



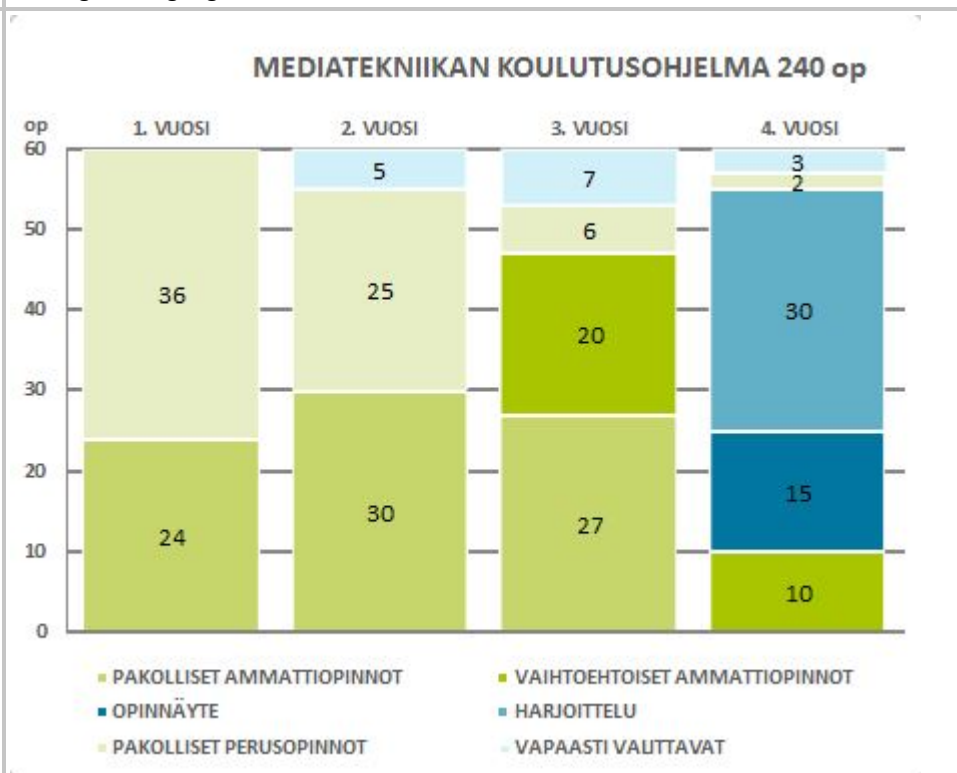
GENERAL INFORMATION	
DEGREE PROGRAMME	Degree Programme in Media Engineering
PERIOD OF EXECUTION	2013-2017
SCOPE	240 ECTS credits
DESCRIPTION	Do you want to know how to define, design and implement elegant websites and services? Are you interested in digital media? Do you want to know and understand the techniques by which the contents are assembled? The Degree Programme in Media Engineering aims to train experts in the design and implementation of digital media systems, especially in relation to web services.
LANGUAGE OF STUDY	Finnish
CODE	IDM13S1
DEGREE	Bachelor of Engineering
DEGREE LEVEL	National Qualifications Framework level 6.
TARGET GROUP AND ADMISSION CRITERIA	http://www.jamk.fi/koulutus/hakijanoppaat
STUDIES	
KEY LEARNING OUTCOMES	<p>The aim of the Degree Programme in Media Engineering is expertise in design and implementation of digital media systems. This expertise includes web, mobile and recorded media-handling skills, technical implementation by means of programming, and the most important standards for the profession. These competencies are based on basic science skills, information technology skills, and basic programming skills.</p> <p>Upon graduation from the degree programme, students are able to operate in software and media companies, including as media technology experts, or they can work in industrial visualisation in areas such as, for instance, as a 3D modeller and visualiser, a software programmer, an expert designer and implementer of web-based expert systems, a project manager, or in marketing and management positions in the customer interface field.</p> <p>Some students have set up their own business or operate in the field under a company name. Entrepreneurial activities are for all students within the criteria of their studies, and students can integrate the work that they perform into their studies by means such as by integrating web pages made for companies into their studies. Students who intend to start their own business are able to include in their studies a joint study module that supports entrepreneurial activities, and they will also be able to obtain support from the department's own entrepreneurial coach.</p>
PROFILE	Students who graduate from the degree programme have a strong technical competence in terms of the visual implementations of the user's display screen, but also in the implementation of application logic in programming at the client and server end. At the final stage of training, students can direct their knowledge towards web programming, 3D modelling, graphic techniques, databases, Internet marketing and the mobile field.

