



"Voin ulkoistaa
elämässäni kirjanpidon
ja siivouksen.
Luovuuden haluan
sisäistää."

Jere, kulttuurialan opiskelija, Lahti

STUDY GUIDE 2011 - 2012

**Lahti University of Applied Sciences
Institute of Design and Fine Arts**

Degree programme in Communication 240 ECTS
Graphic Design

DEGREE PROGRAMME IN COMMUNICATION

Qualification

Polytechnic Degree in Culture and Arts

Degree Title

Bachelor of Culture and Arts (Medianomi AMK)

Scope

240 ECTS / 4 years

Major subjects

Graphic Design

Multimedia Production

Photography

Studies

Success in visual communication requires sound general knowledge, creativity, visualisation and communication skills, and artistic talent. A qualified Bachelor of Culture and Arts possesses up-to-date artistic and technical competence related to communication technology.

Students follow the curriculum established for their major subject. The curriculum in force at the time of the student's first year of study is applied when evaluating the student's completion of requirements. In addition, students have the opportunity to complete some of their studies abroad, participating in various exchange programmes. Credit transfer and substitution based on earlier studies or experience is possible.

Basic studies required of all students at the Lahti University of Applied Sciences include language and communication studies and entrepreneurship courses. Required arts studies consist of courses in the visual arts, history and cultural theory. Basic studies are completed primarily during the first two years of study.

Professional studies are specific to each major subject and generally begin after the first year of study. Students can choose between specific modules and courses to deepen their knowledge in specific professional fields. The choices are made in consultation with major subject teachers in a special session, known as a HOPS discussion, where a personal study plan is created for each student.

Elective courses can be selected from the student's own degree programme, other degree programmes at the Lahti University of Applied Sciences, or from other polytechnics or institutions of higher learning. Elective studies can also include courses taken abroad as an exchange student. Half of the professional practice is completed through participating in supervised business co-operation projects, and half through internships at suitable companies in Finland and abroad. The thesis is a supervised, independently created body of work accompanied by seminar sessions and a maturity test.

DEGREE PROGRAMME IN COMMUNICATION

Major in Graphic Design 240 ECTS

The job of a graphic designer combines creative problem-solving, art and communication. The resulting works are a visible part of visual culture and the communication industry, possessing cultural and environmental significance and impact.

The aim of the studies is to provide students with the skills required to work in the multidisciplinary tasks of graphic design. Studies focus on the goal-oriented visualisation of messages and the broad mastery of typography and various visual and graphical elements. A graphic designer's tools and equipment can range from a pencil to multimedia software, and their assignments from making a single image to large-scale campaigns and communicative compilations. The development of perception and handicraft, visual expression, vision, style and aesthetic thought remains important in the education of a graphic designer, in addition to professional and technical skills. Throughout the education, special attention is paid to the content of communication and reinforcing the students' conceptual skills.

As a professional in visual communication, a successful graphic designer should have sound general knowledge, creativity, artistic talent and communication skills. Varied assignments and fast-paced work require independence, flexibility and teamwork skills as well as good stress management.

Graphic designers find employment in various publishing and graphic design jobs, advertising and design agencies, publishing houses, newspapers, magazines and online publications. In marketing communications, graphic designers participate in the design of corporate graphics and advertising, designing the visuals of websites, logos, brochures, posters, labels and packages. They also participate in the planning of advertising campaigns. In the field of information graphics, designers conceive traffic signs, guides, exhibitions, visual systems and user interfaces. In cultural communications, graphic designers may find employment in government or other public organisations, or cultural institutions such as museums. Graphic designers increasingly participate in new media productions, contributing to the design of digital communication, information networks and interactive media.

Graduates may also find work as self-employed designers and artists in illustration, comic strips, type design, animation or multimedia, or as teachers.

Major in Graphic Design: degree structure 2011

BASIC STUDIES SPECIFIC TO THE DEGREE PROGRAMME 44 ECTS	Year				
	1	2	3	4	Σ
University of Applied Sciences common basic studies 14 ECTS 01SUO Professional communication <ul style="list-style-type: none"> includes 01SUOA Professional communication (3 ECTS) and 01PINFO Information literacy (1 ECTS) 01RUO Swedish language 3 ECTS <ul style="list-style-type: none"> 01RUOK written skills (1.5 ECTS) 01RUOS oral skills (1.5 ECTS) 01ENG Business English basics 01PJYT Introduction to entrepreneurship	1	3			14
Visual studies 1 05PVISUAMUO Visual design 05PVÄRIH Colour	9 3				12
Visual studies 2 05PPIMA Drawing and painting 05PELÄVÄ1 Life drawing I 05PPLASTSOM1 Sculpture I		3 3 3			9
History and theory of art 05PYLTAHI General art history 05PTAHIM Modern and contemporary art 05KUVATEOR Image and theory	3 3 3				9

PROFESSIONAL STUDIES 136 ECTS	Year				
	1	2	3	4	Σ
Introduction to graphic design and design software 05AMMORI Introduction to professional studies 05TIETYÖ Computer as a tool 05GRINDES InDesign 05ILLUS Illustrator 05PHOACRBR Photoshop, Acrobat, Bridge 05NÄYTTE1 Exhibition design 1 05GRAVIEST1 Graphic communication 1	3 1 2 2 2 2 4				16
Basic studies in communication 1 05VIESTPER Introduction to communication 05DIGIVKP Basics of digital photography 05KUVKÄSP Basics of image editing 05MMGRSPER Introduction to graphic design 05TYPOPER Basics of typography	3 3 3 3 3				15
Graphic communication and printing technology 05GRVIESTHI History of graphic communication 05NÄYTTE2 Exhibition design 2 05GRAVIEST2 Graphic communication 2 05PAINOPR Printing process		3 2 5 3			15

