

**Curriculum at Lahti University of Applied Sciences  
2017-2018**

**Bachelor's Degree Programme in Visual Communication 17**

Code	Name	1 y	2 y	3 y	4 y	ECTS total
<b>MIVIV17-1000 CORE COMPETENCE</b>						<b>216</b>
<b>MIVIV17-1001 Common Core Competence</b>						<b>25</b>
LA00BE73	English for Work	3				3
LA00BE74	Swedish language, Oral Communication	1				1
LA00BE75	Swedish language, Written Communication	2				2
LA00BE76	Professional communication	4				4
LA00BE77	Developing professional competence 1	2				2
LA00BQ87	Developing professional competence 2		2			2
LA00BQ88	Developing professional competence 3			1		1
LA00BE78	Research and Development				5	5
LA00BE79	Anticipating Future Trends	2	3			5
<b>MIVIV17-1002 Professional Core Competence</b>						<b>191</b>
<b>MIVIV17-1007 Arts Foundation Studies</b>						<b>15</b>
MI00BK66	History of art and design	5				5
MI00BK79	Visual Design	5				5
MI00BK90	Color Theory	5				5
<b>MIVIV17-1008 Designer's Basic Skills In Media</b>						<b>35</b>
MI00BK67	Illustration Tools	5				5
MI00BK65	Basics Of Content Design	5				5
MI00BK68	Digital Photography	5				5
MI00BK70	The Basics Of Publishing	5				5
MI00BK78	Publishing	5				5
MI00BK80	Visual Design for the Digital Domain	5				5
MI00BK81	Digital Imaging	5				5
<b>MIVIV17-1016 Creative Design And Production</b>						<b>31</b>
MI00BK74	Orientation Workshop	2				2
MI00BK82	Typography	5				5
MI00BK87	Advanced typography	3				3
MI00BK83	Multimedia Workshop	5				5
MI00BK89	Basics Of Media Technology	3				3
MI00BK85	Personal Documentary Project	5				5
MI00BK91	Lighting	3				3

MI00BK95	Creative Design Methods	5			5
<b>MIVIV17-1017 The User, the Focus Group and Telling a Story</b>					<b>15</b>
MI00BK96	User Experience and User-Centred Design Methods	5			5
MI00BL01	Studio Work	5			5
MI00BK86	Illustration	5			5
MI00BK97	Type Design	5			5
MI00BL02	Dramaturgy and Narration	5			5
MI00BK88	Motion Graphics and Animation	5			5
MI00BK93	Calendar Project 1	5			5
MI00BK98	Calendar Project 2	5			5
<b>MIVIV17-1012 Expression and Design Work Profile</b>					<b>15</b>
MI00BL03	Printed Publication Design	5			5
MI00BL06	Electronic Publishing	5			5
MI00BL04	Visual Storytelling	5			5
MI00BL09	Visual Storytelling Project	5			5
MI00BL05	Planning an Audiovisual Document Project	5			5
MI00BL11	Audiovisual Documentary Project	5			5
MI00BL23	Publishing a Promotional Portfolio	5			5
<b>MIVIV17-1019 Media Designer's Competence</b>					<b>15</b>
MI00BL13	Entrepreneurship and Professional Practices		5		5
MI00BL07	Product Development Processes		5		5
MI00BL08	Basics of Audiovisual Expression		5		5
MI00BL10	Methods and Documentary in Photography		5		5
MI00BL12	Information Design		5		5
MI00BL19	Audiovisual Production Processes		5		5
MI00BL21	Methodological Documentary Project		5		5
<b>MIVIV17-1011 Brand Awareness and Advanced Competence</b>					<b>10</b>
MI00BL22	Marketing Communication and Branding		5		5
MI00BL15	Visual Identity Design		5		5
MI00BL16	Audiovisual Production Project		5		5
MI00BL17	Advanced Methodological Documentary Project		5		5
<b>MIVIV17-1006 Professional Identity</b>					<b>10</b>
MI00BL24	Working Life Simulation		5		5
MI00BK61	Professional Profile Development			5	5
<b>MIVIV17-1003 Practical Training</b>					<b>30</b>
LA00BO03	Practical Training	2,5	5	2,5	10
LA00BO04	Practical Training 2		5	5	10
LA00BO05	Practical Training 3		5	5	10
<b>MIVIV17-1004 Thesis</b>					<b>15</b>
LA00BN99	Thesis planning			5	5

