Syllabus for

Academic year 2012/2013 >

MPP105 - Visual brand identity and product design

Syllabus adopted 2012-02-15 by Head of Programme (or corresponding)
Owner: MPDES
7,5 Credits
Grading: TH - Five, Four, Three, Not passed
Education cycle: Second-cycle
Major subject: Industrial Design Engineering
Department: 44 - PRODUCT AND PRODUCTION DEVELOPMENT

Teaching language: English
Open for exchange students
Block schedule: D

Course module				Credit distribution						Examination dates
				Sp1	Sp2	Sp3	Sp4	Summer course	No Sp	
0104	Written and oral assignments	7,5 c	Grading: TH	7,5 c						

In programs
MPDES INDUSTRIAL DESIGN ENGINEERING, MSC PROGR, Year 1 (compulsory elective)
MPDES INDUSTRIAL DESIGN ENGINEERING, MSC PROGR, Year 2 (elective)

Examiner:
Professor Ulrike Rahe

Course evaluation:
https://document.chalmers.se/doc/1f94e38f-4785-4043-bc43-fc65ea2ce3c6

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
PPU050 Basic design 2 or equivalent
MMF265 Visualization 2/Skissteknik 2 or equivalent
MPP067 Computer Aided Modeling/Datorstödd modellering or equivalent

Aim
The aim of the course is to give an introduction to the concepts of visual identity, branding and methods of market analysis and to study visual product identity from both, the brand and the product design perspective. A project work with focus on product differentiation and positioning, customer categorisation, brand development and design strategy will provide the opportunity to apply theories and methods in a new product design under the roof of a specific product identity.

Learning outcomes *(after completion of the course the student should be able to)*

- understand and differ brand strategies
- reflect on different views on brand, identity and market analysis
- monitor consumer data
- analyze market structures and brand strategies
- demonstrate an understanding of how consumer products are positioned, defined and developed

- apply the various frameworks and approaches provided by lectures and course literature
- plan for and manage a high-quality analysis and synthesis of a visual product identity

Content

The course covers the areas of analysis and synthesis of visual product identity. It brings together concepts from product design, branding, and consumer research to form a holistic picture of visual identity, branding and market strategy. Lecturers in the course include scholars from academia and professionals from consulting firms and industry.

Organisation

The course includes

- theoretical lectures and literature studies for overview input
- workshops/seminars/smaller exercises to deepen the understanding of the theoretical input and to train up practical skills
- project work, ongoing parallel to the theoretical issues, consisting of a deeper analysis and a concrete product design application.

Literature

Literature will be announced/provided at the start of the course.

Examination

Grades are given according to the scale: fail, 3, 4, and 5

The grade will be based on
- the quality and consistency of the presentations and the reports
- the quality and consistency of the reports
- the quality and creativity of brand and product design
- the quality of the overall appearance of the work
- the quality of the process management:

Attendance and active participation:
For grade 3, an active attendance of at least 80% of the lectures and seminars is required.

Project work (80% of the grade):
The project work grade will sum up three parts
- presentation part one, Analysis (Visual and oral performance)
- presentation part two, Final result of project work on new brand creation and/or new design
- a written final project report on both parts, the analysis and the project work

Reflective Course Report (20% of the grade):
The individual report should include summaries and personal reflections on the key concepts and process management.