

# Market Communicative Design Project

Programme course

8 credits

Marknadskommunikativt designprojekt

TNGD45

Valid from: 2020 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2019-09-23

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Bachelor's Programme in Graphic Design and Communication

## Prerequisites

Mainly the program's previous courses in design, production and information design.

## Intended learning outcomes

The aim of the course is to provide a theoretical and practical knowledge of implementing communication projects, from idea to final result with external assignments, as well as basic knowledge of group dynamics and the own role of a group. After completing the course, the student should be able to:

- Explain the process from idea to finished artifact for different media channels, both communicatively and technically
- Produce communicative and technically finished artifacts for different media channels
- Describe the differences between empirical methods for research and practical design.
- Describe the different phases in a group's development
- Write about their own role in a working group

## Course content

Group Dynamics, Market Analysis, Media Planning, Media Design and Production.

## Teaching and working methods

The teaching is organized in lectures, lessons, workshops, project supervision, seminars and assignments.

## Examination

PRA1	Project	4 credits	U, G
UPG3	Media Planning	1 credits	U, G
UPG2	Group Dynamics	2 credits	U, G
UPG1	Needs analysis, planning	1 credits	U, G

The course is graded Fail / Pass.

## Grades

Two grade scale, older version, U, G

## Other information

### About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is Swedish, the course as a whole or in large parts, is taught in Swedish. Please note that although teaching language is Swedish, parts of the course could be given in English. Examination language is Swedish.
- If teaching language is Swedish/English, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English (depending on teaching language).
- If teaching language is English, the course as a whole is taught in English. Examination language is English.

### Other

The course is conducted in a manner where both men's and women's experience and knowledge are made visible and developed.

The planning and implementation of a course should correspond to the course syllabus. The course evaluation should therefore be conducted with the course syllabus as a starting point.

## Department

Institutionen för teknik och naturvetenskap

## Director of Studies or equivalent

Camilla Forsell

## Examiner

Tomas Törnqvist

## Education components

Preliminary scheduled hours: 64 h

Recommended self-study hours: 149 h

## Course literature

### Books

A. Wheeler, (2018) *Designing Brand Identity* Fifth edition Wiley

K. Burtenshaw, N. Mahone & C. Barfoot. , (2006/2011) *The fundamentals of Creative Advertising* AVA Publishing

Keller, Kevin Lane, Swaminathan, Vanitha, (2020) *Strategic brand management : building, measuring, and managing brand equity*. Fifth edition, Global edition  
Harlow : Pearson, 2020

ISBN: 9781292314969, 1292314966

### Other

Will be announced at least two weeks before the course starts.