



"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
Photography

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 Photography 240 ECTS

The aim is for students to gain the competence to manage the continuously changing field of photography. As professionals in visual communication, they should be able to apply visual thinking and expression, a sense of style and proportion as well as technical skills gained during their basic and professional studies.

Photographers must be able to generate ideas and master technical details and materials, as well as engage in both independent and teamwork. In addition, photographers must be able to follow the technical and expressive development of visual and audiovisual media and graphic production.

Some graduates will find employment in newspapers and magazines. They will need sound general knowledge and familiarisation with and interest in the themes they work with. Some graduates will produce images for advertising and informative purposes. In a commercial environment, photographers must both master technology and materials and have co-operation and entrepreneurial skills. Photographers also find employment in various organisations, such as museums, institutions of higher learning, communication colleges and research centres, in documentation, communication and teaching tasks. Some graduates become photography artists.

Major in Photography: degree structure 2011

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

PROFESSIONAL STUDIES 136 ECTS	Year				
	1	2	3	4	Σ
History and theory of photography 05VKHISTO History of photography 05TUTKIMUS Research methodology 05VKAMMATTI Professional practices and communication regulation	10		3	3	16
Photography basics 1 05AMMORI Introduction to professional studies 05KAMETEK Using the camera 05VALOVAL Light and lighting	3 6 6				15
Photography basics 2 05STUTYÖ Studio work 05VKPORT1, 05VKPORT2, 05VKPORT3, Portfolio1–3 05VKOMAPR Individual project		6 2 3	2	2	15
Photographic expression Calendar 05PAINOTS Printed product design 05KUKER Visual narration 05KUKÄPAI Image editing for a printed product 05KONTKUVTP Contact photography workshop		4 3 3 5			15

Basic studies in communication 1					15
05VIESTPER Introduction to communication	3				
05DIGIVKP Basics of digital photography	3				
05KUVKÄSP Basics of image editing	3				
05MMGRSPER Introduction to graphic design	3				
05TYPOPER Basics of typography	3				
Basic studies in communication 2					15
05STUVKPER Introduction to studio photography		3			
05VIDEOPER Introduction to video		6			
05MMAUDPER Introduction to sound editing		3			
05MULLIKEG Motion graphics		3			
Journalistic communication 15 ECTS					15
05KUVAJTEOR Theory of visual journalism			3		
05KÄKUVA Advanced digital imaging workshop “The conceptual image”			3		
05KUJOVK Journalistic photography workshop			9		

Professional profile

Art photography					15
05MVVEDOT Black-and-white printing			3		
05VKMETOTP Photography methodology workshop			9		
05JOHDVKT Introduction to the theory of photography			3		
Professional profile of a photographer					15
People photography					
Fashion photography					
Exhibition design					
Video workshop					
Architecture photography					
Documentary workshop					
Marketing communication					15
05MAINOKS Advertising and campaign design				7	
05PPMARKVP Introduction to marketing communication				3	
05TUKU Product photography				5	
Production of interactive content 15 ECTS					15
05MULCMS Online publishing environments			3		
05MULVVOHJ Interactivity programming tools			5		
05MULVVTP2 Interactive content design workshop			7		

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
Professional practice I					15
Internship					
Professional practice II					15
Business co-operation projects, R&D					

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

History and theory of photography 16 ECTS

Module-specific learning outcomes

Students

- know about the history of their instrument
- know the key names in contemporary photography
- understand the principles and methodology of photography research
- know where to seek information about the history and research of photography
- know how to write about photography
- know the professional practices in photography.

05VKHISTO HISTORY OF PHOTOGRAPHY 10 ECTS

Learning outcomes

Students

- know their instrument and its essential features, from both history and the present day
- recognise historical periods and photographers
- can write analytically about photography
- know where to seek information about the history and research of photography.

Contents

Students familiarise themselves with the history of photography and various approaches and theories related to photography.

Methods and assessment

Lectures, visits, written assignments, visiting lecturers, exams.

