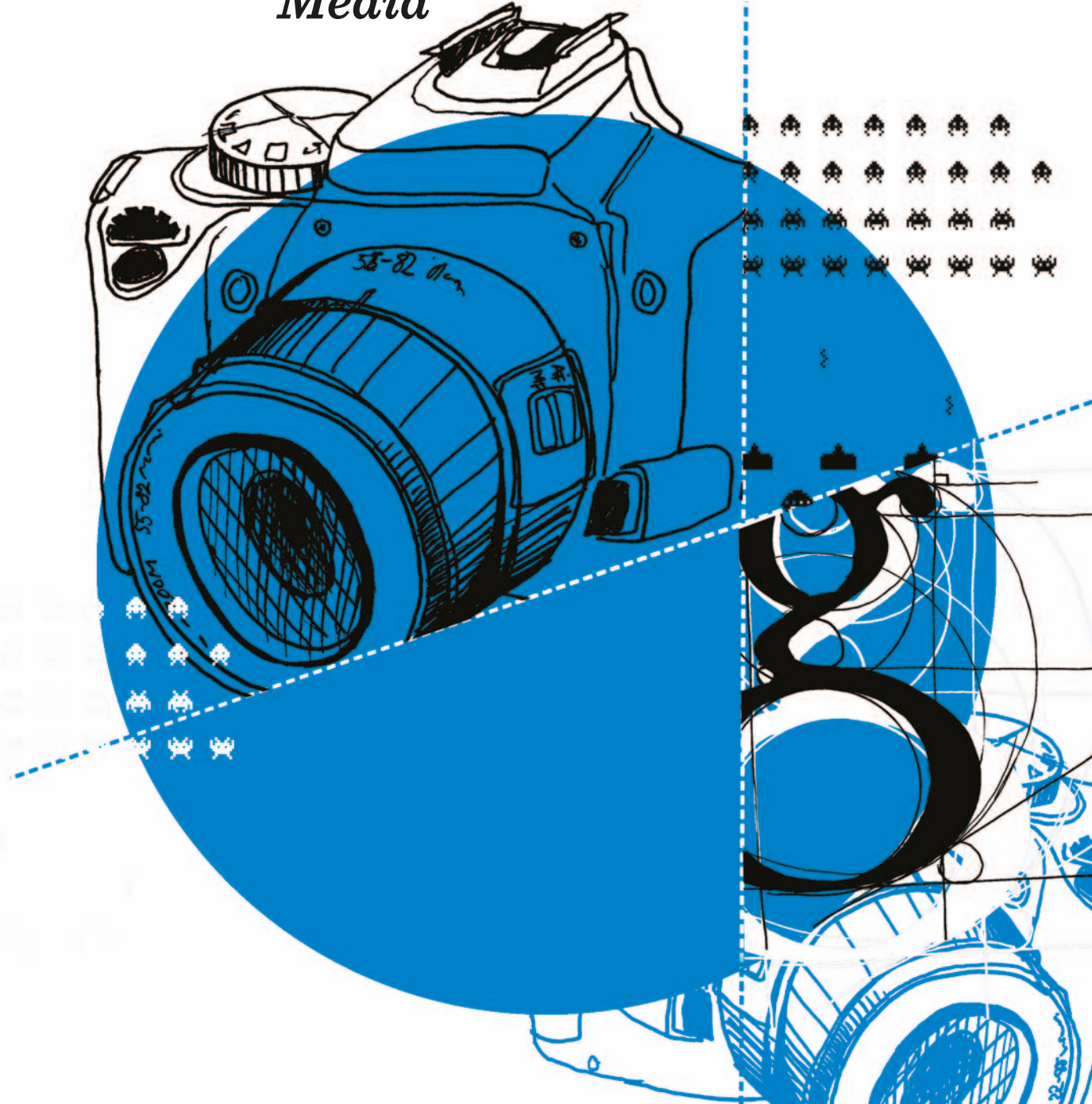


# Department of *Media*



Head of Department: Philip Dean

## Degree programmes

The Department of Media provides the opportunity to study in the following degree programmes:

Programmes leading to a Bachelor of Arts degree

- *Bachelor's Degree Programme in Graphic Design*
- *Bachelor's Degree Programme in Photography* (The Degree Programme leading to the Bachelor's Degree in Photography is not offered from 2013–2014.)

Programmes leading to a Master of Arts degree

- *Master's Degree Programme in Graphic Design*
- *Master's Degree Programme in New Media*, with two areas of specialisation
  - New Media
  - Game Design and Production
- *Master's Degree Programme in Sound in New Media*
- *Master's Degree Programme in Photography*

## Minor subjects

- *Magazine Design Minor Subject, 25 ECTS*
- *Sound in New Media (SOiN) Minor Subject Studies 2013–14, 15 ECTS*
- *Dynamic Visual Design in New Media Minor Subject Studies 2013–14, 25 ECTS*
- *Games Minor Subject Studies, 15–25 ECTS*
- *Media Minor Subject Studies, 15 ECTS*
- *Content, Business and Technologies, (CBT) Minor, 12–25 ECTS*

## Studies

The Department of Media observes the general regulations and guidelines concerning teaching and studies at Aalto University and at the School of Arts, and Design and Architecture and also actively collects feedback from students in order to further develop teaching. The most important guidelines related to teaching and studies are available on the department website.

# Degree Programme in Graphic Design

## *Bachelor's Degree Programme in Graphic Design (BA)*

Head of Degree Programme: Kai Rentola

### Degree programme objectives

The degree programme provides a broad-based education in visual communication design tasks. The student develops his or her expression, masters central concepts and tools used in the field and is able to apply them in different media. The studies create a foundation for working as a visual communication designer and the capabilities to continue studying in a degree programme leading to a master's degree. The language of instruction in the degree programme is Finnish unless otherwise indicated in the course description.

