

Degree Programme in Media Culture, Photography (240 cr)

English translation, degree programme conducted in Swedish. Degree: **YH-examen inom kultur**
Qualification title: **Medianom (YH)**
Duration of studies: **4 years**
Study type: **Full-time** **D**

- » [Generic competences](#)
- » [Language Information for Students with Swedish or Finnish as Prior Language of Instruction.](#)

Kontaktuppgifter: [Enheter](#) | [Utbildningsansvariga](#)

Code	Name	Cr/year/total					
		1	2	3	4	5	Total
Gru	Core Studies						36 cr
	General Studies	9	3				12 cr
VK16IN01	<p>• Introduction to Academic Studies By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be familiar with their school and department • be able to reflect on their studies, curriculum, and the structure of the studies • know about different ways of studying, learning methods and learning tools • know how to use Novia's information channels • have sufficient information and communication technology skills to complete their studies • be able to study individually as well as in a group 	3					3 cr
YH10SV01	<p>• Swedish By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to communicate in speech and in writing in a structured and efficient way • be skilled in information retrieval, with a focus on the databases available in the library • be able to use reference systems and be familiar with the process of scientific writing • have sufficient communication skills, both in speech and in writing, for their professional needs • Students with Finnish as prior educational language have to show such skills in the Swedish language as are in accordance with the Act on the Knowledge of Languages Required of Personnel in Public Bodies (424/2003). This means that these students must show satisfactory (grade 1, 2 or 3) or good (grade 4 or 5) skills in speaking and writing Swedish. Written and oral skills are assessed separately. 	3					3 cr
YH10FI01	<p>• Finnish By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to express themselves in speech and in writing in professional situations in a professional way, including the ability to serve customers and communicate with colleagues and collaborators • be familiar with the basic terminology in their field, and be able to read professional literature within their field • demonstrate such skills in the Finnish language as are in accordance with the law (424/2003) for personnel in public bodies. This means that the student must show satisfactory (grade 1, 2 or 3) or good (grade 4 or 5) skills in speaking and writing Finnish. Written and oral skills are assessed separately. 	3					3 cr
YH10EN01	<p>• English By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to communicate in a professional way, both in speech and in writing, in situations that are relevant for their professional life • have knowledge about the central terminology in their own field, along with the ability to understand and make use of the main content of texts in the field 		3				3 cr
	Specific Studies	6	6	12			24 cr
VK16KH01	<p>• History of Art 1 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be familiar with and able to define the tradition of art history, with a focus on the earlier history of art • be able to understand the expression, form and content of works of art in relation to the period they were created • be able to interpret and identify the central material of art history 	3					3 cr
VK16KK01	<p>• Cultural Studies By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • know and understand the concept of culture based on a broad perspective • develop an understanding of the complexity of culture in a social and societal context • have the ability to apply the principles of sustainable cultural development • develop an understanding of contemporary culture • have the ability to constructively interpret contemporary society in a group setting 	3					3 cr
VK16KH02	<p>• History of Art 2 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be familiar with key concepts and lines of thought regarding 20th century art • develop a deeper understanding of content, form and expression • master an analytic and reflective mode of thought • be able to define visual culture and the challenges within the field • have the ability to interpret artistic expressions and their connection to their place and time, individually and in a group setting 		3				3 cr
VK16ND01	<p>• Contemporary Art and Design By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be familiar with and able to define the many areas of contemporary art and design • be able to present a summary of the contemporary art and design field • be able to communicate an understanding of the connection between contemporary art and design and the tradition of art history 		3				3 cr

