



## Course syllabus

Faculty of Arts and Humanities  
Department of Design

1DI022 Kommersiell identitet, 15 högskolepoäng  
Commercial Identity, 15 credits

### **Main field of study**

Design

### **Subject Group**

Design

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by Faculty of Arts and Humanities 2014-08-18

The course syllabus is valid from spring semester 2015

### **Prerequisites**

Retail Communication I (1DI044), Retail Communication II (1DI047) and Interior Design I (1DI043) or the equivalent.

### **Objectives**

NO VALUE DEFINED

### **Content**

NO VALUE DEFINED

### **Type of Instruction**

Teaching is in the form of lectures, workshops, laboratory sessions, supervision, seminars, study visits, internship, self-studies, and certain course elements in project form.

### **Examination**

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Examination is in the form of oral presentations of projects, assignments and the student's own reflections, and written and visual documentation of assignments, results and working process in a workbook.

In order to receive the grade of Pass, the intended objectives must be achieved.

### **Course Evaluation**

At the end of the course, a written course evaluation is conducted and compiled into a course report, which is filed with the department's administrator and brought up in the Programme Advisory Board. Results and possible measures are communicated to the

person responsible for the course and the person responsible for the programme and presented to the students at the next course meeting.

## Required Reading and Additional Study Material

### Required reading

Hallett, C. Johnston, A. (2014) *Fabrics for Fashion The Complete Guide*, Laurence King Publishing Ltd, ISBN: 9781780673349. 272 p.

Kotler, P. Amstrong, G. Parment, A. (2011) *Principles of Marketing*, Pearson custom publishing, ISBN: 9780273735960. 512 p.

Shepard, J. (2013) *Retail spaces: Small Stores, No. 2*, RSD Publishing, ISBN-10: 0985467436. 224 p.

Plunkett, D. Reid, O. (2012) *Details in Contemporary Retail Design*, Laurence King Publishing, ISBN: 9781856697415. 192 p.

### Reference Literature

Jodido, P. (2010) *Shopping architecture Now*, Taschen Publisher, ISBN: 9783836517386. 416 p.