



"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 Design 240 ECTS
Specialisation Line in the Design Industry
Packaging Design and Graphics

DEGREE PROGRAMME IN DESIGN

Qualification

Polytechnic Degree in Culture and Arts

Degree Title

Bachelor of Crafts and Design (Muotoilija AMK)

Scope

240 ECTS / 4 years

Specialisation lines and major subjects

Specialisation Line in Applied Art

Jewellery Design

Specialisation Line in the Design Industry

Vehicle Design

Fashion Design

Package Design and Graphics

Interior Architecture and Furniture Design

Industrial Design

A successful designer needs aesthetic understanding; skills in gathering and applying information; teamwork and communication skills; entrepreneurship competence; and creative problem-solving skills. Professionals in the various fields of design industry create serially produced items for everyday use.

Studies

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. Studies taken elsewhere (such as at other institutions of higher learning) may compensate for some courses.

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. 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 DESIGN
Specialisation Line in the Design Industry
Major in Package and Graphic Design 240 ECTS

Package design is a cross-disciplinary major subject. Students develop their expressive skills in both graphic design and 3D design workshops and projects. The overall objective is to acquire and develop the skills and knowledge required in the implementation and control of the design process.

The professional objective is to educate versatile design experts who know how to create marketing communication materials for both corporate and product-related purposes. Depending on the student's personal choices, they may find employment in advertising and design agencies or trade and industry.

During the first year of study, the emphasis lies on common basic studies: language, cultural and art courses and general professional skills such as visual design and presentation techniques. During the second year, students learn how to use design software through graphic and 3-D design workshops. During the third year, students hone their skills in courses and industry partnership projects. They can also choose to spend a year abroad as an exchange student. Fourth-year studies focus on deepening professional skills and overall management. Studies mainly comprise corporate co-operation, study trips, seminars and thesis work.

Degree structure for Package and Graphic Design

BASIC STUDIES SPECIFIC TO THE DEGREE PROGRAMME 47 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 05PLASTSOM2 Sculpture II	3	3 3	3		12
History and theory of art 05PYLTAHI General art history 05PTAHIM Modern and contemporary art 05PMUOHIST History of design	3 3		3		9

PROFESSIONAL STUDIES 133 ECTS	Year				
	1	2	3	4	Σ
Introduction to design 05JOHDMUOP Introduction to design studies 05MUTEKÄPA Design theory and concepts 05MUOPRO1 Design process 1 05PÄÄTUOP1 Supporting major studies 1	3 3 3 3				12
Introduction to graphic design 05GROHJPE Introduction to graphic software 05TYPOILM Typography and expression 05GRDEVE1 Graphic development (Packaging) 1	3 4 4				11
Photography and image editing 05VKPERUSTE Introduction to photography 05KUVANKÄS Image editing 05PASTUDIO Studio photography	3	3 3			9
Visualisation and modelling 05MUPI1 Design drawing 1 05MUPI2 Design drawing 2 053DMALL1 3D modelling 1 053DMALL2 3D modelling 2 053DMALL3 3D modelling 3	3 3 3	3	3		15
Multi-faceted design 05MUOPRO2 Design process 2 05KÄYTMUPA User-centred design 05YMPMUPA Eco-efficient design 05PÄÄTUOP2 Supporting major studies 2		3 5 4 5			17
Graphic design and production 05GRDEVE2 Graphic development (Packaging) 2 05PAINOPR Printing process 05INFODES Information design 05PAINOTP Printing workshop		4 3 4	3		14
Product development and the designer 05TUOKEHPR Product development process 05PROJHALL Project management 05TAUSTA Research and knowledge 05MUOTKANS Cross-cultural design 05PÄÄTUO3PA Supporting major studies 3			5 3 5 5 5		23
Graphic design and marketing communication 05PMARKVP Introduction to marketing communication 05VISIDSU Visual identity design 05EXLOBUDE Experimental low-budget design 05IMAGE Image and marketing brochure			3 4 4	4	15
Professional profile 05STRAMU Strategic design 05MUOTIDEPA Designer identity 05TULEVTPA Futures research 05PÄÄTUO4PA Supporting major studies 4				4 5 5 3	17

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

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

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

BASIC STUDIES SPECIFIC TO THE DEGREE PROGRAMME 47 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

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. Vapaa Taidekoulu, Helsinki.