05KIRSI Book binding		2			
Book art and illustration					15
05KIRGRAF Book art		3			
05KUVITEK Illustration techniques		3			
05KUVITTAM Illustration		4			
05TYPOGRA2 Typography		3			
05PORTFO Portfolio workshop		2			
Graphic Design II					15
05JULTALT Poster and cover art		4			
05INFGR Infographics		4			
05LOGOHER Logo design and heraldry		4			
05STUVKPGR Introduction to studio photography		3			
Basic studies in communication 2					15
05STUVKP Introduction to studio photography		3			
05VIDEOPER Introduction to video		6			
05MMAUDPER Introduction to sound editing		3			
05MULLIKEG Motion graphics		3			
Journalistic communication					15
05KUVAJTEOR Theory of visual journalism			3		
05KÄKUVA Advanced digital imaging workshop “The conceptual image”			3		
05SANOMAT Newspaper layout design			5		
05AIKAKAUST Magazine layout design			4		
Marketing communication					15
05PPMAKKVP Introduction to marketing communication			3		
05VISIDSUU Visual identity design			5		
05MAINOKS Advertising and campaign design			7		
Introduction to digital content production					15
05MULTEK Basics of media technology			3		
05MMOHJPER Introduction to programming			3		
05MULVVANI Basics of interactive animation			3		
05MULVVTP1 Applied interactivity workshop “Multimedia graphics”			6		
Professional profile					
Publication design					15
05SÄHKJUL Electronic publishing				5	
05LEHTRAK Publication concepts				5	
05KAUPAJUL Commercial publications				5	
Typography					15
05TYPEDES Type design				5	
05KOKETYPO Experimental typography				5	
05ADVATYPO Advanced typography				5	
Illustration					15
05TIETOKUV Computer-aided illustration				4	
05KUVERTEK Special illustration techniques				6	
05JOURNKUV Journalistic illustration				5	
Production of interactive content					15
05MULCMS Online publishing environments				3	
05MULVVOHJ Interactivity programming tools				5	
05MULVVTP2 Interactive content design workshop				7	
Expressive communication					15

05TAIGRAF Printmaking				8	
05TILATAI Installation art				7	

Elective studies 15 ECTS	Year				
	1	2	3	4	Σ
Elective studies					15
05VVKUILWS Illustration workshop (in first to fourth year)					2
05VVBOOKSH Experimental book workshop (in first to fourth year)					3
05VVKESÄTP Summer workshop (in first to fourth year)					5
05VVGDSHOP Experimental graphic design workshop (in first to fourth year)					5
05VVPAITPGR Printing workshop (in first to fourth year)					3

PROFESSIONAL PRACTICE 30 ECTS	Year				
	1	2	3	4	Σ
Professional practice I					15
Internship					
Professional practice II					15
Business co-operation projects, R&D					

THESIS 15 ECTS	Year				
	1	2	3	4	Σ
Thesis					15
05POPINNÄYT Thesis				15	

BASIC STUDIES SPECIFIC TO THE DEGREE PROGRAMME 44 ECTS

University of Applied Sciences required basic studies 14 ECTS

As specified in the general curriculum of the Lahti University of Applied Sciences. The course content and descriptions can be found in the study guide for common basic studies at the Lahti University of Applied Sciences.

Visual studies 1, 12 ECTS

Module-specific learning outcomes

Students

- know how to use their sense of sight as a basis for creative thinking
- know how to express their thoughts through a visual medium
- have a creative, independent attitude towards the artistic management of design and communication processes
- know how to use basic visual elements in a controlled, deliberate manner
- know how to analyse and interpret visual culture
- know how to use key concepts in visual expression correctly and vividly
- see their professional identity as part of the context of design and visual communication.

05PVISUAMUO VISUAL DESIGN 9 ECTS

Learning outcomes

Students

- can make detailed, original visual observations
- have increased their depth of understanding and analysing what they see
- have practised using their visual thinking in creative tasks

- know how to make use of various ideation methods
- know how to present their visual creations to peer audiences and evaluate them critically
- recognise the artistic nature of a professional design process
- can use their improved visual and artistic general knowledge as a basis for tasks related to design and communication.

Contents (the focus depends on the major subject)

Natural forms and man-made forms; the methods of image construction; classical and expressive aesthetics; allegory, metaphor and symbol; image as a semiotic sign; classical myths and narration.

Methods and assessment

Introductions and lectures, supervised assignments and critique sessions.

Excursions to exhibitions.

Graded on a scale from 1 to 5.

Materials

Literature and exam dates are provided at the beginning of the course.

05PVÄRIH COLOUR 3 ECTS

Learning outcomes

Students

- observe and assess colours and chromatic structures with increased awareness
- understand the impressive, expressive and symbolic characteristics of colour
- know Itten's theory of 7 colour contrasts and know how to apply it creatively
- understand the laws of colour interaction and know how to use them
- know some of the elements of classical colour theory and their applications in art and design
- can express themselves and convey both aesthetic and communicative qualities through colour.

Contents

Itten's theory of 7 colour contrasts; Itten's concept of colour harmonies; the aesthetic, psychological and symbolic bases of colour expression; Albers' concept of colour relativity and interaction.

Methods and assessment

Introductions and lectures, supervised assignments and critique sessions.

Graded on a scale from 1 to 5.

Materials

Albers, J. 1998. Värien vuorovaikutus. Vapaa Taidekoulu, Helsinki.

Itten, J. 1991. Värit taiteessa. Taide, Helsinki.

Huttunen, M. Värit pintaa syvemmältä.

Visual studies 2, 9 ECTS

Module-specific learning outcomes

Students

- know the anatomical structure, rhythm and movement of the human body
- are able to analyse their visual perceptions as a whole
- know how to express their associations and thoughts through the medium of sculpture
- understand the character and role of composition, rhythm and movement in an image
- have an increased ability to generate independent, artistically insightful perceptions and ideas
- are more mature in their personal artistic expression
- use their sense of sight with increased criticism and analysis.

05PPIMA DRAWING AND PAINTING 3 ECTS

Learning outcomes

Students

- demonstrate a grasp of the essence of contemporary art through their own work
- demonstrate a grasp of the significance of visual analysis and visual thinking in finding solutions to visual problems.

Contents

Giving concrete visual form to the students' own visual perceptions and ideas.

Methods and assessment

Individually supervised assignments and critique sessions.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05PELÄVÄ1 LIFE DRAWING I, 3 ECTS

Learning outcomes

Students

- know how to observe
- understand the structure of the human body
- have developed their understanding of forms, proportions and spatial thinking
- know how to analyse what they see
- are skilled in using various drawing instruments
- are encouraged to express themselves visually.

Contents

Croquis drawings and large-scale studies of life models; anatomy basics such as bones and superficial muscles; slideshows and critique sessions.

Methods and assessment

Assignments, 80% obligatory presence, critique session.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05PPLASTI1 SCULPTURE I, 3 ECTS

Learning outcomes

Students

- understand the significance of space, light and movement in three-dimensional work
- know how to use basic materials, instruments and methods
- understand the significance of the interaction of form and material
- know how to analyse both their individual formal idiom and that of their environment
- know how to apply their skills and knowledge in targeted work in their respective fields.

Contents

Familiarisation with the basics of three-dimensional composition and design, materials, and methods, through supervised assignments. Recognition of the problems involved in the transition between two- and three-dimensionality.

Methods and assessment

Assignments as instructed.

Critique sessions.

Materials

Information to be provided at the beginning of the course.

History and theory of art 9 ECTS

Module-specific learning outcomes

Learning outcomes

Students

- know and recognise the overall development of Western visual arts, architecture and design
- understand the historical and collective basis of art, communication and design
- are able to analyse and interpret the visual tradition of the field in relation to their own work
- have increased competence in interpreting images in writing.

