



Faculty of Health, Science and Technology  
Mechanical Engineering

# Syllabus

## Communication Tools for Industrial Design

<b>Course Code:</b>	MSGB28
<b>Course Title:</b>	Communication Tools for Industrial Design <i>Kommunikationsverktyg i designarbete</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	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 2025-08-26, and is valid from the Spring semester 2026 at Karlstad University.

### Prerequisites

Introduction to innovation and design engineering at Bachelor level, 7.5 ECTS credits, and Design and innovation theories, 7.5 ECTS credits, or equivalent

### Learning Outcomes

The aim of the course is for students to learn how to use the professional communication tools of industrial designers.

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

1. carry out and document studies of user needs/behaviour through interviews, questionnaires, and observations,
2. analyse contexts and needs and convert them into functions,
3. conduct semantic analyses,
4. communicate messages using the form, colour, and material of a product,
5. communicate messages using Mood boards, Form boards, and Storytelling,

6. communicate through design models and presentation images,
7. present project results orally and in writing, using images and models in a professional manner, and
8. demonstrate that a holistic and inclusive design method has been used, and that sustainability perspectives have been taken into account.

**Content**

Instruction is in the form of literature studies, lectures, seminars, workshops, and exercises in the different areas of the design process. The course covers customer involvement, how a holistic and inclusive design method is applied in product development, semantics, the theory of colour and form, and the communication tools of the industrial designer (such as communicating research, ideas, concepts, and results using various visualisation techniques at different levels). Ergonomics and service design are also introduced.

**Reading List**

See separate document.

**Examination**

Assessment is based on mandatory seminars, hand-in assignments completed individually and in groups, an oral presentation in groups, and an individual oral presentation.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

**Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) 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.