

Market Communicative Design Project

Marknadskommunikativt designprojekt
8 credits

Programme course

TNGD45

Valid from: 2026 Spring semester

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|--|----------------------------------|-----------------------------------|
| 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 |
| 2025-08-28 | 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:

- Manage a communication project from idea to finished concept based on a design process
- Explain the development of concepts for specific media channels based on communicative and technical perspectives
- Produce communicatively and technically delivery-ready prototypes based on the communication needs of an external client
- Apply empirical methods as part of a design process and reflect on how these methods can influence design choices
- Describe the function and relationship of different roles within creative work processes
- Reflect on their own role in a working group

Course content

Marketing communicative design process, group dynamics, empirical methods, market analysis, media channels, media design and production.

Teaching and working methods

Lectures, workshops, seminars, project work and classes.

Examination

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|------|--------------------|-----------|------|
| UPG7 | Hand-in assignment | 1 credits | U, G |
| UPG8 | Seminar | 2 credits | U, G |
| PRA3 | Project | 5 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.