05PYLTAHI ART HISTORY 3 ECTS

Learning outcomes

Students know the development of Western art from prehistory to the early 19th century and the basic concepts of art history research.

Contents

The history of Western art and architecture from prehistory to the early 19th century.

Methods and assessment

Lectures, exam and study trip.

Graded on a scale from 1 to 5.

Materials

Online materials on the intranet.

Honour – Fleming. 1992 (and later editions) Maailman taiteen historia. Helsinki: Otava.

05PTAHIM MODERN AND CONTEMPORARY ART 3 ECTS

Learning outcomes

The aim is to open up different vistas in art and to link phenomena in art to the student's individual expression.
Students

- know and recognise the development of visual arts from the late 19th century to the present day.

Contents

The developments, movements and pivotal representatives of modern art, focusing on painting; the concepts and expressive devices of contemporary art and their influence in art.

Prerequisites

Art history (3 ECTS) or a corresponding course.

Methods and assessment

Lectures, study trip and analysing works of art.

Graded on a scale from 1 to 5.

Materials

Online materials on the intranet.

Sederholm. 2000. Tämäkö taidetta? Porvoo: WSOY.

05KUVATEOR IMAGE AND THEORY 3 ECTS**Learning outcomes**

Students familiarise themselves with the key theories in visual culture.

Contents

Students learn about key concepts and theories in art research from Antiquity to the present day. The focus lies on 20th century art theory.

Methods and assessment

Lectures and assignments.

Graded on a scale from 1 to 5.

Materials

Online materials on the intranet, assigned literature.

PROFESSIONAL STUDIES 136 ECTS**Introduction to graphic design and design software 16 ECTS****Module-specific learning outcomes**

Students

- are familiar with key software and methods of information gathering and with their study group
- understand the significance of creative problem-solving, design and ideation methods as part of the job of a graphic designer
- know how to use computers for completing their course assignments
- know the basic concepts in visual expression and communication
- know how to design an exhibition from the course assignments
- understand the role of exhibitions and presentations in communication
- have improved their visual expression and reinforced their professional identity.

05AMMORI INTRODUCTION TO PROFESSIONAL STUDIES 3 ECTS**Learning outcomes**

Students

- know their learning environment and their study group.

Contents

Orientation period and workshop.

Methods and assessment

Active participation in the workshop.

Pass/fail.

05TIETYÖ COMPUTER AS A TOOL 1 ECTS**Learning outcomes**

Students

- know how to use a computer to seek, process and print information
- know how to use their student email account, the Reppu learning environment and the Winha study management system, and the Internet and local networks for data transfer
- know how to use and import data from peripherals such as scanners, cameras and various data storage devices.

Contents

Hardware, operating systems, peripherals. Data transfer, e-mail, data networks. Applications, information seeking. Printing options.

Methods and assessment

Lectures, demonstrations and assignments.

Graded on a scale from 1 to 5.

05GRINDES INDESIGN 2 ECTS

Learning outcomes

Students

- understand the special features and purposes of In Design
- know how to produce flawless materials for multi-software environments
- can solve various technical and production-related problems
- can create technically demanding, versatile originals
- know how to use software efficiently.

Contents

Features of InDesign.

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05ILLUS ILLUSTRATOR 2 ECTS

Learning outcomes

Students

- understand the special features and purposes of Illustrator
- know how to produce flawless materials for multi-software environments
- can solve various technical and production-related problems
- can create technically demanding, versatile originals
- know how to use software efficiently.

Contents

Features of Illustrator.

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05PHOACBR PHOTOSHOP, ACROBAT, BRIDGE 2 ECTS

Learning outcomes

Students

- understand the special features and purposes of Photoshop, Acrobat and Bridge
- know how to produce flawless materials for multi-software environments
- can solve various technical and production-related problems
- can create technically demanding, versatile originals
- know how to use software efficiently.

Contents

Special features of Photoshop, Acrobat and Bridge.

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05NÄYTTE1 EXHIBITION DESIGN 1, 2 ECTS

Learning outcomes

Students

- know how to design an exhibition from the course assignments
- understand the role of exhibitions and presentation in communication
- know how to structure an exhibition space according to communication-related objectives.

Contents

Exhibition content and design. Significance of space and lighting. Exhibition structures and use of colour. Exhibition communications.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05GRAVIEST1 GRAPHIC COMMUNICATION 1, 4 ECTS

Learning outcomes

Students

- know the basic concepts in visual narration, visual expression and communication
- know how to make use of various design and ideation methods
- know how to analyse the image and understand the communicative role of different images
- can execute graphic design tasks independently
- can develop their visual expression and sense of material
- recognise the influence of the operational environment and culture on building a concept
- know how to produce image originals for various purposes
- recognise the possibilities of typography as a visual element
- know how to create a focused visual concept through the medium of graphic design.

Contents

Methods of creative problem-solving, design processes and the basics of design methods. Basic concepts in visual expression and communication, visual narration and the related ideation methods. Analytical thinking in visual expression and communication from different angles. Assignments that explore the various fields of graphic design. Developing a concept on the basis of set associations.

Methods and assessment

Lectures, assignments, critique sessions, visits.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Basic studies in communication 1, 15 ECTS

Module-specific learning outcomes

Students

- know the key theories and concepts in communication research
- understand the technical and expressive basics of photography
- have basic knowledge of and skills in digital photography and image editing
- know the basics of graphic design and typography.

05VIESTPER INTRODUCTION TO COMMUNICATION 3 ECTS

Learning outcomes

Students

- understand the different forms of communication
- know about traditional and new forms of communication
- understand communication phenomena
- understand the role of communication research and its basic theoretical concepts.

Contents

Students receive an overall understanding of traditional and new forms of communication as well as the related phenomena, research and theory. They learn the basic theoretical concepts in communication. The course is graded on the basis of a paper, the writing of which teaches students to seek information independently and analyse it critically, meet academic writing standards and use references correctly.

Methods and assessment

Lectures and paper.

Pass/fail.

Materials

Fiske, J. (1992). Merkkien kieli: Johdatus viestinnän tutkimiseen. Vastapaino, Tampere.

Additional literature as specified by the teacher.

05DIGIVKP BASICS OF DIGITAL PHOTOGRAPHY 3 ECTS

Learning outcomes

Students

- have basic professional knowledge of and skills in digital imaging, digital photography and camera equipment, and are able to independently seek information related to the subject areas
- know the basics of using the institute's pigment ink printer and are familiar with various printing methods and materials
- are familiar with colour management.

The course also aims to develop and deepen the students' expressive and technical skills.

