

CURRICULUM

MEDIA

Multimodal course delivery (adult education)

The multimodal course delivery in media education focuses on visual communication. The studies will familiarise you with visual expression and visual communication by applying your skills and knowledge to multimedia environments. The blended studies provide you with an opportunity to complete your studies alongside with work, even if you live in another locality. You will conduct your studies in the high-quality physical and virtual learning environments of Karelia University of Applied Sciences.

Degree

Degree Title	Bachelor of Culture and Arts
Extent	240 cr / 4 years

Typical Tasks for Graduates

In your studies, you concentrate on learning visual communication skills and getting a wide range of skills needed when working as an illustrator or visual designer for companies and organisations or as an entrepreneur. The graduates from media adult education can perform the following tasks, for example, in their future professions: illustration, visual design, graphic design and layout, 3D visualisation, and duties of an AD or AD assistant. Your future employers will, in particular, appreciate your diverse, basic knowledge in the field of media, entrepreneurial approach to media, teamwork skills and the ability to work in multidisciplinary teams.

Implementation of Studies

The multimodal implementation of media education allows you to have a variety of forms of study: intensive contact teaching periods, distance learning online, and independent work. The studies focus on acquiring the methods of and skills in visual communication.

Your studies consist of monthly intensive contact teaching periods as well as online-mediated, guided distance learning between them. The studies are characterised by a more independent approach than in normal, classroom teaching based education. Multimodal studies give you the freedom to carry out studies alongside with e.g. work, but on the other hand they require one to have good time management skills. Media students will be provided with personal laptops for the duration of their studies. The laptops will be systematically employed during the education, and the teaching and learning methods used in studies are based on students' independent work with the support of laptops.

Structure and Contents of Studies

The degree programme contains common core and complementary studies enhancing your key and specialised competences. The extent of basic studies is 210 credits and that of complementary studies 30 credits. Basic studies include 30 credits of practical training and a 15-credit thesis. The thesis process is divided into three 5-credit courses. Each course can be completed at different stages of studies. However, the thesis plan needs to be accepted before the implementation phase.

The studies introduce you to the basics of visual communication and media culture as well as illustration techniques, and you will be able to apply your expertise to e.g. game and software graphics and visual information design. The studies consist of themes focusing on particular professional areas, in which you practice the techniques and means of expression within each professional activity.

The complementary studies mostly contain modules of 15 credits. The following modules are available for media students:

- Multimedia Services
- Changing Media
- Branding and Innovation Activities
- Business Management and Entrepreneurship
- Management and Leadership
- Expert in Active Ageing
- International Studies 1
- International Studies 2
- Optional language studies (Spanish, Chinese, French, German, Russian)
- Refresher courses in languages (3–6 cr)
- Training programme of Joensuu Sports Academy (3–15 cr)
- Participation in peer tutoring and student union activities (3–15 cr)

The complementary studies are scheduled to be conducted during the autumn semester of the third year and the spring semester of the fourth year. Additionally, complementary studies can be taken during summer months. Participation in Sports Academy training, peer tutoring or student union activities can be spread over several semesters. If the studies mentioned above do not match with your professional objectives, you can discuss other alternatives with your teacher tutor or student counsellor.

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MULTIMODAL COURSE DELIVERY (ADULT EDUCATION)

Bachelor of Culture and Arts | 240 cr / 4 years



Communication Skills | Media Environment Competence | Visual Competence | Design Competence | Production Competence | Business and Entrepreneurship Competence | Learning Skills | Ethical Competence | Work Community Competence | Innovation Competence | Internationalisation Competence

