

**Curriculum at LAB University of Applied Sciences
2025-2026**

**Bachelor of Culture and Arts, Digital Experience Design (in
Finnish) 25S, online studies**

| Code | Name | 1 y | 2 y | 3 y | 4 y | ECTS total |
|-------------------------|--|-----|-----|-----|-----|---------------|
| MLTIDKS25SV-1010 | CORE COMPETENCE | | | | | 120 |
| MLTIDKS25SV-1011 | 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 |
| MLTIDKS25SV-1012 | Professional Core Competence | | | | | 105 |
| MLTIDKS25SV-1013 | Perusopinnot | | | | | 60 |
| AM00DA94 | Art History | 5 | | | | 5 |
| AM00DA95 | Computer-aided production and presentation | 5 | | | | 5 |
| AM00DA96 | Color, Form and Composition | 5 | | | | 5 |
| AM00DB32 | Visual Expression | 5 | | | | 5 |
| AM00DB72 | UX/UI-suunnittelun perusteet | 5 | | | | 5 |
| AM00DA99 | Ohjelmisto-osaaminen | | 5 | | | 5 |
| AM00DB34 | Basics of Service Design | 5 | | | | 5 |
| AM00DB35 | History of Visual Communication and Design | 5 | | | | 5 |
| AM00DB73 | Introduction to digital environments and artificial intelligence | 5 | | | | 5 |
| AM00DB03 | Human-centered design | 5 | | | | 5 |
| AM00DB37 | Visual Culture Theory | | 5 | | | 5 |
| AM00DB05 | Brand and identity design | | 5 | | | 5 |
| MLTIDKS25SV-1014 | Practical Training | | | | | 30 |
| HA00DB06 | Harjoittelu 1 | | | | | 0 |
| HA00DB07 | Harjoittelu 2 | | | | | 0 |
| MLTIDKS25SV-1015 | Thesis | | | | | 15 |
| AO00BU53 | Thesis Planning | | | | 5 | 5 |

| | | | | | | |
|---|--|--|----|----|----|------------|
| AO00BU54 | Thesis Research and Writing | | | | 5 | 5 |
| AO00BU55 | Thesis Publication | | | | 5 | 5 |
| MLTIDKS25SV-1016 | COMPLEMENTARY COMPETENCE | | | | | 120 |
| MLTIDKS25SV-1017 | Syventävät opinnot | | | | | 45 |
| AM00DB74 | Digital service design and user experience | | 15 | | | 15 |
| AM00DB75 | Idea to app | | 15 | | | 15 |
| AM00DB76 | Innovating digital solutions | | 15 | | | 15 |
| MLTIDKS25SV-1018 | Studiot | | | | | 75 |
| MLTIDKS25SV-MLTIDKS24S-CATEGORY-1000 | Studio 1 | | | | | 15 |
| AM00DB41 | Hybrid interaction studio | | | 15 | | 15 |
| AM00DB42 | Digital experience studio | | | 15 | | 15 |
| MLTIDKS25SV-MLTIDKS24S-CATEGORY-1001 | Studio 2 | | | | | 15 |
| AM00DB43 | UX/UI coding studio | | | 15 | | 15 |
| AM00DB44 | Speculative design studio | | | 15 | | 15 |
| MLTIDKS25SV-MLTIDKS24S-CATEGORY-1003 | Opinnäytetyöstudio | | | | | 15 |
| AM00DB17 | Opinnäytetyöstudio | | | | 15 | 15 |
| MLTIDKS25SV-1019 | Täydentävä osaaminen | | | | | 30 |

MLTIDKS25SV-1010 CORE COMPETENCE: 120 ECTS

MLTIDKS25SV-1011 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.

MLTIDKS25SV-1012 Professional Core Competence: 105 ECTS**MLTIDKS25SV-1013 : 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.

AM00DB32 Visual Expression: 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.

AM00DB72 : 5 ECTS

AM00DA99 : 5 ECTS

AM00DB34 Basics of Service Design: 5 ECTS

AM00DB35 History of Visual Communication and Design: 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 design, graphic design and photography
- view their own work as a part of a continuum of a long tradition of visual culture.

AM00DB73 Introduction to digital environments and artificial intelligence: 5 ECTS

Learning outcomes

The student will be able to...

- identify different types of user interfaces and their characteristics
- understand digital ecosystems and related platforms
- select and apply relevant digital tools in the design and implementation of assignments
- use good practices in the design of different user interfaces
- use artificial intelligence as a tool and apply it critically

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

AM00DB37 Visual Culture Theory: 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.

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

MLTIDKS25SV-1014 Practical Training: 30 ECTS**HA00DB06 : 15 ECTS****HA00DB07 : 15 ECTS****MLTIDKS25SV-1015 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.

MLTIDKS25SV-1016 COMPLEMENTARY COMPETENCE: 120 ECTS**MLTIDKS25SV-1017 : 45 ECTS****AM00DB74 Digital service design and user experience: 15 ECTS****Learning outcomes**

The student is able to

- purposefully utilize various design methods and processes
- define typical factors of user and service experience
- analyze the user experience of a product or service, and report on the findings and suggestions for development thereof
- produce functional and visual designs.

AM00DB75 Idea to app: 15 ECTS**Learning outcomes**

The student is able to

- test the use of a service or software, and develop it according to feedback
- design features, functionalities and user interface for a digital solution
- develop both quick and detailed prototypes
- utilize style guides for various platforms
- produce necessary documentation for the realization of a design.

AM00DB76 Innovating digital solutions: 15 ECTS**Learning outcomes**

The student is able to

- design concepts supporting the service, function or product of an organization
- combine streamlining, agility and design thinking in development work
- model and assess a multi-channel solution as a service process
- assess the added value of different solutions
- use foresight data and methods in design work.

MLTIDKS25SV-1018 : 75 ECTS

MLTIDKS25SV-MLTIDKS24S-CATEGORY-1000 Studio 1: 15 ECTS**AM00DB41 : 15 ECTS****Learning outcomes**

Student can

combine physical and digital environments in design

create meaningful interaction solutions for different spaces

design solutions applying the principles of frictionless and natural guidance

create and use appropriate palette of methods from traditions of service design and UI/UX design

collaborate with and lead interdisciplinary design teams and different stakeholders in designing a product or service.

AM00DB42 Digital experience studio: 15 ECTS**Learning outcomes**

The student is able to

- consider the user's point of view in user and customer experience design
- research basic digital experience design theories and apply them in practice
- choose interactive solutions appropriate to target users
- use human-centred design principles to enhance the aesthetic and functional experience
- determine the usability and user experience of interactive systems to optimize the performance and pleasantness of a product or service.

MLTIDKS25SV-MLTIDKS24S-CATEGORY-1001 Studio 2: 15 ECTS**AM00DB43 : 15 ECTS****AM00DB44 : 15 ECTS****MLTIDKS25SV-MLTIDKS24S-CATEGORY-1003 Opinnäytetyöstudio: 15 ECTS****AM00DB17 : 15 ECTS****MLTIDKS25SV-1019 : 30 ECTS**