



Course syllabus

Organisational Committee

Department of Management

1PI00E Examensarbete i inredning eller butikskommunikation för inrednings- och butikskommunikatörer, 15 högskolepoäng

1PI00E Degree Project: Interior Design and/or Visual Merchandising for the Programme of Interior Decoration, 15 credits

Main field of study

Design, Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1E

Date of Ratification

Approved 2009-06-17

Revised 2022-12-05 by Organisational Committee. Change of department

The course syllabus is valid from spring semester 2023

Objectives

- To analyse and problematise a chosen situation with adherence to the programme of interior decoration and visual merchandising
- To develop a suggested solution within the areas of visual merchandising and interior decoration
- To create logical argumentation for the chosen solution. This argumentation should be written as well as visual
- To create logical argumentation for the chosen solution from both business and design perspectives

Content

1. Develop an outline to a project of their own
2. Implementation of the creative work and the arguments for it, this in a written report as well as a practical solution
3. Presentation of the work in an exhibition and seminar

Type of Instruction

Introductory lessons about the way to work with the project. Tutoring in groups while the project is developed. Examination seminar with opposition.

Examination

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

Examination is made on the final project presentation.

The project will be assessed from a design perspective as well as a business administration perspective.

The grades are Pass with Distinction, Pass or Failure

Required Reading and Additional Study Material

Required reading

Reference literature

Julier, Guy. *The Culture of design*. London: SAGE, latest edition

Landqvist, Jan. *Vilda idéer och djuplodande analys: om designmetodikens grunder*. Stockholm, Institutionen för industridesign, Konstfack: Carlsson, latest edition

Tongeren, Michel Van. *Retail Branding. From stopping power to shopping power*. Amsterdam, BIS Publisher, latest edition

Österlin, Kenneth. *Design i fokus för produktutveckling. Varför ser saker ut som de gör?* Malmö, Liber ekonomi, latest edition

In addition to the literature above the students are supposed to read further 200-400 pages of literature. This literature will be chosen by the students themselves together with their super-visor.