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

Huttunen, M. Värit pintaa syvemältä.

Visual studies 2, 12 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.

05PLASTSOM1 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.

05PLASTSOM2 SCULPTURE II, 3 ECTS**Learning outcomes**

Students

- understand the theory and language of the visual arts
- are capable of original artistic expression
- know the latest phenomena and movements in sculpture
- have the courage and sensitivity to look for unconventional solutions to artistic problems
- are familiar with the methods and problems involved in mounting exhibitions.

Contents

The course explores conceptual art and contemporary art philosophy through lectures and audiovisual materials. The course also includes visits to exhibitions. Students become familiar with contemporary phenomena in sculpture through supervised assignments and are encouraged to find their own expressive idiom. Students present their assignments in exhibitions, which helps to deepen and elaborate their understanding of artistic work.

Methods and assessment

The assignments issued must be acceptably completed.
Graded on a scale from 1 to 5.

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 and

Sederholm. 2000. Tämäkö taidetta? Porvoo: WSOY.

05PMUOHIST HISTORY OF DESIGN 3 ECTS**Learning outcomes**

Students

- know and recognise the periods, characteristics and pivotal representatives of Finnish and international design

- recognise the significance of design history topics for their particular professional field

- know the social background influencing design and the links between the visual arts and design.

Contents

Basic concepts. Familiarisation with the periods and background of Finnish and international design from the emergence of the arts and crafts movement to contemporary design. Discussion of the sub-areas of design from the point of view of the history of the profession.

Methods and assessment

Lectures and extensive paper.

Graded on a scale from 1 to 5.

Materials

Online materials on the intranet and

Seppälä-Kavén. 2008. Muodon ajat. Turku: Turun ammattikorkeakoulu

PROFESSIONAL STUDIES 133 ECTS**Introduction to design 12 ECTS****Module-specific learning outcomes****Learning outcomes**

Students

- are familiar with the theoretical basis, terms and concepts of design, as well as the job description of a designer

- understand the content of the design process

- know how to use various ideation techniques and problem-solving skills

- know the basics of sound interaction skills.

05JOHDMUOP INTRODUCTION TO DESIGN STUDIES 3 ECTS**Learning outcomes**

Students

- understand the basic principles related to the degree programme
- orient themselves towards the world of the designer and its sub-fields
- are familiar with the basic processes involved in design and team work
- can produce ideas and solve problems in collaboration with other design majors.

Contents

Supervised, creative teamwork workshops. Lectures by experts in design major subjects.
Assignments.

Methods and assessment

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

Materials

Information to be provided at the beginning of the course.

05MUTEKÄPA DESIGN THEORY AND CONCEPTS 3 ECTS

Learning outcomes

Students

- understand the theoretical points of departure and foundations of design
- know basic concepts and how to use them deliberately
- are able to work on the basis of theory and know how to apply it in practice.

Contents

Supervised workshops. Lectures. Assignment.

Methods and assessment

Participation in a workshop. Lectures. Critique discussion summing up the contents.
Graded on a scale from 1 to 5.

Study materials

Information to be provided at the beginning of the course.

05MUOPRO1 DESIGN PROCESS 1, 3 ECTS

Learning outcomes

Students

- understand the basic principles of design processes and know how to apply them to their own work
- demonstrate improved ideation and problem-solving skills, self-expression and creative thinking
- know the basics of teamwork
- know how to apply three-dimensional prototype methods.

Contents

Supervised workshops. Lectures. Assignment.

Methods and assessment

Assignments and critique sessions.
Graded on a scale from 1 to 5.

Study materials

Information to be provided at the beginning of the course.

05PÄÄTUOP1 SUPPORTING MAJOR STUDIES 1, 3 ECTS

Learning outcomes

Students

- show improved competence during professional special courses.

Contents

An overview of the Finnish packaging industry and the functions of a package from the point of view of the package designer. Basic purposes of a package.

Methods and assessment

Lectures, visit.
Pass/fail.

Materials

Toimiva Pakkaus. 2007. (Eds.) Järvi-Kääriäinen, T. & Ollila, M. PTR ry.

Introduction to graphic design 11 ECTS

Learning outcomes

Students

- understand the special features and purposes of graphic software
- know the basic use of relevant software
- understand the role of typography in communication
- know how to create a goal-oriented association through the means of graphic design.

