

Market Communicative Design Project

Marknadskommunikativt designprojekt
8 credits

Programme course

TNGD45

Valid from: 2024 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
2023-08-31	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		

Specific information

The course cannot be included in the same degree as TNGD24.

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:

- Run a communication project from idea to finished concept based on a marketing communication design process
- Explain the choice of media channels based on communicative and technical perspectives
- 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
- Refelct on their own role in a working group

Course content

Marketing communicative design process, group dynamics, market analysis, media planning, media design and production.

Teaching and working methods

Lectures, practical work, excercises and mandatory seminars according to the flipped-classroom model.

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 for examination modules are decided in accordance with the assessment criteria presented at the start of the course.

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 such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

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.