Contents

The course deals with digital imaging, digital photography and printing and provides basic professional knowledge and skills in these subject areas. The course includes an exam and a photography-related course project, which is evaluated for content and technical quality.

Methods and assessment

Lectures, individual and group assignments, discussions, exam. The course includes contact education, distance education and online learning.

Assessment: pass/fail.

Passing the course requires active participation, completion of the course assignments, handing in the course project and passing the exam.

Materials

Information to be provided at the beginning of the course.

05KUVKÄSP BASICS OF IMAGE EDITING 3 ECTS

Learning outcomes

Students

- have the basic knowledge and skills in image editing and professional image production that they need as photographers, are able to work unaided on Photoshop, and know how to independently broaden their expertise using online sources
- recognise the possibilities and limitations of photography and image editing.

The course also aims to develop the students' expressive skills and deepen their understanding of photographic content and expression.

Contents

The course provides students with the basic skills in image editing and different topics in professional image production, and with technical and subject-matter expertise for work in various professional image production environments. The course includes an image-editing project as a course assignment, which is evaluated for content and technical quality.

Methods and assessment

Lectures, individual and group assignments, discussions, exam. The course includes contact education, distance education and online learning.

Assessment: pass/fail.

Passing the course requires active participation, completing the course assignments, handing in the course project and passing the exam.

Materials

Information to be provided at the beginning of the course.

05MMGRSPER INTRODUCTION TO GRAPHIC DESIGN 3 ECTS

Learning outcomes

Students

- are familiar with graphic design methods
- know how to use graphic design tools for goal-oriented design assignments
- understand the role of graphic design in context
- are able to produce graphics that support the intended image and content of a message.

Contents

Graphic design tools and methods used at the various stages of an assignment from order to implementation. The graphic designer as a link in the communication chain. The role of graphic design and typography in visual communication.

Methods and assessment

Assignments and critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05TYPOPER BASICS OF TYPOGRAPHY 3 ECTS

Learning outcomes

Students

- understand the historical background of typography
- know the principles of typeface classification
- know typefaces and fonts and their application in various uses
- know how to use the typography tools in graphic and layout software.

Contents

The development of Western writing, typefaces and fonts, typographic design in graphic and layout software.

Methods and assessment

Assignments and critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Graphic communication and printing technology 15 ECTS

Module-specific learning outcomes

Students

- understand the significance of historical developments in graphic communication and the connection between communication and design
- can design structures, lighting and graphics for exhibitions
- can create, to commission, goal-oriented graphic design for various areas of communication
- understand the various stages of the production process
- know how to bind books using various techniques.

05GRVIESTHI HISTORY OF GRAPHIC COMMUNICATION 3 ECTS

Learning outcomes

Students

- understand the significance of historical developments in graphic communication
- understand the connection between design and communication
- know how to critically assess different interpretations of the history
- are able to independently seek information on historical topics and apply them in their own designs
- know how to apply various period styles related to typography and other visual elements.

Contents

Different periods in graphic communication and their characteristics. The relationship between visual communication and typography throughout this history. The influence of social and technical change on communication. Critical interpretation of this history according to various theories. Illustrative historical materials.

Methods and assessment

Lectures, presentation, paper.

Graded on a scale from 1 to 5.

Materials

Meggs, P.B. 1998. A History of Graphic Design. Hollis, R. 1994. Graphic Design, A Concise History. (Later editions are also accepted.) Handouts and professional publications.

05NÄYTTE2 EXHIBITION DESIGN 2, 2 ECTS

Learning outcomes

Students

- know how to design exhibition graphics
- understand the objectives of exhibition architecture
- can design structures and lighting for exhibitions
- know how to design exhibition space according to the communication-related objectives.

Contents

Understanding the aims of exhibition design and mastering its means. Designing the form based on interpreting and supporting the content. Exhibition communication, spatial organisation and architecture. Exhibition structures, colour and lighting design. Exhibition graphics and typography.

Prerequisites

Exhibition design 1.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05GRAVIEST2 GRAPHIC COMMUNICATION 2, 5 ECTS

Learning outcomes

Students

- are familiar with design processes and methods
- know how to create a concept according to the intended image
- can create, to commission, goal-oriented graphic design for various areas of communication
- understand the role of visual design in conveying associations
- know how to combine typography and graphic formal idiom into a unique visual message.

Contents

Students learn to carry out aesthetically and artistically more demanding tasks in the different fields of graphic design. Through projects, students learn to master the design process and its related methods.

Prerequisites

Introduction to graphic design and design software, and the courses within Basic studies in communication 1.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05PAINOPR PRINTING PROCESS 3 ECTS

Learning outcomes

Students

- understand the various stages of the production process
- understand the possibilities of various printing methods, techniques and materials
- know the operational principles of the graphic industry and its requirements for the production process
- know how to prepare a printing tender
- know how to produce flawless print originals.

Contents

Printing process from assignment to design; scheduling; printing methods and materials; printing surface/paper, printing inks, digital material, tenders and orders, creating print-ready materials.

Methods and assessment

Lectures, assignments, visits.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05KIRSI BOOK BINDING 2 ECTS

Learning outcomes

Students

- recognise the role of binding in the structure of a book
- know how to apply various binding techniques in their designs
- know how to bind books using various techniques.

Contents

The role of binding in the structure of a book. Binding techniques and materials.

Methods and assessment

Lectures, demonstrations, assignment.

Pass / fail.

Materials

Assigned literature and professional publications.

Book art and illustration 15 ECTS

Module-specific learning outcomes

Students

- know the process of making a book
- understand the role of the book as an object and as a medium
- know how to design and illustrate books
- can create illustrations to support a message
- can produce illustrations for various media
- recognise the differences in typography in various media
- can produce versatile, creative typographic solutions to support content
- recognise the various periods in typography
- can create a carefully planned, high-quality portfolio.

05KIRGRAF BOOK ART 3 ECTS

Learning outcomes

Students

- understand the role of the book as an object and as a medium
- know how to manage the overall design of a book.

Contents

Publishing, book structure and overall design, typography and materials. Producing and implementing a book.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05KUVITEK ILLUSTRATION TECHNIQUES 3 ECTS

Learning outcomes

Students

- can create illustrations using different media
- understand the differences and nuances of illustration originals
- understand the requirements of various media for illustration
- can independently create material ready for production.

Contents

Illustration styles and finding one's individual style. Technical requirements for illustrations.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Online lecture materials, assigned literature and professional publications.

05KUVITTAM ILLUSTRATION 4 ECTS

Learning outcomes

Students

- can create goal-oriented and versatile illustrations for various media
- can create illustrations to support a message.

Contents

The influence of the manuscript, content and media on visual narration and the illustration technique chosen.

