



APPLIES TO ACADEMIC YEAR
2002/2003

MRK 2201 Visual communication and Design

Program

Bachelor's Program in Marketing Communication

Responsible for the course

Cecilie Schjerven

Department

Leadership and Organizational Management

Term

Fall

ECTS Credits

6

Design as the shaping and communication of an organisation's identity, products or services is becoming increasingly important in a visually based culture. Visual communication can be a critical factor in determining success in an international and competitive market and is particularly crucial to brand-building. The marketer has a central role in this and must exhibit increased knowledge and understanding of what design is and does for visual communication in the market.

The course introduces the students to a series of aspects concerning design with respect to its contribution to visual communication of given values. This contribution can take place through different types of design - not only through concrete, graphic tasks. Design is presented with historical and contemporary references in the context of marketing. Product semiotics, theories of consumer reception and information strategies are examples of themes discussed in the course.

Objective

To give the students a basic understanding of what design is and does related to visual communication. Prepare the students to make use of design as a resource for marketing purposes.

The course aims to provide the students with the means to work in an interdisciplinary fashion with designers and others involved in visual communication.

Prerequisites

Compulsory literature

Mollerup, Per. 1998. *Marks of excellence*. Rev. & repr. London: Phaidon Press.
Course reader.

Recommended literature

Buchanan, Richard and Victor Margolin, eds. 1995. *Discovering design*. Chicago: University of Chicago Press.

Course outline

Visual Identity: Design Program
Design and Visual Culture: An introduction
Visual Communication
Visual Communication and Brandbuilding
Product Semiotics
Visual Culture: Intention and Noise
Design and Marketing: Two cultures
Design and Visual Identity
Design and Brandbuilding
Visual Identity: Design program

Computer-based tools**Course structure**

The course is delivered through 42 hours of lectures

Evaluation

Course paper to be written in one week towards the end of term in groups of up to three students

Evaluation code(s)

MRK 22011 - Course paper which accounts for 100% of the grade in MRK 2201 Visual communication og Design
- 2 credits

Aids at the examination

All support media are permitted

Makeup exam

Resit permitted during next course