

## Graphic Design 2019-2020

### AUTUMN SEMESTER 2019

#### Art and Design Studies:

MAAD1102 Introduction to Arctic Cultures	5 cr.
UART1102 Finnish Design	4 cr.
UART1105 Introduction to service design	5 cr.
FTEK5005 Printing Workshop	3cr.
*UVAP0161 Adaptation Charting	3 cr.
*UYLE0228 Independent Photography Studies Seminar	4 cr.
*UART1101 Fine Art Excursion in Lapland	5 cr.
MAAD1103 Arctic Art, Design and Innovation	5 cr.
UMUO4005 Arts-Based and Community-Based Participatory Research Approaches	3cr.
UYTY0116 Socially-engaged Art	2 cr.
<i>* a limited number of students are accepted</i>	

#### Graphic Design:

AGRA0506 Workshop in Graphic Design	3 cr.
AGRA0506 Workshop in Graphic Design	3 cr.
AGRA0715 Wayfinding and signage design	5 cr.
UMUO0225 Arctic Design Project	6 cr.
AGRA0501 Literature in Graphic Design	2 cr.

#### Art and Design Studies:

##### **MAAD1102 Introduction to Arctic Cultures 5 cr.**

##### **Content**

The aim of this introductory course is to give knowledge of Arctic Cultures and how arctic landscapes and people have been presented in visual arts.

##### **Learning outcomes**

After completion of the course, the student is able to

- have basic understanding of the histories and experiences of the peoples of the Circumpolar North, and the development of northern cultures
- discuss and distinguish traditions and features of northern cultures and art
- describe cultural and artistic similarities and differences of northern peoples and cultures

**Method** Lectures and seminars 28 hours, independent work, a learning diary and a seminar on literature.

**Evaluation** 5-1 / failed

**Timing** 2nd period

##### **Target group**

The student of Master's programme in Arctic Art & Design, exchange students (BA, MA)

**Tutors** Maria Huhmarniemi/Teaching and research staff of Arctic Centre and Faculty of Art and Design

**Language of instruction** English

##### **Literature**

A Land Shared. Contemporary and Applied Art of the Northern Peoples. 2003. (1 cr.) Lehtola, Veli-Pekka: The Sámi People traditions in Transistion. 2002. (2 cr.)  
Lähteenmäki, Maria: Terra Ultima. A Short History of Finnish Lapland. 2006. (2 cr.) The Magic of Lapland. Lapland in Art from the 1800s to today. 2011. (2 cr.)  
Sámi Contemporary. 2014. (1 cr.)  
Sámi Duodji. Catalogue for the Jubilee Exhibition of the Sámi Handicraft Association's 30th Anniversary. 2006. (1 cr.)

##### **UART1102 Finnish Design 4 cr.**

##### **Content**

The design culture in Finland is presented and discussed by using Finnish industrial, graphic, audio-visual, fashion and textile designers and their works as examples. Lectures are given from different fields of design. The emphasis is to introduce the key elements of Finnish design. Students will make assignments in groups, where they will apply their knowledge on Finnish design.

**Learning outcomes**

At the end of this course student

- has basic knowledge on Finnish design
- can recognize different fields of design culture in Finland
- can apply the understanding of Finnish design in assignments

**Method** Lectures about different fields of Finnish design by using examples. Group assignment, where students are asked to apply their knowledge on Finnish design. Lectures and guided exercises 28 hours, 80 hours independent work.

**Requirements** Presence during the lectures (80%) and the finished assignment with a presentation.

**Literature**

Korvenmaa, Pekka: Finnish Design –A Concise History, Design Forum Finland: Finnish Design Yearbook.

**Evaluation** 5-1 / failed

**Timing** 2st and 4rd period

**Target group** Exchange students (BA, MA) and Faculty of Art and Design students (BA, MA). Max 30 students.

**Responsible tutor** Milla Johansson

**Language of instruction** English

**UART1105 Introduction to service design 5 cr.**

**Learning outcomes** After the course student:

- understands the key concepts, methods, process and background of service design
- understands service design as a design activity and its link to one's own field of study
- has got basics for further method studies and projects on service design

**Method:** Lectures, exercises, design assignment and a final report for a case organization

**Literature:** Stickdorn, M. and Schneider, J. (Eds). 2010. "This is Service Design Thinking. Basics - Tools - Cases." BIS Publishers. NL.