05GROHJPE INTRODUCTION TO GRAPHIC SOFTWARE 3 ECTS

Learning outcomes

Students

- know how to use graphic, image processing and layout software for their studies
- can convert various images, files and text sources into print-ready original files.

Contents

Commonly used vector graphics and layout software (Illustrator, InDesign). Basics of digital imaging, scanning and image processing software (Photoshop) and various desktop printing methods.

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Online lecture materials, assigned literature and professional publications.

05TYPOILM TYPOGRAPHY AND EXPRESSION 4 ECTS

Learning outcomes

Students

- understand the historical background of typography
- know how to seek information
- know the principles of typeface classification
- know typefaces and fonts and how to apply them for various uses
- know the basics of freehand printing and the related tools and materials
- know how to use the typography tools in graphic and layout software.

Contents

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

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05GRDEVE1 GRAPHIC DEVELOPMENT (PACKAGING) 1, 4 ECTS

Learning outcomes

Students

- have a thorough understanding of graphic development for packaging
- are able to use the necessary graphics programmes at a professional level.

Contents

- Basic design principles in packaging graphic design
- Typography in packaging design.

Methods

Students rejuvenate an existing product on the Finnish market through the skills gained on the course, whilst working in a team.

Assessment

Students are assessed based on their contributions to the group and on their final presentation.

Graded on a scale from 1 to 5.

Study Material

Stewart, B. (2004) Packaging Design Strategies 2nd Edition, Pira.

Rosner, M. & Krasovec, S.A. (2006) Packaging Design, Successful Product.

Branding from Concept to Shelf, Wiley.

Photography and image editing 9 ECTS

Module-specific learning outcomes

Students

- understand the technical and expressive basics of photography
- have basic knowledge of and skills in photography and image editing
- have improved their visual expression.

05VKPERUSTE INTRODUCTION TO PHOTOGRAPHY 3 ECTS

Students

- know the basics of operating a camera
- can apply their technical skills to their individual visual expression.

Contents

The technical and expressive basics of photography. Students shoot assignments and become familiar with the expressive potential of photography through discussions and lectures.

Methods and assessment

Lectures, demonstrations, assignments, individual and group work, critique sessions.

Graded on a scale from 1 to 5.

Materials

Written material distributed by the teacher.

05KUVANKÄS IMAGE EDITING 3 ECTS

Learning outcomes

Students

- learn the use of image editing software
- know how to use the software creatively and professionally.

Contents

Special features of Photoshop.

Methods and assessment

Supervised assignments.

Pass/fail.

Materials

Information to be provided at the beginning of the course.

05PASTUDIO STUDIO PHOTOGRAPHY 3 ECTS

Learning outcomes

Students

- understand how to work in a studio
- know how to use studio equipment
- can apply their technical skills to their individual visual expression
- can produce photographs in a studio.

Contents

Basics of studio work. Students shoot assignments and become familiar with the expressive potential of studio photography through discussions and lectures.

Methods and assessment

Lectures, demonstrations, assignments, individual and group work, critique sessions.

Pass/fail.

Materials

As indicated by the teacher.

Notes, other material provided by the teacher.

Visualisation and modelling 15 ECTS

Module-specific learning outcomes

Students

- show improved professional visualisation skills
- know how to produce visual and three-dimensional material on the basis of their designs
- know the appropriate use of 3D software.

DESIGN DRAWING 1, 3 ECTS

Learning outcomes

Students

- are familiar with the standards and illustrative conventions of technical drawing
- know how to create and interpret technical drawings
- know how to turn ideas into quick freehand sketches.

Contents

A key objective of the course is to learn the illustrative conventions and standards of technical drawing. Creation and interpretation of projection, dimensional, structural and working drawings. Basics of freehand drawing and sketching. Exercises specific to the field. The course provides the background for Design drawing 2 and, later, CAD instruction.

Methods and assessment

Lectures and supervised assignments.

Participation in lectures and passing the required assignments.

Graded on a scale from 1 to 5.

Materials

Heikkilä, M. 2001 or later edition. Tekniset piirustukset. Other materials provided during the course.

