



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 2602 Visual communication and Design

Programme

Bachelor in Arts and Management (3. year), Bachelor in Entrepreneurship (3. year)

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 marketers, as well as business developers and project leaders, have 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 communication, innovation and organizing of attractive renewal. Design elements, visual communication and branding 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 an initial, basic understanding of design development and visual communication of services, products, and experience-based offerings. The course further aims to train the student in creative collaboration with diverse others.

Work aims. Prepare the students to make use of design as a resource for developing a creative and realizable idea through project work, lectures, supervision, presentations, etc. Project groups engage in ideation and integration of relevant knowledge and understanding of the potential practice context. 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.

Learning outcomes. After the course the student should

- know about some fundamental aspects, activities, and challenges of visual communication and design,
- be able to participate in projects and collaboration to explore and include visual communication and design approaches and be able to contribute constructively to the organizing, leadership, and implementation of design projects,
- be able to contribute in presentations and help a team to reflect in critical-constructive ways, in speech and writing, on the possibilities and potential fallacies of visual communication and design.

Prerequisites

None beyond the basic requirements to study at the respective bachelor level.

Compulsory reading

Books:

Bergström, Bo. 2008. Essentials of visual communication. London : Laurence King Publishing. 240 s

Rybakken, Bjørn. 2004. Visuell identitet. Oslo : Astrakt forlag

Articles:

Jevnaker, Birgit H. Utdelt materiale

Collection of articles:

Jevnaker, Birgit H. 2010. Design, nyskaping og visuell kommunikasjon - en artikkelsamling. Siste utg. Oslo: Handelshøyskolen BI

Recommended reading**Books:**

Farstad, Per. 2008. Industridesign. 2. utg. Oslo : Universitetsforlaget
Mollerup, Per. 1998. Marks of excellence. London : Phaidon. Anbefalt
Olins, Wally. 1989. Corporate Identity. (siste utg.). London: Thames and Hudson. Boken er anbefalt men vanskelig å få tak i (out of print)

Other:

Anbefalt litteratur opplyses ved kursstart. Her er noen tips under

Course outline

The course consists of the following issues among others:

- Introduction to project work, learning outcomes, learning environment, and course process.
- Understanding design, visual communication and creation of something distinctive.
- Design and creation of something new: ideation and innovation approaches.
- Transdisciplinary collaboration - "two cultures"? Typology of "boundary work".
- What's in a name? Construction of identities - forms and principles.
- Other essentials of Visual communication.
- Navigation or finding new ways in a visual culture: Intention and noise.
- Design and brandbuilding - new and alternative approaches.
- Leadership and coordination of visual profile: Design programs and enabling forces.
- Strategi: 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, a series of presentations, Questions and Answers and learning dialogues. Active participation is normally expected. A series of group presentations are compulsory (See Norwegian text for further information).

Examination

Course paper (60 % of the total evaluation) to be written in groups up to 4 BI 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.

Exam code(s)

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

Examination support materials

All support media are permitted.

Re-sit examination

Resit permitted during next course.

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.

