

# Graphics Design Project with International Profile

Programme course

12 credits

Grafiskt designprojekt med internationell inriktning

TNGD28

Valid from: 2017 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2017-01-25

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G2X

## Course offered for

- Graphic Design and Communication

## Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

## Prerequisites

Previous courses in the programme.

## Intended learning outcomes

The course aims to provide theoretical and practical knowledge in participating in various communication projects on an international market. After completing the course the students shall be able to:

- describe how companies internationalize and how cultural differences can affect a company's operations
- apply basic theories and models of market analysis and international communication and present them in a scientific report form
- Plan and conduct a market communicative projects with an emphasis on visual communication.
- write, design and produce a report that can convince a customer about the suitability of the proposed solutions.
- make relevant, creative and high-quality visualizations of concrete communication actions in different media.

## Course content

- Plan for marketing communication campaign
- Cultural conditions for communication projects
- Planning
- Creative Brief
- Customer Presentation

## Teaching and working methods

The course is organized in:

- Lectures
- Tutoring
- Workshops
- Seminars
- Reports

The course continues throughout the all semester.

## Examination

PRA1	Project work	5 credits	U, G
UPG6	Hand-in assignment	4 credits	U, G
UPG5	Hand-in assignment	1 credits	U, G
UPG4	Hand-in assignment	1 credits	U, G
UPG3	Hand-in assignment	1 credits	U, G

## Grades

Two-grade scale, U, G

## Department

Institutionen för teknik och naturvetenskap

## Director of Studies or equivalent

Camilla Forsell

## Examiner

Tommie Nyström

## Education components

Preliminary scheduled hours: 44 h

Recommended self-study hours: 276 h

## Course literature

### Additional literature

### Compendia

## Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at [http://stydokument.liu.se/Regelsamling/Innehall/Utbildning\\_pa\\_grund-\\_och\\_avancerad\\_niva](http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva).