

Implementation plan Finished

Study unit	Tools for Visual Communication in Service Design (A9315), 5.0
Implementation	HYA21721: 2/2017-2018 (08.01.2018 - 22.06.2018)
Type	OPERATIONAL SKILLS FOR SERVICE INNOVATION AND DESIGN (A865)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	Leo Heng, Eva Forssén, Tarja Chydenius
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	27.11.2017 08:00 - 08.12.2017
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No 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: 4 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	15.06.2018 Storing of graded material ends.: 22.06.2019
Exam days	Real: -
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 needed. This is a basic photo editing and graphic design course with applied focus on service design related visualization. We start from the beginners' level.
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	This is a very hands-on, practice oriented study unit. The implementation varies slightly each year depending on the study unit related project. This year, we will focus on the following areas and tools. - Basics of visual design (graphic design, color theory, typography, visual composition and layout, photographing) - Basic skills for creating visualizations using SD specific tools (customer journey maps, persona cards, visual prototypes, cartoons, story boards, blue prints etc.) - Free drawing basics - Basics of graphic visualization (Adobe Illustrator) - Basic process visualization (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

Implementation plan Finished

	- adequate skills in mastering the basics of the program - having put effort in the professional and visual design of the assignment - shows commitment and creativity appropriate for the purpose of the visualization - the output corresponds with the designated timely resource in study points.
Project (name)	Visualization project for IDM (Enhance Inclusion & Diversity Management)Erasmus+ project
Work strain	135 hours of study include: - contact sessions: 12 hours - independent study 123 hours
Other arrangements	There will be a preassignment due Jan 25th. Only accepted preassignment allow participation to the campus sessions.Four campus sessions at 16.30 - 19.30.:1.2.: Free drawing workshop / Leo Heng2.3.: Free drawing workshop / Leo Heng26.4. Illustrator / visualization theory17.5.Illustrator / visualization theoryThe study unit also includes online assignments and a substantial amount of independent study (123 hours equaling 4 credit points).