



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 2201 Visual communication and Design

Program

Associate Degree Program in Marketing Communication

Responsible for the course

Birgit Helene Jevnaker

Department

Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Design as the shaping and communication of an organisation's identity, products/services and presentational space is becoming increasingly important in a visually based culture. Visual communication can be a critical factor in determining success in an international, competitive and innovation driven market and is particularly crucial to brand-building and continuous renewal. 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 and the firm's value creation.

The course introduces the students to a series of aspects concerning design with respect to its contribution to creation and visual communication of values and identities. 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 and organizing of attractive renewal. Product semiotics, theories of consumer reception and communication strategies and identity principles are examples of themes discussed in the course. We also discuss leadership challenges and design's changing role affected by digital media and the new interdisciplinarity co-creating with others.

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 and renewal projects. The course aims to provide the students with the means to work in an interdisciplinary fashion with designers and others involved in visual communication and renewal of organization's offerings and character.

Prerequisites

None.

Compulsory literature

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

Jevnaker, Birgit H. ed. (2004/2005). Course reader. Sandvika: Department of Innovation and Economic Organization.

Rybakken, Bjørn. 2004. *En bok om visuell identitet*. Oslo: Abstrakt forlag (in Norwegian).

Recommended literature

Voluntary additional literature for the interested student:

Buchanan, Richard og Victor Margolin, red. 1995. *Discovering design*. Chicago: University of Chicago Press, or

Heskett, John. 2002. *Toothpicks and logos*. Oxford: Oxford University Press.

If interested in products/industrial design: see, for example, Farstad, Per. 2003. *Industridesign*. Oslo: Universitetsforlaget (in Norwegian).

Course outline

The course consists of the following issues among others:

- Introduction to main themes, concepts and approaches.
- Understanding design, visual culture and communication.
- Design and brandbuilding.
- Product semiotics and the meaning of signs.
- Visual culture: Intention and noise.
- Design and construction of identities: forms and principles.
- Interplay between designers and organization's marketers: Two cultures? Forms of boundary work.
- Leadership and coordination of visual identity: Design programs and driving forces (design)

- championing).
- Design and visual Identity as strategic part of continuous renewal and innovation.
- A detailed course overview will be presented at the start of the course.

Computer-based tools

Computer-based tools are not used.

Course structure

The course is delivered through 36 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 - 6 credits.

Aids at the examination

All support media are permitted.

Makeup exam

Resit permitted during next course.