



Faculty of Health, Science and Technology
Mechanical and Materials Engineering

Syllabus

Communication Tools for Industrial Design

Course Code:	MSGB28
Course Title:	Communication Tools for Industrial Design <i>Kommunikationsverktyg i designarbete</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

Major Field of Study:

Course Approval

The syllabus was approved by the Faculty of Health, Science and Technology 2016-02-19, and is valid from the Autumn semester 2016 at Karlstad University.

Prerequisites

Completed course Industrial Design Process, 7.5 ECTS cr., and the course Visual Thinking and Design, 12 ECTS cr. attended, or equivalent

Learning Outcomes

The aim of the course is that students develop the knowledge and skills required to use the tools and aids of 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
- analyse user behavior and convert them into functions
- conduct semantic analyses
- communicate messages using the form, colour, 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

Instruction is in the form of literature studies, lectures, seminars, workshops and exercises in the areas of the design process. The course deals with customer involvement, how aspects of gender and ethnicity influence product development, semantics, the theory of colour and form, and the communication tools of the industrial designer

Reading List

See separate document.

Examination

Assessment is based on mandatory seminars, hand-in assignments, and a final written 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 evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.