

Market Communicative Design Project

Programme course

8 credits

Marknadskommunikativt designprojekt

TNGD45

Valid from: 2020 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

2019-09-23

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

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 or in large parts, is taught in Swedish. Please note that although teaching language is Swedish, parts of the course could be given in English. Examination language is Swedish.
- 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).
- If teaching language is English, the course as a whole is taught in English. Examination language is English.

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.

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

Books

A. Wheeler, (2018) *Designing Brand Identity* Fifth edition Wiley

K. Burtenshaw, N. Mahone & C. Barfoot. , (2006/2011) *The fundamentals of Creative Advertising* AVA Publishing

Keller, Kevin Lane, Swaminathan, Vanitha, (2020) *Strategic brand management : building, measuring, and managing brand equity*. Fifth edition, Global edition
Harlow : Pearson, 2020

ISBN: 9781292314969, 1292314966

Other

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