

Curriculum at LAB University of Applied Sciences 2025-2026

Bachelor of Culture and Arts, Visual Communication Design (in Finnish) 25S, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
MLTIVVM25S-1001	CORE COMPETENCE					120
MLTIVVM25S-1002	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
MLTIVVM25S-1003	Professional Core Competence					105
MLTIVVM25S-1004	Perusopinnot					60
AM00DA94	Art History	5				5
AM00DA95	Computer-aided production and presentation	5				5
AM00DA96	Color, Form and Composition	5				5
AM00DB18	Visual Expression	5				5
AM00DB19	Basics of Graphic Design	5				5
AM00DA99	Ohjelmisto-osaaminen		5			5
AM00DB20	Pakkausmuotoilun perusteet	5				5
AM00DB21	Visuaalisen viestinnän ja muotoilun historia	5				5
AM00DB22	Fundamentals of typography	5				5
AM00DB03	Human-centered design	5				5
AM00DB05	Brand and identity design		5			5
AM00DB23	Image and theory		5			5
MLTIVVM25S-1005	Practical Training					30
HA00DB06	Harjoittelu 1					0
HA00DB07	Harjoittelu 2					0
MLTIVVM25S-1006	Thesis					15
AO00BU53	Thesis Planning				5	5

AO00BU54	Thesis Research and Writing				5	5
AO00BU55	Thesis Publication				5	5
MLTIVVM25S-1007	COMPLEMENTARY COMPETENCE					120
MLTIVVM25S-1008	Syventävät opinnot					45
AM00DB24	Graafisen suunnittelun modernit suunnittelumenetelmät		15			15
AM00DB26	Konseptisuunnittelu		15			15
AM00DB25	Brändi-identiteetti ja sen soveltaminen		15			15
MLTIVVM25S-1009	Studiot					75
MLTIVVM25S-MLTIVVM24S-CATEGORY-1000	Studio 1					15
AM00DB58	Visual production studio			15		15
AM00DB27	Brand experience studio			15		15
AM00DB28	Visual storytelling Studio			15		15
MLTIVVM25S-MLTIVVM24S-CATEGORY-1001	Studio 2					15
AM00DB29	Information design studio			15		15
AM00DB30	Future of publishing studio			15		15
AM00DB59	Experimental design studio			15		15
MLTIVVM25S-MLTIVVM24S-CATEGORY-1002	Monialaiset studiot					2
AM00DB15	Multidisciplinary Studio			15		15
AM00DB16	Multidisciplinary Studio 2			15		15
MLTIVVM25S-MLTIVVM24S-CATEGORY-1003	Thesis Studio					15
AM00DB17	Thesis Studio				15	15

MLTIVVM25S-1001 CORE COMPETENCE: 120 ECTS

MLTIVVM25S-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.

MLTIVVM25S-1003 Professional Core Competence: 105 ECTS

MLTIVVM25S-1004 : 60 ECTS

AM00DA94 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.

AM00DA95 Computer-aided production and presentation: 5 ECTS

Learning outcomes

The student is familiar with:

- the basics of software in their field
- creating digital presentation material

- using digital tools in their studies and assignments

AM00DA96 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.

AM00DB18 Visual Expression: 5 ECTS

Learning outcomes

The student will be able to

- use their perceptions, feelings and their ability to see as a basis for creative thinking
- analyse, interpret and explain contemporary visual culture
- express their creative thinking visually

AM00DB19 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, 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 Fundamentals of typography: 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 media

AM00DB03 Human-centered design: 5 ECTS

Learning outcomes

The student will be able to:

- the basic concepts of cultural anthropology and their application in design
- social psychological constructs
- identify semiotic methods of analysis
- combine these into creative problem solving

AM00DB05 Brand and identity design: 5 ECTS

Learning outcomes

The student will be able to

- describe key brand theories and understand the meaning of a brand
- use branding methods
- the basics of identity and the mechanisms of its formation

AM00DB23 Image and theory: 5 ECTS

Learning outcomes

The student is able to

- basics of image reading 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.

MLTIVVM25S-1005 Practical Training: 30 ECTS

HA00DB06 : 15 ECTS

HA00DB07 : 15 ECTS

MLTIVVM25S-1006 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.

MLTIVVM25S-1007 COMPLEMENTARY COMPETENCE: 120 ECTS

MLTIVVM25S-1008 : 45 ECTS

AM00DB24 : 15 ECTS

AM00DB26 : 15 ECTS

AM00DB25 : 15 ECTS

MLTIVVM25S-1009 : 75 ECTS

MLTIVVM25S-MLTIVVM24S-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 Visual storytelling Studio: 15 ECTS**MLTIVVM25S-MLTIVVM24S-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 Experimental design studio: 15 ECTS**MLTIVVM25S-MLTIVVM24S-CATEGORY-1002 Monialaiset studiot: 2 ECTS**

AM00DB15 Multidisciplinary Studio: 15 ECTS

AM00DB16 Multidisciplinary Studio 2: 15 ECTS

MLTIVVM25S-MLTIVVM24S-CATEGORY-1003 Opinnäytetyöstudio: 15 ECTS

AM00DB17 Thesis Studio: 15 ECTS