The fairly extensive exercises that are carried out in the various courses of the degree programme are usually carried out in groups, in which productive goal-orientated work, teamwork skills, and project management is also learned.

The degree programme works in close collaboration with companies in the field and engages visitors from enterprises so that they will talk about entrepreneurship and the work images in the enterprise. The emerging digital media services markets have allowed media technology students to develop new business activities in the field.

Internationalisation is part of the course of studies. ICT-related literature or materials are mostly in English. Students have the opportunity to complete part of their studies in the English language in their home education institutes or abroad.

COURSE STRUCTURE



(the figure is explained for students in English)

COURSE CONTENT AND PERFORMANCE

The course includes basic and vocational studies, elective studies, specialization training, and a graduation thesis.

The course shall be completed within two semesters from its beginning. The exception is the graduation thesis, practical training, special working life oriented project studies, as well as extensive courses implemented in a number of semesters. In cases where a course remains incomplete, the student shall re-start it.



	<p>In the first contact lesson of a course, a review is carried out of the course's learning objectives and content, along with the different procedures and evaluation criteria; additionally, the possible examination date is agreed upon (the immediate time at which this will be carried out) and the course completion date is announced, after which no further attempts are accepted. Students have the opportunity to try to complete a course a total of three times: during the immediate performance of the course or in two specially determined resit exam times.</p>
LEARNING ASSESSMENT	<p>Learning outcomes are assessed in relation to the course's learning objectives. Assessment decisions are based on the evaluation criteria provided in the course descriptions. Courses are assessed on the assessment scale that is specified in the course description. According to its purpose, the scale may be one of five steps: 5 (excellent), 4 (very good), 3 (good), 2 (satisfactory) and 1 (adequate) or a pass (P) or fail (0). The course has been failed (with a fail (0)) if the student does not achieve the minimum outcomes that are set for the completion of the course.</p> <p>Students have the right to know how the evaluation criteria are applied to their skills. Course performance is recorded in the transcript of records no later than one month after the declared point of completion for the course and always before the end of the academic year.</p> <p>In the Degree Programme in Media Engineering, a large part of the studies is carried out in the form of projects. These are used to assess the effectiveness and project working skills of students (in terms of sharing tasks, planning, teamwork, communications, etc)</p>
ACCREDITATION AND RECOGNITION OF PRIOR LEARNING (RPL)	<p>The procedures for accreditation are described in the Degree Regulations and in the Study Guide.</p>
MODE OF STUDY	<p>The main method for the performance of the studies is as follows:</p> <ul style="list-style-type: none">• contact and distance learning <p>As a rule, studies include additional close contacts, in which the knowledge base of the subject area is thoroughly discussed, and the practical tasks and tools of the subject area are practised. For example, course exercises can be carried out in the form of distance learning. In the practical training periods, students are part of the target company's staff.</p>
PROFESSIONAL GROWTH AND KNOW-HOW	<p>After the first year, students are able to create simple web pages and interactive multimedia applications, and can handle the media being used in the applications (photo, video and audio), and will have mastered the basics of group work. After the second year, students are able to define, design and implement a database-based web service and are capable of goal-orientated project work utilising web technologies. After the third year, students master goal-orientated and efficient project work for the assignment that is provided by the customer (whether this be a company, organisation, or association). During the fourth year students strengthen their professional skills to the level required by companies. Besides their vocational studies, students also carry out the basic studies that belong to the engineering degree.</p>



