

## Market Communicative Design Project

Marknadskommunikativt designprojekt  
8 credits

Programme course

TNGD45

Valid from: 2025 Spring semester

<b>Determined by</b>	<b>Main field of study</b>	
Board of Studies for Computer Science and Media Technology	Graphic Design and Communication	
<b>Date determined</b>	<b>Course level</b>	<b>Progressive specialisation</b>
2024-08-28	First cycle	G1F
<b>Revised by</b>	<b>Disciplinary domain</b>	
	Technology	
<b>Revision date</b>	<b>Subject group</b>	
	Media and Communication Studies	
<b>Offered first time</b>	<b>Offered for the last time</b>	
Spring semester 2018		
<b>Department</b>	<b>Replaced by</b>	
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:

- Run a communication project from idea to finished concept based on a marketing communication design process
- Explain the choice of media channels based on communicative and technical perspectives
- 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
- Refelct on their own role in a working group

## Course content

Marketing communicative design process, group dynamics, market analysis, media planning, media design and production.

## Teaching and working methods

Lectures, practical work, excercises and mandatory seminars according to the flipped-classroom model.

## 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 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.