

CURRICULUM

MEDIA

The education provided by the Degree Programme in Media focuses on the latest professional knowledge in the field of media and on modern practices of media communication used in the production of media contents. The education aims at supporting and developing regional industries and innovation activities.

Degree

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

Typical Tasks for Graduates

You can direct your studies according to your preferences and during the education specialise in, for example, audio-visual production, design of mobile applications, or other fields of media production. During your education, you will learn about a wide range of professional duties in audio-visual communication and work with various publishing forms and environments.

As a graduate from the Degree Programme in Media you can multi-task in the following future professions, for example: digital communication designer, content creator and online media designer, network provider, videographer and editor, producer, and designer of mobile applications. Furthermore, you will be competent to work as a project manager, a project expert, and as an entrepreneur. 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

During your studies, you have the chance to work in modern media production environments that engage diverse sectors of business and organisations in the field. Commissions and media productions assigned by business partners play an important role in your studies, since they enable you to build professional networks already during your studies by introducing you to the actors in the field and to the professional practices of media and communications businesses. During your studies you can gain international experience through studying abroad, performing a work practice abroad, or simply studying together with exchange students at Karelia UAS. Our available networks are in Europe, Russia, Canada, South Korea, and Japan.

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 cr and that of complementary studies 30 cr. Basic studies include 30 credits of practical training and a 15-credit thesis. The thesis process is divided into three five-credit courses. Each course can be completed at different stages of studies, provided that the thesis plan needs to be accepted before the implementation phase.

The studies have been divided into professionally oriented annual themes in which the student progresses from a curious learner (1st year) to a multidisciplinary actor (2nd year), creative developer (3rd year), and a fledging professional in the field (4th year). Bachelors of Media graduating from Karelia University of Applied Sciences have an excellent competence to plan, implement and produce media contents in the different fields of media production according to their own area of specialisation. As a graduate, you also have the capability to become an entrepreneur of creative industries. You manage a variety of information retrieval and content processing methods, copyright and contractual practices in the field of media, and master the professional use of software tools and hardware platforms needed in media productions. You will also deepen your professional competence by acquiring versatile language and communication skills.

The complementary studies mostly contain modules of 15 credits. You can also choose complementary studies from other offerings at the university of applied sciences and thereby build expertise according to your own needs.

The following modules suit especially well for media students:

- Multimedia Services
- Changing Media
- Management and Leadership
- Business Management and Entrepreneurship
- Expertise Pertaining to Russia
- Expert in Active Ageing
- Branding and Innovation Activities
- 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 or over a longer timeline. 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.

MEDIA

Bachelor of Culture and Arts | Daytime studies

240 cr / 4 years



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

4 th year		STARTING PROFESSIONAL	
Thesis 2	5 cr	Thesis 3	5 cr
Thesis 1	5 cr	English for Thesis Work	1 cr
Work Placement 2	15 cr	Complementary Studies	15 cr
Career Planning and Development	1 cr		
Intercultural Studies	3 cr		
Database and Research Methods	3 cr		
Media Field Expertise	10 cr		
3 rd year		CREATIVE DEVELOPER	
Visual Communication	6 cr	Database and Research Methods	3 cr
Research and Development in Media	10 cr	Media Productions	10 cr
Complementary Studies	15 cr	Career Planning and Development 3	1 cr
		Work Placement 1	15 cr
2 nd year		MULTIDISCIPLINARY EXPERT	
Media Content Analysis	5 cr	English for Media Industries	3 cr
Nordiska Medier [Swedish for Media Industries 2]	2 cr	Managing Media Productions	3 cr
Methods for Improving Creativity	3 cr	Project Incubator	3 cr
Planning and Managing Media Projects	5 cr	Research and Development	5 cr
Media Design Tools	5 cr	Multimedia Working Environments	15 cr
Multimedia Content Design	10 cr		
Career Planning and Development 1	1 cr		
1 st year		CURIOUS LEARNER	
Copyright	2 cr	Motion Graphics	5 cr
Media Culture	5 cr	Photography and Image Processing	5 cr
Introduction to Video Production	5 cr	Event Production	6 cr
Introduction to Audio Production	5 cr	Online Communication	5 cr
Spoken and Written Communication	5 cr	Media History	5 cr
Scriptwriting	5 cr	Sociala Kontakter [Swedish for Media Industries 1]	3 cr
Social Contacts	2 cr		
Career Planning and Development	2 cr		

Competence Requirements

Area of Competence	Description of Competence Bachelor of Culture and Arts
Media Content Competence	<ul style="list-style-type: none"> - masters the expression forms and ways of narrating connected to one's professional orientation - knows the basics of narration and understands the importance of structure in narration - is familiar with the processes of content production and knows how to draw up and break down scripts and plans - is able to plan contents for different needs and equipment - understands the basic principles of user- and customer-oriented planning - masters background research, documentation and evaluation of information and is also able to apply the acquired knowledge to the creation of new content - is able to adapt discoveries and phenomena to new media contents and concepts - is able to utilise methods that enhance creativity and develop one's own creativity, creation skills and self-expression - is able to develop new types of content and media concepts
Theoretical Communication Competence	<ul style="list-style-type: none"> - is familiar with the history and theories in the field of culture, media and communication and understands their connection to the present day and the society - 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 - is able to critically apply one's theoretical, historical and analytical competence to professional activities
Media Environment Competence	<ul style="list-style-type: none"> - is familiar with the national operational environments in Finland, actors and publication channels in the field of media and understands the importance of internationalisation in the field - understands the importance of the ethical, legal and social principles applied in the field of media and sees their significance for one's future work - 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
Production Competence	<ul style="list-style-type: none"> - masters the processes, techniques and working methods of one's professional orientation - is able to form multidisciplinary work groups and networks as well as organise projects - is able to plan and obtain resources for production and schedule production - is able to evaluate and redirect one's actions in changing circumstances - masters the management of customer contacts - knows the general principles related to contracts and copyrights in one's field - is able to comply with occupational safety

Business and Entrepreneurship Competence	<ul style="list-style-type: none"> - is familiar with the most prevailing business models in creative industries - 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 planning and start of business operations - can market and sell one's competence - understands entrepreneurship as a possibility to be employed and employ others - is able to evaluate the chances of success for entrepreneurship in one's own operational environment
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 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