understand the importance of information in society
- create visual representations of abstract or complex information to facilitate the communication of the

information

- use information design practices in both data visualization and infographics
- apply theoretical models and concepts in design

## **AM00DB30 Future of publishing studio: 15 ECTS**

### **Learning outcomes**

The student is able to

- develops critical writing and research skills
- understands different media and publishing methods and platforms
- produce publishable content

## **AM00DB59 : 15 ECTS**

## **MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1002 Monialaiset studiot: 2 ECTS**

## **AM00DB15 : 15 ECTS**

## **AM00DB16 : 15 ECTS**

## **MLTITM24S-1006-MLTIVVM24S-1007-CATEGORY-1003 Opinnäytetyöstudio: 15 ECTS**

## **AM00DB17 : 15 ECTS**