LA00BO00	Thesis research and writing				5	5
LA00BO01	Thesis publication				5	5

**MIVIV17-1005 COMPLEMENTARY COMPETENCE** **60**

**MIVIV17-1000 CORE COMPETENCE: 216 ECTS**

**MIVIV17-1001 Common Core Competence: 25 ECTS**

**LA00BE73 English for Work: 3 ECTS**

**Learning outcomes**

The student is able to

- recognise the different sources and tools to help them improve their English skills
- gain confidence and manage in written and oral communication situations required in professional studies and in the work life
- describe their education and qualifications
- understand the terminology and concepts of their own field

**LA00BE74 Swedish language, Oral Communication: 1 ECTS**

**Learning outcomes**

The student is able to

- express and justify their opinions
- use the key terminology of their own field
- tell about their education, work experience and duties e.g. in job-seeking situations
- present a company of their own trade

**LA00BE75 Swedish language, Written Communication: 2 ECTS**

**Learning outcomes**

The student is able to

- use the key terminology of their own field
- tell about their education, work experience and duties e.g. in job-seeking situations
- write a job application
- obtain information related to their own field of studies in Swedish e.g. on the Internet
- use online dictionaries

**LA00BE76 Professional communication: 4 ECTS**

**Learning outcomes**

The student is able to

- plan and produce grammatically correct texts
- write an article or an essay that fulfils the criteria of a scientific text related to their own field of studies
- perform actively in professional group communication situations
- retrieve information from a variety of sources and evaluate it critically

## **LA00BE77 Developing professional competence 1: 2 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 career path observing them
- act as a group member
- operate in the learning environments of Lahti UAS
- picture their own field of studies and its future skills
- give feedback on tuition and services and thus participate in the development of education

## **LA00BQ87 Developing professional competence 2: 2 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

## **LA00BQ88 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

## **LA00BE78 Research and Development: 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
- 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

## **LA00BE79 Anticipating Future Trends: 5 ECTS**

### **Learning outcomes**

The student is able to

- anticipate the changes in their own operational environment
- utilise the futures research materials produced by national and international societies in their own field of studies
- use the terminology and methods of futures research in the research and development of their own field

## **MIVIV17-1002 Professional Core Competence: 191 ECTS**

## **MIVIV17-1007 Arts Foundation Studies: 15 ECTS**

### **MI00BK66 History of art and design: 5 ECTS**

#### **Learning outcomes**

The student is able to

- describe the main developments in the history of art, design and visual communication
- understands connections between art, communication and design
- evaluate different interpretations of the history of visual expression
- use the styles of different epochs in visual design

### **MI00BK79 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

### **MI00BK90 Color Theory: 5 ECTS**

#### **Learning outcomes**

Students will be able to

- express colour theory and interrelations through visual exercises
- verbally describe the impressive, expressive and symbolic nature of colours and colour combinations and apply this knowledge in visual exercises
- creatively apply the rules of colour interaction
- discuss the classical colour theories and their application in fine arts and design.

## **MIVIV17-1008 Designer's Basic Skills In Media: 35 ECTS**

### **MI00BK67 Illustration Tools: 5 ECTS**

#### **Learning outcomes**

The student is able to

- produce goal-oriented and versatile content-supporting illustrations with different tools

- use essential illustration software
- describe the purpose of the software

## **MI00BK65 Basics Of Content Design: 5 ECTS**

### **Learning outcomes**

The student is able to

- use the technical learning tools and environments of media studies
- describe the role of various media and distribution channels for content design
- use various methods and tools of content design
- describe the characteristics and technical principles of digital communication
- recognize and explain the role of copyright from the designer's point of view

## **MI00BK68 Digital Photography: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe workflows for managing digital image assets
- manage and manipulate raw image files using industry standard software
- explain concepts related to digital photography
- use pigment-ink-printers provided by the school and recognize different printing methods and media

## **MI00BK70 The Basics Of Publishing: 5 ECTS**

### **Learning outcomes**

The student is able to

- use the design tools and methods
- select and compare publishing platforms
- use visual storytelling and visual elements (typography, picture, space, format, colors)
- design and produce a publication which supports the content and intended message.

