



"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
Multimedia Production**

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 Multimedia Production 240 ECTS

Aims

A graduating student has the competence to work as a digital communications professional for example in production houses, advertising agencies, news production or as a digital media entrepreneur. Responsibilities can include film post-production, web content design and production, user interface design, visual design for the game industry or coordinating production teams.

The purpose of the education is to create well-rounded professionals in digital communication. Success in the profession requires sound general knowledge in communication; an ability to integrate text, image and sound; goal-orientation; and an ability to manage production teams.

Foundations

The focus is on practical projects in workshops and the lectures that support them. Although the education and the industry in general require strong skills in applying technology, the focus of the education lies in design and creative problem-solving. A significant part of the education takes place in projects, which result in actual products for real-world clients. In this way, students gain valuable experience in goal-oriented professional work already during their studies.

Specialisation lines

After the first two years of study, students pursue projects and advanced studies in one of the expressive tools or professional fields of multimedia. A study module on either interactive content design or 3D-animation and post-production is selected into the students' third year studies.

Students can pursue a specialisation into:

- 1) visual design, motion graphics and animation
- 2) video post-production
- 3) interactive content design.

Major in Multimedia Production: 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 4 ECTS <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
Basic studies in the major subject					
Introduction to multimedia 05AMMORI Introduction to professional studies 05MMILMKIE Multimedia expression	3 3				6
Introduction to digital content production 05MULTEK Basics of media technology 05MMOHJPER Introduction to programming 05MULVVANI Basics of interactive animation 05MULVVTP1 Applied interactivity workshop "Multimedia graphics"	3 3 3 6				15
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
Basic studies in communication 2 05STUVKP Introduction to studio photography 05MMAUDPER Introduction to sound editing 05MULLIIKEG Motion graphics		3 3 3			9
Journalistic communication					15

05KUVAJTEOR Theory of visual journalism		3			
05KÄKUVA Advanced digital imaging workshop “The conceptual image”		3			
05SÄHKÖTAIT Layout design for electronic publications		3			
05MULJOUTP Journalism workshop	6				
Interaction design					15
05MMKLS User interface design		3			
05MMUSEEX User Experience Design		3			
05PELISUUN Game design		3			
05VUOSISÄ Interactive content design		6			
Visual narration					15
05MMDRAMAT Dramaturgy and narration		3			
05MMÄÄDRAM Sound dramaturgy		3			
05MULDRAKS Animation scripting		4			
05KUVAKERIL Expression in visual narration		5			
Audiovisual expression and production					15
05MMSITUPR Managing content production projects			3		
05MMELOTUO Film narration and production			3		
05MMÄÄNIT Sound as a tool of expression			3		
05AUDIVISTU Audiovisual production project			3		
05MULPPB Post-production basics			3		
Professional profile					
Post-production and animation					15
05MUL3DANIM 3D animation			8		
05MULPOST Film post-production			7		
Production of interactive content					15
05MULCMS Online publishing environments			3		
05MULVVOHJ Interactivity programming tools			5		
05MULVVP2 Interactive content design workshop			7		
Professional profile					16
05SYVPT Advanced project assignment				10	
05MMHENK Individual expression				6	

Elective studies 15 ECTS	Year				
	1	2	3	4	Σ
Elective studies 15 ECTS					15

PROFESSIONAL PRACTICE 30 ECTS	Year				
	1	2	3	4	Σ
R&D projects 15 ECTS					
Research and development projects 15 ECTS			15		15
Professional practice 15 ECTS					
Professional practice 15 ECTS					15

THESIS 15 ECTS	Year				
	1	2	3	4	Σ
THESIS 15 ECTS					
05OPINNÄYTE THESIS 15 ECTS				15	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). Maaailman 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 are familiar 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 multimedia 6 ECTS

Module-specific learning outcomes

Students

- know their learning environment and their study group
- understand basic multimedia terminology
- have gained a more personal understanding of the profession they are entering.

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.

05MMILMKIE MULTIMEDIA EXPRESSION 3 ECTS

Learning outcomes

Students

- know the education required for a multimedia professional
- have gained a more personal understanding of professional multimedia
- are aware of their own skills in relation to professional tasks
- approach the various forms of digital communication critically and analytically.

Contents

Orientation to professional studies. Jobs and production in the media industry. The essence of digital communication.

Methods and assessment

Active participation in contact education, exercises, group assignments.

Pass/fail.

Materials

Luukkonen, J. 2000. Digitaalisen median käsikirjoitusopas. Helsinki: Edita.