Prerequisites

Book art and illustration I.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05TYPOGRA2 TYPOGRAPHY 3 ECTS

Learning outcomes

Students

- understand style differences in typographic design
- recognise the differences of typography in various media
- can produce versatile, creative typographic solutions
- recognise the various periods in typography
- learn the underlying factors behind the various typefaces
- know how to select the correct typeface for specific content.

Contents

Typographic implementation. Understanding the history of typography. The influence of technology and deliberate choices during historical periods. The differences between classic and expressive typography. Full competence in applying typography in layout software.

Prerequisites

Introduction to graphic design and Basics of typography.

Methods and assessment

Assignments, active participation in classroom work, creating material for the portfolio.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Itkonen, M. 2003. Typografian käsikirja. Helsinki: RPS-yhtiöt. Bringhurst, R. 2002. The Elements of Typographic Style. Vancouver: Hartley & Marks.

05PORTFO PORTFOLIO WORKSHOP 2 ECTS

Learning outcomes

Students

- understand the role of a portfolio as a means of presentation
- know how to create a carefully planned personal portfolio
- create a high-quality portfolio for their student exchange application.

Contents

The role of a portfolio as a means of presentation. Structures and materials. Creation of a carefully planned portfolio.

Methods and assessment

Lectures, assignments.

Graded on a scale from 1 to 5.

Materials

Assigned literature and professional publications.

Graphic design II, 15 ECTS

Module-specific learning outcomes

Students

- know how to design the visuals for posters and records to support the intended image
- know how to use infographics to visualise information using the appropriate presentation method for the content

- know how to create sign and symbol systems and graphic symbols according to the intended image
- can independently create a heraldic sign according to the rules of heraldry
- know the basics of studio photography and equipment.

05JULTALT POSTER AND COVER ART 4 ECTS

Learning outcomes

Students

- understand the historical significance of poster and cover art and its current role in communication
- understand the significance of form and material in the creation of an image
- know how to design the visuals for posters and records to support the intended image.

Contents

The history and current forms of poster and cover art. Message simplification and the image. Creation of an image through form and material.

Methods and assessment

Lectures, assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05INFGR INFOGRAPHICS 4 ECTS

Learning outcomes

Students

- know how to independently create professional quality infographics
- know how to select the correct visualisation for a given situation and information
- understand how information can be presented visually in a correct or biased manner.

Contents

Illustrating information through various graphic methods. Familiarisation with various techniques and choosing the correct solutions for various contents. Creating infographics with Adobe Illustrator. Analysis of the influence of presentation method on the objectivity of content.

Methods and assessment

Lectures, assignments.

Graded on a scale from 1 to 5.

Materials

Kuusela, V. 2000. Tilastografiikan perusteet. Helsinki: Edita. Tufte, E.R. 1983. The Visual Display of Quantitative Information. Graphics Press, Cheshire, Connecticut.

05LOGOHER LOGO DESIGN AND HERALDRY 4 ECTS

Learning outcomes

Students

- understand the role of signs and symbols in communication and know how to apply them in various materials
- know how to create graphic symbols on the basis of a given objective
- know how to design graphic sign and symbol systems
- understand the history of heraldic formal idiom
- know the heraldic rules
- can create a heraldic sign independently.

Contents

Familiarity with the elements of a graphic image, signs, symbols and logos. Sign and symbol systems. The history of heraldic formal idiom. Contemporary application of heraldic signs and symbols. Heraldic rules.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05STUVKPGR INTRODUCTION TO STUDIO PHOTOGRAPHY 3 ECTS

Learning outcomes

Students

- understand how a digital photography studio operates
- know how to use studio lighting equipment
- can use technical aids to support their individual visual expression.

Contents

Familiarisation with studio technology and lighting through technical assignments. Introduction to digital photography systems. Development of individual visual expression in a studio environment. Planning and running photo shoots.

Methods and assessment

Lecture, demonstrations, assignments.

Pass/fail.

Materials

As indicated by the teacher.

Basic studies in communication 2, 15 ECTS

Module-specific learning outcomes

Students

- are familiar with the basics of digital studio photography
- have basic skills in shooting video
- can independently create an audiovisual work
- can plan and create simple motion graphics.

05STUVKP INTRODUCTION TO STUDIO PHOTOGRAPHY 3 ECTS

Learning outcomes

Students

- understand how a digital photography studio operates
- know how to use the studio lighting equipment
- can use technical aids to support their individual visual expression.

Contents

Familiarisation with studio technology and lighting through technical assignments. Introduction to digital photography systems. Development of individual visual expression in a studio environment. Planning and running photo shoots.

Methods and assessment

Lecture, demonstrations, assignments.

Pass/fail.

Materials

As indicated by the teacher.

05VIDEOPER INTRODUCTION TO VIDEO 6 ECTS

Learning outcomes

Students

- understand the basics of the moving image and cinematic narration
- can work in a team
- can produce an experimental or documentary short film
- know the basics of scriptwriting, cinematography, sound and editing.

Contents

Familiarisation with video work through assignments and projects. Key professional elements, tasks, production stages and techniques in video work.

Methods and assessment

Lectures, assignments, individual work and tutoring, critique sessions.

Materials

Notes, other material as indicated and provided by the teacher.

05MMAUDPER INTRODUCTION TO SOUND EDITING 3 ECTS

Learning outcomes

Students

- know the basic physical principles of sound and the basic concepts in audio technology
- know how to use the sound recording equipment specific to the degree programme
- know how to transfer the material they have recorded to the computer for editing

- master the basic use of sound editing software
- know how to use the correct file formats.

Contents

Sound as a physical phenomenon. Audio technology and recording equipment. Introduction to sound editing. Transfer and data formats of digital sound. Exercises in recording and sound editing.

Methods and assessment

Active participation in contact education, exercises.

Pass/fail.

Materials

Laaksonen, J. 2006. Äänityön kivijalka: ammattiaudiotekniikka, sen teoria, perinteet ja nykytila. Helsinki: Idemco.

Other material as indicated by the teacher.

05MULLIKEG MOTION GRAPHICS 3 ECTS

Learning outcomes

Students

- know the basics of using motion graphics and animation tools
- can plan and create motion graphics.

Contents

Learning basic tools in motion graphics and animation through examples and exercises. Lectures on the benefits and applications of motion graphics.

Methods and assessment

Active participation in contact education, exercises, possible group assignments.

Graded on a scale from 1 to 5.

Materials

Material assigned or distributed by the teacher, guides.

Journalistic communication 15 ECTS

Module-specific learning outcomes

Students

- are familiar with the basic principles of journalism and visual journalism
- know how to produce content using journalistic criteria and methods
- have the basic skills required for work in editorial positions.