## **MI00BK78 Publishing: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe the characteristics of different publications, visual language and formats
- create a concept for a publication
- work in a team and instruct photographers and illustrators
- schedule the publishing process

## **MI00BK80 Visual Design for the Digital Domain: 5 ECTS**

### **Learning outcomes**

The student is able to

- create a visual design for a digital content product
- take into account user experience and usability in visual design

- perform basic image editing on photographic material
- use masking methods and create collages of images using image editing software
- create vector and bitmap graphics using industry standard software
- describe the methods of adapting graphics to various media (the internet, paper, television, mobile devices)

## **MI00BK81 Digital Imaging: 5 ECTS**

### **Learning outcomes**

The student is able to

- use image editing software
- utilize icc-profile-based colour management in image production processes
- explain possibilities and limitations related to photographic image and image editing
- utilize image editing towards their expressional and content-related goals.

## **MIVIV17-1016 Creative Design And Production: 31 ECTS**

## **MI00BK74 Orientation Workshop: 2 ECTS**

### **Learning outcomes**

The student is able to

- describe the principles of team work
- work in teams
- describe and assess the phases of design work

## **MI00BK82 Typography: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe the categories of typography and how to use them
  - describe the history of typography from the 1900s to present day
  - use the methods of typography to create easy to adopt multi-level and hierarchic text content
  - use font management tools and OpenType features
- describe and apply the typographic requirements of different types of media

## **MI00BK87 Advanced typography: 3 ECTS**

### **Learning outcomes**

The student is able to

- produce innovative typographic solutions for different purposes
- make use of the communicational possibilities of unconventional typographic solutions
- use the typographic tools of design software in a versatile and creative way

## **MI00BK83 Multimedia Workshop: 5 ECTS**

### **Learning outcomes**

The student is able to

- produce multimedia content compositions
- define the properties of different media and explain how content production differs between them
- work in fast-paced journalistic production
- work responsibly in a distributed production team
- use agile production methods

### **MI00BK89 Basics Of Media Technology: 3 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
- edit audio using various methods and tools.

### **MI00BK85 Personal Documentary Project: 5 ECTS**

#### **Learning outcomes**

The student is able to

- choose and define a personal visual motive
- carry out a project according to a schedule and set goals
- verbally express their own personal processes and motivations in respect to the tradition of documentary photography
- create a desirable visual piece of work

### **MI00BK91 Lighting: 3 ECTS**

#### **Learning outcomes**

The student is able to

- explain the concepts related to light and the physics of light
- use the school's studio equipment
- use portable lighting equipment in the field
- utilise the different qualities of light and work in different lighting conditions

### **MI00BK95 Creative Design Methods: 5 ECTS**

#### **Learning outcomes**

The student is able to

- assess how various design methods could be used to carry out an assignment
- choose a suitable design process model for an assignment
- use creative methods in their design work
- create concepts by experimentation

### **MIVIV17-1017 The User, the Focus Group and Telling a Story: 15 ECTS**



## **MI00BK96 User Experience and User-Centred Design Methods: 5 ECTS**

### **Learning outcomes**

The student is able to

- apply the principles of user-centred design in their work
  - identify the basic methods of user-centred design
  - apply user-centred design processes in assignments
- demonstrate a command of the communal design approach and its basic methods

## **MI00BL01 Studio Work: 5 ECTS**

### **Learning outcomes**

The student is able to

- create a concept and a visual plan for studio work
- carry out the digital workflow in a studio
- execute lighting according to a visual plan