Other material as indicated by the teacher.

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 visuals 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.

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.

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, completion of the course assignments, handing in the course project and passing the exam.

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 how to apply them for 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.

Basic studies in communication 2, 9 ECTS

Module-specific learning outcomes

Students

- know the basics of studio photography and equipment
- have basic skills in sound recording and editing
- 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

Lectures, demonstrations, assignments.

Pass/fail.

Materials

As indicated 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 basic sound recording equipment specific to the degree programme
- know how to transfer the material they have recorded to the computer for editing
- know 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.

05KUAJTEOR 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.

Materials

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

05SÄHKÖTAIT LAYOUT DESIGN FOR ELECTRONIC PUBLICATIONS 3 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 differences between newspapers, magazines and online publications
- know how to create layouts for different types of electronic publications
- know how to solve visual and typographic issues related to the design of publications.

Contents

Development of visual journalism, article creation, typography and images in electronic publications, layout.

Prerequisites

Introduction to graphic design and Basics of typography.

Methods and assessment

Lectures, assignments, critique sessions. Graded on a scale from 1 to 5.

Materials

Online lecture materials, assigned literature and professional publications.

05MULJOUTP JOURNALISM WORKSHOP 6 ECTS

Learning outcomes

Students

- know a variety of stylistic and expressive forms in journalistic communication
- know how to write for the web
- know how to produce journalistic content for different distribution media.

Contents

Production of assignment texts and using them to produce a layout with text and images.

Methods and assessment

Taught by several teachers, the workshop course consists of lectures, assignments, critique sessions and analysis. Graded on a scale from 1 to 5.

Materials

Information on assigned literature and other source material to be provided at the beginning of the course by the respective teachers.

Interaction design 15 ECTS

Module-specific learning outcomes

Students

- understand the principles of user-centred design
- understand the role of visuality as part of the user experience
- know the basics of game design
- know the basics of product development of an interactive communication product
- understand the characteristics of interactivity in design.

Assessment

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

05MMKLS USER INTERFACE DESIGN 3 ECTS**Learning outcomes**

Students

- know the basics of user-centred design
- know about the rules of user interface design
- know the key methods of user testing
- know how to take into account the requirements of different target groups in design.

Contents

Discussion on and analysis of the look and feel of existing products and their impact in the user experience and conveyance of the products' message. A course assignment is to design a user interface for the institute's online application guide.

Methods and assessment

Active participation in contact education, exercises and group assignments.

Pass/fail.

Materials

Cooper, A. 2003. About Face 2.0: The essentials of interaction design. New York: Wiley.

Krug, S. 2006. Älä pakota minua ajattelemaan: tervejärkinen käsitys web-käytettävyydestä. Helsinki: Readme.fi.

Other written material assigned or distributed by the teacher.

05MMUSEEX USER EXPERIENCE DESIGN 3 ECTS**Learning outcomes**

Students

- can design communication products from the user's perspective
- can design products with a specific target group in mind
- understand how visual appearance and the user interface affect user experience.

Contents

The students design an experimental user interface. The design task emphasises control over the end users' experience of the product.

Assessment

Active participation in lectures. Contribution to the teamwork or workshop.

Grades 1–5.

Materials

Cooper, A. 2003. About Face 2.0: The essentials of interaction design. New York: Wiley.

Appointed during lectures.

05PELISUUN GAME DESIGN 3 ECTS**Learning outcomes**

Students

- know the genres of computer and console games and their special characteristics
- know how to analyse games with regard to structure and dramaturgy
- know the basic concepts and principles of game design
- know how to create a game concept.

Contents

Exploring the world of games through analysing sample works and attending to lectures. Assignment on a new game concept.

Methods and assessment

Active participation in contact education, exercises, group assignments.

Assessment: pass/fail.

Materials

Games assigned by the teacher; other materials assigned or distributed by the teacher.

05VUOSISÄ INTERACTIVE CONTENT DESIGN 6 ECTS**Learning outcomes**

Students

- know the advantages and challenges of interactivity in digital communication
- know how to design content for interactive communication products
- know how to create meaningful interactivity for media products.

Contents

Exploring interactive communication and its various applications through sample works and lectures. Completing the assignments, students apply what they have learned and deepen their skills in designing interactive contents.

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.

Visual narration 15 ECTS

Module-specific learning outcomes

Students

- know the key concepts in dramaturgy
- know how to analyse visual narration
- know the basics of sound dramaturgy
- know how to create a storyboard
- know how to create a coherent visually narrated story.

