

**Curriculum at Lahti University of Applied Sciences
2015-2016**

Degree Program in Media 15S Graphic Design, adult studies

Code	Name	1 y	2 y	3 y	4 y	ECTS total
MIGR15M-1000 CORE COMPETENCIES						210
MIGR15M-1001 BASIC STUDIES						38
MIGR15M-1002 Studies in art						18
05MEVIMU	Visual Design	7				7
05MEVÄRI	Colour	3				3
05METAHI	Art history	5				5
05MEKUVA	Visual culture theory		3			3
MIGR15M-1003 Language studies						10
MI00AW67	Professional communication	3				3
MI00AW69	Information literacy	1				1
MI00AW71	Business English basics	3				3
MI00AX89	Swedish language, written skills	1,5				1,5
MI00AX90	Swedish language, oral skills	1,5				1,5
MIGR15M-1004 Basic studies in media						10
05MEORI	Study Orientation	3				3
05METEOR	Theory of communication	5				5
05MEMEDYRI	Entrepreneurship in media		2			2
MIGR15M-1005 PROFESSIONAL STUDIES						127
MIGR15M-1012 Graphic design basics						15
05METYPOPE	Basics of typography	5				5
05MEKUVPER	Basics of illustration	5				5
MI00AX91	Graphic design basics	5				5
MIGR15M-1013 Visual communication 1						14
05MEVK	Photography	5				5
05MEKUVKÄS	Image editing	4				4
0500AX02	Visual design and layout for publications	5				5
MIGR15M-1014 Illustration						13
0500AX03	Constructing digital images		3			3
05MEKUVTV	Illustration techniques and tools		5			5
05MEPIMAELÄ	Drawing, Painting and life drawing		5			5
MIGR15M-1015 Visual communication 2						16
05MEJULISTE	Poster design		4			4

05MENÄYTT	Exhibition design		4			4
05MEINFOGR	Information graphics		4			4
0500AX04	Logo design		4			4
MIGR15M-1016 Publications and graphic technology						16
05METYPO	Typography		5			5
05MEKIRJASI	Book binding		3			3
0500AX05	E-book		3			3
05MEKIRJAGR	Book art		5			5
MIGR15M-1017 Graphic design: professional practices and history						18
05MEGRVIEH	History of graphic communication		5			5
05MEPORTF	Portfolio		3			3
05MEGRYRIT	Entrepreneurship in graphic design		2			2
05METKM	Research and development methods 5 ECTS				5	5
05MEKUJHITE	History and theory of visual journalism			3		3
MIGR15M-1018 Publications and concept design						20
05MEKAUPPAJ	Commercial publications			5		5
0500AX06	News publications			5		5
0500AX07	Magazines			5		5
0500AX08	Electronic publishing			5		5
MIGR15M-1019 Marketing communication						15
05MEMVBRÄ	Marketing communication and branding			5		5
05MEVISIDSU	Visual identity design			5		5
05MEMAIKAM	Advertising and campaign design			5		5
MIGR15M-1028 PROFESSIONAL PRACTICE						30
05METEH	Professional practice			15		15
05MEERH	Specialisation practice				15	15
MIGR15M-1029 THESIS						15
05MEOPN	Thesis				15	15
MIGR15M-1030 COMPLEMENTARY COMPETENCIES						30
MIGR15M-1031 OTHER PROFESSIONAL STUDIES						15
MIGR15M-1035 Interactive Media and Advanced Typography						15
05MEMUX	User experience design			1,5	1,5	3
0500AY79	Interactive content design					0
0500AX09	Advanced typography			2	2	4
MIGR15M-1036 Comics						15
05MEIDEKÄ	Conception and scripting			1,5	1,5	3
05MEVISTYTE	Visual styles and techniques			2,5	2,5	5
05MESARJPLS	Comic publication and small magazine design			3,5	3,5	7
MIGR15M-1037 Advanced studies in illustration						15
05METIETOKU	Computer-aided illustration			2,5	2,5	5

05JOURNKUV	Journalistic illustration			2,5	2,5	5
05MEKUVERIK	Special illustration techniques			2,5	2,5	5
MIGR15M-1039 ELECTIVE STUDIES						15
0500AX10	Experimental Book Design			1	1	2
0500AX11	Illustration			1	1	2
05MUMEYRIT	Entrepreneurship in design and media			2,5	2,5	5
05MUPLAST1	Sculpture I			1,5	1,5	3
05ME3DGRA	3D Graphics			1,5	1,5	3