	• be able to make an interpretation of the expression, form and content of contemporary art and design						
VK16FM01	<p>• Research Methods By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • develop an open and critical attitude to art and culture and their role in society • be familiar with relevant research methods and able to make use of relevant professional skills and knowledge in the field of research methods • formulate independent and creatively relevant research questions • document and critically review methods and results within their field 			3			3 cr
VK16ES01	<p>• Entrepreneurship By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to define and identify with the professional roles within their respective field • develop the necessary skilld and knowledge about business and entrepreneurship • develop relevant knowledge about financing within the creative fields 			9			9 cr
Yrk	Professional Studies						63 cr
	Professional Studies	45	12	3	3		63 cr
VK16VK01	<p>• Visual Communication By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be familiar with the basics of colour theory, composition and design, and is able to use their skills • know the basics of stylization and how to use it in their work • be able to use basic methods of image analysis • know how to use a mood board or equivalent method 	6					6 cr
VK16TE01	<p>• Drawing By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • know the central role of basic drawing and sketching skills • be able to identify the most important skills in the field of drawing • be able to interpret their surroundings, subjects and thoughts in the form of a simple drawing 	3					3 cr
VK16FD01	<p>• History of Photography and Design By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be familiar with the history of photography from 1839 to the beginning of World War 2 • understand the cultural factors behind design, and know how to interpret how the phenomena and values of the time have influenced the design • know the basics of the development of design and the industrial arts and their history before the beginning of World War 2 	3					3 cr
VK16FB01	<p>• Photo and Image Processing By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • understand the basics of camera raw • understand the basics of Photoshop • master the basics of the camera • master the basics of photography • be able to use basic skills related to seeing, interpreting and mediating • know the basics about scanning and printing 	3					3 cr
VK16DB01	<p>• Digital Image Processing 1 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • have a deeper, more individual, understanding of Photoshop • have the basic knowledge about Adobe Bridge and Adobe Lightroom • have a basic understanding of color spaces in color management (monitors and printers) • have a basic understanding of repro- and interior photography 	3					3 cr
VK16LO01	<p>• The Basics of Layout By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • know the basic functions in InDesign • be familiar with the basics of composition, image editing and typography • be able to combine image, text and graphical elements and place them on a surface • be able to independently create multiple page documents for a digital environment and for print 	3					3 cr
VK163D01	<p>• 3D Visualization By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • know the basics of the 3D software and how to apply these skills • master visual presentations in 3D 	3					3 cr
VK16KE01	<p>• Moving Image. Camera and Editing By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • understand the function of sound in video and moving images • be able to explain the basic functions of a fil or video camera 	3					3 cr

	<ul style="list-style-type: none"> • be able to identify the basic functions in an editing program • be familiar with visual composition for moving images 						
VK16VP01	<ul style="list-style-type: none"> • Workshop Authorization By the end of the course, the student is expected to • have basic knowledge about the tools in the workshop and how to use them • know how to use the materials in an economical and ecological way • understand the value of workshop discipline, safety and order 	3					3 cr
VK16VG01	<ul style="list-style-type: none"> • The Basics of Vector Graphics By the end of the course, the student is expected to • know the basic functions of Illustrator • be able to create and manipulate graphical elements and place them on a surface 	3					3 cr
VK16SF01	<ul style="list-style-type: none"> • Studio Photography By the end of the course, the student is expected to • know the basics of studio photography (tools and lighting) • know how to do simple lighting for portrait and product photography • be familiar with studio equipment and how to use it 	3					3 cr
VK16FU01	<ul style="list-style-type: none"> • Photographic Expression 1 By the end of the course, the student is expected to • understand the need for a personal expression • start their development towards an identity as a photographer, photo artist, or some other creative role • learn how to plan a simple visual project • be able to verbalize their ideas and talk about their finished image in a simple way 	3					3 cr
VK16BJ01	<ul style="list-style-type: none"> • Photo Journalism 1 By the end of the course, the student is expected to • know the basics of journalism • be able to produce documentary images • be familiar with the different genres of photojournalism • have begun to familiarize themselves with the media industry 	3					3 cr
VK16LK01	<ul style="list-style-type: none"> • Reading Course By the end of the course, the student is expected to • have a greater understanding of their own professional identity • be familiar with essential professional literature in their field • be able to work independently on the Moodle platform 	3					3 cr
VK16IB01	<ul style="list-style-type: none"> • Introduction to the Field 1 By the end of the course, the student is expected to • be familiar with their creative role and creative field • learn the basics of one of the common tools or means of expression in their field 	6					6 cr
VK16IB02	<ul style="list-style-type: none"> • Introduction to the Field 2 By the end of the course, the student is expected to • be able to produce simple materials that are relevant to their field • know the basics of one of the common tools or means of expression in their field, and its possible uses 	6					6 cr
VK16PJ01	<ul style="list-style-type: none"> • Project By the end of the course, the student is expected to • be familiar with project management • plan and complete a group project • demonstrate the ability to make plans and organize • demonstrate the ability to make a project relevant to the customer • know the basics of evaluating their work process and how to make usable suggestions for improvement 		9				9 cr
VK16PO01	<ul style="list-style-type: none"> • Portfolio in Progress By the end of the course, the student is expected to • create their first portfolio or other marketing materials, along with a CV • be able to create applications that are typical for their own field (applications for grants or internships, job applications and applications for an exhibition, etc) • learn how to improve their own situation • document and evaluate their own learning process 		3				3 cr
VK16PO02	<ul style="list-style-type: none"> • Portfolio in Public By the end of the course, the student is expected to • show their competence when it comes to applications/customer relations/initiatives by demonstrating concrete results • produce a complete professional portfolio/other marketing materials • demonstrate the results of using their portfolio/marketing materials (there will be specific assignments) • develop the marketing of their skills 			3			3 cr