DESIGN DRAWING 2, 3 ECTS

Learning outcomes

Students

- know how to create freehand images of their ideas and designs
- know how to select and use tools for freehand design drawing
- show improved skills in the visual representation of form
- become familiar with the basics of using a graphics tablet.

Contents

Familiarisation with freehand drawing and sketching. Conveying a design idea through various means of design drawing. Students practise their drawing skills from the point of view of creating and comprehending forms, with a focus on freehand drawing and producing ideas. Practising with various tools, methods and illustrative conventions in order to develop a basic level of expertise in the design drawing required from a professional. The basics of using a graphics tablet.

Methods and assessment

Lectures, demonstrations and supervision. Passing the assignments required.

Graded on a scale from 1 to 5.

Materials

Eissen, K. & Steur, R. 2008. Sketching: drawing techniques for product designers.

Olofsson, E. & Sjölen, K. 2007. Design sketching.

3D MODELLING 1, 3D MODELLING 2, 3D MODELLING 3, 9 ECTS

Learning outcomes

Students

- know the appropriate use of modelling software.

Contents

Special features of modelling software and rapid modelling.

Methods and assessment

Supervised exercises and projects, critique sessions.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

Multi-faceted design 17 ECTS

Module-specific learning outcomes

Students

- have widened their skills required in the design process
- understand various approaches to design
- know the principles of user-centred design
- understand the significance of ecological and commercial points of departure in design
- can assess design projects from the point of view of materials and manufacturing technology.

05MUOPRO2 DESIGN PROCESS 2, 3 ECTS

Learning outcomes

Students

- show improved understanding of design processes and working methods
- understand various approaches to design
- show improved understanding of materials and manufacturing.

Contents

Familiarisation with fibre-based packaging materials. cardboard, corrugated board and paper and packaging materials based on them. Familiarisation with carton structures and their design as well as the computer-aided design of packaging structures.

Methods and assessment

Projects, workshops and lectures.

Graded on a scale from 1 to 5.

Study materials

Toimiva Pakkaus. 2007. (Eds.) Järvi-Kääriäinen, T. & Ollila, M. PTR ry.

Information on other materials to be provided at the beginning of the course.

05KÄYTMUPA USER-CENTRED DESIGN 5 ECTS

Learning outcomes

Students

- know the principles of user-centred design
- understand the role of applied ergonomics in design
- understand the role of research methods in user-centred design
- know how to apply user-centred research knowledge in design.

Contents

Basics of user-centred design. Methods of user-centred design. Basics of defining target groups and various existing definitions. Sources of user information.

Methods and assessment

Participation in a workshop. Lectures. Assignment (must be passed). Critique discussion summing up the contents.

Graded on a scale from 1 to 5.

Study materials

Information to be provided at the beginning of the course.

05YMPMUPA ECO-EFFICIENT DESIGN 4 ECTS

Learning outcomes

Students

- understand the principle of environmental efficiency
- know how to apply new, eco-efficient technologies, methods and practices
- understand the special characteristics of the development of eco-efficient products
- know how to integrate eco-efficiency into the design process.

Contents

Eco-efficient product development from the point of view of the package industry. materials, dimensioning and logistics. Familiarisation with different package sets and their connections in the logistical chain of packaging. Dimensioning of various types of packages and their integration into the industrial process.

Methods and assessment

Projects, lectures and visits.

Graded on a scale from 1 to 5.

Study materials

Information to be provided at the beginning of the course.

05PÄÄTUOP2 SUPPORTING MAJOR STUDIES 2, 5 ECTS

Learning outcomes

Students

- show improved competence during professional special courses.

Contents

Complementary studies fulfilling the development needs of the group.

Methods and assessment

Projects, workshops and lectures.

Materials

Information to be provided at the beginning of the course.

Graphic design and production 14 ECTS**Module-specific learning outcomes**

Students

- understand the role of images, graphic elements and typography in content comprehension
- are familiar with the printing process
- know how to produce flawless production originals
- have improved their technical skills.

05GRDEVE2 GRAPHIC DEVELOPMENT (PACKAGING) 2, 4 ECTS**Learning outcomes**

Students

- have superior knowledge of graphic design development in packaging
- are capable of creating graphic concepts for an industry-based project or case study.

Contents

- further design processes for graphic development in packaging
- design and visual referencing research methods
- understanding consumer and targeted communication
- understanding the retail environment: display, shelf impact, graphic and structural shape, format and shelf presence.