## **MI00BK86 Illustration: 5 ECTS**

### **Learning outcomes**

The student is able to

- create a unique, recognisable and content-supporting illustration style
- compare the styles and nuances of original illustrations and create production-ready material for different media
- evaluate their personal expression and set goals for technical skills

## **MI00BK97 Type Design: 5 ECTS**

### **Learning outcomes**

The student is able to

- design and produce typefaces
- describe the requirements of commercial typefaces
- release a typeface using essential type design software

## **MI00BL02 Dramaturgy and Narration: 5 ECTS**

### **Learning outcomes**

The student is able to

- use the central concepts, rules and tools of dramaturgy
- describe the relevance of dramaturgy for content design
- describe the elements of linear narration and their relations
- analyse dramaturgy in narration

## **MI00BK88 Motion Graphics and Animation: 5 ECTS**

### **Learning outcomes**

The student is able to

- use motion graphics and animation tools
- use suitable tools and means of expression to create draft animations to support the design of visual narratives
- use software to enliven visual narrative expression

### **MI00BK93 Calendar Project 1: 5 ECTS**

#### **Learning outcomes**

The student is able to

- work in teams
- design a printed publication
- produce, select and utilize expressive image content for a publication

### **MI00BK98 Calendar Project 2: 5 ECTS**

#### **Learning outcomes**

The student is able to

- coordinate teamwork
- produce a printed publication according to plans
- use different methods of marketing and create a marketing campaign for the product

### **MIVIV17-1012 Expression and Design Work Profile: 15 ECTS**

### **MI00BL03 Printed Publication Design: 5 ECTS**

#### **Learning outcomes**

The student is able to

- describe the basics of a publishing process and use industry terminology
- select a suitable format, scheme, typography, materials and binding for the publication
- describe the possibilities of printing methods and the effect of design decisions on the overall costs
- work with a printing house
- design production-ready publications for different purposes

### **MI00BL06 Electronic Publishing: 5 ECTS**

#### **Learning outcomes**

The student is able to

- design interactive publications for computers and mobile devices
- produce electronic publications using multiple methods
- test a publication's usability on different platforms and devices
- describe the differences between various publishing methods, platforms and use-cases

### **MI00BL04 Visual Storytelling: 5 ECTS**

#### **Learning outcomes**

The student is able to

- apply their knowledge of dramaturgy and dramatic scriptwriting in their work
- discuss the narrative characteristics of animations and apply them in their work
- use digital tools and software to create a work with a visual narrative

### **MI00BL09 Visual Storytelling Project: 5 ECTS**

#### **Learning outcomes**

The student is able to

- produce a production plan for a visual storytelling project
- produce a script for a visual storytelling project
- produce character designs and a storyboard
- produce an animatic based on a storyboard

### **MI00BL05 Planning an Audiovisual Document Project: 5 ECTS**

#### **Learning outcomes**

The student is able to

- plan, shoot, record and edit material for an audiovisual documentary production
- use various methods of multimedia and audiovisual drama and compare the genres and varieties of narration
- shoot material for use in different publishing channels
- discuss the tradition of audiovisual documentary

### **MI00BL11 Audiovisual Documentary Project: 5 ECTS**

#### **Learning outcomes**

The student is able to

- plan, shoot, record and edit an audiovisual documentary production
- use various ways of multimedia and audiovisual drama in producing narration for different genres and uses
- shoot and process material for different publishing channels
- discuss their work and motivations in relation to the tradition of audiovisual documentary

### **MI00BL23 Publishing a Promotional Portfolio: 5 ECTS**

#### **Learning outcomes**

The student is able to

- select and compare publishing platforms
- create a professional portfolio for different purposes
- use a portfolio as a promotional tool
- use a portfolio as a means of developing their professional profiles.