	<ul style="list-style-type: none"> document and evaluate their own learning process 							
VK16PP01	<ul style="list-style-type: none"> Presentation Portfolio By the end of the course, the student is expected to demonstrate a working marketing routine and its results make use of a professional portfolio/home page or other marketing platform, and present it in a way that's relevant to their field 					3		3 cr
Yrk	Professional Studies, Photography							87 cr
FO16YS	Professional Studies, Photography		33	30	24			87 cr
FO16FU02	<ul style="list-style-type: none"> Photographic Expression 2 By the end of the course, the student is expected to be able to produce a simple short film that presents a message be able to communicate with teachers and supervisors through a virtual platform be able to present a project in progress and explain their choices 		3					3 cr
FO16FU03	<ul style="list-style-type: none"> Photographic Expression 3 By the end of the course, the student is expected to be able to work independently and carry out a bigger visual project be able to find effective working methods that are suitable for independent work be able to discuss their own work as well as the work of others be able to document their work process (in writing) 		3					3 cr
FO16DB02	<ul style="list-style-type: none"> Digital Image Processing 2 By the end of the course, the student is expected to be able to independently deal with the chain from digital camera/film scanner to image editing program and to print, with a professional printed image as the end result be aware of the different conditions that apply to digital printing, the printing press, and images intended for web/electronic publishing be familiar with various companies and professionals in the field of photographic printing 		3					3 cr
FO16DO01	<ul style="list-style-type: none"> Documentary Photography 1 By the end of the course, the student is expected to know the basics of documentary photography be familiar with the history of documentary photography have insights into the process of documentary visual storytelling 		3					3 cr
FO16IN01	<ul style="list-style-type: none"> Instruments By the end of the course, the student is expected to learn the basics of framing and mounting images deepen their skills in image analysis/image perception be familiar with the basics of the history of photography from 1900 to the beginning of the 1980s 		3					3 cr
FO16FU04	<ul style="list-style-type: none"> Photographic Expression 4 By the end of the course, the student is expected to be able to plan a medium-sized visual project keep their CV and presentation portfolio up to date learn the basics of exhibition hanging, press relations, organizing a gallery opening 		3					3 cr
FO16DB03	<ul style="list-style-type: none"> Digital Image Processing 3 By the end of the course, the student is expected to independently carry out a significant assignment for a customer in the field of image editing, including both post production and pre-print, alternately the production of high-quality exhibition copies 		3					3 cr
FO16MR01	<ul style="list-style-type: none"> Media and Advertising 1 By the end of the course, the student is expected to know how photography is used in advertising be familiar with different kinds of media and commercial actors know the basics of advertising rhetoric know the basics of marketing be familiar with gender perspectives in advertising be able to create photography for advertising in the studio and on location 		3					3 cr
FO16LJ01	<ul style="list-style-type: none"> Lighting By the end of the course, the student is expected to be able to carry out advanced work in the studio be able to use advanced lighting techniques in the studio and in other environments master product and portrait photography know the basics of interior photography 		3					3 cr

FO16BJ02	<p>• Photojournalism 2 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to produce complete photojournalistic works consisting of pictures in combination with text (your own or somebody else's) • be able to produce short news clips in video format • be familiar with the history of photojournalism • be familiar with gender perspectives in the media 		6			6 cr
FO16FU05	<p>• Photographic Expression 5 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • have developed a personal and unique style and be able to make use of it while planning a new project • be able to plan bigger projects, with less supervision and more individual responsibility • be able to document their work process in text and images • be able to produce a simple short film, with sound, which presents a message 			3		3 cr
FO16FU06	<p>• Photographic Expression 6 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • demonstrate maturity and the ability to handle responsibility • be able to produce a significant body of work • be able to master working independently • be able to work under virtual supervision • be able to handle the economic aspects of a project 			3		3 cr
FO16DB04	<p>• Digital Image Processing 4 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to work independently with the whole digital post-production process • be familiar and experienced with high-quality digital printing, the printing press, and web publication 			3		3 cr
FO16DF02	<p>• Documentary Photography 2 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to independently produce a significant work of documentary visual storytelling • be familiar with different platforms and publication channels for contemporary documentary photography 			3		3 cr
FO16VE01	<p>• Tools By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to construct images in the studio environment, and to express themselves and transform their expression to a medium • be able to produce publication-ready texts about their work • be able to independently frame and mount images using traditional methods 			3		3 cr
FO16DB05	<p>• Digital Image Processing 5 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • master advanced professional digital image editing 			3		3 cr
FO16MR02	<p>• Media and Advertising 2 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to independently create high-quality product photography in the studio • be able to independently produce commercial and campaign photography • have insights into company profiling and visual profiling of a brand • have knowledge and experience of customer management • be able to write project plans, offers and invoices • have experience in working with models and a production team • have experience in working with post production in a team 			3		3 cr
FO16PE01	<p>• Perception By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to present an overview of the international and national arts scene • be able to see connections and points of interest in the tradition of Western art • be able to critically analyze their own work 			3		3 cr
FO16BJ03	<p>• Photojournalism 3 By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to independently produce significant photojournalistic works consisting of images in combination with text (your own or somebody else's) • be able to independently produce longer/more significant documentary works in video 			6		6 cr
FO16IW01	<p>• Idea Workshop By the end of the course, the student is expected to</p> <ul style="list-style-type: none"> • be able to independently come up with ideas, carry them out, and evaluate the results within a limited timeframe and within the limits of the course • be able to present and defend their ideas • be able to generate ideas, carry them out and evaluate them in a group setting 				6	6 cr

FO16VB02	<ul style="list-style-type: none"> • Visual Image Workshop <p><i>By the end of the course, the student is expected to</i></p> <ul style="list-style-type: none"> • be able to carry out image analysis through your own image production • be able to explain and defend their own visual process 				6		6 cr
FO16TF01	<ul style="list-style-type: none"> • Text and Photo Workshop <p><i>By the end of the course, the student is expected to</i></p> <ul style="list-style-type: none"> • be familiar with different ways of writing a thesis • have had experience of different writing styles and writing techniques • have created a disposition for their own thesis • have developed a writing technique suitable for writing their thesis 				6		6 cr
FO16SE01	<ul style="list-style-type: none"> • Photography Seminar <p><i>By the end of the course, the student is expected to</i></p> <ul style="list-style-type: none"> • have the necessary tools for communicating about their thesis work in process • be ready to present their thesis visually, verbally and in writing • is familiar with and has experience of the role of the opponent • is familiar with and able to use visual and text-based references in connection with their thesis 				6		6 cr
Val	Elective Studies						9 cr
Pra	Practical Training						30 cr
	Practical Training		3	12	15		30 cr
FO16PR01	<ul style="list-style-type: none"> • Practical Training, Photography 1 <p><i>The student can adapt acquired knowledge and skills to professional life</i></p> <p><i>Can make use of various learning and practical techniques</i></p>		3				3 cr
FO16PR02	<ul style="list-style-type: none"> • Practical Training, Photography 2 <p><i>The student can adapt acquired knowledge and skills to professional life</i></p> <p><i>Can make use of various learning and practical techniques</i></p> <p><i>Understands the principles of group/teamwork with the ability to operate in various working groups</i></p> <p><i>Can adapt specific working and production methods relating to branch of study</i></p>			6			6 cr
FO16PR03	<ul style="list-style-type: none"> • Practical Training, Photography 3 <p><i>The student can adapt acquired knowledge and skills to professional life</i></p> <p><i>Can make use of various learning and practical techniques</i></p> <p><i>Understands the principles of group/teamwork with the ability to operate in various working groups</i></p> <p><i>Can adapt specific working and production methods relating to branch of study</i></p> <p><i>Can develop as a person as well as broaden own knowledge and skills in own specialised branch</i></p> <p><i>Can individually handle tasks and solve problems within field of study</i></p>			6			6 cr
FO16PR04	<ul style="list-style-type: none"> • Practical Training, Photography 4 <p><i>Can adapt specific working and production methods relating to branch of study</i></p> <p><i>Can develop as a person as well as broaden own knowledge and skills in own specialised branch</i></p> <p><i>Can individually handle tasks and solve problems within field of study</i></p> <p><i>Can apply project working methods</i></p> <p><i>Develops own professional profile</i></p> <p><i>Appreciates the ecological, economical and social responsibilities of the designer</i></p>				6		6 cr
FO16PR05	<ul style="list-style-type: none"> • Practical Training, Photography 5 <p><i>Can develop as a person as well as broaden own knowledge and skills in own specialised branch</i></p> <p><i>Can individually handle tasks and solve problems within field of study</i></p> <p><i>Can apply project working methods</i></p> <p><i>Develops own professional profile</i></p> <p><i>Appreciates the ecological, economical and social responsibilities of the designer</i></p>				9		9 cr
EXA	Degree Thesis						15 cr
FO16EX	<ul style="list-style-type: none"> • Degree Thesis, Photography <p><i>The student develops and demonstrates their ability to use their skills and knowledge in a way that's relevant to their studies</i></p> <p><i>is able to reflect, document and report on their development process</i></p> <p><i>is able to present their work in a professional way</i></p> <p><i>is able to think critically and analytically</i></p> <p><i>is able to demonstrate their professional competence</i></p>				15		15 cr