

Degree programme in Design

Graduating student will be awarded the Bachelor of Design (BA) degree.

GENERAL DESCRIPTION AND AIMS OF THE DEGREE

Professional Profile

Core Competencies of the Degree Programme

- Industrial design skills
- Innovation skills
- Technical and material skills

General Competencies

- General and design communication
- Business knowledge
- Ability to synthesize knowledge into tangible outcomes

Skills supporting professional Development

- Learning to learn
- Project, research and development skills
- Knowledge acquisition and application

The programme educates students to become professionals in innovation process and international industrial design. The studies last about four years, 240 ECTS credits, of which approximately one semester is spent studying and working aboard. This design programme is executed together with the International Business programme. Joint teaching, project work and innovation sessions will be organised together with the international business students. The project work will consist of regional development work, Russian market and other global marketing issues and cultural challenges in design. D'ART Design Resource Centre provides the design degree programme development projects and collaboration with companies and organizations.

The English taught Programme in Industrial Design is based on the notion that design thinking and human-centred approach have meaning across a broad range of industries and problems. This notion is responding to the growing importance of innovative product and service concepts in business. The D'ART Design Resource Centre (www.dart.fi) has developed

group working methods called INNOstudio for fast innovation processes. INNOstudio forms the core of the Industrial Design programme with constant involvement on interdisciplinary projects. These projects provide confidence to use innovation and design skills such as: idea generation, user understanding, analysing, problem definition, conceptualization, synthesis and prototyping on product design and also on non-tangible problems such as private and public services, organisations, strategies and systems. The aim is still to focus in creating tangible outcomes: products, action and service models and services, environments, spaces, and integrated experience scaffolds. This design programme is implemented together with the International Business programme with joint teaching, project work and innovation sessions. The project work will consist of regional developmental work, Russian and other global marketing issues as well as cultural challenges in design. The studies include a compulsory study period abroad.

Annual themes

1st year I learn to understand the designer's role and responsibilities in the innovation, product development and design process. I learn an active and independent way of working and I am able to assess my own level of knowledge. I am able to use the learning environment's studios and equipment and to apply them to the basic skills of the profession. 2nd year I understand the meaning of visual culture and my own communication possibilities in it. I can use and develop designer's abilities in professional projects. 3rd year I understand the meaning of design as a function in the activities of companies and other organizations also in the international level. I can work professionally both independently and in teams in the tasks of my specialization choices. 4th year I understand my own professional level of know how and the possibilities of using it in the working life. I have gained designer's professional identity and know how that I can use and develop in the practical work.

BASIC STUDIES

Innovation as a Career	HI10				
Individual Development	HI1001	6			
Design Basics	HI1002	9			
Orientation to Innovation	HI1003	3			
InnoStudio 1	HI1004	5			
Business Basics	HI12				
Functions of a Company	HI1200	5			
Essentials of Marketing	HI1201	3			
Analysing the Market	HI1202	4			
Visual Communication	HI13				
Presentation Techniques 1	HI1301	3			
Presentation Techniques 2	HI1302	3			
Graphic Design	HI1303	6			
Digital Photography	HI1304	3			

PROFESSIONAL STUDIES

Visual Markets	HI20				
Design and Brand Management	HI2001		3		
Visual History	HI2002		5		
Web-Design	HI2003		3		
Info Graphics	HI2004		3		
Design Practise	HI21				
Technical Documentation 1	HI2101		4		
Technical Documentation 2	HI2102		5		
InnoStudio 2	HI2103		7		
Material Techniques	HI2104		3		
User Interface Design	HI2105		3		
InnoStudio 3	HI2106		8		
Design Projects	HI22				
InnoStudio 4	HI2201				10
Wood Constructions	HI2202				3
Wood Marketing	HI2203				3
Design Studies	HI23				
Philosophy of Arts and Science	HI2301				3
Project Planning and Management	HI2302				3
Professional Information	HI2303				
International Design	HI24				3
International Markets	HI2401				5
Language Studies	HI25				
Orientation to Professional English	HI2501	3			
Affärskontakter I Norden	HI2502			5	
Specialisation Studies Abroad	HI26				
Specialisation Studies Abroad	HI2601				30
Project Studies	HI27				
Presenting and Reporting Project Work	HI2701				3
Professional Projects	HI2702				15

STUDIES OF THE ORIENTATION OPTION

Elective studies

OPTIONAL STUDIES

PRACTICAL TRAINING

Practical Training		7	4	3	8
Practical Training		4	7		16
Practical Training	HI4001				30

THESIS

Thesis			5		15
Thesis	HI5001				15
		60	60	60	60

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BASIC STUDIES

HI1001 Individual Development, 6 op

Osaamisalueet:

Learning objectives: The student gains an understanding of what professional skills consist of. The student also understands the significance of both creativity and systematic work as a professional tool and sees individual actions as a part of a bigger operational setting. He/She perceives the design process flow as a whole and understands external factors affecting it, such as ergonomics, ecology, ethics, the aesthetic nature of the product and economy. The student understands the importance of communication and the follow-up of the professional processes as part of professional skills. He/She understands that learning takes place in social interaction and realizes the meaning of commitment in successful learning. The student becomes familiar with the use of different learning aids and methods of the learning environment. Individual study plans and learning aims are set, and individual professional development is assessed. Students share what has been learned. General commitment and personal goals are required.

Core content: The student gets acquainted with learning at NKUAS and with its learning environments. The student becomes gets exposure to the professional process and factors in design. The student learns product analysis: functions of a product, product outline and quality. He/She also becomes familiar with the relation between the designer, enterprise, manufacturer, product, target group and the environment. He/She learns to make an analysis of the professional projects and processes in the form of a portfolio. He/She learns presentation and other communication skills as part of the design profession. Each student makes a personal study plan (=HOPS), and becomes familiar with pedagogical choices and methods of the programme: portfolio working and project learning. The concept of professional skills and learning styles are stressed. Exam from the reading material.

Prerequisites: Not Required

Share of student's workload: Contact lessons concerning learning 40h, contact lessons concerning design profession 40h, independent studies and portfolio work 86h

Basis for assessment: Attendance at lessons. Personal study plan. First phase of the portfolio as design professional. Presentation of the portfolio. Results of the reading material exam.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1002 Design Basics, 9 op

Osaamisalueet: Learning objectives: The student learns different methods and techniques of creation, sketching, designing and prototyping and acquires perceptive skills. The student understands the meaning of process follow-up and critical evaluation of the design task and considers individual design work as a part of professional competence. The student learns to work in workshops by following occupational safety regulations.

Core content: Planning and executing the professional process: the structure and working phases of a practical design process, the first design brief, discussing the content of the bases for designing a product, rehearsing the ideation tools, concretising the design idea in drawings and prototypes and discussing the manufacturing of the design. Students construct an individual follow-up and views on product design and manufacturing by compiling a learning portfolio, which is analysed and presented in individual development studies. Ideation and sketching tools are applied in the design process. Concerning prototype production, students learn the machine tools and equipment for hard materials, equipment maintenance, correct working techniques and processing methods (wood, metal and stone), professional vocabulary and concepts. Model Workshop Passport.

Prerequisites: Not Required

Share of student's workload: Contact teaching: process work 50h, workshop instruction 90h. Independent study: design and prototype process 60h, perceiving practical work, reflecting on the work process and results 13h.

Basis for assessment: Design process and results. Mastering the use of machines and equipment, exercises.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1003 Orientation to Innovation, 3 op

Osaamisalueet:

Learning objectives: The student understands the significance of the integrated, multidisciplinary innovation process leading from business ideas to the markets. He/She gains an understanding of the influence different situations and stakeholders have on business at

the core of the successful innovation process. The student learns about the innovation process requirements and different methods that can support innovative, interdisciplinary product and service development. The student learns how to use some of these in practice. He/She acquires practical experience from an interdisciplinary product as well as service concept innovation considering social, technological and economical possibilities.

Core content: The definitions and meanings of interdisciplinary innovation activities in the contemporary market situation. Product and service concepts and other complex business solutions. Innovation process structure and requirements supporting new solutions. Ideation, future-orientated and user-centred methods of innovation. Practical interdisciplinary innovation exercises.

Prerequisites: Not Required

Share of student's workload: Contact teaching: theoretical basics 14h, innovation exercises 20h, reading material 20h, reflecting on the basis of the theoretical knowledge and reporting the reflections 26h.

Basis for assessment: Assignments and participation in group work.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1004 InnoStudio 1, 5 op

Osaamisalueet:

Learning objectives: The student deepens his/her knowledge of joint innovation and the application of innovation and design methods in an InnoStudio workshop. The ideas of the studio are carried on to design work and prototype workshops.

Core content: InnoStudio workshop. Practical design and modelling techniques, working methods for different materials.

Prerequisites: Design Basics

Share of student's workload: Basis for assessment: Professional attitude, commitment, attendance, results of the design process and modelling.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1200 Functions of a Company, 5 op

Osaamisalueet:

Learning objectives: Students know the basic functions of a company as well as differences depending on the business fields. Students

understand the role of the functions in a business and have the basic knowledge to assess potential business ideas for entrepreneurship. The student improves on his/her oral and written communication skills in basic business situations. The student practises new vocabulary and learns and uses language actively for continuous self-study. The student learns basic word processing skills and how to make Power Point presentations. He/She learns how to use network resources including any necessary Internet skills.

Core content: Product development, purchasing, production, marketing, logistics, insurance, funding, accounting, human resource management, business environment, business idea (e.g. markets, competition), the SWOT-analysis of the idea. CV and application, introduction to business correspondence, face-to-face and telephone communication, customer service situations in different types of companies, business texts. Power Point, Word, search engines. Students are required to interview business directors/managers to write a report for Introduction to Business English.

Prerequisites: Share of student's workload: Introduction to Business: 55h, Introduction to Business English: 54h, Introduction to Computing: 24h (Total 133h)

Basis for assessment: Introduction to Business: exam 40%, report 40% and active participation during contact lessons 20%. Introduction to Business English: exam 40%, active participation 40%, self study assignment 20%.

Introduction to Computing: pass/fail
Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1201 Essentials of Marketing, 3 op

Osaamisalueet:

Learning objectives: Students understand the modern way of thinking in marketing and know how to market according to it. They also learn how to use different competition factors in different business fields and environments.

Core content: Customer relationship management, strategic planning and marketing process, marketing environment, marketing research and information systems, social responsibility and marketing ethics, consumer and business buyer behaviour, market segmentation, targeting and positioning, product and product development, pricing, distribution channels, integrated marketing communication sales promotion, advertising, personal selling and public relations, marketing planning.

Prerequisites:

Share of student's workload: Lessons and case studies 66h, presentation 10h, excursion to Helsinki region 16h

Basis for assessment: Presentation 50% and active participation during contact hours/group work 50%

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1202 Analysing the Market, 4 op

Osaamisalueet:

Learning objectives: Ability to transfer knowledge into action, interpersonal skills, knowledge management, self-management, tolerance of uncertainty

Core content: Learning objectives: This course provides students with an understanding of the concepts, principles and analytical methods that enhance the systematic specification, gathering, analysis, presentation and interpretation of information for design and marketing decision-making. The student learns about the functions, principles and methods of a market research as well as the basics of both statistical principles and qualitative research and their use in business context. Practically speaking, the student gains the ability to plan, carry out and report a user research based on the collection of qualitative information and furthermore the skills to analyse and present results of user research.

Prerequisites: Essentials of Marketing, or any introductory course in Marketing.

Share of student's workload: The total work load is divided as follows: - Market Research: Lectures 8h, readings 20h - Quantitative Methods: Lectures 6h. Qualitative Methods: Lecturers 6 h. Implementation of a research: The average workload per student is 80 hours. The qualitative user research is carried out by small groups of students and it is based on independent work. The process consists of phases where respective topics of content and methods are dealt with in tutoring meetings and final seminars.

Basis for assessment: The total mark is counted as a weighted average of the following components: Market Research, Quantitative and qualitative methods 20%, Assignment: process and final report 80%.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1301 Presentation Techniques 1, 3 op

Osaamisalueet:

Learning objectives: The student learns to recognise his/her own style of visual expression and is able to use different presentation techniques, methods and equipment in his/her expression. The student also learns the basics of composition. The know-how of different manual tools and techniques for preparing different kinds of sketches is stressed.

Core content: Different types of drawing equipment and techniques, examining stroke, shape and material and practising composition with various exercises. Illustrating products and different materials with a pencil, drawing ink, coloured pencils, watercolours, pastels and crayons. A portfolio of the assignments is compiled.

Prerequisites: Not Required

Share of student's workload: Model drawing exercises, exercises with different techniques

Basis for assessment: Perceptual abilities, appropriate expressive and experimental use of equipment and methods, visual execution of assignments. Excellent (5): completed assignments, mastering presentation techniques, being able to develop one's own skills. Good (4-3): completed assignments, mastering presentation techniques. Satisfactory (2-1): 80% of assignments completed, mastering presentation techniques relating to the assignments. Fail (0): less than 80 % of assignments completed.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1302 Presentation Techniques 2, 3 op

Osaamisalueet:

Learning objectives: The student understands the basics of two- and three-dimensional composition and the interaction of colours. He/She knows how to apply this knowledge in given assignments.

Core content: The basics of composition and colour theories. The relations and impressions of composition, shape, place, space and colour are studied through practical exercises.

Prerequisites: Not Required

Share of student's workload: Lectures, learning assignments, group evaluation sessions, learning portfolio.

Basis for assessment: Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1303 Graphic Design, 6 op

Osaamisalueet:

Learning objectives: Students learn the proportions of the picture and text making in invitation cards, brochures and posters.

Core content: Working with word processing and graphics programmes. Presentation of the works, common critique.

Prerequisites: Not Required

Share of student's workload: Lectures, Independent work, Group evaluation

Basis for assessment: Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI1304 Digital Photography, 3 op

Osaamisalueet:

Learning objectives: The student understands the basic concepts, terminology and techniques of photography with digital cameras. In exercises, the student can use his/her own camera and/or the photography equipment at school. The student also gets familiar with using Adobe Photoshop for digital image processing

Core content: Photographing exercises: using a camera, different photographing techniques in various environments. Independent photographing assignment.

Prerequisites: Not Required

Share of student's workload: Contact teaching, independent photographing exercises. Basis for assessment: Camera and photographing techniques, visual nature of photographing

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

PROFESSIONAL STUDIES

HI2001 Design and Brand Management, 3 op

Osaamisalueet:

Learning objectives: The student learns the different design management factors important in managing company image, brand and product development. He/She learns about the application of these factors through examples of different companies. The student understands the connection of the company image and brand management development to the strategic future visions of the company and is able to apply future orientated methods to the

company image and brand management development. The student understands the business purposes of visual culture and learns how to analyse and develop visual material for business. He/She also learns to acquire information from clients and users with selected methods and analyse the user experiences supported by visual material.

Core content: Design management factors and the basis for company image management. Branding and experience design as competitive means for a company. Future orientated methods in company image and brand development. Visual communication in business context and visual business communication as part of the contemporary visual culture. Information acquisition methods and methods of analysis relating to visual observation, interpretation and understanding from the viewpoint of psychology, sociology, cultural research and other disciplines.

Prerequisites: Orientation to Innovation, The essentials of Marketing, Analysing the Markets
Share of student's workload: Lectures 20h, observation and analysing tasks of visual material 10h, tutoring sessions 10h, research and practical application in professional projects 30h, presenting the results 10h.

Basis for assessment: Completed assignments, applying research to professional projects, participation in analysing sessions.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2002 Visual History, 5 op

Osaamisalueet:

Learning objectives: The student recognises the most important stylistic periods of Western design, art and architecture and can analyse them as products of a certain social era. He/She has knowledge of the different parts of design, as well as schools and the most remarkable professionals and their production. He/She gets acquainted with Finnish and pan-European design language within applied arts, industry and handicrafts in different periods of time and through this knows how to search for information on the history of his/her profession. The student also understands the importance of international art and design trends and different phenomena related to them and is able to connect the history of his/her profession to his/her professional image.

Core content: Stylistic history and analysis of Western design, fine arts and architecture. Periods and features of applied arts and design in

Kulttuuriala

Finland and in Europe from industrialisation in the 1750s to present day. The study unit also includes excursions with visits to museums and exhibitions.

Prerequisites: Not Required

Share of student's workload: Lectures 30h, visual test 20h, analysing exercises 20h, independent essay 30h, excursion, visits to exhibitions 30h.

Basis for assessment: Visual exam, written essay, analysing exercises

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2003 Web-Design, 3 op

Osaamisalueet:

Learning objectives: The student gets acquainted with different methods of electronic publishing and understands the challenges of it from the point of view of graphic design. He/She knows how to independently prepare small electronic publications in a virtual environment. The student familiarises him/herself with different uses of the multimedia and understands its relationship with graphic design.

Core content: Virtual publishing of information: making web pages with the HTML-language with the help of a graphical editor. Different forms of multimedia presentations, multimedia life cycle.