**Content** The goal of the course is to give the participant an overview about service design, its key concepts, methods and process. The course will contain both theory and one practical case assignment, or smaller-scale service design tasks.

**Method** Lectures and workshop studying (35 hours), independent studies (100 hours)

**Requirements** Presence during the lectures (80%), finished assignment and a final report.

**Evaluation** 5-1 / failed

**Timing** 2nd and 4th period

**Target group** Exchange students (BA, MA)

**Tutor** To be announced later

**Language of instruction** English

**FTEK5005 Printing Workshop 3 cr.**

**Content**

Basic textile printing methods and techniques. Produce experiments and fabrics by printing based on designs made in the AGRA0506 Workshop in Graphic Design 3 cr.

**Learning outcomes**

At the end of this course student is able to

- understand the basics of printed textile design and basic printing techniques
- make experiments and produce printed fabrics based on student's ideas and design

**Method**

36 hours lectures and guided exercises; 45 hours independent work

**Requirements** Lectures and guided exercises based on student's own design work

**Integration** AGRA0506 Workshop in Graphic Design 3 cr.

**Literature**

Required reading: Wisbrun, L. 2012.: Mastering the art of Fabric printing and Design. Wells, K.: Fabric dyeing & printing, 1997 Handouts.

**Evaluation** 5-1/ failed

**Timing:** Fall Semester

**Target Group** Exchange students

**Tutor** Textile and clothing Design Department, Jenni-Liisa Yliniva

**Language of instruction** English

### **UVAP0161 Adaptation Charting 3 cr.**

#### **Learning outcomes**

-the application of theory and practice to the exploration of adaptation and change, culture and environment through artistic practice during the student's exchange period.

-to achieve a clearer understanding, through art, of the relationship between culture(s) and environment.

**Content** Theories of adaptation and the exploration of visualization of space and culture via artistic exploration.

**Method** Seminar, fieldwork and critique.

**Requirements** None other than to be an exchange student in the faculty of art and design.

#### **Additional reading and other materials**

To be assigned in class.

**Evaluation** Pass/fail

**Timing** Fall and spring term.

**Target group** Foreign exchange students to the faculty of art and design (BA, MA)

**Tutor:** Michael Jacobs

**Language of instruction** English

**Registration** to [Michael.jacobs@ulapland.fi](mailto:Michael.jacobs@ulapland.fi) in the beginning of academic term

### **UYLE0228 Independent Photography Studies Seminar 4 cr.**

#### **Learning outcomes**

A better understanding of the process of project based photography from its inception through to completion.

**Content** Independent studies in photography. Project design and execution.

**Method** Seminar discussions; eight meetings per term. Critique.

**Requirements** Seminar participation, project design and execution. Final critique and evaluation.

**Required reading** To be agreed upon

**Evaluation** 5-1 / failed

**Timing** Autumn/spring semester

**Target group** Foreign exchange students to the faculty of art and design (BA, MA)

**Tutor** Michael Jacobs

**Language of instruction** English

**Additional information** Max. 10 exchange students

**Registration** to [Michael.jacobs@ulapland.fi](mailto:Michael.jacobs@ulapland.fi) in the beginning of academic term

### **UART1101 Fine Art Excursion in Lapland 5 cr.**

#### **Content**

Introduction to photography, painting and culture of the Lappish landscape. The North presented via art of photography and painting, a cultural overview of the North in art and history.

#### **Learning outcomes**

At the end of this course student is able to

- have an orientation to culture, landscape and environment in the Lappish north through photography, painting and regional cultural history

**Method** Lectures, practice, critique.

#### **Materials**

Digital camera (any kind), portable computer with simple or advanced imaging program, watercolors, lots of paper, brushes, pastels if desired but not required, attitude.

#### **Requirements**

Participation and critique, diary based on experiences in the course, 6-8 pages.

