



APPLIES TO ACADEMIC YEAR 2012/2013

## MRK 2602 Visual communication and Design - RE-SIT EXAMINATION

### Programme

Re-sit examination

### Responsible for the course

Birgit H Jevnaker

### 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. Laurence King. 240 s  
Jevnaker, Birgit H og Farstad, Per. 2010. Design i praksis. Designledelse og innovasjon. Oslo:

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

**Articles:**

Jevnaker, Birgit H. Utdelt materiale

**Recommended reading**

**Books:**

Farstad, Per. 2008. Industridesign. 2. utg. Oslo : Universitetsforlaget  
Lerdahl, Erik. 2007. Slagkraft : håndbok i idèutvikling. Oslo : Gyldendal Akademisk  
Mollerup, Per. 1998. Marks of excellence : the history and taxonomy of trademarks. Rev. ed. London : Phaidon. Anbefalt  
Olins, Wally. 1989. Corporate identity : making business strategy visible through design. London : Thames and Hudson. Boken er anbefalt men vanskelig å få tak i (out of print), Olins har imidlertid gitt ut flere bøker innen branding, med stoff som også er relevant.

**Other:**

Anbefalt litteratur opplyses ved kursstart. Her er noen tips:

**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**

Term paper, written individually or in groups of two students, and has to be about 25-30 pages.

**Examination code(s)**

MRK 26021 - Term paper which accounts 100% of the grade in MRK 2602 Visual communication og Design, 6 credits.

**Examination support materials**

All support materials are permitted.

**Re-sit examination**

This course was lectured for the last time spring 2011. Re-sit examination will be offered every term even spring 2013.

**Additional information**