Prerequisites: Not Required

Share of student's workload: Basis for assessment: Exercises, active participation in contact teaching

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2004 Info Graphics, 3 op

Osaamisalueet:

Learning objectives: The student learns how to communicate in visual form information that contains both textual and numeral aspects. He/She acquires knowledge about different chart techniques and can apply them to information visualisation tasks in the design profession. Furthermore, the student learns how to process information for design communication, especially to visualise the essential and core elements of the information at hand.

Core content: Lectures about the theory and practice of visual information design. Practical assignments both in groups and individually.

Prerequisites: Graphic Design

Share of student's workload: Contact teaching 50%, Independent work 50%.

Basis for assessment: Assignments and exercises, active participation during contact teaching.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2101 Technical Documentation 1, 4 op

Osaamisalueet:

Learning objectives: To student gains a deep knowledge of the different demonstration methods in design and he/she can use them independently.

Core content: Technical drawing, advanced perspective drawing, basics of CAD-drawing.

Prerequisites: Basic Studies

Share of student's workload: Basis for assessment: Participation in contact lessons, assignments, independent approach to work.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2102 Technical Documentation 2, 5 op

Osaamisalueet:

Learning objectives: The aim is to learn the use of 3D-programmes

Core content: Based on the design studies, the student draws surface or space models and visualises them with different computer programs.

Prerequisites: Technical documentation

Share of student's workload:

Basis for assessment: Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2103 InnoStudio 2, 7 op

Osaamisalueet:

Learning objectives: The student learns the functions of products from the point of view of the needs of different customer groups and the different stakeholders of the industrial product. The aim is to create connections with industrial enterprises and monitor the whole production chain and stakeholders from design to industrial product in the market.

Core content: The emphasis of the design project is on the product design for industry. The student participates in design meetings with the customer specialists, design teachers and the personnel in D?ART Design Resource Centre.

Prerequisites: Basic Studies

Share of student's workload:

Basis for assessment: Professional attitude, commitment, presence.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2104 Material Techniques, 3 op

Osaamisalueet:

Learning objectives: The student gains knowledge about the various material possibilities in industrial products. The student learns how to realise plans in multi-material prototype workshops, and can utilise the principles of product testing and apply them to practise.

Core content: Material theory, product testing, model workshops, excursions, expert lectures.

Prerequisites: Basic Studies

Share of student's workload: Lectures, participation in the assignments and excursions

Basis for assessment: Professional attitude, commitment, presence.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2105 User Interface Design, 3 op

Osaamisalueet:

Learning objectives: The student understands the main principles of perception and cognitive psychology in the user interaction of the product interfaces. The student is able to acquire information about requirements in specific user interaction and is able to analyse and test his/her own design.

Core content: Perception psychology and cognitive psychology relevant in product interfaces. Methods of analysis relating to visual observation, interpretation and understanding. Usability testing process and methods. Paper prototyping and user testing with product interfaces.

Prerequisites: Design Basics

Share of student's workload: Lectures 10h, tutoring sessions 10h, applied prototyping and usability test task 50h, presenting the results 10h.

Basis for assessment: Applied interface design with test results.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2106 InnoStudio 3, 8 op

Osaamisalueet:

Learning objectives: Each product includes a socio-cultural context linked with time, place and user groups. Through understanding and using specific working methods with these factors, it is possible to design for user experiences.

Core content: Design brief as the core of the design task analysis. The cultural message and function of a product and included services in different meanings and contexts. Before designing a product, the student gets acquainted with socio-cultural user trends and context by acquiring user information. The design process is carried out based on the design brief and building future user scenarios from the socio-cultural user context.

Prerequisites: Basic Studies, InnoStudio 2, Visual History

Share of student's workload: Processing of the design brief, user information acquisition, future orientated InnoStudio workshops, scenario building, design work, presentation of the work.

Basis for assessment: Design brief, information acquisition, scenario building and design work, participation in the workshops.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2201 InnoStudio 4, 10 op

Osaamisalueet:

Learning objectives: The student understands the principles of project management and masters the different fields and phases of realising a project. He/She also understands the principles of collaboration and communication with different enterprises and organisations. The study unit concentrates on managing the design process from specific material on specific markets. In this case it involves designing from wood material to building construction and interior design markets. Other materials can also be used in the process. The building business features and client and user requirements are to be understood as the basis of the new solutions in designing, manufacturing and marketing.