05KUVAJTEOR THEORY OF VISUAL JOURNALISM 3 ECTS

Learning outcomes

Students

- know about the history and contemporary phenomena of visual journalism
- are familiar with the process of making a newspaper/magazine from various angles
- understand the structure, operations and role of media in society

Contents

During the course, students familiarise themselves with the history of and current phenomena in visual journalism and the structure and practices of the press.

Methods and assessment

Lectures, assignments, feedback sessions, visits. Pass/fail.

Materials

Salo, M. 2000. Imageware. Helsinki: The University of Art and Design Helsinki.

Notes, other material as indicated and provided by the teacher.

05KÄKUVA ADVANCED DIGITAL IMAGING WORKSHOP "THE CONCEPTUAL IMAGE" 3 ECTS

Learning outcomes

Students

- understand the significance and potential use of conceptual images in various contexts
- have improved their individual expression
- are familiar with the features of the latest version of Photoshop
- demonstrate advanced image-editing skills.

Contents

Familiarisation with the creation of conceptual illustrative image material that is essentially constructed from photographic elements using Photoshop. The use of illustrative image material in various media. The course includes training on the latest version of Photoshop.

Prerequisites

The minimum prerequisite is completion of Basics of digital photography and Basics of image-editing.

Methods and assessment

Lectures, assignments, individual and group work, tutoring and assessments.

Study materials

Notes, other material as indicated and provided by the teacher.

05SANOMAT NEWSPAPER LAYOUT DESIGN 5 ECTS

Learning outcomes

Students

- understand the development of newspaper journalism and its significance
- understand the role of typography and images in the news
- understand the formal idiom of newspapers
- know how to create layouts for different types of newspapers
- know how to solve visual and typographic issues related to the design of newspapers
- know how to produce a layout ready for print.

Contents

The role, structure and visual elements of a newspaper. Typography and images in news and features; layout; print-ready materials.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05AIKAKAUST MAGAZINE LAYOUT DESIGN 4 ECTS

Learning outcomes

Students

- understand the development of visual journalism and its significance
- understand the role of visual narration and typography in supporting content
- understand the formal idiom of magazines
- know how to create layouts for different types of newspapers
- know how to solve visual and typographic issues related to the design of magazines
- know how to produce a layout ready for print.

Contents

Development of visual journalism, article creation, typography and images in printed publications, layout, print-ready material.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Marketing communication 15 ECTS

Module-specific learning outcomes

Students

- are familiar with marketing
- understand the role of marketing communication and know how to apply its methods in their designs
- understand the roles of various communication channels and their impact on visuals
- can understand the interests of the client and the target group
- can produce a corporate identity concept
- know how to design goal-oriented advertising campaigns.

05PPMARKVP INTRODUCTION TO MARKETING COMMUNICATION 3 ECTS

Learning outcomes

Students

- recognise the role of marketing communication in the market economy and business
- understand the theoretical background, content and qualities of marketing
- understand the factors influencing the content of a message
- can understand the interests of the client and the target group
- can select appropriate methods and channels in marketing communication
- recognise the role of marketing communication in their professional activities.

Contents

The conceptual background and methodology of marketing and marketing communication. Marketing processes, business idea, competition, competition assets, service products, media, advertising and marketing communication, target groups and buying behaviour. The influence of new communication channels and social media on marketing. Contemporary marketing communication from the points of view of the company, the community and the designer.

Methods and assessment

Lectures, group assignments and exam, multiform learning.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature.

05VISIDSUU VISUAL IDENTITY DESIGN 5 ECTS

Learning outcomes

Students

- recognise the role of corporate image as part of marketing communications
- understand the role of signs and symbols in communication and know how to apply them in various materials
- can produce a corporate identity concept
- know the basics of design management.

Contents

Familiarisation with the design of corporate identity and its strategic role, as well as corporate signs, symbols and logos as building blocks of the corporate graphic image. Through an assignment, students learn how to create a controlled image and understand design management as part of contemporary marketing communication.

Prerequisites

Logo design and heraldry, Typography, Graphic communication 2.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05MAINOKS ADVERTISING AND CAMPAIGN DESIGN 7 ECTS

Learning outcomes

Students

- recognise the role of advertising as part of marketing communications
- are capable of visual problem-solving according to a brief
- know how to choose the correct medium for the target group
- understand the influencing power of commercial communication
- can receive a brief and break it down to a set of targeted tasks
- know how to create ideas for campaigns
- know how to present the material produced.

Contents

Advertising design and its role as part of contemporary marketing communication; problem-solving according to a brief; and the characteristics of the various media for reaching a given target group. Combining communication methods. Break down of a commission, target group analysis, ideas for campaigns, verbal and visual design, selecting media, storyboards, implementation, and presentation.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Introduction to digital content production 15 ECTS

Module-specific learning outcomes

Students

- are familiar with the basic technologies of the media industry and the computer-based learning environment
- know the basic concepts and methods used in programming
- know how to design and create interactive animations.

05MULTEK BASICS OF MEDIA TECHNOLOGY 3 ECTS

Learning outcomes

Students

- have the basic IT skills they need to complete their media studies
- understand the basic principles and concepts of media production from a technical viewpoint
- understand how the Internet works
- understand the basic principles of packaging files and media
- know the most common contemporary formats and channels for distributing media content.

Contents

Familiarisation with the technical foundations of media production and digital content. Basic technical terms of the field. Operational principles of data transfer and the Internet. Basics of distributing media content.

Methods and assessment

Active participation in contact education, exercises.

Pass/fail.

Materials

Voipio, K. & Uusitupa, S. 2000. Tietoliikenneaapinen: teletekniikkaa ymmärrettävästi. Espoo: Otatiето.

Korpela, J. 2007. Internet hyöty- ja viihdekäytössä. Jyväskylä: WSOYpro.

Other material as indicated by the teacher.

05MMOHJPER INTRODUCTION TO PROGRAMMING 3 ECTS

Learning outcomes

Students

- know the basics of algorithmic thinking
- know the basic concepts used in programming
- identify simple structures from programming code.

Contents

Basic concepts in programming such as variables, values, types, clauses, expressions, control structures, subprograms and modularity. Creating simple algorithms. Basics of web programming. Programming exercises.

Methods and assessment

Active participation in contact education, exercises.

Pass/fail.

Materials

Other materials provided by the teacher.

05MULVVANI BASICS OF INTERACTIVE ANIMATION 3 ECTS

Learning outcomes

Students

- are familiar with the basic principles of animation
- can design simple interactive animations
- are familiar with modern platforms for creating interactive animations.

Contents

Familiarisation with and analysis of selected interactive animations. Planning and creating a short animation that includes some interactivity for the user.

Methods and assessment

Active participation in contact education, exercises.

Pass/fail.