4 th year	STARTING PROFESSIONAL				
Complementary Studies		15 cr	Thesis		15 cr
Professional Studies of Visual Communication		14 cr	Practical Training 3		15 cr
Career Planning and Development 4		1 cr			
3 rd year	CREATIVE DEVELOPER				
Visual Information Design		10 cr	Creative Design		9 cr
Data Formatting		5 cr	Complementary Studies		15 cr
Swedish		5 cr	Knowledge Base and Research Methods		5 cr
Career Planning and Development 3		1 cr			
Practical Training 2		10 cr			
2 nd year	MULTIDISCIPLINARY EXPERT				
3D Modelling		10 cr	Research and Development		5 cr
Expressive Photography		9 cr	Game and Mobile Environments		10 cr
Visualising Communication		5 cr	Publishing Environments		10 cr
English		5 cr	Practical Training 1		5 cr
Career Planning and Development 2		1 cr			
1 st year	CURIOUS LEARNER				
Career Planning and Development 1		2 cr	Analysis of Media Content		5 cr
Multiform Studying Skills		3 cr	Views on Visual Communication		5 cr
Communication Skills		5 cr	Basics of Visual Expression		10 cr
Media Culture		5 cr	Basics of Typography		5 cr
Basics of Visual Communication		10 cr	Web Communication		5 cr
Photography and Photo Editing		5 cr			

Competence Requirements

Area of Competence	Description of Competence Bachelor of Culture and Arts
Communication Competence	<ul style="list-style-type: none"> - is familiar with the history, research traditions and methods in the field of culture, media and communication and understands their connection to the present day and the society - is able to critically apply one's theoretical competence to professional activities - is familiar with the research traditions and methods in the field of communication and is able to apply previous research in the development of the field and one's own work - masters background research and documentation and is able to apply the acquired knowledge to the creation of new content - masters the expression forms and ways of narrating connected to one's professional orientation
Media Environment Competence	<ul style="list-style-type: none"> - is familiar with the national and international operational environments, actors and publication channels in the field of media - is familiar with the processes of content production - can evaluate media content critically and ethically - understands the principles of contractual usage and copyright in one's field and is able to respect other's copyright
Visual Competence	<ul style="list-style-type: none"> - is able to perceive, use and compose visual elements, i.e. images, shapes and colours, and to understand the relations between them as a basis for design - understands the importance of visual expression in visual communication - can and is able to use visual methods of presentation as part of the visual design process
Design Competence	<ul style="list-style-type: none"> - understands the principles of user-oriented design, knows the methods of creative problem-solving and is able to use them in one's work - is able to plan contents for different needs and equipment and is able to adapt discoveries and phenomena to new media contents and concepts - is able to find information by reflection and adaptation - masters the design methods and tools of one's own field - understands the ethical and aesthetical values and responsibilities of communication - is able to anticipate future changes and develop the working environment with a view to adapting to change
Production Competence	<ul style="list-style-type: none"> - masters the working methods of one's professional orientation and is able to comply with occupational safety - understands the possibilities and restrictions of technology in a production process - is able to evaluate and redirect one's actions in changing circumstances - masters the management of customer contacts

Business and Entrepreneurship Competence	<ul style="list-style-type: none"> - is familiar with the most prevailing business models in creative industries - understands entrepreneurship as a possibility to be employed and employ others - is able to evaluate one's personal abilities and competences to act as an entrepreneur - is familiar with and is able to utilise the support networks related to the start of business operations - can market and sell one's competence - can evaluate a business idea from different perspectives and describe it in form of a business plan
Learning Skills	<ul style="list-style-type: none"> - is able to assess and develop one's competences and learning methods - is able to retrieve/search, process and analyse information critically - can assume responsibility for team learning and knowledge sharing
Ethical Competence	<ul style="list-style-type: none"> - is able to assume responsibility for one's own actions and their consequences - is able to work according to the code of professional ethics of one's field - is able to take different parties into account - is able to apply the principles of equality - is able to apply the principles of sustainable development
Work Community Competence	<ul style="list-style-type: none"> - is able to function as a member of a work community and contribute to its work well-being - is able to function in various communication and interaction situations at work - is able to use information and communication technology in the tasks of one's field - is able to establish personal occupational contacts and to work in networks - is able to make decisions in new and unforeseen situations - is able to manage one's work and to work independently in tasks requiring expertise - has developed entrepreneurial skills/abilities
Innovation Competence	<ul style="list-style-type: none"> - is able to solve problems and develop working methods innovatively - is able to work in projects - is able to carry out research and development projects and to apply existing knowledge and methods of one's field - is able to find customer-oriented, sustainable and profitable solutions
Internationalisation Competence	<ul style="list-style-type: none"> - has the language competence necessary for the work in the field and its development - is able to cooperate with people from different cultural backgrounds - is able to take into account the opportunities and effects of internationalisation in one's work