### Future scenarios of the degree programme

The job description for visual communication design is becoming more diverse and in-

## Structure of the Degree Programme in Graphic Design (BA) 180 ECTS and recommended order of studies

Modules	Courses		
	Year 1	Year 2	Year 3
<b>Compulsory joint basic studies 40 ECTS</b>	<b>16 ECTS</b>	<b>16 ECTS</b>	<b>8 ECTS</b>
Art and Art Theory 25 ECTS	Introduction to Drawing and Painting I, 4 ECTS Colour and Perception I, 4 ECTS Shared Environment 3 ECTS	Form and Space I, 4 ECTS	
		Optional art and theory studies 10 ECTS (It is recommended that the student complete the History of Modern Art and Design, 3 ECTS during the second year)	
Language and Communication Studies 15 ECTS	Second National Language, 3 ECTS Basics of Information and Communication Technology, 2 ECTS	Foreign Language 6 ECTS	Native Language 3 ECTS Information Literacy 1 ECTS
<b>Compulsory joint basic studies in the Department of Media 10 ECTS</b>	<b>4 ECTS</b>	<b>3 ECTS</b>	<b>3 ECTS</b>
Basic Professional and Research Skills in the Media 10 ECTS	Intro 4 ECTS	Professional and Legal Practices 3 ECTS	Research Capabilities 3 ECTS
<b>Compulsory subject studies for the degree programme 105 ECTS</b>	<b>39 ECTS</b>	<b>32 ECTS</b>	<b>34 ECTS</b>
Graphic Design 78 ECTS	Introduction to Graphic Design 7 ECTS Graphic Design I, 10 ECTS Typographic Design I, 5 ECTS	Graphic Design II, 10 ECTS Digital Media I, 6 ECTS Typographic Design II, 3 ECTS Book Design 3 ECTS Package Design 4 ECTS	Graphic Design III, 8 ECTS Digital Media II, 4 ECTS Typographic Design III, 3 ECTS Campaign Design 5 ECTS Bachelor's thesis 10 ECTS
Visual Expression and Communication 27 ECTS	ComBA I, 1 ECTS History of Graphic Communication I, 3 ECTS Basics of Photography 4 ECTS Techniques for Creating Pictures 4 ECTS Freehand Drawing and Bookbinding 5 ECTS	ComBA II, 1 ECTS History of Graphic Communication II, 2 ECTS Illustration I, 3 ECTS	ComBA III, 1 ECTS Illustration II, 3 ECTS
<b>Optional Studies/Minor Studies 25 ECTS</b>	-	<b>10 ECTS</b>	<b>15 ECTS</b>
Also check the selection of optional studies/minor studies offered in other Aalto University degree programmes.	-		Photographic Narrative, 3 ECTS Studio Photography, 3 ECTS Book Design II, 3 ECTS Visual Journalism, 6 ECTS Exhibition Design, 3 ECTS Font Design, 3 ECTS Views on Images, 3 ECTS Practical Training 5–15 ECTS Project Studies 5–15 ECTS Personal Expression 5–15 ECTS Possible changing workshops
<b>Total ECTS</b>	<b>59 ECTS</b>	<b>61 ECTS</b>	<b>60 ECTS</b>

ternational. The studies respond to changes in the media field through up-to-date course offering, networking and by developing project activities.

#### Module-specific objectives and courses

##### *Compulsory joint basic studies, 40 ECTS*

##### **Art and Art Theory, 25 ECTS**

The module consists of the following compulsory courses:

**01262 Introduction to drawing and painting I, 4 ECTS**

**01289 Colour and Perception I, 4 ECTS**

**01243 Shared Environment, 3 ECTS**

**01287 Form and space I, 4 ECTS**

In addition, 10 ECTS of optional Art and Art Theory studies (Art Studies or History and Theory of Art and Design studies that are optional for the student. It is recommended that students complete the **01016 History of Modern Art and Design (3 ECTS)** course during the second year.)

Detailed course descriptions are available in the study programme of the Unit for General Studies.

##### **Language and Communication Studies, 15 ECTS**

The module comprises the following compulsory courses:

**Native Language, 3 ECTS**

**Second National Language, 3 ECTS**

**Foreign Language, 6 ECTS**

**30005 Basics of Information and Communication Technologies, 2 ECTS**

**02118 Information Literacy, 1 ECTS**

Detailed course descriptions are available in the study programme of the Unit for General Studies.

##### *Compulsory joint basic Studies for a Bachelor's degree in the Department of Media 10 ECTS*

##### **Basic Professional and Research Skills in the Media, 10 ECTS**

**Objective:** The objective is a mastery of art, media and design practices, legislation relating to the profession and basic research concepts.

**Content:** The studies comprise workshops and courses aimed at understanding media culture and ethical phenomena and research skills studies.

The language of instruction in the degree programme is Finnish unless otherwise indicated in the course description.

The module consists of the following compulsory courses:

**24262 Intro, 4 ECTS**

**20021 Professional and Legal Practices, 3 ECTS**

**20072 Research Capabilities, 3 ECTS**

##### *Compulsory studies for the degree programme, 105 ECTS*

##### **Graphic Design, 78 ECTS**

**Objectives and content:** The module

- provides knowledge and theoretical skills and the professional prerequisites needed for independent work as a graphic designer
- provides the skills to apply and direct learned skills in a changing professional area and in different media environments.

The language of instruction is Finnish unless otherwise indicated in the course description.

The module consists of the following compulsory courses:

**24222 Introduction to Graphic Design 7 ECTS**

**24241 Graphic Design I, 10 ECTS**

**24243 Graphic Design II, 10 ECTS**

**24245 Graphic Design III, 8 ECTS**

**24223 Typographic Design I, 5 ECTS**

**24080 Typographic Design II, 3 ECTS**

**24227 Typographic Design III, 3 ECTS**

**24224 Digital Media I, 6 ECTS**

**24226 Digital Media II, 4 ECTS**

**24225 Book Design, 3 ECTS**

**24244 Package Design, 4 ECTS**

**24205 Campaign Design, 5 ECTS**

**24246 Bachelor's thesis, 10 ECTS**

##### **Visual Expression and Communication, 27 ECTS**

**Objectives and content:** The module

- expands the view of cultural and social development and guides the student to take sustainable development into consideration in design
- provides expressive and technical skills for visual presentation and develops creative problem-solving skills.

The language of instruction is Finnish unless otherwise indicated in the course description.