Core content: The student plans and realises in teams a design project including the business and other factors in the product development process. The project work consists of independent collaboration with enterprises and communities, creating customer contacts

and coping with negotiation situations. Knowledge about building and interior design is shared through lectures and excursions. The project starts from building a business-related design brief. The analysis of the development and special needs of the building business and the specific brief task form the starting point for the design project and solutions. The product design process management consists of networking with necessary specialists. The design project is executed together with D'ART Design Resource Centre.

Prerequisites: Basic Studies, 2nd year professional studies

Share of student's workload: Lectures 20h, excursions to building industry 10h, analysis task of the building business needs for design 20h, applied design and prototyping assignment including coordinating the collaboration with the customer and organising the multi-disciplinary work 200h, presenting the results 16h.

Basis for assessment: Participation in lectures and excursions. Commitment to the project of the team and self-direction. Mastering project management, networking and communication skills. A willingness to be flexible with practical arrangements. Monitoring the process, regular negotiations with the customer and the instructor. Presentations of the design results.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2202 Wood Constructions, 3 op

Osaamisalueet:

Learning objectives: The aim is to acquire know how of the different manufacturing processes and constructions that are available and possible in products of the wood construction industry.

Core content: Getting to know different manufacturing processes, methods and constructions applicable to wood. Learning the basic features of wood materials and wood-containing products, and recognising Finnish wood types. Knowing how to use adhesives and surface treatment materials.

Prerequisites: Basic Studies, 2nd year professional studies

Share of student's workload: Lectures 20h, presentations of the manufacturing process in wood construction industry 10h, applied manufacturing assignments 40h, presenting the results 10h.

Basis for assessment: Assignments and their

reports

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2203 Wood Marketing, 3 op

Osaamisalueet:

Learning objectives: The student learns to understand the client and consumer markets and how the main concepts of marketing and business are interpreted and applied in wood product businesses, including on an international level. He/She understands what a specific business area means for the design brief and solutions.

Core content: The impact of technical, social, political and economic development on consumer behaviour and marketing, client and consumer profiles, fundamental concepts of marketing and marketing research on the area of wood products. The wood products area as an example of different internationalisation strategies for companies. Applications of wood marketing and information on international wood business strategies in design solutions.

Prerequisites:

Share of student's workload: Contact sessions 40h, applied assignments 40h

Basis for assessment: Assignments

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2301 Philosophy of Arts and Science, 3 op

Osaamisalueet:

Learning objectives: The student understands the significance of the Western philosophic tradition in culture, i.e. in works of art, production and professional research. The student learns philosophic questioning and analysis in professional tasks. He/She can also evaluate the ethical effects of his/her work.

Core content: Basic concepts and fields of philosophy. Philosophic principles in science and research, scientific traditions. Philosophic principles and analysis in arts and design. Practiced research tradition. Ethical questions in the field of design and its research. Principles of professional research and questioning.

Prerequisites: Analysing the Market

Share of student's workload: Lectures on philosophy 40h, professional ethics analysis and discussion 20h, lectures on the thesis process 20h, assignment (compiling a professional research plan), tutoring sessions and presen-

tations 60h.

Basis for assessment: Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2302 Project Planning and Management, 3 op

Osaamisalueet:

Learning objectives: The student understands the principles of project work and the special features of different kinds of projects. The student perceives the whole process from idea to planning and from realisation to evaluation and reporting. He/She can draw up a project plan, realise a project, monitor and document a project, and compile a final report. The student is able to work in teams.

Core content: Creative planning of a project, project management, monitoring and documenting a project, types of projects, financing possibilities for projects. Thesis project as a part of professional development and research competence.

Prerequisites: Basic Studies

Share of student's workload: Contact teaching/lectures 24h, presentation of the project plan and finished projects 10h, tutoring sessions 2h, independent work 44h.

Basis for assessment: Assignments, project plan, project evaluation.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2303 Professional Information, 3 op

Osaamisalueet:

Learning objectives: The student is able to acquire multidisciplinary information and widen the scope of design knowledge by integrating knowledge from other disciplines.

Core content: Lectures by visiting specialists from different professional areas. Agreed reading material that supports the individual design profile of the student. Reporting the knowledge gained.

Prerequisites: These studies can be gathered throughout the 4 year programme.