MIGR15M-1000 CORE COMPETENCIES: 210 ECTS

MIGR15M-1001 BASIC STUDIES: 38 ECTS

MIGR15M-1002 Studies in art: 18 ECTS

Learning outcomes of the study module

Students

- know how to verbally describe and explain the history of visual arts and phenomena in contemporary art
- know how to discuss the theory of visual arts
- know how to use visual skills of image layout, composition and spatial representation
- know how to describe theories of colour and how to apply them as part of design practice
- know how to convey interpretations of their observations using various media
- know how to use art concepts in various situations in which images are interpreted and assessed

Contents

Visual design 7 ECTS

Colour 3 ECTS

Drawing, painting and life drawing 5 ECTS

Art history 5 ECTS

Visual culture theory 3 ECTS

05MEVIMU Visual Design: 7 ECTS

Learning outcomes

Students

- know how to work creatively and independently in the design and communication process
- know how to apply their broader visual-artistic education and skills in a versatile manner
- know how to present their work to peer audiences and evaluate them critically
- know how to make use of various visual idea generation methods
- know how to use their observations and emotions as a starting point for creative thinking
- know how to make connections between visual arts and other visual culture
- know how to analyse, interpret and explain today's visual culture

05MEVÄRI Colour: 3 ECTS

Learning outcomes

Students

- know how to verbally describe the historical foundations of modern colour theory and aesthetics
- know how to present the totality and relativity of colour observation using visual exercises
- know how to verbally describe the impressionistic, expressive and symbolic quality of colour and colour combinations, and how to apply this competence to visual exercises
- know how to creatively apply the laws of colour interaction
- know how to discuss classical colour theory and its applications in art and design

05METAHI Art history: 5 ECTS

Learning outcomes

Students

- know how to describe the basics of Western visual arts, architecture and other visual culture, from prehistory to modern times
- know how to use the research concepts of art history and visual culture, and how to make use of studies
- know how to view their professional field as part of artistic practice and the visual environment
- know how to use their knowledge of phenomena in art history in the assignments in their major subject

05MEKUVA Visual culture theory: 3 ECTS

Learning outcomes

Students

- know how to discuss visual culture in terms of its epistemological history, trends, and research materials and methods
- know how to describe their professional field as part of the visual operational environment and culture

MIGR15M-1003 Language studies: 10 ECTS

Learning outcomes of the study module

The language studies module provides students with the language skills in Finnish, Swedish and English required by the Polytechnics Act, and with the skill to find information in electronic information systems.

Contents

Professional communication 3 ECTS

Information literacy 1 ECTS

Business English basics 3 ECTS

Swedish language, written skills 1,5 ECTS

Swedish language, oral skills 1,5 ECTS

MI00AW67 Professional communication: 3 ECTS

Learning outcomes

Students know how to

- assess and interpret the meanings of various messages, and develop their communication skills
- apply oral and written communication skills in an appropriate and dialogic manner in real-life customer service
- apply teamwork skills in meetings and negotiations
- plan and produce customer texts and scientific articles of high linguistic quality

MI00AW69 Information literacy: 1 ECTS

Learning outcomes

Students know how to

- recognise their information needs and the importance of information-gathering at various stages of their studies
- gather the information they need in their studies in an efficient and versatile manner
- use different types of source materials and services in their studies
- apply source criticism to information materials
- use information ethically

MI00AW71 Business English basics: 3 ECTS

Learning outcomes

The course provides skills that correspond to level B2 in the Common European Framework for Languages: "Can understand the main ideas of complex texts on both concrete and abstract topics, also in their field of specialisation. Can communicate with a degree of fluency and spontaneity that enables regular interaction with native speakers without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain their opinion on a current issue, giving the advantages and disadvantages of various views."

The above description indicates the skill level, but it is based on objectives related to standard language.

The description is adapted for each professional field.

MI00AX89 Swedish language, written skills: 1.5 ECTS

Learning outcomes

The course provides skills that correspond to level B1 in the Common European Framework for Languages:

"Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, and leisure. Can deal with most situations likely to arise while travelling in an area where the language is spoken. Can produce simple connected text on topics that are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions. Can give reasons and explanations for opinions and plans."