QUALIFICATION REQUIREMENTS AND REGULATIONS	The profession does not have specific qualification requirements that are based on legislation.
ADDITIONAL INFORMATION	<p>Students may be charged separately for the cost of materials where such costs correspond to real life acquisitions or production costs in terms of teaching materials, tools, equipment, or supplies that remain in the student's possession after their education has been completed. If a student obtains similar materials from other sources, he or she is not charged for the cost of materials (Government Decree 1230/2009 2 §).</p> <p>Bachelor's degree programme is free for students.</p>
GRADUATION	<p>The requirement for the receipt of the certificate of Bachelor degree is that students complete the studies for their degree programme during the study period in accordance with the personal learning plan (PLP).</p> <p>JAMK University of Applied Sciences provides students with a certificate of completion of the Bachelor's degree (210, 240 or 270 ECTS credits). A transcript is attached to the certificate.</p>
EMPLOYMENT AND FURTHER STUDIES	
EMPLOYMENT OPPORTUNITIES	<p>Small and medium-sized companies employ the best media technology graduates. Those working in small businesses are expected to have an extensive know-how of the user interface design, technology, video editing, programming, etc. depending on what is required in various projects.</p> <p>In medium-sized companies, employees have often specialised either in the visual implementation or technology of websites or the implementation of web services application logic, such as in utilising open source systems.</p> <p>The most common job titles are web programmer, web designer, programmer, web user interface designer (web designer), or graphic designer. Some graduates have established their own company either with other students or alone.</p>
OPPORTUNITIES FOR POST-GRADUATE STUDIES	<p>After graduation and after about three years of a working life phase, the students of a Bachelor's degree programme can continue their studies in a Master's degree programme. The Master's degree at the University of Applied Sciences is a university level Master's degree. Students can also continue their studies by applying for courses such as, for example, the Master's degree programmes at universities or for an equivalent training course. After the completion of Bachelor's studies it is, of course, also possible to continue in foreign institutions of higher education on the Master's level degree programmes.</p> <p>The University of Applied Sciences also offers continuing education opportunities for specialisation studies, learning agreement type in-service training, as well as in working life based continuing education. If a student graduates from the Master's degree programme, he or she can get the opportunity to continue their studies in the scientific or artistic studies at universities (37 §/558/2009). All further studies must be applied for separately.</p>



OTHER INFORMATION	
HEAD OF THE DEGREE PROGRAMME	Kari Niemi, programme coordinator, +358 (0) 40 834 4362, firstname.lastname@jamk.fi
PROGRAMME PLANNING PROCESS	<p>The degree programme's learning objectives are based on national definitions of competence. In addition, these objectives are based on the needs of local businesses. Central Finland's regional strategies provide a general view of the future development of the region and have therefore been received as the starting point for the planning of the degree programme. More detailed information on the needs of businesses has been received from the work of the Advisory Committee of ICT Department. Represented in the Advisory Committee are company representatives from all of the degree programmes in the ICT Department, giving them a wide-ranging vision for the development prospects of the field in the Central Finland region.</p> <p>In addition to the Advisory Committee, the business skills needs have been mapped out in the identified functions that are specific to the degree programme, providing detailed information for the competency profiles of those persons who are required for the field.</p> <p>The starting point for the design of the degree programme is to support the student learning process, which has taken into account the design of the competency areas and the construction of evaluation.</p> <p>Those responsible for designing and implementing the Degree Programme in Media Engineering are the Head of Department, Jarmo Siltanen, and programme coordinator, Kari Niemi.</p>
SCHOOL	JAMK University of Applied Science School of Technology, Degree Programme in Media Engineering Rajakatu 35, 40200 Jyväskylä
QUALITY MANAGEMENT	<p>JAMK University of Applied Sciences is using the quality management system that has been audited by the Finnish Higher Education Evaluation Council (FINHEEC). Education is developed on the basis of course feedback collected from students.</p> <p>In the degree programme, courses also use a mid-course feedback survey, which aims during the course to being conducted to allow for students to influence the implementation of the course.</p> <p>The principles of the curriculum are approved by the JAMK University of Applied Sciences Academic Board and by the Vice Rector of the degree programme specific curriculum.</p>
PEDAGOGICAL PRINCIPLES	<p>The degree programme is implemented in accordance with the pedagogical principles established by the University of Applied Sciences Academic Board.</p> <p>For more information: http://www.jamk.fi/english/aboutus/facts/pedagogical-principles</p>



ETHICAL PRINCIPLES	<p>The students and employees of JAMK University of Applied Sciences operate jointly according to the accepted (by JAMK Academic Board on 15.12.2010) ethical principles.</p> <p>For more information: http://www.jamk.fi/english/aboutus/facts/ethicalprinciples</p>
LAST UPDATE	20.12.2012
CURRICULUM APPROVED	21.12.2012 Heikki Malinen, Vice Rector