The module consists of the following compulsory courses:

**24228 ComBA I, 1 ECTS**

**24229 ComBA II, 1 ECTS**

**24230 ComBA III, 1 ECTS**

**24231 History of Graphic Communication I, 3 ECTS**

**24003 History of Graphic Communication II, 2 ECTS**

**24161 Illustration I, 3 ECTS**

**24162 Illustration II, 3 ECTS**

**20019 Basics of Photography, 4 ECTS**

**24249 Techniques for Creating Pictures, 4 ECTS**

**24232 Freehand Drawing and Bookbinding, 5 ECTS**

##### *Optional Studies/Minor Studies 25 ECTS*

Optional studies may consist of elective studies, minor subject modules, optional studies in the major subject, JOO studies completed at another university or studies abroad. The content of optional studies must be approved by the tutor in accordance with the personal study plan. The range of optional studies offered

red may vary from year to year. Also check the optional studies offered by other Aalto University degree programmes.

The language of instruction in optional studies in the Graphic Design degree programme is Finnish unless otherwise indicated in the course description.

The following courses are offered as optional studies in Graphic Design:

**24247 Photographic Narrative 3 ECTS**

**24233 Studio Photography 3 ECTS**

**24234 Book Design II, 3 ECTS**

**24108 Visual Journalism 6 ECTS**

**24033 Exhibition Design 3 ECTS**

**24236 Font Design 3 ECTS**

**04195 Views on Images 3 ECTS**

**24238 Practical Training 5–15 ECTS**

**24239 Project Studies 5–15 ECTS**

**24240 Personal Expression 5–15 ECTS**

**24215 Optional Workshop in Graphic Design**

**24216 Optional Theory Course**

**24217 Optional Advanced Tutoring /Assisting**

### *Degree Programme in Graphic Design (MA)*

#### **Degree programme objectives**

The degree programme develops and expands expertise in the area of visual communication and enables specialisation in, for example, media concept design. International and multidisciplinary networking provides the skills needed to handle expert tasks in visual communication design.

The language of instruction in the degree programme is English.

#### **Graphic Design Major**

##### **Objectives**

Development and application of design skills in multidisciplinary productions.

Mastery of visual communication design processes: concept design, design management, user points of view, creative problem-solving methods, methodological and research skills. Development of communication and presentation skills. Students learn to manage and implement extensive visual communication design concepts in various expert positions.

### Future scenarios of the degree programme

The focus will move from the end product to multidisciplinary strategic design and research. Design that is based on visual expertise, creative and analytical thinking, social need and global responsibility will be emphasised in the education.

### Module-specific objectives and courses

#### *Compulsory Joint Studies for a Master's Degree in the Department of Media, 15 ECTS*

#### **Knowledge of the Practices and Theory of Art, Media and Design and Research Skills, 15 ECTS**

**Objectives:** The objective is to develop the student's knowledge of the practices and theory of art, media and design and research skills.

**Content:** The studies consist of workshop and seminar courses aimed at understanding media culture and aesthetic phenomena, research method studies and the practices involved in writing a thesis.

The language of instruction is Finnish or English and is indicated in the course description.

The module consists of the following compulsory courses:

**20085 Understanding Media, Art and Design, 3 ECTS**

**25343 Introduction to Media Art and Culture, 3 ECTS** or

**01274 Introduction to Aesthetics and Philosophy of Art, 4 ECTS**

**20086 Research Methods, 5 ECTS**

(incl. advanced information retrieval course 1 ECTS) or

**25409 Media Design Research Seminar 1, 3–6 ECTS**

**02106 Writing for Master's Students, 3 ECTS**

#### *Compulsory Studies for the Degree Programme in Graphic Design, 85 ECTS*

#### **Understanding of the Practices and Users of Visual Communication and Design, 16 ECTS**

**Objective:** An understanding of the processes and concepts of visual communication and mastery of design and work processes. Reinforcement of designer and researcher identity.

The language of instruction is English unless otherwise indicated in the course description.

The module contains the following courses:

**24267 Introduction to Artistic Production, 3 ECTS**

**24266 Perspectives on Visual Communication, 3 ECTS**

**24255 Media Concepts and Audiences, 6 ECTS**

**24214 Master's Thesis Seminar, 4 ECTS**

#### **Development and Application of Design Competence in Different Contexts, 69 ECTS**

**Objectives:** Development and application of design skills in multidisciplinary productions. Mastery of visual communication design processes: concept design, design management, user points of view, creative problem-solving methods, methodological and research skills. Development of communication and presentation skills.

The language of instruction is English unless otherwise indicated in the course description.

### Structure of the Master's Degree Programme in Graphic Design (MA) 120 ECTS

Modules/Competence areas	Courses
<b>Compulsory joint studies for a master's degree in the Department of Media</b>	
<b>15 ECTS</b>	
Knowledge of the Practices and Theory of Art, Media and Design and Research Skills	Understanding Media, Art and Design, 3 ECTS Introduction to Media Art and Culture, 3 ECTS or Introduction to Aesthetics and Philosophy of Art, 4 ECTS Research Methods, 5 ECTS (incl. advanced information retrieval course, 1 ECTS) or Media Design Research Seminar 1, 3-6 ECTS Writing for Master's Students, 3 ECTS
<b>Compulsory Studies for the Degree Program in Graphic Design</b>	
<b>85 ECTS</b>	
Understanding of the Practices and Users of Visual Communication and Design	Introduction to Artistic Production, 3 ECTS Media Concepts and Audiences, 6 ECTS Perspectives on Visual Communication, 3 ECTS Master's Thesis Seminar, 4 ECTS
Development and Application of Design Competence in Different Contexts and Media	Concept Design, 5 ECTS Information Design, 5 ECTS Design Management, 5 ECTS Layout Design, 5 ECTS Social Communication, 4 ECTS Project Studies, 5 ECTS Master's Thesis, 40 ECTS
<b>Optional Advance Studies/Minor Subject Studies</b>	
<b>20 ECTS</b>	
Advanced Skills in Artistic Expression and Professional Specialisation	Students include 20 ECTS of optional studies in their degree. Students can complete the following as optional advanced studies: <ul style="list-style-type: none"> <li>• Minor subject studies in other Aalto University degree programmes or other universities</li> <li>• International student exchange</li> <li>• International trainee internship or</li> <li>• Optional studies in the student's degree programme</li> </ul> <p>The choice of optional studies must be agreed with the teacher tutor in the personal study plan.</p> <p>Optional studies offered in the Degree Programme in Graphic Design:</p> <ul style="list-style-type: none"> <li>• Project Studies, 5–12 ECTS (in the role of AD or designer)</li> <li>• Media Concepts Exam, 1 ECTS</li> <li>• Media Concept Workshop, 1–6 ECTS (2013: Blog or die – blogs as media concepts, 2 ECTS)</li> <li>• Optional Advanced Workshop in Graphic Design, 2–10 ECTS (for example, typography, animation, package design; offering varies from year to year)</li> <li>• Optional Advanced Theory Course, 2–10 ECTS</li> <li>• Optional Advanced Tutoring/Working as an Assistant, 2–10 ECTS</li> </ul>
Possible supplementary studies for the degree, x ECTS	