Methods

- case studies
- praxis-based working methods
- use of graphics programmes to develop graphics-focused packaging.

Assessment

Students will be assessed based on their contributions to the group and on their final presentation.

Graded on a scale from 1 to 5.

Study Material

Stewart, B. (2004) Packaging Design Strategies 2nd Edition, Pira.

Rosner, M. & Krasovec, S.A. (2006) Packaging Design, Successful Product.

Branding from Concept to Shelf, Wiley.

Ries, A. & Trout, J (2001) Positioning: The battle for Your Mind, McGraw-Hill

Lindstrom, M. (2005) Brand Sense, Kogan Page.

Mathews, R. & Wacker, W. (2008) What's Your Story, Storytelling to move Markets, Audiences, People and Brand, FTpress.

Press, M. & Copper, R. (2003) The Design Experience, The Role of Design and the Designers in the Twenty-First Century, Ashgate.

05PAINOPR PRINTING PROCESS 3 ECTS**Learning outcomes**

Students

- understand the 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

To be provided at the beginning of the course.

05INFODES INFORMATION DESIGN 4 ECTS**Learning outcomes**

Students

- can develop a functional hierarchy of typographical styles
- can structure complex information in text-picture unities
- can create easily understandable infographics, diagrams and charts
- can maintain consistency of visual style.

Contents

- type style sheet
- orientation in time and space
- visual description of a process
- multilingual texts.

Method

A series of exercises on different aspects of information design. The results are united in a print media object.

Evaluation

Criteria for rating the results are:

- structural validity
- clarity of visualisations
- unity of content and form
- target group orientation.

Graded on a scale from 1 to 5.

Study material

Edward Tufte, Envisioning Information.

05PAINOTP 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

Information to be provided at the beginning of the course.

Product development and the designer 23 ECTS**Module-specific learning outcomes**

Students

- understand the principles of interaction between the client and the designer
- can independently manage industry partnership projects related to their studies
- know how to collect and independently analyse relevant background information as part of the design project
- know how to collaborate with various people and functions involved in product development, such as marketing and technical product development
- know how to operate in a multi-cultural environment.

05TUOKEHPR PRODUCT DEVELOPMENT PROCESS 5 ECTS

Students

- understand the principles of product development processes
- know how to integrate the design process into product development
- demonstrate improved design process management skills in an industry partnership project.

Contents

Principles of the product development process.

Methods and assessment

Participation in a supervised industry partnership project. Lectures. Critique discussion summing up the contents. Graded on a scale from 1 to 5.

Study materials

Information to be provided at the beginning of the course.

05PROJHALL PROJECT MANAGEMENT 3 ECTS**Learning outcomes**

Students

- know the general principles of project management from the point of view of design
- are familiar with various project management methods
- know how to schedule their own work
- know how to phase a design project and to resource as part of product development.

Contents

Principles and methods related to projects. Industry partnership project.

Methods and assessment

Lectures. Participation in the partnership project. Critique discussion summing up the contents. Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05TAUSTA RESEARCH AND KNOWLEDGE 5 ECTS**Learning outcomes**

Students

- know how to use and analyse various research methods used in product development and apply them correctly in the design process
- understand the principles of research and its role as part of product development.

Contents

Research methods as part of product development. Basics of research.

Methods and assessment

Lectures. Gathering and applying information in the student's own work. Assignment (must be passed). Critique discussion summing up the contents.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05MUOTKANS CROSS-CULTURAL DESIGN 5 ECTS**Learning outcomes**

Students

- recognise the influence of cultural traits on product development
- know how to operate in a multi-cultural environment.

Contents

Analysis of international and national traits. Multicultural operational environment in product development.

Methods and assessment

Lectures and learning journal. Critique discussion summing up the contents.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05PÄÄTUO3PA SUPPORTING MAJOR STUDIES 3, 5 ECTS**Learning outcomes**

Students

- have improved and deepened their competence in package technology and design.

Contents

Familiarisation with the sub-fields of packaging technology and factors that affect package design. Pressing fibre-based packages. Basic principles of integrating design elements, manufacturing technology and tool design.

Methods and assessment

Lectures, workshops and projects.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

Graphic design and 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.

05PMARKVP 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
- can plan target-oriented campaigns.