Materials

Saraste. 1996. Valokuva tradition ja toden välissä. Helsinki: The University of Art and Design Helsinki and Musta Taide.

Frizot, M. 1998 (ed.): A New History of Photography. Köln: Könemann.

Kukkonen, J. & Vuorenmaa, T-J. 1992 (eds.): Valokuvan taide, suomalaisen valokuvan historia 1842-1992. Helsinki: SKS.

Kukkonen, J. & Vuorenmaa, T-J. 1999 (eds.): Varjosta, tutkielmia suomalaisen valokuvan historiasta. Helsinki: Suomen valokuvataiteen museo.

Kukkonen, J. & Vuorenmaa, T-J. 1999 (eds.): Valoa 1839-1999, otteita suomalaisen valokuvan historiaan. Helsinki: Suomen valokuvataiteen museo.

Campany, David 2003: Art and Photography. London and New York: Phaidon Press.

Cotton, Charlotte 2004: The Photograph as Contemporary Art. London and New York: Thames and Hudson.

Helsinki School books (3)

ReGeneration catalogues 1 and 2

Notes, other material provided by the teacher.

05TUTKIMUS RESEARCH METHODOLOGY 3 ECTS

Learning outcomes

Students

- understand the principles and methodology of research
- can apply their knowledge to writing their thesis.

Contents

Familiarisation with research methodology and independent research for the thesis.

Methods and assessment

Lectures, discussions, literature. Pass/fail.

Materials

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

05VKAMMATTI PROFESSIONAL PRACTICES AND COMMUNICATION REGULATION 3 ECTS

Learning outcomes

Students

- know how to work with clients
- are familiar with professional practices related to contracts, invoicing, taxation, self-employment and trade unions
- are familiar with legislation related to their profession.

Contents

During the course, students become familiar with professional practices such as working with clients, contracts, invoices, taxation, entrepreneurship, trade unions and copyright laws.

Methods and assessment

Lectures and assignments.

Pass/fail.

Materials

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

Photography basics 1, 15 ECTS

Module-specific learning outcomes

Students

- understand the study practices of the school
- know how to use different format cameras
- know how flashes function and how to use them
- know the significance of light and the principles of lighting
- know the basics of black-and-white photography
- know how to apply techniques in their own visual expression.

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.

05KAMETEK USING THE CAMERA 6 ECTS

Learning outcomes

Students

- know the basic features of a camera
- know the technical and expressive characteristics of different format cameras
- are familiar with the traditional process of developing and making black-and-white silver prints and their expressive character.

Contents

The different format cameras and their technical and expressive characteristics and potential.

Materials

Langford, M. 2010. Basic Photography. Oxford: Focal Press.

As indicated by the teacher.

Notes, other material provided by the teacher.

Methods and assessment

Lectures, demonstrations, assignments, feedback sessions.

05VALOVAL LIGHT AND LIGHTING 6 ECTS

Learning outcomes

Students

- understand the nature of light from the point of view of visual expression
- know how to use various flash devices for lighting.

Contents

Lighting and the technical and expressive use of flash devices. Assignments demonstrating the nature of light and the significance of colour temperatures in photography.

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Pass/fail.

Materials

Langford, M. 2010. Basic Photography. Oxford: Focal Press.

As indicated by the teacher.

Notes, other material provided by the teacher.

Photography basics 2, 15 ECTS

Module-specific learning outcomes

Students

- know how to work in a studio and how to use technical and expressive devices
- know how to apply their knowledge in professionally challenging situations
- are capable of independently managing a photography project and applying their knowledge.

05STUTYÖ STUDIO WORK 6 ECTS

Learning outcomes

Students

- know how to use studio equipment
- know the principles of demanding studio lighting
- have improved their individual expression.

Contents

Through exercises and assignments, students familiarise themselves with the technical and expressive potential of studio lighting equipment.

Prerequisites

Photography basics 1 and Basic studies in communication 1.