Assessment

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

05MMDRAMAT DRAMATURGY AND NARRATION 3 ECTS

Learning outcomes

Students

- understand the key concepts, rules and tools of dramaturgy
- recognise the role of dramaturgy in communication
- understand the elements of linear narration and their relations
- know how to analyse the dramaturgy of narration
- know how to apply dramaturgy to digital communication products
- know how to read a storyboard.

Contents

Lectures on the basics of dramaturgy, related assignments. Linear narration is explored through viewing sample films and analysing scripts.

Methods and assessment

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

Assessment: pass/fail.

Materials

Aristotle. *Runousoppi (Poetica)*.

Aaltonen, J. 2002. *Käsikirjoittajan työkalut: audiovisuaalisen tekijän opas*.

Hiltunen, A. 1999. *Aristoteles Hollywoodissa - menestystarinan anatomia*.

Other written material assigned or distributed by the teacher.

05MMÄÄDRAM SOUND DRAMATURGY 3 ECTS

Learning outcomes

Students

- know the basics of sound dramaturgy
- understand the potential of sound as an expressive device
- know how to design simple sound dramaturgy for audiovisual narration.

Contents

Lectures on the basics of sound dramaturgy; applied assignments. Exploring sound as a narrative medium through sample works and practical exercises.

Prerequisites

Introduction to sound editing.

Methods and assessment

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

Graded on a scale from 1 to 5.

Materials

Written material assigned or distributed by the teacher.

05MULDRAKS ANIMATION SCRIPTING 4 ECTS

Learning outcomes

Students

- know how to create animatics on the basis of a script
- know how to integrate the requirements of animation in scripting and planning
- know how to create a storyboard.

Contents

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

Prerequisites

Dramaturgy and narration (or similar studies).

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.

05KUVAKERIL EXPRESSION IN VISUAL NARRATION 5 ECTS

Learning outcomes

Students

- know how to apply the rules of dramaturgy in their own expression
- know how to create a storyboard independently
- know how to create a coherent visually narrated story using relevant software.

Contents

Designing and creating a visually narrated story. Coherent sound and visuals are a key objective in the assignment.

Methods and assessment

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

Graded on a scale from 1 to 5.

Materials

Material assigned or distributed by the teacher, guides.

Audiovisual expression and production 15 ECTS

Module-specific learning outcomes

Students

- understand the significance of project management in audiovisual content production
- are familiar with basic project management concepts and methods
- know the principles of film narration and know how to apply them on the basis of a brief
- know how to apply the possibilities of digital sound in their own expression
- are familiar with the basic tools and methods for creating audiovisual works
- know how to do small-scale post-production editing in a short film production.

Assessment

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

05MMSITUPR MANAGING CONTENT PRODUCTION PROJECTS 3 ECTS

Learning outcomes

Students

- understand the significance of project planning in content production
- are familiar with basic project management methods.

Contents

Introduction to basic project management tools. Through discussions related to the lectures and assignments, students explore the role of project management in the projects in their field.

Methods and assessment

Lectures, individual and group work, assignments or exam.

Pass/fail.

Materials

Karlsson, Å. & Marttala, A. 2001. Projektikirja. Onnistuneen projektin toteuttaminen. Kauppakaari.
Other written material assigned or distributed by the teacher.

05MMELOTUO FILM NARRATION AND PRODUCTION 3 ECTS

Learning outcomes

Students

- know the basic principles and rules of film narration
- know how to approach a film analytically
- know how to use observations as a basis of their own expression
- know the basic principles of film production.

Contents

Lectures, analysis of sample works, applied assignments. Students do a small-scale film production as a team.

Methods and assessment

Active participation in contact education, exercises, group assignments.

Assessment: pass/fail.

Materials

Written material assigned or distributed by the teacher.

05MMÄÄNIT SOUND AS A TOOL OF EXPRESSION 3 ECTS

Learning outcomes

Students

- have a comprehensive understanding of the possibilities of sound production
- recognise the significance of sound as part of communication
- know how to use digital sound in their own expression.

Contents

Exploring the various meanings of sound in communication, including both non-linear and linear narration. Sound design process in a film production context.

Prerequisites

Introduction to sound editing.

Methods and assessment

Active participation in contact education, exercises, group assignments.

Assessment: pass/fail.

Materials

Written material assigned or distributed by the teacher.

05AUDVISTU AUDIOVISUAL PRODUCTION PROJECT 3 ECTS

Learning outcomes

Students

- know the basics of planning an audiovisual production project
- know how to be a member of a film crew
- show improved skills in managing narrative bodies of work.