The module consists of the following compulsory courses:

**24209 Concept Design, 5 ECTS**

**24208 Information Design, 5 ECTS**

**24261 Design Management, 5 ECTS**

**24269 Layout Design 5 ECTS**

**24268 Social Communication, 4 ECTS**

**24239 Project Studies, 5 ECTS**

**24213 Master's Thesis, 40 ECTS**

#### *Optional Advanced Studies/Minor Subject Studies, 20 ECTS*

#### **Advanced Skills in Artistic Expression and**

#### **Professional Specialisation, 20 ECTS**

**Objective:** To develop professional specialisation and artistic expression.

**Content:** Optional advanced studies can comprise minor subject studies completed at Aalto University, JOO studies at other universities, international studies, international work practice, optional studies in the major subject, or elective studies.

The content of optional studies must be approved by the teacher tutor in accordance with the personal study plan.

Optional advanced studies offered in the

### Recommended order of studies for the Degree Programme in Graphic Design (MA)

Year	Year 1					Year 2				
	1 <sup>st</sup> period	2 <sup>nd</sup> period	3 <sup>rd</sup> period	4 <sup>th</sup> period	5 <sup>th</sup> period	1 <sup>st</sup> period	2 <sup>nd</sup> period	3 <sup>rd</sup> period	4 <sup>th</sup> period	5 <sup>th</sup> period
<b>Courses</b>	Duration of the course									
Understanding Media, Art and Design 3 ECTS										
Introduction to Media Art and Culture 3 ECTS or Introduction to Aesthetics and Philosophy of Art 4 ECTS										
Research Methods, 5 ECTS or Media Design Research Seminar 1, 3–6 ECTS										
Writing for Master's Students 3 ECTS										
Introduction to Artistic Production 3 ECTS										
Perspectives on Visual Communication 3 ECTS										
Master's Thesis Seminar 4 ECTS										
Concept Design 5 ECTS										
Information Design 5 ECTS										
Design Management 5 ECTS										
Social Communication 4 ECTS										
Project Studies 5 ECTS										
Media Concepts and Audiences 6 ECTS										
Publication Design 5 ECTS										
Master's Thesis 40 ECTS										
Optional Advanced Studies /Minor Subject Studies 20 ECTS										

graphic design degree programme are primarily offered for MA students whose major subject is graphic design.

The language of instruction is English unless otherwise indicated in the course description.

The graphic design degree programme offers major students the following studies as optional studies:

#### 24239 Project Studies, 15 ECTS

(in the role of AD or designer)

#### 24264 Magazine Workshop 1–6 ECTS

(2013: Blog or die - blogs as media concepts)

#### 24257 Media Concepts Examination, 1 ECTS

#### 24218 Workshop in Graphic Design, 2–10 ECTS

(for example, typography, animation, package design; offering varies from year to year)

#### 24219 Optional Advanced Theory Course, 2–10 ECTS

#### 24220 Optional Advanced Tutoring /Working as an Assistant, 2–10 ECTS

## Media Lab

### Focus of the New Media studies in the Media Lab

The mission of the Media Lab is to explore, discover and comprehend the new digital technology and its impact in society; to find and exploit the possibilities it opens to communication, interaction and expression and to evaluate, understand and deal with the challenges it poses to design and creative production.

The studies of the Media Lab are characterized by collaboration in an experimental and critical environment in which interaction and work in multi-disciplinary and multi-cultural teams occurs on a wi-

de scale between students and staff as well as with students of other faculties and institutions. By nature studies in 'new media' emphasize emerging fields and practices and related tools and technologies for communication, creative production and distribution. In practice graduates of the Media Lab tend to become employed in 'new' roles and 'emerging professions' within the broad gamut of the new media industry, as well as in related research and development activities.

### Studying at the Media Lab

Studies at the Media Lab take place in multidisciplinary and multicultural teams. Due to the relatively high proportion of non-Finnish students and staff within the department, most studies are conducted in English. Master's theses at the department are written in Finnish, Swedish or English. Study formats are based on knowledge-building methods, with a focus on deepening shared expertise. Studies generally contain project-oriented courses as well as collaboration with research teams.

Our design school context also places a high value on the quality of our art, design and media production, as well as on the end-user/ viewer experience. This concern for the individual person's or audience's experience of a product or production is indeed important to us and, in many ways, sets us apart from many technically oriented schools. The planning and definition of new students' personal study plans are led by the Lab's teaching staff. At the beginning of studies, there is a compulsory introductory study module entitled Understanding Media, Art and Design. Having completed the module, students negotiate their intended path of advanced studies and start to complete courses, digital media studio work, seminars, workshops and study projects.

### Core competences

- Design skills
- Management skills
- Meta-level skills
- Human-centred approach
- Creative use of software
- Understanding artistic expression
- Understanding how society and technology affect each other
- Understanding the nature of media
- Understanding integration or transdisciplinarity
- Understanding digital design

### Potential Professional Profiles

During the programmes, students specialise according to their personal skills and motivation. Their future professional profiles relate to the various fields of new media design and research, including interface design, interaction design, sonic interaction design, information design, sound design, interactive narrative, new media production, game design, game audio design, software design and digital animation.

### Studying and tutoring

Studying is based on personal tutoring and a personal study plan; 'HOPS'. Tutoring will take place in the beginning and at the end of each study year. On request a student will also receive tutoring concerning the progress of his/her Master's Thesis Project and the development of his/her personal creative design process.