Methods and assessment

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

Materials

Langford, M. 2010. Basic Photography. Oxford: Focal Press.

Langford, M. 2008. Advanced Photography. London: Focal Press.

Technical manuals, software manuals, handouts.

05VKPORT1 PORTFOLIO 1, 2 ECTS

Learning outcomes

Students

- know how to critically evaluate their own work
- know how to analyse their work visually and orally
- know how to make a functional portfolio.

Contents

Familiarisation with different approaches to making portfolios and evaluation of the various requirements and characteristics of portfolios for different purposes. Particular attention is paid to developing students' individual skills and the quality of their work.

Methods and assessment

Lectures, demonstrations, supervision, individual work, feedback sessions.

Materials

As indicated and provided by the teacher.

05VKPORT2 PORTFOLIO 2, 2 ECTS

Learning outcomes

Students

- know how to critically evaluate their own work when, for example, viewed against the requirements of working life

- know how to make a functional portfolio and develop it
- understand the significance of self-assessment as part of the formation of their professional identity.

Contents

Students evaluate their learning and completed photographic work and, based on this, compile a consistent portfolio presenting their visual expression and technical skills. Portfolios in digital media.

Methods and assessment

Lectures, demonstrations, supervision, individual work, feedback sessions.

Materials

As indicated and provided by the teacher.

05VKPORT3 PORTFOLIO 3, 2 ECTS

Learning outcomes

Students

- know how to critically evaluate their own work when, for example, viewed against the requirements of the working life
- know how to make a functional portfolio and develop it
- understand the significance of self-assessment as part of the formation of their professional identity.

Contents

Students evaluate their learning and completed photographic work and, based on this, compile a consistent portfolio presenting their visual expression and technical skills. Portfolios in digital media.

Methods and assessment

Lectures, demonstrations, supervision, individual work, feedback sessions.

Materials

As indicated and provided by the teacher.

05VKOMAPR INDIVIDUAL PROJECT 3 ECTS

Learning outcomes

Students

- have improved their expressive and technical skills
- are capable of critical self-reflection
- know how to independently develop their work
- have produced a finished body of work.

Contents

Students design and implement an individual photography project based on their interests. They advance the project in a process-based manner and, at the same time, develop their ability to assess their work, the process and the outcome. Practising the management of a long-term project.

Methods and assessment

Individual photography project, feedback sessions, display.

Materials

As indicated by the teacher.

Photographic expression 15 ECTS

Calendar

Module-specific learning outcomes

Students

- know how to design and produce a layout with images for a printed product and are aware of the printing process
- know the digital imaging process for a printed product
- know how to work in a team
- know how to approach people in a professional capacity.

05PAINOTS PRINTED PRODUCT DESIGN 4 ECTS

Learning outcomes

Students

- know the basics of layout and typography
- know how to use layout software
- can produce layouts for their own printing projects
- know about the printing process.

Contents

Basics of graphic design and participation in a group printing project.

Methods and assessment

Lectures, demonstrations, supervised assignment.

Materials

Notes. As indicated and provided by the teacher.

05KUKER VISUAL NARRATION 3 ECTS**Learning outcomes**

Students

- have improved their visual expression
- can produce high-quality material for a printing project on a subject of their choice
- know how to manipulate their images and justify their solutions
- know how to work in a team
- understand their personal contribution to a larger whole.

Contents

Shooting an extensive assignment for a printing project. The material produced will be edited in teams, taking into account the overall graphic concept.

Methods and assessment

Assignment, feedback sessions.

Materials

As indicated by the teacher.

05KUVKÄPAI IMAGE EDITING FOR A PRINTED PRODUCT 3 ECTS**Learning outcomes**

Students

- have deepened their imaging skills and know how to apply them
- know the digital imaging process for a printed product.

Contents

The course provides advanced skills in digital imaging using a computer. Part of the printing project studies.

Methods and assessment

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

Pass/fail.

Materials

Notes. As indicated and provided by the teacher.

05KONTKUVTP CONTACT PHOTOGRAPHY WORKSHOP 5 ECTS**Learning outcomes**

Students

- know how to approach people in a professional capacity and direct them during a shoot
- are familiar with the relevant legislation and ethical issues.

Contents

Students observe and photograph people in their own environments and familiarise themselves with the tradition of contact and street photography. During the course, students produce a series of photographs.

Prerequisites

Photography basics 1 and 2 and Basic studies in communication 1.

Methods and assessment

Practical exercises, feedback sessions.

Materials

As indicated 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 and typography.

05VIESTPER INTRODUCTION TO COMMUNICATION 3 ECTS

Learning outcomes

Students

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

Contents

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

Methods and assessment

Lectures and paper.

Pass/fail.

Materials

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

Additional literature as specified by the teacher.

05DIGIVKP BASICS OF DIGITAL PHOTOGRAPHY 3 ECTS

Learning outcomes

Students

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

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

Contents

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

Methods and assessment

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

Assessment: Pass/fail.

Passing the course requires active participation, completing 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. Students recognise the possibilities and limitations of photography and image editing. The course also aims to develop the students' expressive skills and deepen their understanding of photographic content and expression.

Contents

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

Methods and assessment

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

Assessment: Pass/fail.

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

Materials

Information to be provided at the beginning of the course.

05MMGRSPER INTRODUCTION TO GRAPHIC DESIGN 3 ECTS

Learning outcomes

Students

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

Contents

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

Methods and assessment

Assignments and critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05TYPOPER BASICS OF TYPOGRAPHY 3 ECTS

Learning outcomes

Students

- understand the historical background of typography
- know the principles of typeface classification
- know typefaces and fonts and 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, 15 ECTS

Module-specific learning outcomes

Students

are familiar with the basics of digital studio photography

- have basic skills in shooting video
- can independently create an audiovisual work
- can plan and create simple motion graphics.

05STUVKPER 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.

05VIDEOPER INTRODUCTION TO VIDEO 6 ECTS

Learning outcomes

Students

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

Contents

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

Methods and assessment

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

Materials

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

05MMAUDPER INTRODUCTION TO SOUND EDITING 3 ECTS

Learning outcomes

Students

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

05KUVAJTEOR THEORY OF VISUAL JOURNALISM 3 ECTS

Learning outcomes

Students

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

Contents

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

Methods and assessment

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

Materials

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

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

05KÄKUVA ADVANCED DIGITAL IMAGING WORKSHOP “THE CONCEPTUAL IMAGE” 3 ECTS

Learning outcomes

Students

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

Contents

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

Prerequisites

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

Methods and assessment

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

Materials

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

05KUJOVK JOURNALISTIC PHOTOGRAPHY WORKSHOP 9 ECTS

Learning outcomes

Students

- understand the requirements of journalism, particularly from the photographer's point of view
- know how to produce news photos, people photos, reportage and illustrative photos for a journalistic context
- understand the process of making newspapers and magazines and the photographer's role in it.

Contents

Familiarisation with the work of a news or magazine photographer / journalist and contemporary phenomena of visual journalism in the media. Students become used to generating ideas from different angles and look for original visual solutions.

Prerequisites

Photography basics 1, 2 and 3, Printing project.

Methods and assessment

Lectures, assignments, feedback sessions, visits.

Materials

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

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

Professional profile

Art photography 15 ECTS

Module-specific learning outcomes

Students

- have improved their individual expression
- have improved their ability to express themselves using black-and-white silver prints
- know the key photographic theories and how they relate to their work as photographers.

05MVVEDOT BLACK-AND-WHITE PRINTING 3 ECTS

Learning outcomes

Students

- are familiar with the process of developing and making high-quality black-and-white silver prints
- understand the nature of the black-and-white photograph as an expressive device
- are familiar with the traditional photographic processing methods.

Contents

Through exercises and assignments, students familiarise themselves with using black-and-white film, its expressive potential and printing methods. The course delves deep into the analogue processing of silver prints as an expressive device.