The above description indicates the skill level, but it is based on objectives related to standard language. The description is adapted for each professional field.

MI00AX90 Swedish language, oral skills: 1.5 ECTS

Learning outcomes

The course provides skills that correspond to level B1 in the Common European Framework for Languages:

"Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, and leisure. Can deal with most situations likely to arise while travelling in an area where the language is spoken. Can produce simple connected text on topics that are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions. Can give reasons and explanations for opinions and plans."

The above description indicates the skill level, but it is based on objectives related to standard language. The description is adapted for each professional field.

MIGR15M-1004 Basic studies in media: 10 ECTS**Learning outcomes of the study module**

Students

- know how to act in the learning environments according to common practice
- know how to verbally describe the various schools and trends in communication and visual design theory, and how they relate to each other
- know how to use basic scientific terminology related to communication
- know how to apply theories in cases from their professional field
- know how to discuss suitable forms of business in the field of media
- know how to verbally describe the steps in setting up a business, and the support services available for a new entrepreneur in the field of media

Contents

Orientation 3 ECTS

Theory of communication 5 ECTS

Entrepreneurship in media 2 ECTS

05MEORI Study Orientation: 3 ECTS**Learning outcomes**

Students

- know how to use the institute facilities and operate in the various learning environments
- know how to use the principles and practices of learning and studying media at the Institute of Design, to carry out their studies
- know how to build a professional network together with the students and teachers at the Institute of Design
- know how to use the services and support available for Lahti University of Applied Sciences students

05METEOR Theory of communication: 5 ECTS**Learning outcomes**

Students

- know how to compare the various schools and trends in communication and visual design theory, and how they relate to each other
- know how to use scientific concepts in communication

- know how to analyse cultural phenomena through theories
- know how to refer to theories in their professional field to find information
- know how to use their knowledge of communication theory for assignments in their major subject

05MEMEDYRI Entrepreneurship in media: 2 ECTS

Learning outcomes

Students

- know how to find and justify the best forms of business in the field of media
- know how to describe the steps in setting up a business, and how to find out about the support services available for a new entrepreneur in the field of media
- know how to verbally describe the special characteristics of business in the field of media

MIGR15M-1005 PROFESSIONAL STUDIES: 127 ECTS

MIGR15M-1012 Graphic design basics: 15 ECTS

Learning outcomes of the study module

Student

- know how to verbally describe the operational environments of a graphic designer and the basics of various working methods
- know how to discuss the main points in the history of graphic communication
- know how to acquire information about historical topics
- know how to use styles from different eras for visual elements and typography
- know how to describe the basics of heraldry as part of the history of the professional field
- know how to verbally describe the business and professional practices in the field
- know how to use research methods

05METYPOPE Basics of typography: 5 ECTS

Learning outcomes

Students

- know how to differentiate between various typographic categories and describe their areas of use
- know how to describe the historical background of typography from the 20th century to the present day
- know how to design and implement a simple printed publication using the possibilities of typography
- know how to use font management software and OpenType features

05MEKUVPER Basics of illustration: 5 ECTS

Learning outcomes

Students

- know how to describe and compare various illustration cases and methods
- know how to create goal-oriented and versatile illustrations for various media
- know how to create illustrations to support a message
- know how to assess their own style of expression
- know how to design illustrations together with a customer

MI00AX91 Introduction to graphic design: 5 ECTS

Learning outcomes

Students

- know how to verbally describe the operational environments of a graphic designer
- know how to use the tools and working methods of a graphic designer
- know how to produce graphics that support the intended image and content of a message
- know how to conceive and implement a design brief

MIGR15M-1013 Visual communication 1: 14 ECTS

Learning outcomes of the study module

Student

- know how to verbally describe the visual design of a newspaper or a magazine, and the basics of visual journalism
- know how to create a document, taking layout into account
- know how to use layout software for the composition of images and texts
- know how to create a file that is ready for print
- know how to assess the possibilities and restrictions of photography as a tool of expression
- know how to take digital photographs using professional equipment
- know how to create a finalised digital photograph, managing the process all the way to the printing stage
- know how to use image-editing software
- know how to construct, light and take photographs in a professional studio