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. 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

Online lecture materials, assigned literature.

05VISIDSU VISUAL IDENTITY DESIGN 4 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
- understand the fundamentals 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

Graphic design in the context of design.

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Online lecture materials, assigned literature and professional publications.

05EXLOBUDE EXPERIMENTAL LOW-BUDGET DESIGN 4 ECTS

Learning outcomes

Students

- can explore restrictions as a challenge to improve creativity
- can develop a unique visual style using inexpensive techniques and materials
- can create a strong image for an event
- can plan marketing material of maximum effect with a minimum budget.

Contents

- cultural marketing
- poster design
- graphical outfit
- limited colours, one printing sheet
- marketing scheme.

Method

Producing all the printed media for marketing and carrying out an event.

Using and processing realistic background material in a step by step manner.

Deriving all produced parts from a single printing sheet.

Creating a marketing scheme to show the usage of designed material.

Evaluation

- originality of conception
- effectiveness as marketing material
- effectiveness as event material
- strength of visual image.

Graded on a scale from 1 to 5.

Study material

typoberlin.de

atypi.org

05IMAGE IMAGE AND MARKETING BROCHURE 4 ECTS

Learning outcomes

Students

- can translate text content and target group information into a visual style
- can apply a visual identity to multi-page print media introducing a product line
- can create visual flow linking different levels of promotional text, photography and tabular material
- can influence products' "quality feeling" by means of graphic design.

Contents

- functional layout plan/grid
- interplay of typographic levels, tabular typography
- diversity of products and consistency of visual identity
- information versus/meets promotion
- booklet/brochure technical production.

Method

Uniting products from different sources into a product line and presenting them in an image brochure with a consistent visual identity.

Both magazine-style and catalogue-style elements play an important role and are investigated in exercises. As a final result, all parts of an image and marketing brochure are designed, printed and bound using the institute's equipment.

Evaluation

- achievement of high quality graphic feel
- visual unity in product line and company identity
- accessibility of product information
- visual rhythm of page sequence.

Graded on a scale from 1 to 5.

Study material

Case studies presented at the beginning of the course.

Professional profile 17 ECTS

Module-specific learning outcomes

Students

- understand the significance of product development in a company's operational strategy
- are aware of the influence of future changes in a company's product development strategy

- recognise their personal strengths as designers
- understand the opportunities and risks related to entrepreneurship in design.

05STRAMU STRATEGIC DESIGN 4 ECTS

Learning outcomes

Students

- understand the role of design as a strategic factor in business.
- understand the significance of organising design and the related operational models
- understand continuous change in design practices.

Contents

Analysis of product development processes. Strategic operation of a company and the role of product development. Industry practices.

Methods and assessment

Lectures. Assignment (must be passed). Critique discussion summing up the contents.
Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05MUOTIDEPA DESIGNER IDENTITY 5 ECTS

Module-specific learning outcomes

Students

- understand the significance of professional profiling and identity from the point of view of the industry
- have created recognisable professional profiles for themselves
- understand the special features of alternative operational environments for professional designers.

Contents

Characteristics and development of professional identity.

Methods and assessment

Lectures. Portfolio work. Evaluation session summing up the topics. Assessment: pass/fail.

Materials

Information to be provided at the beginning of the course.

05TULEVTPA FUTURES RESEARCH 5 ECTS

Learning outcomes

Students

- understand the principles of futures research and know how to apply them in the design process
- are aware of the influence of future changes in a company's development strategy
- know how to use knowledge from futures research when anticipating consumers' needs in the future.

Contents

Principles of futures research.

Methods and assessment

Lectures. Partnership project (must be passed). Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

05PÄÄTUO4PA SUPPORTING MAJOR STUDIES 4, 3 ECTS

Learning outcomes

Students

- demonstrate improved competence through exploring the latest developments in the packaging industry.

Contents

Intelligent packages and the operational principles of functional packaging. New technologies.

Methods and assessment

Lectures, industry visits, projects and a paper.

Graded on a scale from 1 to 5.

Materials

Information to be provided at the beginning of the course.

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

The degree includes 30 ECTS credits of professional practice, half of which (15 ECTS) is earned through participating in supervised Dynamo and industry partnership projects during terms, and half (15 ECTS) through internships in 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 working life.

Methods and assessment

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

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.

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