Share of student's workload:

Basis for assessment: List of lectures attended, critical reports from lectures and reading material.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2401 International Markets, 5 op

Osaamisalueet:

Learning objectives: Students learn how to relate to international target markets, communicate in a new international situation, acquire real international trends, get acquainted with information for a product adaptation project, and present the results in efficient way.

Core content: International communication skills, product adaptation research in St. Petersburg, communicating and reporting results.

Prerequisites: Essentials of Marketing, Analysing the Markets

Share of student's workload: International communication skills 40h, enterprise visits and other business studies in St. Petersburg 13h, trend and taste study 60h, presentations of the study 10h.

Basis for assessment: The overall grade is based on assessment by supervisors, company representatives and students

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2501 Orientation to Professional English, 3 op

Osaamisalueet:

Learning objectives: The student learns professional vocabulary and is able to apply that in professional and social situations. Written language skills are stressed in order to be able to produce reports, an important professional skill.

Core content: Oral and written exercises concentrating on professional and social subjects. Group work. Independent homework. The emphasis lies on the communicative side of the language. Written and oral tests.

Prerequisites: English test

Share of student's workload: Contact teaching: 50h Oral and written exams: 4h Independent study: 52h

Basis for assessment: Active participation in contact lessons (80 %). Written assignments, independent studying, written and oral exams
Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2502 Affärskontakter I Norden, 5 op

Osaamisalueet:

Learning objectives: This course aims at introducing oral and written business communication in Swedish.

Kulttuuriala

Core content: The topics covered are business terminology, business correspondence and customer service.

Prerequisites: Basic knowledge in Swedish (Secondary or Vocational school)

Share of student's workload: Contact sessions 70h, independent study 20h, study excursion or company project (Swedish) 20h, written assignments 14h, spoken and written tests 4h, feedback and assessment 7h

Basis for assessment: Written and oral exams

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

HI2601 Specialisation Studies Abroad, 30 op

Osaamisalueet:

Learning objectives: Core content: A personal study plan is made following the individual specialisation aims of the student and according to the curriculum possibilities of the receiving exchange partner institution.

Prerequisites: Share of student's workload: Basis for assessment:

Assessment scale: HI2701 Presenting and Reporting Project Work, 3 op

Osaamisalueet:

Learning objectives: The student is able to report and present a multidisciplinary professional project related to product design. The presentation supports the development of professional communication skills in English.

Core content: The project is reported presenting the project plan and the execution of the plan in practice. The project is presented both in written and spoken English. The correctness and informative quality of the language is supported and supervised by the language teacher.

Prerequisites: Basic Studies, Professional Studies

Share of student's workload: Independent work, project report and presentation. Joint lectures and tutoring sessions.

Basis for assessment: Assessment scale: Passed (H), Failed (0)

HI2702 Professional Projects, 15 op

Osaamisalueet:

Learning objectives: The student realises either independently or in groups a multidisciplinary project related to product design. Networking and team work are emphasised in the project.

Core content: The project is realised according to a project plan. An outside enterprise or organisation is always involved in the realisation process of the project. The project will be documented at the final stage and also with a regular project journal and memos of all meetings shall be written.

Prerequisites: Basic Studies, Professional Studies

Share of student's workload: Independent work, project presentations and evaluations, tutoring sessions

Basis for assessment:

Assessment scale: Passed (H), Failed (0)

PRACTICAL TRAINING

HI4001 Practical Training, 30 op

Osaamisalueet:

Learning objectives: The aim of the module is to get practical experience in the student's own field.

Core content: During orientation training, students become acquainted with the tasks and conditions of their own field. The training place must always be accepted by the degree programme.

Prerequisites: Basic Studies

Share of student's workload: Works, team work, project diary and portfolio

Basis for assessment:

Assessment scale: Passed (H), Failed (0)

THESIS

HI5001 Thesis, 15 op

Osaamisalueet:

Learning objectives: The thesis proves the professional maturity of the student and ability to do independent research work in the central or especially problematic field of his/her own study area. It is an individual proof of the student's own specialisation area, or multidisciplinary work. It may also be a joint project by two or more students, assuming each student's individual contribution is visible.

Core content: Independent research and professional project work supported by guidance and negotiations with the tutoring teachers.

Prerequisites: Basic and Professional studies

Share of student's workload: Basis for assessment: The final paper is assessed in a public seminar, where the students, the opponent and tutors assess the work including processes.

Assessment scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1),