### Student feedback

Feedback is collected in every student tutoring session as well as at the end of courses. The feedback is processed in study planning meetings and/or at the end of a course, and it is taken into account when reformulating or planning new studies.

### Media Lab advanced studies

The degree programmes at the Media Lab offer

specialisation over a broad range of professional roles within the field of new media.

The initial orientation of a student is typically defined by their existing expertise and academic and/or professional background when entering the Lab. Through the Lab's advanced studies, students deepen their knowledge and skills in chosen areas with the aim of utilising these in their Master's thesis. The personal Master's thesis is undertaken as an individual or group project and is intended to demonstrate the expertise and orientation gained during the MA studies.

Advanced studies (60–100 ECTS) are intended to increase theoretical and practical knowledge and skills in specific areas of new media, and students' studies should include relevant and sufficient coverage of the core research and development methods and/or management/production methods involved in their chosen orientations. Determining the advanced studies for individual students is primarily tailored as a part of the tutored personal study planning.

## Master's Degree Programme in New Media (TaM)

**Head of Degree Programme:**  
**Rasmus Vuori**

MA in New Media is a 2-year degree programme focusing on design for interactive digital media. We offer two specialisation areas: New Media and Game Design and Production. The education is project-oriented, combining practice with theory, hands-on with minds-on. The project modules emphasise interdisciplinary and collaborative work, while individual skills are studied in the tools & skills modules, in workshops and through tutored studio work.

### Structure of the studies MA in New Media, New media 120 ECTS

Study Modules	
<b>Compulsory Studies 20 ECTS</b>	Understanding Media, Art and Design 3–5 ECTS New Media Exam 1 ECTS Personal study plan 1 ECTS Software Studies for Media Designers * 3 ECTS Introduction to Media Art and Culture * 3 ECTS Research Methods * 3 ECTS Academic Writing * 3 ECTS Master's Thesis Seminar 4 ECTS <i>The courses marked with an asterisk (*) can be equivalent alternative courses by request. This will be discussed in HOPS.</i>
<b>Advanced Studies 60–100 ECTS</b>	Advanced courses, seminars and workshops from the MA in New Media syllabus 15–45 ECTS Professional training OR project work 5–15 ECTS Master's Thesis 40 ECTS
<b>Optional Studies 0–40 ECTS</b>	Studies from other programmes, institutions or schools according to approved personal study plan (HOPS).
<b>Language Study Requirements</b>	If in their prior studies students have not completed the language studies required for a Bachelor of Arts degree, they must complete them during their Master of Arts studies. The language requirements vary depending on the language of the students' school education.

Running since 1994, the programme accepts around 20-30 students every year. Our applicants' backgrounds vary wildly and we have always attempted to recruit a true interdisciplinary team of students with each intake. Sharing knowledge and working in collaborative groups within experimental production and research processes is a basic premise of our work in the Media Lab.

During the programme, students will specialise according to their personal skills and motivation. Their future professional profiles relate to the various fields of new media design and research including interface design, interaction design, information design, interactive narrative, new media production, game design, software design and digital animation.

The curriculum contains a number of software tools courses, but in general we expect students to be either proficient in using the tools of the trade, or willing to set aside time for self-study. For this, we provide a library of tutorials, as well as one-on-one coaching.

### Studies in Game Design and Production area of specialisation

This two-year specialization area provides

a unique opportunity for building game design skills while building theoretical and conceptual understanding on games. The education is project-oriented, combining practice with theory. The students will deepen their existing skills in the areas of game design and productions based on a personal study plan. In addition to game design and production courses, the studies can be complemented with courses from related fields such as 3D animation, interactive storytelling, and interaction design.

The courses in Game Design and Production are primarily intended for the students of New Media, Game Design and Production specialization, but we also take students from other departments and schools. In courses involving practical work the student groups must be able to develop something. In order to ensure that groups have students with a suitable set of skills, students are prioritized based on their skill sets and suitability to the groups.

Study Modules	
<b>Compulsory Studies, New Media 20 ECTS</b>	Understanding Media, Art and Design 3–5 ECTS New Media Exam 1 ECTS Personal study plan 1 ECTS Software Studies for Media Designers * 3 ECTS Introduction to Media Art and Culture * 3 ECTS Research Methods * 3 ECTS Academic Writing * 3 ECTS Master's Thesis Seminar 4 ECTS <i>The courses marked with an asterisk (*) can be equivalent alternative courses by request. This will be discussed in HOPS.</i>
<b>Advanced Studies 60–100 ECTS</b>	Compulsory Advanced Studies in Game Design and Production include the following courses: <ul style="list-style-type: none"> <li>• Game Design 5 ECTS</li> <li>• Game Analysis 5 ECTS</li> <li>• Game Project 6–15 ECTS</li> <li>• Master's Thesis 40 ECTS</li> </ul> The master's thesis in Game Design and Production should be a game and written part.  In addition, at least 2 courses selected from the following list: <ul style="list-style-type: none"> <li>• Advanced Topics in Game Design 5 ECTS</li> <li>• Understanding Games 6 ECTS</li> <li>• Game Research Project 6 ECTS</li> <li>• Playability Evaluation 3 ECTS</li> </ul> Courses from the School of Business, the department of Information System Science, and from School of Science, the department of Media Technology as agreed in the study plan.
<b>Optional Studies 0–40 ECTS</b>	Studies from other programmes, institutions or schools according to approved personal study plan (HOPS).
<b>Language Study Requirements</b>	If in their prior studies students have not completed the language studies required for a Bachelor of Arts degree, they must complete them during their Master of Arts studies. The language requirements vary depending on the language of the students' school education.

