

Market Communicative Design Project

Programme course

8 credits

Marknadskommunikativt designprojekt

TNGD45

Valid from: 2019 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

2018-08-31

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

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

Other

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