Syllabus for

Academic year 2011/2012 >

MPP071 - Product semiotics

Syllabus adopted 2011-02-22 by Head of Programme (or corresponding)
Owner: TKDES
6,0 Credits
Grading: UG - Fail, pass
Education cycle: First-cycle
Major subject: Industrial Design Engineering
Department: 44 - PRODUCT AND PRODUCTION DEVELOPMENT

Teaching language: Swedish

Course module				Credit distribution Sp1	Sp2	Sp3	Sp4	Summer course	No Sp	Examination dates
0104	Written and oral assignments	6,0 c	Grading: UG	6,0 c						

In programs
TKDES INDUSTRIAL DESIGN ENGINEERING, Year 2 (compulsory)

Examiner:
Univ lektor Li Wikström

Theme:
MTS 2,0 hec

Eligibility:
For single subject courses within Chalmers programmes the same eligibility requirements apply, as to the programme(s) that the course is part of.

Course specific prerequisites
Introduction to industrial design engineering and Computer aided modeling.

Aim
The aim of the course is to give basic knowledge about product semiotic theory, and through pracital training and a designproject develop the ability to analyze and design products with focus on communicative aspects of the product.

Learning outcomes *(after completion of the course the student should be able to)*
-describe product semiotic theory and have a good command of its terminology a well as acquire a semiotic way of looking at things
-analyse, formulate and articulate the message of a product
-apply product semiotic theory in practical design work and from a defined life style, context, specific expressions, etc design a product with a desired message in a conscious way

Content
The course includes literature studies, lectures, exercises and a design project.

The lectures and seminars discuss areas like products as a sign, the product s semantic functions, methodology and terminology for analyzing a product s semantic functions, gestalt laws and basic form aesthetic aspects, life styles, image board, expression board, etc.

The design project contains: image board, expression board, idea sketching, conceptual sketching, 3D-modelling in Studio Tools, presentation in Power Point and a written analysis.

Literature
Literature will be presented on the course web site.

Examination
Passing the course requires active participation (80% attendance) during lectures and seminars, well-performed and presented seminar/exercises, assignments and a well-performed project work.