



Faculty of Technology and Science  
Mechanical Engineering

## Syllabus

### Course Approval

The syllabus was approved by the Faculty Board of Technology and Science on 4 March 2009, and is valid from the Spring semester of 2009 at Karlstad University.

**Course Code:** MSGB28

**Communication Tools for Industrial Design, 7.5 ECTS Credits**  
(Kommunikationsverktyg i designarbete, 7.5 Swedish credit points)

**Degree Level:** Bachelor

**Progression Level:** B

### Language of Instruction

Swedish

### Prerequisites

Introduction to the Industrial Design Process, 3 ECTS Credits, and Visual Thinking and Design, 12 ECTS Credits, or the equivalent

### Major Field of Study

#### Learning Outcomes

The purpose of the course is to teach students how to use the tools and aids used by industrial designers.

Upon completion of the course, students should be able to:

- carry out and document studies of user behavior through interviews, surveys, and observations
- analyze user behavior and convert them into functions
- conduct semantic analyses
- communicate messages using the form, color, and material of a product
- communicate messages by "Image boards/Mood boards"
- communicate by using "Storytelling"
- communicate through design models
- communicate through presentation images
- present project results orally and in writing, using images and models in a professional manner
- evaluate products from the perspective of ergonomics
- take gender- and ethnic perspectives into account in product design.

#### Content and Form of Instruction

The course contains literature studies, lectures, seminars, production of simple design models, and exercises within the areas of the design process: customer involvement, how gender and ethnic aspects influence product development, semantics, the science of color and form, and the communication tools of the industrial designer.

#### Reading List

See separate document.

#### Examination

The course is examined by obligatory seminars, hand-in assignments, and a written final exam.

#### Grades

One of the grades Fail (U), Pass (G), or Distinction (VG) is awarded in the examination of the course.

#### Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

#### Course Certificate

A course certificate will be provided upon request.

#### Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University, ref. C2007/368, stipulate the obligations and rights of students and staff.

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