#### **Studies before**

A basic knowledge of photography.

**Evaluation** Pass / fail

**Timing** 1<sup>st</sup> period

**Target group** Exchange students (BA, MA)

**Tutors** Esa Meltaus, Tuija Hautala-Hirvioja, Michael M. Jacobs

**Language of instruction** English

**Additional information**

*Min. 6 students, max. 10 students.* Students are required to pay for the travel, accommodation and subsistence costs (app. 150-200 €) themselves.

There will be lectures about basic photographic theory and practice. For painting only requirements are to bring the proper materials along.

**MAAD1103 Arctic Art, Design and Innovation 5 cr.**

**Content**

Students will be able to identify the main concepts and process related to thematic discussion and development processes in the arctic region. Students will learn how to use research and development strategies as well as methods and approaches based on art and creativity needed to solve extreme problems.

**Learning outcomes**

The course will introduce the thematic discussions related to the research, development and innovation work related to arctic art and design. The course will introduce central concepts in the core of arctic art, design and innovation: design for social innovation, design thinking, wicked problems and applied visual art. The course will also introduce research processes and case studies on development work in the north. Arctic Art, Design and Innovation work can be applied into marginal contexts and help in generating radical innovation for both social and business contexts

**Method**

The course will be carried out through lectures and workshops 32 hours, and a seminar work, independent work.

**Literature**

Brown, T. (2008). Design Thinking. Harvard Business Review, June 2008, 84-92. Darso, L (2004) Artful Creation: learning-Tales of Arts-in-Business.

Jokela, T., Goutts, G. Huhmarniemi, M. and Härkönen, E. (Eds): COOL – Applied Visual Arts in the North. Publications of the Faculty of Art and Design of the University of Lapland. Series C. Overviews and Discussion 41. 2013

Kolko, J. (Wicked Problems: Problems Worth Solving. Austin Centre of Design.

<https://www.wickedproblems.com/read.php>

Manzini, E.: Making Things Happen: Social Innovation and Design. Design Issues. Winter 2014, Vol. 30, No. 1, Pages 57-66 MIT

Tahkokallio, P. (Ed.): Arctic Design - Opening the Discussion. University of Lapland. Publications of the Faculty of Art and Design of the University of Lapland Series C. Overviews and Discussion 38. Rovaniemi 2012

**Evaluation** 1-5 / fail

**Timing** 1<sup>st</sup> period of 1<sup>st</sup> year MA studies

**Target group** MA and Doctoral studies, exchange students (BA, MA)

**Tutors** Professors responsible for the programme

**Language of instruction** English

**UMUO4005 Arts-Based and Community-Based Participatory Research Approaches 3 cr.**

**Contents**

Introduction to a variety of arts-based and community-based research approaches of art education, applied visual arts and design.

**Learning outcomes**

Student will be able to use and combine arts-based and community-based methods and practice as research in the arts to his/her thesis and understands a specific nature of such methods in the field of academic research.

**Methods** Lectures 24 hours, exercises and independent work 46 hours

**Requirements** Active participation to the lectures, successful completion of assignments.

## Literature

Leavy, Patricia: Research Design, 2017

Leavy, Patricia: Method Meets Art. Arts-Based Research Practice, 2009

Barone, Tom & Eisner, Elliot (2012) Arts based research

Cahnmann-Taylor, Melisa & Siegesmund, Richard (eds.): Arts-based research in education: Foundations for practice. 2008.

Shared articles

**Evaluation** 5-1 / fail

**Timing** 1<sup>st</sup> period of first year Master's studies

**Tutor** Maria Huhmarniemi, Satu Miettinen and Timo Jokela

## UYTY0116 Socially-engaged Art 2 cr.

### Content

Outlining the differences between visual art, community art, community based art education art, architecture. The course will explore specific strategies and approaches to socially engaged art practices through readings and direct engagement with community-based projects. Application options of visual art in event environments and programme services. Principles of art's effect on wellbeing.