### **MIVIV17-1019 Media Designer's Competence: 15 ECTS**

### **MI00BL13 Entrepreneurship 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 in the business environment of their chosen field
- plan a business operation, map finance opportunities and assess the viability of a business
- identify common contract types, legislation and practices specific to their chosen field
- take into account copyright law and intellectual property rights in their work

## **MI00BL07 Product Development Processes: 5 ECTS**

### **Learning outcomes**

The student is able to

- assess the suitability of different process models for assignments
- select the most appropriate process model to use in an assignment
- implement the stages of the chosen process model

## **MI00BL08 Basics of Audiovisual Expression: 5 ECTS**

### **Learning outcomes**

The student is able to

- film, edit, create audio and perform post-production work on a basic level
- create appropriate filmatic narration based on a script or a content design
- plan and execute the phases of a production process
- apply the rules of continuity in a production

## **MI00BL10 Methods and Documentary in Photography: 5 ECTS**

### **Learning outcomes**

The student is able to

- explain the purpose of different methods used in photography and visual culture
- discuss the possibilities and limitations of the documentary concept as used in creative work
- analytically and critically appraise their own and peers' work and discuss the underlying principles
- produce an expressively and technically cohesive work for an exhibition

## **MI00BL12 Information Design: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe the basic principles of information design
- explain the role of user-centred design in information design
- choose appropriate ways to present information
- create visual presentations of abstract or complex information.

## **MI00BL19 Audiovisual Production Processes: 5 ECTS**

### **Learning outcomes**

The student is able to

- record in the field and edit audio
- define the principles of studio videography and expressive lighting
- create a small-scale multi-camera production
- edit rhythmically to achieve a desired narrative effect
- compose basic special effects to support a narrative

### **MI00BL21 Methodological Documentary Project: 5 ECTS**

#### **Learning outcomes**

The student is able to

- explain the role of different methods used in photography and visual culture
- discuss the possibilities and limitations of the documentary concept as used in creative work
- evaluate their own and peers' work

### **MIVIV17-1011 Brand Awareness and Advanced Competence: 10 ECTS**

### **MI00BL22 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

### **MI00BL15 Visual Identity Design: 5 ECTS**

#### **Learning outcomes**

The student is able to

- produce graphic symbols according to the desired design
- verbalise the role of visual identity as part of marketing communications
- conceptualise the intended visual identity
- describe and apply the design management approach

### **MI00BL16 Audiovisual Production Project: 5 ECTS**

#### **Learning outcomes**

The student is able to

- put together an appropriate production team and define roles for its members
- produce a documentary/journalistic audiovisual product
- manage a production project
- apply the expressive possibilities of dramaturgy, genres and narrative techniques in a production

### **MI00BL17 Advanced Methodological Documentary Project: 5 ECTS**

**Learning outcomes**

The student is able to

- analytically and critically evaluate their own and peers' work and discuss the underlying principles
- describe the effects of space and time on the viewing experience and take them into account in the overall plan
- produce an expressively and technically cohesive work for an exhibition

**MIVIV17-1006 Professional Identity: 10 ECTS****MI00BL24 Working Life Simulation: 5 ECTS****Learning outcomes**

The student is able to

- develop their professional practice and contribute to a multidisciplinary workplace community
- describe the role of marketing communications and branding in the community's activities
- work in a team towards common goals

**MI00BK61 Professional Profile Development: 5 ECTS****Learning outcomes**

The student is able to

- define their professional profile
- set goals and develop their professional profile accordingly
- produce a portfolio for postgraduate studies or job-seeking purposes

**MIVIV17-1003 Practical Training: 30 ECTS****LA00BO03 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 in the work done in practical training

**LA00BO04 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 into the work done in practical training

### **LA00BO05 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 into the work done in practical training

### **MIVIV17-1004 Thesis: 15 ECTS**

### **LA00BN99 Thesis planning: 5 ECTS**

#### **Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

### **LA00BO00 Thesis research and writing: 5 ECTS**

#### **Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

### **LA00BO01 Thesis publication: 5 ECTS**

#### **Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

## **MIVIV17-1005 COMPLEMENTARY COMPETENCE: 60 ECTS**

### **Courses included in the study module**

You can find complementary competence courses from the separate "Complementary competence courses taught in English, Bachelor's Degree, 17S-" Curriculum.

In addition, you can choose professional core competence courses from other Bachelor's Degree Programmes as complementary competence courses.