Methods and assessment

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

Materials

Langford, M. 2010. Basic Photography. Oxford: Focal Press.

As indicated by the teacher.

Notes, other material provided by the teacher.

05VKMETOTP PHOTOGRAPHY METHODOLOGY WORKSHOP 9 ECTS

Learning outcomes

Students

- know about the traditions of and contemporary phenomena in documentary photography
- have improved their individual expression
- can create an exhibition.

Contents

The course aims at bringing together various aspects of photographic expression and improving the students' independent thematic development and work based on documentary tradition. The main emphasis is on the influence of the altered concept of reality in photography and the photographic idiom. During the course, students produce material for an exhibition, in the design of which they become familiar with different display practices.

Prerequisites

Photography basics 1 and 2. The course is taken during the third year of study.

Methods and assessment

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

Materials

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

05JOHDVKT INTRODUCTION TO THE THEORY OF PHOTOGRAPHY 3 ECTS

Learning outcomes

Students

- know the essential theories of photography
- can write about photography in a theoretical framework.

Contents

Contemporary photography and photography theories.

Prerequisites

History of photography.

Methods and assessment

Lectures, assignments, feedback sessions.

Materials

Barthes, Roland 1980. Valoisa huone. (La chambre claire)

Sontag, Susan 1978. Valokuvauksesta. (On Photography)

Notes, other material provided by the teacher.

Professional profile of a photographer 15 ECTS

Module-specific learning outcomes

Students

- show advanced skills in special areas of their choice.

Elective professional courses are arranged according to students' interests, with a focus on improving professional

skills. Not all courses are available every year. Students must complete at least 15 ECTS of elective studies during their 3rd and 4th years of study.

PEOPLE PHOTOGRAPHY 3–5 ECTS

Learning outcomes

Students

- are familiar with the tradition of people and portrait photography
- can create high-quality photographs of people, either individually or as a series
- can direct people as photography subjects in a natural manner.

Contents

Through lectures and assignments, students learn about the aesthetics of people and portrait photography and the traditions of the genre. Photography assignments help students learn how to direct photography subjects and manage shoots.

Methods and assessment

Lectures, excursions, assignments, individual work and tutoring, feedback sessions.

Materials

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

FASHION PHOTOGRAPHY 3–5 ECTS

Learning outcomes

Students

- are familiar with the tradition of fashion photography
- understand the complexity of the production process
- know how to work as a part of a team.

Contents

Photography assignments showing an appreciation for the tradition and practices of fashion photography. Production of a series of fashion photographs.

Methods and assessment

Lectures, assignments carried out in teams.

Materials

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

05NÄYTSUUN EXHIBITION DESIGN 3 ECTS

Learning outcomes

Students

- know exhibition practices
- know about the technical and expressive possibilities involved in priming, mounting and lighting an exhibition
- can create a justified, high-quality exhibition item and mount it.

Contents

They learn about various display practices as well as priming, framing, mounting and other related technical issues.

Methods and assessment

Development and implementation of an exhibition, feedback sessions.

Materials

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

VIDEO WORKSHOP 3–5 OP

Learning outcomes

Students

- demonstrate advanced technical skills in shooting video
- have improved their individual expression using moving images
- can independently produce a video work or product.

Contents

The workshop assignment is an independent work that demonstrates mastery of content and technique.

Prerequisites

Introduction to video.

Methods and assessment

Lectures, assignment, supervision/discussions, critique sessions.

Materials

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

ARCHITECTURE PHOTOGRAPHY 3–5 ECTS**Learning outcomes**

Students

- understand the tradition and principle of photographing space
- know how to use a large-format camera for demanding tasks
- can create a high-quality spatial/architectural photography series.

Contents

Students learn to observe the built environment and space around them and use their perceptions to produce images for various purposes.

Methods and assessment

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

Materials

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

DOCUMENTARY PHOTOGRAPHY WORKSHOP 3–5 ECTS**Learning outcomes**

Students

- are familiar with the tradition and contemporary trends of documentary photography
- can create interesting, interpretive photography on a documentary subject.