### Learning outcomes

Having completed the course the student can

-outline the operating area of applied visual art

-recognize the skills needed by a visual artist in designing and implementing event environments and events

-understand the theoretical principles community art activity

**Method** Lectures and exercises 24 h, independent work 51 h

**Requirements** Active participation in lectures and exercises. Implementation of tasks and group work.

### Reading

Jokela, T; Coutts, G. & Härkönen, E. Cool. Applied visual art in the North, 2013

Coutts, G. & Jokela, T. (Eds.) Art, Community and Environment, 2008

Grande, J. Balance. Art and Nature, 2004

Kylänen, M. & Häkkinen A. (eds.) Articles on Experiences 5 – Arts and Experiences, 2007

Ahonen A. et al. Crystals of Children's Well-being. Cross Boarder Collaboration between Schools in the Arctic, 2008

Articles handed out during the course

**Evaluation** 1–5 / fail

**Timing** 4<sup>th</sup> period

**Target group** First year of Master's studies, Exchange students (BA)

**Tutor** Art Education Lecturer

**Language of instruction** English.

**Additional information**

## Graphic Design:

### AGRA0506 Workshop in Graphic Design 3 cr.

#### Content

Concentrating on certain special field in Graphic Design. Focus not confirmed. Possibility to continue to courses FTEK5005, Printing Workshop, 3 ECTS cr.

**Method** Workshop

**Level** 2-4 year students

**Tutor** Pinja Metsäkoivu

**Timing** 1<sup>st</sup> period

**Language of instruction** English

### AGRA0506 Workshop in Graphic Design 3 cr.

#### Content

Concentrating on certain special field in Graphic Design. Focus not confirmed.

**Method** Workshop

**Level** 2-4 year students  
**Tutor** Leena Raappana-Luiri  
**Timing** 1<sup>st</sup> and 2<sup>nd</sup> period  
**Language of instruction** English

### **AGRA0715 Wayfinding and signage design 5 cr.**

#### **Aim**

In this field of research a variety of design disciplines are united with the objective of optimizing visual aspects of wayfinding, communicating identity and information based on iconic and / or linguistic semantics and / or words with the aim to create an inclusive space – a place designed with everyone in mind.

#### **Method**

In a symbiotic relationship with the guidance system and visual communication in other modes. Lectures and exercises 42 h. Independent work 93 h.

#### **Assesment**

Participation in lectures and exercises, production and presentation.

**Literature** will be announced at the course.

**Grading** 5– 1 / failed

**Period** 1. period

**Level** 3. year

**Tutor** Graphic Design, Markus Schröppel

**Language of instruction** English

### **UMU00225 Arctic Design Project 6 cr.**

#### **Content**

Working in a multidisciplinary team as a specialist in one's own design branch. The division of work in the project. Making oneself familiar with the contract policy. The projects are chosen annually depending on actual themes

**Method** Working 162 hours: project control, independent work and participation in the seminar or exhibition.

#### **Target**

After the course, the student will be able to:

- work systematically in the project
- evaluate the process and develop the project work on the grounds of this evaluation.
- work in the multidisciplinary team
- document the stages of the project by different methods
- make the project plan and report and present the project both verbally and visually

#### **Requirements**

The project plan, project implementation and project reporting as required. Project presentation at the final seminar or exhibition

**Evaluation** 5-1 / failed

**Timing** 1.-4. period

**Target group** BA, 3<sup>rd</sup> year

**Tutors** Faculty of Art and Design

**Language of instruction** Finnish / English

### **AGRA0501 Literature in Graphic Design 2 cr.**

Literature exam, choose 1 book from the following list:

- 1) [Heller, Steven](#) ; [Ballance, Georgette](#): [Graphic design history](#), 2001
- 2) [Bennett, Audrey](#) ; [Heller, Steven](#): [Design studies : theory and research in graphic design](#), 2006
- 3) [Barnard, Malcolm](#): [Graphic Design as Communication](#), 2006
- 4) [FireSigns](#) : [a semiotic theory for graphic design](#), 2017
- 5) [Armstrong, Helen](#): [Graphic Design Theory : Readings From the Field](#), 2009

**Evaluation** 5- 1 / failed

**Tutor** Leena Raappana-Luiri

**Language of instruction** English