05MEVK Photography: 5 ECTS

Learning outcomes

Students

- know how to technically create digital photographs using professional camera equipment
- know how to open and edit camera raw files for processing with image-editing software
- know how to explain the colour management of digital photographs and the colour management workflow
- know how to create photographs in a studio environment
- know how to manage the basic lighting for photographs using studio lights
- know how to print photographs using the institute's pigment ink printers
- know how to describe various printing methods and materials
- know how to decisively develop their visual expression and technical skills

- know how to find information on the subject

05MEKUVKÄS Image editing: 4 ECTS

Learning outcomes

Students

- know how to digitally edit images, demonstrating knowledge about professional image production and its requirements
- know how to use Photoshop software
- know how to explain the possibilities and restrictions of photography and image editing, and take them into account in the assignments

0500AX02 Visual design and layout for publications: 5 ECTS

Learning outcomes

Students

- know how to verbally describe the visual design of a publication
- know how to use visual elements (typography, image, spacing, format, colours) and to tell a story using them
- know how to use layout software for the composition of images and texts

MIGR15M-1014 Illustration: 13 ECTS

Learning outcomes of the study module

Student

- know how to describe and compare various illustration cases and methods
- know how to create illustrations for various media
- know how to create illustrations to support a message
- know how to use various illustration techniques
- know how to assess their own style of expression
- know how to design illustrations together with a customer

0500AX03 Constructing digital images: 3 ECTS

Learning outcomes

Students

- know how to discuss the meaning of conceptual imagery
- know how to construct digital images for illustration
- know how to use conceptual illustration in various contexts and media
- know how to use the latest features of an industry standard photo editing software

05MEKUVTV Illustration techniques and tools: 5 ECTS

Learning outcomes

Students

- know how to create illustrations using various tools and techniques
- know how to compare differences and nuances in illustration originals
- know how to discuss the requirements of various media for illustrations
- know how to create production-ready illustrations
- know how illustrate in a unique and recognisable style

05MEPIMAELÄ Drawing, Painting and life drawing: 5 ECTS

Learning outcomes

Students

- know how to verbally describe and explain the history of visual arts and phenomena in contemporary art
- know how to discuss the theory of visual arts
- know how to use visual skills of image layout, composition and spatial representation
- know how to describe theories of colour and how to apply them as part of design practice
- know how to convey interpretations of their observations using various media
- know how to use art concepts in various situations in which images are interpreted and assessed

MIGR15M-1015 Visual communication 2: 16 ECTS

Learning outcomes of the study module

Student

- know how to assess the various modes of expression, styles and techniques used in poster design
- know how to design a poster that conveys the intended message
- know how to design an exhibition space, including its structures and graphical identity, according to communicative goals
- know how to present information in a visual form
- know how to create information graphics for various contexts and needs
- know how to describe the functions of symbols and signs in communication, and use them with a variety of materials
- know how to create graphic symbols on the basis of a given objective

05MEJULISTE Poster design: 4 ECTS

Learning outcomes

Students

- know how to assess the importance of the poster as a medium
- know how to describe the stylistic history and various uses of the poster
- know how to describe the basic ideology of poster design
- know how to select a specific technique to create a poster that conveys the intended message
- know how to creatively use visual symbols

05MENÄYTT Exhibition design: 4 ECTS

Learning outcomes

Students

- know how to design exhibition graphics
- know how to describe the aims of exhibition design
- know how to design structures and lighting for exhibitions
- know how to design an exhibition space according to the communication-related objectives

05MEINFOGR Information graphics: 4 ECTS

Learning outcomes

Students

- know how to present information in a comprehensible and visually interesting way
- know how to create a layout
- know how to assess the time needed for a major project and how to meet schedules

0500AX04 Logo design: 4 ECTS

Learning outcomes

Learning outcomes

Students

- know how to describe the functions of symbols and signs in communication, and use them with a variety of materials
- know how to create graphic symbols on the basis of a given objective
- know how to design graphic sign and symbol systems

MIGR15M-1016 Publications and graphic technology: 16 ECTS

Learning outcomes of the study module

Student

- know how to design a layout for a book: structure, typography and materials
- know how to describe the role of binding in the structure of a book
- know how to use various binding techniques in their designs and select a method for binding a book
- know how to communicate with printing professionals
- know how to use the means of typography in the design of layouts
- know how to design electronic books for use on computers and portable devices

