



Course syllabus

Faculty Board of Business, Economics and Design
School of Design

1DI229 Projekt IV, 8 högskolepoäng
Project IV, 8 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Design 2009-11-19

Revised 2011-06-14

The course syllabus is valid from autumn semester 2011

Prerequisites

30 credits in design, or equivalent.

Expected learning outcomes

At the end of this course, students will have developed the skills to independently distinguish, visualize, formulate, problematize and initiate relevant issues, as well as create proposals for various forms of communication within the subject of packaging design.

Knowledge and understanding

Students will learn the following:

- demonstrate advanced knowledge about graphic creation in relation to various forms of communication through packaging design

Ability and skills

Students will learn the following:

- implement, visualize and communicate the proposed message of a design through graphic creation
- use this knowledge to create proposals for forms of communication through packaging design

Evaluation ability and attitude

Students will learn the following:

- critically review and assess their own work, based on the relationship between theory and methods, and the relationship between the implementation of their work and the users
- 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

Project work in the field of packaging design.

Type of Instruction

The course includes lectures, workshops, exercises, 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 documentation in a 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

A course evaluation will be carried out at the end of the course, in accordance with the guidelines of Linnaeus University. The evaluation result is compiled into a course report, which is archived at the school's administration office and discussed by the programme board. The result of the evaluation, and any measures taken, will be discussed with the course co-ordinator and presented to the students at the next course meeting.

Required Reading and Additional Study Material

Required reading

Nobel, I. & Bestley, R. (2007) *Visual Research – An Introduction to Research Methodologies in Graphic Design*. AVA Academia, ISBN 9782940373208

Abrahamsson, B. & Andersen, J. A. (2000) *Organisation – att beskriva och förstå organisationer*. Malmö: Liber Ekonomi.

Andersson, C. (1994) *Organisationsteori*. Lund: Studentlitteratur.

Bark, M. (1997) *Intranät i organisationers kommunikation*. Stockholm: Konsultförlaget.

Brzelius, L. H. & Skärvald, P-H. (2000) *Integrerad organisationslära*. Lund: Studentlitteratur.

Dimbleby, R. & Burton, G. (1995) *Kommunikation är mer än ord*. Lund: Studentlitteratur. (Chapter 3 and 4).

Erikson, P. (2002) *Planerad kommunikation*. Malmö: Liber Ekonomi.

Flaa, P. et.al. (1995) *Introduktion till organisationsteori*. Lund: Studentlitteratur.

Marcusson, Leif & Ahlin, Anders (2002) *Projektledaren i praktiken*. Studentlitteratur AB (Andra upplagan) ISBN: 9789144027579

Henry, Jane (2001) *Creativity and Perception in Management*. Sage Publications. ISBN: 9780761968252

The list may be subject to changes.