

# **Market Communicative Design Project**

Marknadskommunikativt designprojekt 8 credits

Programme course

TNGD45

Valid from: 2022 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	
2021-09-01	First cycle	G1X	
Revised by	Disciplinary domain		
	Technology		
Revision date	Subject group		
	Media and Commu	and Communication Studies	
Offered first time	Offered for the last time		
Spring semester 2018			
Department	Replaced by		
Institutionen för teknik och naturvetenskap			

### 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**

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

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 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.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.