Contents

Students participate in an audiovisual production project and its planning as members of a production crew.

Prerequisites

The module Visual narration.

Methods and assessment

Active participation in teamwork, attending intermediary sessions and critique sessions.

Graded on a scale from 1 to 5.

Materials

Written material assigned or distributed by the teacher.

05MULPPB POST-PRODUCTION BASICS 3 ECTS

Learning outcomes

Students

- understand the possibilities and demands of post-production for a short film

- can perform basic colour correction and motion tracking on video footage.

Contents

Lectures, tutorials and work on short film footage.

Prerequisites

Motion graphics or similar studies, an audiovisual production project (or a suitable short film to work on: contact teacher during enrolment).

Assessment

Active participation in teaching, completed assignments.

Graded on a scale from 1 to 5.

Materials

Assigned during lectures.

Professional profile, alternative A:

Post-production and animation 15 ECTS

Learning outcomes

Students

- are aware of the possibilities and demands of a 3D animation production
- understand the possibilities and demands of post-production
- can compose CGI into video footage.

Assessment

The completed module is assessed as a whole according to the student's performance in the module's 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.

05MUL3DANIM 3D ANIMATION 8 ECTS

Learning outcomes

Students

- are aware of the possibilities and demands of a 3D animation production
- are able to model and rig basic 3D characters
- understand the role of materials and lighting in 3D
- are able to produce and animate a short 3D animation sequence
- understand the 3D animation workflow.

Contents

Lectures, tutorials and assignments.

Assessment

Active participation in teaching, completed assignments.

Graded on a scale from 1 to 5.

Materials

Assigned during lectures.

05MULPOST FILM POST-PRODUCTION 7 ECTS

Learning outcomes

Students

- are familiar with the possibilities and demands of post-production
- know how to take post-production and compositing into account during earlier stages of production
- can compose CGI into video footage
- can perform basic chroma keying, motion tracking, colour grading and 3D-compositing tasks on digital media.

Contents

Lectures, tutorials and assignments.

Prerequisites

Motion graphics or similar studies, Post-production basics or similar studies.

Assessment

Active participation in teaching, completed assignments.

Graded on a scale from 1 to 5.

Materials

Assigned during lectures.

Professional profile, alternative B:**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.

Professional profile 16 ECTS**Module-specific learning outcomes**

Students

- know how to systematically improve their individual expression
- have acquired a more specialised professional profile.

Assessment

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

05SYVPT ADVANCED PROJECT ASSIGNMENT 10 ECTS**Learning outcomes**

Students

- demonstrate deeper skills in project work according to their chosen specialisation
- have developed their professional identity
- have a responsible, professional approach to their work.

Contents

Students complete a project on their chosen area of specialisation. They work systematically and under supervision, applying relevant theory to their work. Students work in small teams based on specialisation areas.

Methods and assessment

Active participation in project work/contact education, individual and group assignments.
Graded on a scale from 1 to 5.

Materials

Written material assigned or distributed by the teacher.

05MMHENK PERSONAL EXPRESSION 6 ECTS**Learning outcomes**

Students

- know how to document and present their own competence
- systematically improve their individual expression.

Contents

Compiling a personal portfolio, with intermediary presentation sessions. Expression and professional development are discussed in small groups or during individual tutoring sessions.

Methods and assessment

Active participation in contact education, portfolio.
Graded on a scale from 1 to 5.

Materials

Written material assigned or distributed by the teacher.

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.

PROFESSIONAL PRACTICE 30 ECTS

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.

05MMTYÖHARJ 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.

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.

05MMTKPRO RESEARCH AND DEVELOPMENT PROJECTS 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.

THESIS 15 ECTS

THESIS 15 ECTS

Module-specific learning outcomes

See Learning outcomes under 05OPINNÄYTE THESIS.

05OPINNÄYTE 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

Lahti University of Applied Sciences
Institute of Design and Fine Arts (Culture)
PL 92, Kannaksenkatu 22, 15141 Lahti

Tel. +358 3 828 2803 (Study office)
Fax +358 3 828 2815

E-mail addresses: firstname.lastname@lamk.fi.

Tuija Liljander, Dean
Tel. +358 50 526 5895

Degree Programme in Design, Principal Lecturer Ari Känkänen
Tel. +358 50 526 5904

Degree Programme in Communication, Principal Lecturer Pauliina Pasanen
Tel. +358 50 380 8324

Common Studies, Principal Lecturer Marja Lampainen
Tel. +358 50 526 5863