



Course syllabus

Faculty Board of Business, Economics and Design

School of Design

1DI128 Projekt II, 5 högskolepoäng

1DI128 Project II, 5 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2009-11-19

Revised 2011-06-14 by School of Design.

The course syllabus is valid from autumn semester 2011

Prerequisites

Basic eligibility, as well as English B (subject area 6, except Social Studies A) and approved work samples.

Objectives

After completing these studies, students will have developed the ability to create a concept on the basis of receiver/user/target group and sender. Students will have developed the necessary skills to implement and critically review various idea development methods and design methods in a project. Students are expected to be able to work consciously and critically with design processes as well as communication processes. Students will have developed the skills required to carry out project work, reflect on its significance and assess abilities, on the basis of a fundamental level of scientific and artistic knowledge.

Knowledge and understanding

Students will learn the following:

- demonstrate fundamental knowledge about the execution of project work
- demonstrate fundamental knowledge about creating an advertising concept, both visually and in terms of copywriting

- be able to use various idea development methods and design methods

Ability and skills

Students will learn the following:

- document and describe the fundamental concept and structure of the project work
- carry out, create and present an advertising project, on the basis of theoretical knowledge about receiver/user/target group and sender

Evaluation ability and attitude

Students will learn the following:

- critically review and assess their own work, from a communication and design perspective
- critically review and assess their own work, on the basis of receiver/user/target group and sender
- critically review and assess work, using the subject matter's terminology

Content

Applying theories regarding receiver/user/target group and sender during project work.

Type of Instruction

The course includes lectures, workshops, tutoring and seminars. Compulsory attendance during scheduled course elements.

Examination

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

For the Pass grade, the expected study results must be achieved.

Examination is carried out in the form of a presentation of project work and an individual workbook.

Re-examination is offered within 6 weeks, within the framework of the regular term schedule. The number of examination opportunities is limited to five.

Course Evaluation

At the end of the course, a course evaluation is implemented in accordance with the Linnaeus University guidelines. The evaluation results are compiled in a course report, which is recorded with the department administrator and entered in the next program council meeting. The results of the evaluation and any action taken will be communicated with the course lecturer and presented to students at the next course date.

Required Reading and Additional Study Material

Required reading

Bergström, B. (2007) *Effektiv visuell kommunikation*. Carlssons Bokförlag. ISBN 078917331-0703

Noble, I. and Betsley R.(2005) *Visual Research*. AVA Publishing SA. ISBN 9782940373208