



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

1FE116 Visuell identitet för inrednings- och butikskommunikatörer, 9 högskolepoäng

Visual Identity for the Programme of Interior Decoration & Visual Merchandising, 9 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

G1N

**Date of Ratification**

Approved by Organisational Committee 2009-12-10

The course syllabus is valid from autumn semester 2010

**Prerequisites**

Mathematics A, Civics A.

### Expected learning outcomes

The students shall  
have broad knowledge

- of basic techniques regarding analysis, generation and implementation of visual identity concepts
- of communication through a visual identity
- of internal and external perspectives of the identity concept

Be able to apply

- presented theories on different cases and scenarios
- accumulated knowledge to practical problem-solving

Understand

- how an organisations visual identity can be a mean of organisational communication
- the connection(s) between visual identity and an organisations ability to compete and obtain profitability

- how design tools can be used to communicate
- functional and emotional value(s)

## Content

The course consists of 2 integrated parts.

### **The course consists of the following theoretical parts:**

- The emergence of an experience economy
- The importance given to the different concepts of identity
- The concept of identity and its meaning(s) within design and business administration
- Corporate Identity, its origin and relations to design and business
- Brand Identity, its origin and relation to design and business
- Product Identity its origin and relation to design and business
- The interface between aesthetics and business will be presented in all parts of the course

### **The course consists of the following applications and exercises:**

- A presentation of the different elements within the area of visual identity and how these can be used by interior designers and visual merchandisers to obtain an organisational coherence
- Analysis of existing visual identities with a focus upon interior designers and visual merchandisers perspectives
- Exercises in creating a visual identity programme on the basis of an analysis.

## Type of Instruction

Literature studies, lecture, workshops, seminars

## Examination

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

Active participation on lectures, workshops. The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Pass or Fail. Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

## Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

## Required Reading and Additional Study Material

### **Required reading**

Campbell A. *Branding – brand strategy, design and implementation of corporate and product identity*. 2003, New York: Watson-Guptill Publications

van Tongeren, M. *Retail Branding - From stopping power to shopping power*. 2003, Amsterdam: BIS Publishers.

## Reference literature