Materials

Other materials provided by the teacher.

05MULVVTP1 APPLIED INTERACTIVITY WORKSHOP “MULTIMEDIA GRAPHICS” 6 ECTS

Learning outcomes

Students

- understand the significance of graphics and visuality in a multimedia product
- can evaluate the look and feel and the interactivity of a multimedia product in an analytical manner
- know how to use visuals and interactivity to convey a message.

Contents

Implementation of a design assignment focusing on the interactivity and visuals of a multimedia product. As the design work progresses, the students' choices are discussed in groups.

Methods and assessment

Workshops, assignments, group work/acting as an opponent. Critique sessions.

Graded on a scale from 1 to 5.

Materials

Other written material assigned or distributed by the teacher.

Professional profile

Publication design 15 ECTS

Module-specific learning outcomes

Students

- understand the equipment-specific requirements of publishing
- can design visuals for publications in various media
- can create goal-oriented publication concepts
- can plan and create commercial publications for various media
- understand the connections between contents, target group and graphic forms.

05SÄHKJUL ELECTRONIC PUBLISHING 5 ECTS

Learning outcomes

Students

- understand the characteristics of electronic publishing
- can design publications that can be read using various terminals.

Contents

The methods, software, equipment and characteristics of electronic publishing. The future of electronic publishing.

Prerequisites

The courses in the journalistic communication module.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05LEHTKRAK PUBLICATION CONCEPTS 5 ECTS

Learning outcomes

Students

- understand the significance of publication structure and journalistic content for concept design
- can plan and create publication concepts using various techniques
- can design a goal-oriented publication concept to support the desired image.

Contents

The journalistic content, usability and structure of a publication. Key design factors and elements. Methods of concept creation.

Prerequisites

The courses in the journalistic communication module.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05KAUPAJUL COMMERCIAL PUBLICATIONS 5 ECTS**Learning outcomes**

Students

- understand the connections between contents, target group and graphic forms.
- understand the difference between a commercial and a journalistic publication
- know how to use branding in catalogues and brochures
- know how to design goal-oriented and image-driven brochures and product catalogues for various publishing environments.

Contents

The visual rhythm and continuity of catalogues and brochures; presenting a range of products in a multi-page publication and on various terminals. Adapting a goal-oriented brand image for publications and terminals. The connections between contents, target group and graphic forms. Table typography.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Typography 15 ECTS**Module-specific learning outcomes**

Students

- know how to design and publish a font family
- know how to produce goal-oriented messages using experimental typography
- know how to produce finalised typography concepts for various media
- recognise the role of typography in visualising language.

05TYPEDES TYPE DESIGN 5 ECTS**Learning outcomes**

Students

- understand the basics of type design
- know the differences between font types
- know how to use Fontlab software
- are able to independently create a font family
- know how to publish a font family

Contents

Introduction to type design. Font types. Fontlab software. Creating the shapes and special characters with various tools and importing them to Fontlab. Producing and publishing a font family.

Prerequisites

Typography basics, history of graphic communication.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05KOKETYPO EXPERIMENTAL TYPOGRAPHY 5 ECTS**Learning outcomes**

Students

- understand the role of type design in communication
- understand the role of experimental typography for the creation of an image
- know how to produce goal-oriented messages using experimental typography.

Contents

The forms and uses of experimental typography. Production of typefaces using different tools and methods to support

goal-oriented communications. Current methods in experimental typography.

Prerequisites

Typography basics, history of graphic communication.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05ADVATYPO ADVANCED TYPOGRAPHY 5 ECTS

Learning outcomes

Students

- know how to produce finalised typography for various media
- know how to create typography concepts
- recognise the role of typography in visualising language.

Contents

Visualisation of message content and language using typography. Current techniques and applications of typography. The typographic possibilities and limitations of various media. An R&D project in typography.

Prerequisites

Typography basics, history of graphic communication.

Methods and assessment

Lectures, a project for an external client.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Illustration 15 ECTS

Module-specific learning outcomes

Students

- know how to design and publish a font family
- know how to produce goal-oriented messages using experimental typography.
- know how to produce finalised typography for various media
- recognise the role of typography in visualising language.

05TIETOKUV COMPUTER-AIDED ILLUSTRATION 4 ECTS

Learning outcomes

Students

- know how to use key software to produce illustrations at a high artistic and professional level
- understand the differences between and uses of different illustration software.

Contents

Key illustration software and its use.

Prerequisites

Book art and illustration module.

Methods and assessment

Lectures, assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05KUVERTEK SPECIAL ILLUSTRATION TECHNIQUES 6 ECTS

Learning outcomes

Students

- know how to produce illustrations using versatile techniques.

Contents

Current techniques and materials. An R&D project in illustration.

Prerequisites

Book art and illustration module.

Methods and assessment

Lectures, a project for an external client.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05JOURNKUV JOURNALISTIC ILLUSTRATION 5 ECTS

Learning outcomes

Students

- can create illustrations to support journalistic content at a high professional level.

Contents

Current methods in journalistic illustration. The role of various techniques in journalistic illustration. An R&D project in journalistic illustration.

Prerequisites

Book art and illustration module; Journalistic communication module.

Methods and assessment

Lectures, a project for an external client.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Production of interactive content 15 ECTS

Module-specific learning outcomes

Students

- recognise the possibilities of and differences between online publishing environments
- know how to take into account technical implementation when designing interactive content
- can design interactive content.

Assessment

Overall grading on the basis of the evaluation of individual courses. Graded on a scale from 1 to 5.

Alternative module

Students select and include in their personal study plan one of the two modules: Post-production and animation or Production of interactive content.

05MULCMS ONLINE PUBLISHING ENVIRONMENTS 3 ECTS

Learning outcomes

Students

- are familiar with a variety of publishing systems and environments
- know how to choose an appropriate publishing system for each case
- know how to deploy a publishing system.

Contents

Familiarisation with the most popular and recommendable current content management and publishing systems and the differences between them. The criteria for choosing a publishing system, and the relationship of the systems with communications practices. Familiarisation with the deployment of a selected publishing system.

Methods and assessment

Lectures, exercises, group assignments.

Pass/fail.

Materials

Written material assigned or distributed by the teacher.

05MULVVOHJ INTERACTIVITY PROGRAMMING TOOLS 5 ECTS

Learning outcomes

Students

- know how to choose an appropriate implementation method when designing interactive content
- are familiar with the tools needed to compile and create interactive content.

Contents

Familiarisation with the programming and compiling of interactive content and communication products.

Methods and assessment

Active participation in contact education, exercises, group assignments.

Graded on a scale from 1 to 5.

Materials

Written material assigned or distributed by the teacher.

