

Implementation plan Finished

Study unit	Tools for Visual Communication in Service Design (A9315), 5.0
Implementation	HYA21521: 2/2015-2016 (12.02.2016 - 31.05.2016)
Type	OPERATIONAL SKILLS FOR SERVICE INNOVATION AND DESIGN (A865)
Groups	Primary: HYA215SJ Others :
Involved in the project	
Lecturers	Marco Ferruzca, Eva Forssén, Tarja Chydenius, Leo Heng
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	30.11.2015 08:00 - 07.12.2015
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: No For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Chydenius Tarja (Other teacher), Forssén Eva (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 3 cr Integration of R&D: 2 cr
Implementation class	LbD based on regional RDI project
Focus areas	Service business
Evaluation at the latest	17.06.2016 Storing of graded material ends.: 23.06.2017
Exam days	
Having completed the study unit the student is able to	- communicate and share service development ideas and objectives by using graphic software - visualize a service development process or a service concept by using and editing computer graphics (photos, graphic elements and charts)
Previous studies	
Previous studies, more information	Basic computer skills and knowledge of MS PowerPoint are a prerequisite for the study unit.
Learning objectives	Service development is a process involving several experts from different disciplines and responsibility areas. Being able to visualize service ideas, share and communicate effectively the service development objectives, the process and the concept becomes therefore very important. The aim of the study unit is to give practical tools for communicating and visualizing development objectives, processes or concepts and support co-creative service development methods.
Contents	- Basics of visual design (graphic design, color theory, typography, visual composition and layout, photographing) - Free drawing basics - Basic skills for creating visualizations using SD specific tools (customer journey maps, prototypes, cartoons, story boards, blue prints etc.) - Basics of image editing (Adobe PhotoShop) - Basics of graphic design (Adobe Illustrator, MS Visio)
Study material	Will be provided in the course Optima space
Tutoring and communication	Will be provided during campus sessions and via Optima.
Evaluation criteria and methods	Pass / fail Each assignment needs to be returned by the deadline and accepted. The minimum criteria for passing any assignment is that the student shows - adequate skills in mastering the basics of the program - having put effort in the professional and visual design of the assignment

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	- shows commitment and creativity appropriate for the purpose of the visualization.
Work strain	135 hours of study include: - contact sessions: 12 hours - independent study 123 hours
Other arrangements	Contact sessions on Feb. 12, March 10, April 15 and May 12 at 16.30 - 19.30. The study unit also includes online assignments and a substantial amount of independent study.