



APPLIES TO ACADEMIC YEAR 2006/2007

MRK 2602 Visual communication and Design

Program

Bachelor in Arts and Management (3. year)

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

Books:

Møllerup, Per. Marks of excellence. 1998. London: Phaidon
Rybakk, Bjørn. 2004. Visuell identitet. Oslo: Astrakt forlag

Collection of articles:

Jevnaker, Birgit H. 2007. Design, nyskaping og visuell kommunikasjon - en artikkelsamling. Oslo: Handelshøyskolen BI. Informasjon om artikkelsamling opplyses ved kursstart.

Recommended literature

Other:

Anbefalt litteratur opplyses ved kursstart.

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 construction of something new: innovation approaches.
- Transdisciplinary collaboration and creation, interplay between designers and organizations' marketers and middle managers: two cultures? Typology of "boundary work".
- Design and construction of identities: forms and principles.
- Communication, product semiotics and the meaning of signs.

- Navigation or finding new ways in a visual culture: Intention and noise.
- Design and brandbuilding - new and alternative approaches.
- Leadership and coordination of visual Identity/profile: Design programs and driving forces (championing for design and innovation).
- 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 beyond the ordinary use of internet, are not used if not other message is given at course start.

Course structure

The course consists of 36 hours. Implementation is adapted to the particular bachelor program that the course is part of, to be as relevant and interesting as possible for the students' learning. Detailed program is available at course start. The course normally consists of lectures, plenary project orientations and learning dialogues. Active participation is normally expected. (See Norwegian text for further information).

Evaluation

Course paper (60 % of the total evaluation) to be written in groups (1 - 3 students) in a limited time period during the semester (e.g. at the start, or alternatively one week towards the end of term) in groups of up to three students.

Active participation - (40 % of the total) evaluation of individual performances (see Norwegian text). A detailed information of requested tasks will be given at course start.

All parts need to be successfully passed (with mark E or better) to achieve the final evaluation.

Evaluation code(s)

MRK 26021 - Process evaluation which account 100% of the grade in MRK 2602 Visual communication og Design, 6 credits.

Aids at the examination

All support media are permitted.

Makeup exam

Resit permitted during next course.