05MULVVTP2 INTERACTIVE CONTENT DESIGN WORKSHOP 7 ECTS

Learning outcomes

Students

- know how to design an interactive communication product
- are familiar with the various stages in the production of interactive content
- demonstrate deeper knowledge in interactivity, its design and implementation.

Contents

During the workshop, students design and implement an interactive communication product. Students work in teams on the basis of a brief.

Prerequisites

Applied interactivity workshop "Multimedia graphics".

Methods and assessment

Active participation in the workshop, exercises and group assignments.

Graded on a scale from 1 to 5.

Materials

Written material assigned or distributed by the teacher.

Expressive communication 15 ECTS

Module-specific learning outcomes

Students

- can produce content for various spaces using artistic tools and various methods
- know the key techniques and production methods for printmaking
- understand the cultural significance of art as a communication mechanism.

05TAIGRAF PRINTMAKING 8 ECTS

Learning outcomes

Students

- know the key techniques and production methods of printmaking.

Contents

The role of printmaking in communications. The key techniques and production methods for printmaking. Making a printing plate, printing and print marks.

Methods and assessment

Lectures, assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05TILATAI INSTALLATION ART 7 ECTS

Learning outcomes

Students

- can produce content for various spaces using artistic tools
- know the key production methods of installation art.

Contents

Art in space. The significance of space for expression and the techniques and materials used. Key techniques and production methods.

Methods and assessment

Lectures, assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

Elective studies 15 ECTS

Elective studies 15 ECTS

Module-specific learning outcomes

Students

- have advanced their professional skills through supplementary studies
- have improved their general knowledge.

Contents and method of completion

Students can choose courses from the elective courses offered by the Institute of Design and Fine Arts and the entire university. Elective studies may also include courses taken at other institutions of higher learning, provided that they are suitable for the profile of the student's major subject.

05VVKUILWS ILLUSTRATION WORKSHOP 2 ECTS

Learning outcomes

Students

- recognise the role of illustration in communication
- know how to complete a carefully planned illustration project.

Contents

The workshop is offered in collaboration with the Arts University College at Bournemouth. The contents vary on the basis of the theme, changing yearly.

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVBOOKSH EXPERIMENTAL BOOK WORKSHOP 3 ECTS

Learning outcomes

Students

- understand the role of a book as a communication tool and an object of art
- know how to create a systematic book concept
- know how to create contents and structure on the basis of a concept.

Contents

The workshop takes place in collaboration with the Vilnius Academy of Art. The contents vary on the basis of the theme, changing yearly.

Methods and assessment

Lectures, demonstrations and assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVKESÄTP SUMMER WORKSHOP 5 ECTS

Learning outcomes

Students

- demonstrate a deeper understanding of the various forms of graphic design.

Contents

The contents are to be specified based on a theme of current professional relevance. The workshop project can take the form of an industry partnership or R&D project for an external client.

Methods and assessment

Lectures, demonstrations and assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVGDSHOP EXPERIMENTAL GRAPHIC DESIGN WORKSHOP 5 ECTS

Learning outcomes

Students

- understand the role of graphic design as part of communication.
- know how to concept communicative graphic design
- know how to create alternative graphic design.

Contents

The workshop takes place in collaboration with the Karel de Grote-Hogeschool in Antwerp. The contents vary on the basis of the theme, changing yearly.

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVPATPGR PRINTING WORKSHOP 3 ECTS

Learning outcomes

Students

- are familiar with printing techniques and their differences
- know how to choose the correct technique
- know how to produce artwork for silkscreen printing
- know how to create a silkscreen print.

Contents

Learning about printing methods; visits (silkscreen, flexo, gravure). Creating a silkscreen print.

Methods and assessment

Lectures, assignments and visits.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

PROFESSIONAL PRACTICE 30 ECTS

The degree includes 30 ECTS credits of professional practice, half of which (15 ECTS) are completed through participating in supervised industry partnership projects taking place during the student's terms of study, and half (15 ECTS) through internships at suitable companies in Finland and abroad.

Learning outcomes

Students

- are familiar with practical tasks essential to professional studies and know how to apply their skills and knowledge in the working world under supervision.

Methods and assessment

The scope of internships is 15 ECTS, which equals 10 work weeks with 40 weekly work hours. It is necessary to submit a report on the internship and a certificate of employment to the principal teacher to acquire the credits. Further information on professional practice is provided during the spring term. Pass/fail.

R&D projects 15 ECTS

Module-specific learning outcomes

Students

- know the principles of project work
- know how to work in product development
- know about the rules of the working world in their profession.

RESEARCH AND DEVELOPMENT PROJECTS, BUSINESS CO-OPERATION 15 ECTS

Learning outcomes

Students

- know the principles of project work
- know how to work in product development

- know about the rules of the working world in their profession.

Contents

Participation in the R&D projects of the institute.

Methods and assessment

Responsible, active participation in workshops; possible individual assignments.

Pass/fail.

Professional practice 15 ECTS

Module-specific learning outcomes

Students

- know about the rules of the working world
- gain experience in their profession
- establish contact with potential employers.

Professional practice 15 ECTS

Learning outcomes

Students

- know about the rules of the working world
- gain experience in their profession
- establish contact with potential employers.

Contents

Students independently find an internship (or several internships). The work must be related to their profession. After the internship, students write a report describing their tasks and discussing what they have learned during and thanks to the internship.

Methods and assessment

Internship involving at least 400 hours of work. Students must submit a written report and the employer's testimonial indicating the hours completed.

Pass/fail.

THESIS 15 ECTS

THESIS 15 ECTS

05POPINNÄYTE THESIS 15 ECTS

Learning outcomes

The thesis shows that the student knows the design process and related practices in their profession, and shows competence in their visual and written expression. The thesis shows the student's ability to apply their skills and knowledge, their familiarity with design and research methods, and their problem-solving skills in their respective field.

Contents

The thesis is a supervised design project or a body of work carried out independently or collaboratively. Its aim is to improve the student's professional skills and contribute to the field in general. The thesis always includes a written report. The thesis project is supported by mandatory seminars and a maturity test.

Prerequisites

Before starting the thesis, the student must have completed all basic studies and most professional studies.

Methods and materials

At the Institute of Design, the thesis comprises a design for a product, collection, or space, or a completed body of work, and a written report.

In order to complete the degree, the student must participate in seminars (topic, intermediate, completion) presenting their project, and must take the maturity test. Detailed instructions for the thesis (applicable to the entire university and to the Institute of Design specifically) and related materials are available on the students' intranet.

Assessment

The thesis is always evaluated as a process, from choosing the topic to presenting the outcome. Graded on a scale from 1 to 5. Detailed information on the assessment of an artistic and practical thesis is available on the students' intranet.

CONTACT INFORMATION

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