

Graphical Design Project - Professional Conditions, Workplace Based

Programme course

8 credits

Grafiskt designprojekt - Yrkesvillkor med
arbetsplatsförläggning

TNGD21

Valid from:

Determined by
Board of Studies for Computer Science
and Media Technology

Date determined
2017-01-25

Replaced by
TNGD35

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.

Intended learning outcomes

The course aims to provide theoretical and practical knowledge about how to manage communication projects from an initial idea to a finished product. On conclusion, the students shall:

- Know the fundamental concepts of marketing strategy and the meaning of them
- Be able to assess and evaluate relevance and quality in market communication through campaigns and/or events.
- Have a basic understanding of how to perform public events focussing on organisation and audiences
- Be able to communicate within a given framework
- Be able to structure and present verbal and written information
- Be able to analyse and comment on verbal and written communication

Course content

The students takes part in te daily work at a company and writes a report of the experience, focusing on communication projects.(see "Aim")

Teaching and working methods

Lectures, lessons, project guidance, seminars and hand-in assignments.
The course runs over the entire spring semester.

Examination

UPG1	Hand-in assignment	2 credits	U, G
PRA1	Project work	6 credits	U, G

Grades are given as *Fail' or 'Pass'.

Grades

Two-grade scale, U, G

Department

Institutionen för teknik och naturvetenskap

Director of Studies or equivalent

Camilla Forsell

Examiner

Tommie Nyström

Course website and other links

<http://www.itn.liu.se/mit/education/courses/tngd21?l=sv>

Education components

Preliminary scheduled hours: 13 h

Recommended self-study hours: 200 h

Course literature

Fastställs senare

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.