05METYPO Typography: 5 ECTS

Learning outcomes

Students

- know how to use the means of typography in the design of layouts
- know how to independently create a layout
- know how to assess the time needed for a major project and how to meet schedules

05MEKIRJASI Book binding: 3 ECTS

Learning outcomes

Students

- know how to describe the role of binding in the structure of a book
- know how to recognise various binding styles and their special characteristics
- know how to use a suitable binding style for each book
- know how to bind a book using their chosen method

0500AX05 E-book: 3 ECTS

Learning outcomes

Students

- know how to design electronic books for use on computers and portable devices
- know how to use a tablet computer
- know how to describe various publishing methods
- know how to compare electronic and printed books

05MEKIRJAGR Book art: 5 ECTS

Learning outcomes

Students

- know how to describe the role of the book as an object, and the basics of publishing
- know how to draw up an overall design for a book, and follow it in an assignment
- know how to choose a suitable format, schema, typography, material, and binding style for a book
- know how to describe how their choices affect the total cost of a book
- know how to describe the possibilities of printing technology
- know how to use the terminology of the field
- know how to work together with a printing house

MIGR15M-1017 Graphic design: professional practices and history: 18 ECTS

Learning outcomes of the study module

Student

- know how to verbally describe the operational environments of a graphic designer and the basics of various working methods
- know how to discuss the main points in the history of graphic communication
- know how to acquire information about historical topics
- know how to use styles from different eras for visual elements and typography
- know how to describe the basics of heraldry as part of the history of the professional field
- know how to verbally describe the business and professional practices in the field
- know how to use research methods

05MEGRVIEH History of graphic communication: 5 ECTS

Learning outcomes

Students

- know how to describe the main points in the history of graphic communication
- know how to explain the importance of history and the connection between communication and design
- know how to critically assess different interpretations of history
- know how to acquire information about historical topics and use it in design
- know how to use styles from different eras for visual elements and typography
- know how to discuss the history of the heraldic formal idiom
- know how to describe the rules of heraldry
- know how to create a heraldic sign

05MEPORTF Portfolio: 3 ECTS

Learning outcomes

Students

- know how to present their professional competence visually, orally, and in writing
- know how to compare the different forms and functions of a portfolio
- know how to create a professional portfolio

05MEGRYRIT Entrepreneurship in graphic design: 2 ECTS

Learning outcomes

Students

- know how to find and describe the best forms of business in the field of media
- know how to describe how real-life businesses operate
- know how to discuss the key operational methods of businesses in the field
- know how to present preliminary ideas for a business of their own
- know how to describe key practices related to contracts and copyright

05METKM Research and development methods 5 ECTS: 5 ECTS

Learning outcomes

Students

- know how to find the information they need for their work
- know how to use various sources of information for their design work
- know how to use user-centred research and development methods
- know how to assess their own working process in writing
- know how to follow the principles of reliability and ethicality
- know how to produce grammatically acceptable and well-argued formal text

05MEKUJHITE History and theory of visual journalism: 3 ECTS

Learning outcomes

Students

- know how to discuss the history of and current phenomena in visual journalism

- know how to describe the processes of visual journalism from different perspectives
- know how to discuss the structure and operation of the media, and to explain its relevance in society

MIGR15M-1018 Publications and concept design: 20 ECTS

Learning outcomes of the study module

Student

- know how to create concepts for publications for various purposes
- know how to compare the differences in content and layout between newspapers, magazines and commercial publications
- know how to create an electronic publication
- know how to design and create layouts for different types of publications
- know how to get a publication ready for print
- know how to meet publication schedules

05MEKAUPPAJ Commercial publications: 5 ECTS

Learning outcomes

Students

- know how to assess the relationship between content, target group, and the graphic design of a publication
- know how to explain the difference between a commercial and journalistic publication
- know how to use branding in printed publications
- know how to design a commercial brochure or product catalogue for different publishing environments
- know how to set schedules for a publication

0500AX06 News publications: 5 ECTS

Learning outcomes

Students

- know how to describe the special characteristics and formal idiom of a news publication, and their various formats
- know how to describe the typography of a news publication and the importance of visual elements in news reporting
- know how to design and lay out various types of news publications, also to a tight schedule

0500AX07 Magazines: 5 ECTS

Learning outcomes

Students

- know how to discuss the special characteristics of magazines
- know how to use visual narration and visual elements (typography, image, space, format, colour) in making a magazine
- know how to design and lay out different types of magazines and how to get a publication ready for print

- know how to meet publication schedules

0500AX08 Electronic publishing: 5 ECTS

Learning outcomes

Students

- know how to design electronic publications for use on computers and portable devices
- know how to use a tablet computer
- know how to describe various publishing methods
- know how to compare electronic and printed publications

MIGR15M-1019 Marketing communication: 15 ECTS

Learning outcomes of the study module

Student

- know how to explain marketing thinking
- know how to use the means of marketing communication in design
- know how to assess the importance and influence of communication channels for visual design
- know how to consider the interests of the client and the target group
- know how to conceive and implement a corporate identity
- know how to design and implement goal-oriented advertising campaigns

05MEMVBRÄ Marketing communication and branding: 5 ECTS

Learning outcomes

Students

- know how to describe the conceptual background, content and characteristics of marketing theory
- know how to discuss the conceptual background, content and characteristics of marketing theory
- know how to describe the factors that influence message content
- know how to take into account the needs of the target group in the planning stage
- know how to select appropriate methods and channels in marketing communication
- know how to describe the importance of marketing communication for their professional activities

05MEVISIDSU Visual identity design: 5 ECTS

Learning outcomes

Students

- know how to discuss the importance of corporate image as part of marketing communication
- know how to describe the functions of symbols and signs in communication, and use them with a variety of materials
- know how to conceive a corporate identity
- know how to define and apply design management thinking

05MEMAIKAM Advertising and campaign design: 5 ECTS

Learning outcomes

Students

- know how to describe the importance of advertising as part of marketing communication
- know how to solve visual problems based on a brief
- know how to choose the correct medium for a target group
- know how to assess the influencing potential of commercial communication
- know how to receive a brief, break it down, and turn it into goal-oriented actions
- know how to create ideas for campaigns
- know how to create campaign design in the assignments
- know how to present the material produced

MIGR15M-1028 PROFESSIONAL PRACTICE: 30 ECTS

Learning outcomes of the study module

Student

- know how to observe and identify workplace practices
- know how to assess their competencies in relation to the requirements of working life
- know how to make a plan to develop their competencies
- know how to manage real-life work situations and tasks that the degree qualifies them to do
- know how to develop their special competencies to prepare them for expert tasks in the field

Contents

Professional practice 15 ECTS

Specialisation practice 15 ECTS

05METEH Professional practice: 15 ECTS

Learning outcomes

After the practice period, students

- know how to assess their competencies in relation to the practical requirements of working life
- know how to plan their specialisation track according to the requirements of their professional field
- know how to work jobs in their field of study
- know how to develop their professional network

05MEERH Specialisation practice: 15 ECTS

Learning outcomes

After the practice period, students

- know how to assess their special competencies in relation to the practical requirements of working life
- know how to systematically develop their professional skills
- know how to work jobs in their field of specialisation
- know how to describe their extended professional network
- know how to interact with people and organisations in working life

MIGR15M-1029 THESIS: 15 ECTS

Learning outcomes of the study module

Student

- know how to work according to the design process in their professional field and related professional practices
- know how to express themselves visually and in writing
- know how to gather information using a variety of means and exercising source criticism
- know how to use the design and research methods of their professional field in their thesis

05MEOPN Thesis: 15 ECTS

Learning outcomes

Students

- know how to work according to the design process in their professional field and related professional practices
- know how to express themselves visually and in writing
- know how to gather information using a variety of means and exercising source criticism
- know how to use the design and research methods of their professional field in their thesis

MIGR15M-1030 COMPLEMENTARY COMPETENCIES: 30 ECTS

MIGR15M-1031 OTHER PROFESSIONAL STUDIES: 15 ECTS

MIGR15M-1035 Interactive Media and Advanced Typography: 15 ECTS

05MEMUX User experience design: 5 ECTS

Learning outcomes

The students

- know how to describe basic terminology and concepts related to website design, human interface design and the design of interactive content products in general
- know how to discuss the significance of experiences in communication and in service design
- know how to design communications products from the user's perspective
- know how to design products with a specific target group in mind
- know how to discuss the effects of the visual appearance and user interface on user experience
- know how to do low-budget usability testing for interactive content products and is able to utilise the results in design work

