

Market Communicative Design Project

Marknadskommunikativt designprojekt
8 credits

Programme course

TNGD45

Valid from: 2023 Spring semester

Determined by	Main field of study	
Board of Studies for Computer Science and Media Technology	Graphic Design and Communication	
Date determined	Course level	Progressive specialisation
2022-08-31	First cycle	G1F
Revised by	Disciplinary domain	
	Technology	
Revision date	Subject group	
	Media and Communication Studies	
Offered first time	Offered for the last time	
Spring semester 2018		
Department	Replaced by	
Institutionen för teknik och naturvetenskap		

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, labs, project supervision, seminars and assignments. The course applies the pedagogical model flipped classroom where the lecture series is given in its entirety remotely with instead extended teaching time for lab, submission and project supervision as well as individual feedback.

The course runs during one of the semester's two periods.

Examination

UPG4	Research and strategy	2 credits	U, G
UPG5	Group dynamics	2 credits	U, G
UPG6	Process and production	2 credits	U, G
PRA2	Project	2 credits	U, G

The course is graded Fail / Pass.

Grades

Two-grade scale, 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 could be given in Swedish, or partly in English. Examination language is Swedish, but parts of the examination can be in English.
- If teaching language is “English”, the course as a whole is taught in English. Examination language is English.
- 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.

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.

The course is campus-based at the location specified for the course, unless otherwise stated under “Teaching and working methods”. Please note, in a campus-based course occasional remote sessions could be included.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.