**Structure of the studies MA in New Media, Sound in New Media 120 ECTS**

Study Modules	
<b>Compulsory Studies 20 ECTS</b>	Understanding Media, Art and Design 3–5 ECTS Audio Technology Exam 1 ECTS Personal Study Plan 1 ECTS Software Studies for Media Designers * 3 ECTS Introduction to Media Art and Culture * 3 ECTS Research Methods * 3 ECTS Academic Writing * 3 ECTS Master's Thesis Seminar 4 ECTS <i>The courses marked with an asterisk (*) can be equivalent alternative courses by request. This will be discussed in HOPS.</i>
<b>Advanced Studies 60–100 ECTS</b>	Composing with Data Flow Programming 3 ECTS Introduction to Sound Design and Music 3–4 ECTS Introduction to Western Classical Music 3–4 ECTS Other advanced courses, seminars and workshops from the Media Lab Curriculums 6–36 ECTS Professional training or project work 5–15 ECTS Master's Thesis 40 ECTS
<b>Optional Studies 0–40 ECTS</b>	Studies from other schools or institutions, e.g. Sibelius Academy or other schools of Aalto University, individually specified according to the personal study plan (HOPS)
<b>Language Study Requirements</b>	If in their prior studies students have not completed the language studies required for a Bachelor of Arts degree, they must complete them during their Master of Arts studies. The language requirements vary depending on the language of the students' school education.

**Master's Degree Programme in Sound in New Media (TaM)**

**Head of Degree Programme:**  
**Antti Ikonen**

This unique MA programme combines art, design and media driven aspects of sound design in the digital era, covering a wide range of disciplines from concept design to live performance and from storytelling to programming. In addition to professors and teachers of the partner universities, teaching resources are extended through our wide international networks in the field.

It is targeted to students who have completed their BA, BSc or similar degree (eg. in Polytechnic/ Applied Science) in sound design or music, or have gained basic sound design skills on the side of their studies through other kind of activities.

The courses are provided by several units and faculties in various universities in the Helsinki region. Curriculum-wise our main partners are the Centre for Music and Technology in the Sibelius Academy, and the Telecommunications Software and Multimedia Laboratory in the Department of Media Technology in the Aalto University School of Science.

**Degree Programme in Photography**

**Head of degree programme:**  
**Antti Huittinen**

The Degree Programme leading to the Bachelor's Degree in Photography is not offered from 2013–2014.

Students who started the Bachelor studies 2012 or earlier can find the Degree Requirements in the 2012–2013 Study Guide or former ones (see: <https://into.aalto.fi/display/enmasterarts/Study+Guides>)

**Degree Programme in Photography (MA)**

**Degree programme objectives**

The Master's degree programme in photography is a two-year programme. The studies require personal motivation and an interest in the working methods of photographic expression as well as the ability to independently solve tasks related to the work processes in the professional field of photography. The studies are full-time and mainly completely independently. The degree programme addresses photography in a diverse manner from both the practical and the conceptual perspective.

The degree programme leading to a Master's degree in photography facilitates a deepening of previous studies in the field and specialisation in a certain professional area of photographic expression. The central objective is to strengthen the student's expressive skills, artistic vision and specific professional know-how. The studies emphasise photography as a means of independent and multidisciplinary arts expression and the development of conceptual thinking and research skills. A Master

of Arts degree makes it possible to apply for post-graduate studies leading to a doctor of arts degree.

The Master's degree programme is taught through workshops, study projects, theoretical studies, lectures, seminars and personal guidance. It is recommended that the degree include studies in international student exchange programmes.

### Future scenarios of the degree programme

It is difficult to forecast the future in the field, so students are given the most extensive and diverse knowledge and skills possible in order to provide the skills needed to work in the photography field in the future.

### Module-specific objectives and courses

*Compulsory joint basic studies for a Master's degree in the Department of Media 15 ECTS*

### Knowledge of the Practices and Theory of Art, Media and Design and Research Skills, 15 ECTS

**Objectives:** The objective is to develop the student's knowledge of the practices and theory of art, media and design and research skills.

**Content:** The studies consist of workshop and seminar courses aimed at understanding media culture and esthetic phenomena, research method studies and the practices involved in writing a thesis.

The course language is Finnish or English and is indicated in the course description.

The module consists of the following compulsory courses:

**20085 Understanding Media, Art and Design, 3 ECTS**

**25343 Introduction to Media Art and Culture, 3 ECTS** or

**01273 Introduction to Aesthetics and**

### **Philosophy of Art, 4 ECTS**

**20086 Research Methods, 5 ECTS** or  
**25409 Media Design Research Seminar 1, 3–6 ECTS**

**02107 Scientific Writing, 3 ECTS** or

**02106 Writing for Master's Students, 3 ECTS**

*Compulsory advanced studies for the degree programme 80 ECTS*

### Artistic Vision and Conceptual Thinking, Advanced Expressive Skills, 80 ECTS

**Objectives:** To develop the student's expressive skills required for independent working. Familiarizing the student with new forms and working methods in modern photography and helping them to recognise their own expressive strengths. Strengthening and deepening artistic vision and conceptual thinking. Assisting the student in planning and implementing their Master's thesis.

**Content:** Seminars, workshops and lecture series' that emphasise both theory and practice. The student's own artistic and commercial projects. Outlining the visual and written parts of the Master's thesis and producing it.

The course language is Finnish and/or English and is indicated in the course description.

The module consists of the following compulsory courses:

**21177 Personal Study Plan 1 ECTS**

**01160 Connections 4 ECTS**

**21154 From Theme to Analysis, 4–6 ECTS**

**21204 Theory of Photography, 6 ECTS**

**21155 Student's Own Projects, 4–12 ECTS**

**21052 Guest Lecturer Workshop, 4–12 ECTS**

**21190 Master's Thesis Seminar, 5 ECTS**

**21191 Master's Thesis, 40 ECTS**

### Structure of the Degree Programme in Photography (MA) 120 ECTS and recommended order of studies

Modules	Courses		
	Year 1	Year 2	
<b>Compulsory joint basic studies for a master's degree in the Department of Media 15 ECTS</b>			
	<b>12 ECTS</b>	<b>3 ECTS</b>	
Knowledge of the Practices and Theory of Art, Media and Design and Research Skills	Understanding Media, Art and Design, 3 ECTS Introduction to Media Art and Culture, 3 ECTS or Introduction to Aesthetics and Philosophy of Art, 4 ECTS Research Methods, 5 ECTS or Media Design Research Seminar 1, 3–6 ECTS	Scientific Writing, 3 ECTS or Writing for Master's Students, 3 ECTS	
<b>Compulsory Advanced Studies in the Degree Programme, 80 ECTS</b>			
	<b>35 ECTS</b>	<b>45 ECTS</b>	
Artistic Vision and Conceptual Thinking	Personal Study Plan 1 ECTS Connections 4 ECTS From Theme to Analysis seminar, 4–6 ECTS Theory of Photography, 6 ECTS Guest Lecturer Workshops, 4–12 ECTS Student's Own Projects, 4–12 ECTS	Master's Thesis Seminar, 5 ECTS Master's Thesis, 40 ECTS	
Advanced Expressive Skills			
<b>Optional Advanced Studies, 25 ECTS</b>			
	The studies may consist of optional studies in the major subject, minor subject modules, studies at another department at Aalto University, JOO studies at other universities, studies abroad or practical training.		
<b>Optional Studies in Photography</b>			
	Professional	Artistic	Research
Advanced Skills in Professional Specialisation, Expressive Skills and Theoretical Thinking	Professional and Legal Practices, 3 ECTS Architectural Photography, 3–9 ECTS Contact Photography, 5 ECTS Advanced Workshop/Project of Department of Media 3–20 ECTS Fashion Photography, 3–5 ECTS Project, 4–16 ECTS Studio Workshop, 3 ECTS Theatre Photography, 3–9 ECTS Lighting Workshop, 3–9 ECTS Trainee Internship 3–9 ECTS	From Theme to Analysis Advanced Seminar 3 ECTS Fine-Art Printing 5–20 ECTS Bookbinding, 3 ECTS Moving Image, 6 ECTS Student's Own Projects, 4–20 ECTS Gallery TaiK International Professional Studies 3–25 ECTS Meet the Critics 3–8 ECTS Workshops 3–7 ECTS Photo Book 6–20 ECTS Guest Lecturer Workshops, 4–8 ECTS	Introduction to Photography Theory, 3 ECTS Lecture Pass, 2 ECTS Workshop of Creative Writing, 3 ECTS Basic Issues in Media Aesthetics, 2–4 ECTS Book Examination, 2–6 ECTS  Also check the history and theory studies offered in other Aalto University degree programmes.
<b>POSSIBLE SUPPLEMENTARY STUDIES FOR THE DEGREE</b>			

If in their prior studies students have not completed the language studies required for a Bachelor of Arts degree, they must complete them in addition to their Master of Arts studies (120 ECTS). It is recommended that at least 15 ECTS of international studies be included in the degree.

The University may also require other supplementary studies in addition to the 120 ECTS included in the Master's programme. The decision on possible supplementary studies is made when selecting students for admission.



**Advanced Skills in Professional Specialisation, Expressive Skills and Theoretical Thinking, 25 ECTS**

**Objectives and content:** To further develop the student's expressive and professional skills according to their orientation and interests. The optional studies focus on professional or artistic approaches or on research studies. Professional studies further the professional know-how needed in professional photography. Artistic studies focus on developing the student's artistic expression and conceptual thinking. Research studies add to the student's theoretical knowledge in various fields of photography.

The studies may consist of optional studies in the major subject, minor subject modules, studies at other degree programmes at Aalto University, JOO studies at other universities, studies abroad or practical training. The choice of optional studies must be approved by the tutor in accordance with the personal study plan. The offering of optional studies may vary from year to year.

The course language is Finnish and/or English and is indicated in the course description.

Optional studies in photography are:

Professional:

- 20021 Professional and Legal Practices, 3 ECTS**
- 21085 Architectural Photography, 3–9 ECTS**
- 21037 Contact Photography, 5 ECTS**
- 20087 Advanced Workshop/Project of Department of Media 3–20 ECTS**
- 21188 Fashion Photography, 3–5 ECTS**
- 21068 Project, 4–16 ECTS**
- 21142 Studio Workshop, 3 ECTS**
- 21041 Theatre Photography, 3–9 ECTS**
- 21129 Lighting Workshop, 3–9 ECTS**
- 21015 Trainee Internship 3–9 ECTS**

Artistic:

- 21210 From Theme to Analysis Advanced Seminar 3 ECTS**
  - 21194 Fine-Art Printing 5–20 ECTS**
  - 21111 Bookbinding, 3 ECTS**
  - 21203 Moving Image, 6 ECTS**
  - 21155 Student's Own Projects, 4–20 ECTS**
  - 21207 Photo Book, 6–20 ECTS**
  - 21052 Guest Lecturer Workshop, 4–8 ECTS**
  - 21212 Gallery TaiK International Professional studies 3–25 ECTS**
  - 21211 Meet the Critics 3–8 ECTS**
  - 21075 Workshops 3–7 ECTS**
- Research:
- 21181 Introduction to Photography Theory, 3 ECTS**
  - 21187 Lecture Pass, 2 ECTS**
  - 21016 Workshop of Creative Writing, 3 ECTS**
  - 21208 Basic Issues in Media Aesthetics, 2–4 ECTS**
  - 21209 Book Examination, 2–6 ECTS**

## Minor Subjects

### Magazine Design Minor Subject 15–25 ECTS

**Objectives:** Mastery of the visual communication design process: concept design, design management, user points of view and creative problem-solving methods. Development of communication and presentation skills. Students in this minor subject module are able to analyze a magazine as an operating concept and design and implement a magazine in different forms.

The language of instruction is English unless otherwise indicated in the course description.

The module contains the following courses:

- Media Concepts and Audiences, 6 ECTS**
- Magazine Project, 5–12 ECTS**
- Media Concepts Examination, 1 ECTS**

In addition, the student selects one of the following:

- Photojournalism, 6 ECTS**
- Layout Design, 5 ECTS**
- Editing and Writing in Magazines, 5 ECTS** (in co-operation with University of Helsinki)

It is also possible to compile a minor subject module from studies in the Master's Programme in New Media and take individual courses in the graphic design and photography degree programmes. Further information about minor subject studies is available from the amanuensis/coordinator of the degree programme and on the department website.

### Sound in New Media (SOiN) Minor Subject Studies 2013–14, 15 ECTS

The minor study subject Sound In New Media (SOiN) is based on sound & music and related studies in the Department of Media, Aalto ARTS and media & sonic arts

(masa) studies in CM&T Sibelius Academy.