Contents

Students produce a documentary series of photographs.

Methods and assessment

Lectures, excursions, assignment, discussions/supervision, critique sessions.

Materials

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

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
- know how to design goal-oriented advertising campaigns.
- know how to produce product photographs.

05MAINOKS ADVERTISING AND CAMPAIGN DESIGN 7 ECTS**Learning outcomes**

Students

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

Contents

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

Methods and assessment

Lectures, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05PPMARKVP INTRODUCTION TO MARKETING COMMUNICATION 3 ECTS**Learning outcomes**

Students

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

Contents

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

Methods and assessment

Lectures, group assignments and exam, multiform learning.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature.

05TUKU PRODUCT PHOTOGRAPHY 5 ECTS**Learning outcomes**

Students

- know the principles of product photography
- know how to produce product photographs at a high visual and technical level
- know how to work as part of a production team
- know how to work creatively to achieve set goals.

Contents

As part of marketing communication studies, students produce a series of high-quality product photographs during the course. Students work together with an art director and as part of a production team in a situation that corresponds closely to real-life circumstances in working life.

Methods and assessment

Lectures, photo sessions, supervision/discussions, critique sessions.

Materials

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

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.

Elective studies 15 ECTS**Elective studies 15 ECTS****Module-specific learning outcomes**

Students

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

Contents and method of completion

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

05VVKUILWS ILLUSTRATION WORKSHOP 2 ECTS**Learning outcomes**

Students

- recognise the role of illustration in communication

- know how to complete a carefully planned illustration project.

Contents

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

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVBOOKSH EXPERIMENTAL BOOK WORKSHOP 3 ECTS

Learning outcomes

Students

- understand the role of a book as a communication tool and an object of art

- know how to create a systematic book concept

- know how to create contents and structure on the basis of a concept.

Contents

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

Methods and assessment

Lectures, demonstrations and assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVKESÄTP SUMMER WORKSHOP 5 ECTS

Learning outcomes

Students

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

Contents

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

Methods and assessment

Lectures, demonstrations and assignments.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVGDSHOP EXPERIMENTAL GRAPHIC DESIGN WORKSHOP 5 ECTS

Learning outcomes

Students

- understand the role of graphic design as part of communication

- know how to concept communicative graphic design

- know how to create alternative graphic design.

Contents

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

Methods and assessment

Lectures, demonstrations, assignments, critique sessions.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

05VVPAITPGR PRINTING WORKSHOP 3 ECTS

Learning outcomes

Students

- are familiar with printing techniques and their differences

- know how to choose the correct technique
- know how to produce artwork for silkscreen printing
- know how to create a silkscreen print.

Contents

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

Methods and assessment

Lectures, assignments and visits.

Graded on a scale from 1 to 5.

Materials

Lecture materials, assigned literature and professional publications.

PROFESSIONAL PRACTICE 30 ECTS

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

Learning outcomes

Students

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

Methods and assessment

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

R&D projects 15 ECTS

Module-specific learning outcomes

Students

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

RESEARCH AND DEVELOPMENT PROJECTS, BUSINESS CO-OPERATION 15 ECTS

Learning outcomes

Students

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

Contents

Participation in the R&D projects of the institute.

Methods and assessment

Responsible, active participation in workshops; possible individual assignments.

Pass/fail.

Professional practice 15 ECTS

Module-specific learning outcomes

Students

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

PROFESSIONAL PRACTICE 15 ECTS

Learning outcomes

Students

- know about the rules of the working world
- gain experience in their profession

- establish contact with potential employers.

Contents

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

Methods and assessment

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

Pass/fail.

THESIS 15 ECTS

THESIS 15 ECTS

05POPINNÄYTE THESIS 15 ECTS

Learning outcomes

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

Contents

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

Prerequisites

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

Methods and materials

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

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

Assessment

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

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