

CURRICULUM

MEDIA

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

Degree

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

Typical Tasks for Graduates

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

As a graduate from the Degree Programme in Media you can multi-task in the following future professions, for example: digital communication designer, content creator and online media designer, network provider, videographer and editor, producer, and designer of mobile applications. Furthermore, you will be competent to work as a project manager, a project expert, and as an entrepreneur. Your future employers will in particular appreciate your diverse, basic knowledge in the field of media, entrepreneurial approach to media, teamwork skills and the ability to work in multidisciplinary teams.

Implementation of Studies

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



Structure and Contents of Studies

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

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

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

The following modules suit especially well for media students:

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

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

Career Planning and Development



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

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

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Competence Requirements

Area of Competence	Description of Competence					
Alea of Competence	Bachelor of Culture and Arts					
	bachelor of Culture and Arts					
Media Content	- masters the expression forms and ways of	of narrating cor	nnected to one's			
Competence	professional orientation					
1	- knows the basics of narration and understands the importance of structure					
	in narration					
	- is familiar with the processes of content production and knows how to					
	draw up and break down scripts and plans					
	- is able to plan contents for different needs and equipment					
	-					
		 masters background research, documentation and evaluation of information 				
	and is also able to apply the acquired knowledge to the creation of new					
	content	lowledge to the	creation of new			
		ena to new me	dia contents and			
	 is able to adapt discoveries and phenomena to new media contents and concepts 					
	 is able to utilise methods that enhance creativity and develop one's own 					
	creativity, creation skills and self-expression					
	 is able to develop new types of content and media concepts 					
Theoretical						
Communication		- is familiar with the history and theories in the field of culture, media and				
	communication and understands their connection to the present day and					
Competence	the society		44 - 6 - 1 4 - 6			
	- is familiar with the research traditions a					
	communication and is able to apply pre-	vious research	in the development			
	of the field and one's own work	1 1 • . • 1	1 1 1			
	- is able to critically apply one's theoretical, historical and analytical					
	competence to professional activities					
Media Environment	- is familiar with the national operational					
Competence	and publication channels in the field of		erstands the			
	importance of internationalisation in th		. 1 1			
	- understands the importance of the ethical, legal and social principles					
	applied in the field of media and sees their significance for one's future work					
	 can evaluate media content critically and ethically understands the principles of contractual usage and copyright in one's field 					
	1 1	al usage and co	pyright in one's field			
D 1 1	and is able to respect other's copyright	1. 1	1 ()			
Production	- masters the processes, techniques and w	vorking method	ls of one's			
Competence	professional orientation					
	- is able to form multidisciplinary work g	roups and netw	orks as well as			
	organise projects	.				
	- is able to plan and obtain resources for p		-			
	- is able to evaluate and redirect one's act	0	ng circumstances			
	- masters the management of customer co					
	 knows the general principles related to end of the second s	contracts and c	opyrights in			
	one's field					
	- is able to comply with occupational safe	ty				



Business and	- is familiar with the most prevailing business models in creative industries		
Entrepreneurship	- is able to evaluate one's personal abilities and competences to act as an		
Competence	entrepreneur		
	- is familiar with and is able to utilise the support networks related to the		
	planning and start of business operations		
	- can market and sell one's competence		
	- understands entrepreneurship as a possibility to be employed and employ		
	others		
	 is able to evaluate the chances of success for entrepreneurship in one's own operational environment 		
Learning Skills	- is able to assess and develop one's competences and learning methods		
0	- is able to retrieve/ search, process and analyse information critically		
	- can assume responsibility for team learning and knowledge sharing		
Ethical Competence	- is able to assume responsibility for one's own actions and their conse-		
	quences		
	- is able to work according to the code of professional ethics of one's field		
	- is able to take different parties into account		
	 is able to apply the principles of equality 		
	- is able to apply the principles of sustainable development		
Work Community	- is able to function as a member of a work community and contribute to		
Competence	work well-being		
	- is able to function in various communication and interaction situations		
	at work		
	 is able to use information and communication technology in the tasks of one's field 		
	- is able to establish personal occupational contacts and to work in networks		
	- is able to make decisions in new and unforeseen situations		
	 is able to manage one's work and to work independently in tasks requiring expertise 		
	 has developed entrepreneurial skills/abilities 		
Innovation	- is able to solve problems and develop working methods innovatively		
Competence	- is able to work in projects		
	- is able to carry out research and development projects and to apply existing		
	knowledge and methods of one's field		
	- is able to find customer-oriented, sustainable and profitable solutions		
Internationalisation	- has the language competence necessary for the work in the field and its		
Competence	development		
	- is able to cooperate with people from different cultural backgrounds		
	- is able to take into account the opportunities and effects of		
	internationalisation		