

COURSE SYLLABUS

Industrial Design Communications, 7.5 credits

Kommunikation i industridesign, 7.5 högskolepoäng

Course Code: TKIS26	Education Cycle: Second-cycle level
Confirmed: Feb 01, 2025	Disciplinary domain: Technology
Valid From: Jan 19, 2026	Subject group: Design
	Specialised in: A1F Second cycle, has second-cycle course/s as entry requirements
	Main field of study: Product Development

Intended Learning Outcomes (ILO)

On completion of the course the student shall:

Knowledge and understanding

- demonstrate an understanding of branding principles and their application in industrial design.
- show familiarity with design language and how it influences product perception and user experience.
- display knowledge of advanced visualization and communication techniques in design projects.

Skills and abilities

- demonstrate skills in using industrial design tools, such as sketching, surface modelling, rendering, and prototyping, to create cohesive, brand-aligned design solutions.
- demonstrate the ability to integrate branding and design language into product development.
- demonstrate the ability to create, refine, and communicate a design brief and execute a design project from concept to final presentation.

Judgment and approach

- demonstrate an ability to critically assess and refine designs through stakeholder feedback, ensuring alignment with brand values, user needs, and production feasibility.
- demonstrate an understanding of complex design challenges, integrating innovative solutions while considering practical and business constraints.

Content

This course applies the knowledge and skills acquired in previous courses to execute a comprehensive industrial design project, focusing on branding, design language, and communication. Students will engage in real-world design challenges that require integrating principles of design thinking, visualization, prototyping, and collaboration with stakeholders. They will develop design briefs, refine concepts based on feedback, and deliver solutions that align with brand values while meeting functional, aesthetic, and business requirements.

The course emphasizes the integration of branding and design language in the design process, as well as the importance of effective communication with various audiences. Students will create detailed design concepts and prototypes, refine them through iterative processes, and develop their ability to present their work to stakeholders. Real-world design challenges will help students navigate complex stakeholder relationships, incorporating business, economic, and sustainability considerations into their designs.

Additionally, the course will explore emerging technologies and tools and their potential applications in the design process. Students will investigate how these tools can enhance design workflows and support

decision-making, ultimately helping them apply new technologies to create innovative and effective design solutions.

The course includes the following elements:

- Branding principles and strategies
- Design language and its influence on product perception
- Integration of branding and design language into design project
- Creation and refinement of a design brief based on stakeholder input
- Exploration of emerging technologies and tools and their potential applications in the design process
- Rhetoric and communication
- Packaging design

Type of instruction

Teaching consists of lectures, exercises, assignments, and individual project.

Language of instruction is in English.

Entry requirements

Passed courses of at least 150 credits in the program Industrial Product Realisation, or passed courses of at least 90 credits in Mechanical Engineering, Civil Engineering, Industrial Design, Product Development, Innovation, Production Engineering, Industrial Engineering or the equivalent. The bachelor's degree should comprise a minimum of 15 credits in Mathematics. Taken course Prototyping in Industrial design, 7,5 credits, or the equivalent. Proof of English proficiency is required.

Examination and grades

The course is graded Pass (G) or Fail (U).

Registration of examination:

Name of the Test	Value	Grading
Assignment	3.5 credits	G/U
Project	4 credits	G/U

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Title: Product Design and Development, Seventh Edition

Author: Karl T. Ulrich. Steven D. Eppinger. Maria C. Yang

ISBN: 978-1-260-566-43-7

Name: Designing Brand Identity

Author: Alina Wheeler

ISBN: 9781118980828

Name: Research Methods for Product design

Author: Alex Milton & Paul Rodgers

ISBN: 978-1-78067-302-8