0500AY79 Interactive content design: 5 ECTS

Learning outcomes

The students

- know how to explain the differences between designing linear and non-linear content structures

- know how to explain how interaction can be used to benefit communicating concepts and subject matter to end-users
- know how to discuss the importance of accessibility and how it benefits all kinds of users
- is able to consider technical aspects in designing interactive content or products
- know how to describe the most common content management system (CMS) platforms and their main differences
- know how to make decisions between two or more content management system (CMS) platforms based on the needs of the client and/or project at hand
- know how to design and produce a working basic website using a CMS platform.

0500AX09 Advanced typography: 5 ECTS

Learning outcomes

The students

- know how to design and create a typeface
- know how to operate type design software
- know how to describe the requirements for a feasible typeface

MIGR15M-1036 Comics: 15 ECTS

Learning outcomes of the study module

Students

- know how to create a script and a storyboard for a comic
- know the visual styles and techniques used in comics
- know how to use the various visual styles and techniques of comics
- know how to create a comic publication or a small magazine
- know how to market a comic

05MEIDEKÄ Conception and scripting: 3 ECTS

Learning outcomes

Students

- know how to create a script and a storyboard for a comic
- know how to use a comic diary as an aid in planning

05MEVISTYTE Visual styles and techniques: 5 ECTS

Learning outcomes

Students know how to create illustrations using diverse techniques.

05MESARJPLS Comic publication and small magazine design: 7 ECTS

Learning outcomes

Students

- know how to create a comic publication or a small magazine
- know how to market a comic

MIGR15M-1037 Advanced studies in illustration: 15 ECTS

Learning outcomes of the study module

Students

- know how to illustrate using different techniques
- know how to choose the appropriate illustration method for each publication
- know how to work according to the illustration process and draw up a schedule
- know how to describe contractual practices and copyright issues

05METIETOKU Computer-aided illustration: 5 ECTS

Learning outcomes

Students

- know how to use key illustration software
- know how to describe the differences between and uses of illustration programs
- know how to use illustration software as an alternative or a complementary method to drawing by hand

05JOURNKUV Journalistic illustration: 5 ECTS

Learning outcomes

Students

- know how to create illustrations that support journalistic content
- know how to define the target group of a publication and create suitable illustrations
- know how to work together with the editorial staff of a publication

05MEKUPERIK Special illustration techniques: 5 ECTS

Learning outcomes

Students

- know how to illustrate using different techniques, and how to apply them to their assignments and projects
- know how to assess the suitability of a special technique for a brief, and how to manage time
- know how to assess their personal expression and improve their technical competencies in a goal-oriented way

MIGR15M-1039 ELECTIVE STUDIES: 15 ECTS

0500AX10 Experimental Book Design: 2 ECTS

0500AX11 Illustration: 2 ECTS

05MUMEYRIT Entrepreneurship in design and media: 5 ECTS

Learning outcomes

Students

- know how to assess their strengths and development areas in working as an entrepreneur
- know how to compare different forms of business
- know how to identify the special characteristics of entrepreneurship in the creative industry
- know how to describe the fundamentals of responsibility, ownership and taxation that influence the selection of a form of business
- know how to find the support available for going into entrepreneurship and setting up a business in the field of design or media
- know how to assess the profitability of a business idea, and related products and services
- know the basics of user-centred marketing for products and services in the field of design or media
- know how to make a business plan
- know how to set up a design or media business

05MUPLAST1 Sculpture I: 3 ECTS

Learning outcomes

Students

- know how to discuss contemporary sculpture, using relevant concepts and expressive language
- know how to analyse and use shape, material, space, light and movement and their relationships in three-dimensional work
- know how to use the basic materials and working methods of sculpture
- know how to describe the relationship of mass and volume to people and the surrounding space
- know how to design exhibitions, and lighting for three-dimensional works

05ME3DGRA 3D Graphics: 3 ECTS

Learning outcomes

The student

- is able to use the different types of tools used in creating 3D animation
- is able to use the basic methods for optimizing 3D models and rigging for animating and rendering
- is able to discuss the role of materials and lighting in 3D
- is able to manipulate typography with 3D software
- is able to produce basic models and lighting in 3D and render them out as image files.