SOiN consists of selected MA level courses, workshops and lecture series related to the sonic dimension of new media. The minor subject studies will be starting in late August 2013 and should be completed before June 2014. The teaching language is mostly English.

We are looking for MA level students who have preferably completed BA level studies in media or music, or have gained corresponding competence from practical work. In addition to basic ITC skills the students are expected to have experience on audio technology. The students should also have an interest towards new media, new technologies and new forms of artistic expression.

The application for SOiN Minor Subject Studies is open for all MA level students in Universities in Finland (JOOPAS application) and abroad (no fee for ARTS exchange partner universities' students).

Most of the sound courses are worth 3 ECTS credit points, and SOiN Minor Students can sign up to certain other Media Lab courses according to their personal study plan.

[http://mlab.taik.fi/studies/minor\\_subject/](http://mlab.taik.fi/studies/minor_subject/)

### Dynamic Visual Design in New Media Minor Subject Studies 2013–14, 25 ECTS

Visualization involves the manipulation of abstract elements, since in many instances its objective is to provide knowledge about phenomena whose essence is not visual, or about artifacts that do not yet exist. For example, a map of its stations does not really resemble a metro itself but rather, outlines the different parts of the system, their location, as well as the process of moving from one part to another.

Visualization is closely related to the notion

of communication in contemporary culture. The idea of the designer as an expert in visualization, pre-supposes acquiring familiarity with the iconographic systems of diverse visual cultures. From this point of view the designer works like the anthropologist; s/he becomes familiar with the visual artifacts of the audience s/he is supposed to design for.

From a practical point of view, DVD thematic area seeks to develop competence in visualization as a key aspect of digital design, with the objective of developing visual literacy and using this skill in the creation of effective information and communication products.

From a theoretical point of view, the aim is to provide an understanding of the context of visualization as one involving dynamic processes that are of a biological as well as of a social and cultural nature. The course studies the nature of these processes as well as the role of visualization within them.

The teaching language is English.

[http://mlab.taik.fi/studies/minor\\_subject/](http://mlab.taik.fi/studies/minor_subject/)

### Games Minor Subject Studies 2013–14

The minor subject in game design and production offers the student an opportunity to understand what games and game design are, how games are analyzed and how they are made in multidisciplinary groups. Alternative versions are worth of 15 ECTS or 25 ECTS.

We encourage students to choose the 25 ECTS version of the minor subject, as that gives the student a full experience of the hands-on aspect of game design and production during the game project. We hope that the applicant has a strong interest in games and experience in some relevant skill like for example game design, art, animation or programming.

[http://mlab.taik.fi/studies/minor\\_subject/](http://mlab.taik.fi/studies/minor_subject/)

### Media Minor Subject Studies 15 ECTS

**Please note:** the Media Minor Studies are organised only in Finnish.

**Objectives:** During the minor studies students will learn the basic technical and expressive skills for good quality photography, graphic design, sound and moving pictures. The skills learned can be used in your own material, such as in presentations, dissertations, theses and publications.

**Contents:** The Media Minor provides students with basic practical skills in photography and graphic design as well as combining images, text and audio in web-based multimedia. These are basic media-management skills so that students will understand the technical aspects and expressive opportunities in current multi-modal, audio-visual communications.

The module includes the following courses:

**The Basics of Photography (Media Minor), 5 ECTS**

**An Introduction to Graphic Design, 5 ECTS**

**An Introduction to Digital Media, 5 ECTS**

**Application procedure:** The application period was from 1 to 15 May 2013.

### Content, Business and Technologies (CBT) Minor, 12–25 ECTS

**Target group:** Maximum of 15 students will be taken (5 from each of the schools of Aalto BIZ, Aalto SCI and Aalto ARTS). The schools can have special requirements for the students.

**Application period:** from 15 th to 30th Sept 2013.

**Enrollment:** The applicants will send an application form, a motivation letter and an extract of student record to Juhani Tenhunen. The applicant should tell about his or her

background and his or her interests of the subject. In case there are more applicants than can be taken, the applicants can be interviewed.

### Description

The creative industry sector has potential that needs to be initiated in Finland and in Europe. The Content, Business and Technologies (CBT) minor program is a joint program of Aalto University. It is a pilot program that takes place in different schools of Aalto University. The CBT minor program brings together the experts who are experts in their own field and interested in the management and leadership of the creative sector. The most essential content of the CBT pilot minor study program is to understand the processes of creative and entertainment industries, directing and management. It covers culture and creative industry innovations, application of the intellectual property rights, development and management, and the management of media, multichannel activity, ubiquitous computing community, services and customer relationship management. Additionally the study program aims at the strengthening of the cultural competence and abilities to act in multidisciplinary groups.

### Content

The preliminary course list proposed as a content will be checked during the autumn 2013.

1. An obligatory course for all is the Art, Technology and Business course 12 ECTS
2. Optional about 3 courses 2–6 ECTS from the different schools all together 13 ECTS.

The extent of the minor is 12–25 ECTS according to student's degree requirements.

### A preliminary course list:

Aalto BIZ Marketing:

**23E28000 Consumer Culture**

**23E47000 Digital Marketing**

**26E01500 International Business Networks**

**23E28000 Consumer Culture**

**23E58000 Consumer Behavior in Design and Fashion**

**23E21050 Marketing, Strategy and Firm Performance**

**23E53000 Brands in Strategic Marketing**

**23E59000 Sustainable Marketing**

Aalto SCI Dept of Media Technology hasn't yet informed their possible courses

Aalto ARTS Dept of Media:

**25437 Digital Workshop Basics, 1 ECTS**

**25439 Media Prototyping Studio, 4–8 ECTS**

**Interaction to Media and Culture, 3 ECTS**  
**Media Culture Seminar, 3–5 ECTS**

Creative Sustainability:

**Sustainable Product and Service Design, 6 ECTS**

**Sustainable Design Case, 6 ECTS**

**Design Ethics Theory, 6 ECTS**

**Design Ethics Project, 6 ECTS**

### Organising departments

The Content, Business and Technologies (CBT) minor program is organized in collaboration with the departments of Media (Aalto ARTS) and the Department of Media Technology (Aalto SCI) and Department of Marketing (Aalto BIZ). Minor will be coordinated by the Aalto Media Factory.