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Prof. Dr. Jan Of

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## **Visual Design and Production (MCO 5012) Syllabus**

**Winter Semester 2020 / 2021**

<b>Weekly hours:</b>	3 x 6, 3 x 4 (45 minutes) for the first half of the semester
<b>ECTS-Credits:</b>	3
<b>Workload:</b>	90 hours, 30 hours within class and 60 hours for self-study
<b>Time:</b>	Wednesday, 3 times 15.30 – 20.30, 3 times 15.30 - 20:30. Room: not defined yet <b>DUE TO CORONA: Possibly via Online Teaching tool ALFA VIEW</b>
<b>Begin:</b>	Wednesday, October 14, 2020
<b>Level:</b>	Master, introductory course
<b>Prerequisites:</b>	Basic knowledge in organizational theory, marketing and/or communications is recommended

### **Outline of the course**

The course *Visual Design and Production (MCO5012)* aims to empower students to understand, manage, implement and assess the visual appearance of a company in the context of products, brand and consumer and to develop appropriate strategies respectively. Hereby the course is intended to simulate typical situations in a practical way, the students will develop an individual brand specific design strategy.

As future creative communication and brand managers, your job will be to lead a company's brand and to align it with corporate goals and intended brand image. Accordingly it requires skills such as to create a good briefing, but also to be able to accompany and to control the design process pro-actively in the sense of the customers, the brand and the company, and to make decisions accordingly. In this course, the analysis of the brand and the design is conveyed as well as the creation of an appropriate briefing and the development of evaluation criteria.

In addition, you will learn what is important in effective brand formative design in terms of impact on the consumer but also in terms of economic design aspects. We discuss design holistically from the perspective of the brand and the consumer, referring to product design, visual communication and future design disciplines such as user experience design.

The exam will be a project (PLP), based on a case study, which will be developed and presented during the course in team work.

### **Learning Objectives**

Graduates of non-design-oriented degrees (e.g. business graduates) and graduates of bachelor's degree programs from other universities have a basic understanding as well as qualified knowledge and skills in

this further area of focus of the master's program in corporate communication in the field of visual design and production.

By the end of the course, students shall be able to

- assess essential aspects of corporate communication, DTP, visual design and production for their appropriateness, practicability and professionalism.
- evaluate and use alternative concepts and tools for the above topics.
- plan and control processes that are assigned to the above area.

**Course contributions to Master programs' common learning goals:**

Goal	Learning Objectives	Course Contributions to Goal	Assessment
<b>1. Responsible leadership in organizational contexts</b>	<ol style="list-style-type: none"> <li>1. Knowledge of leadership principles</li> <li>2. Application of leadership principles</li> <li>3. Critical reflection of leadership concepts</li> </ol>	<p>Knowledge of relevance of visual design for a globally acting company's commercial success.</p> <p>Knowledge of instruments to develop a brand specific visual design strategy.</p> <p>Understanding of management-relevant brand specific design visual decision processes.</p>	Discussions within class, case study work
<b>2. Creative problem solving skills in a complex business environment</b>	<ol style="list-style-type: none"> <li>1. Ability to identify, differentiate and classify problems</li> <li>2. Ability to analyze problems (instrumental competence)</li> <li>3. Ability to find creative solutions (systemic competence)</li> <li>4. Ability to present problems (communicative competence)</li> </ol>	Apply processes to identify, analyze and work with design specific challenges. Development of respective solutions. Structuring design processes and intended communicative messages.	Case study work, design strategy, presentations
<b>3. Research Skills</b>	<ol style="list-style-type: none"> <li>1. Methodological knowledge (extending knowledge)</li> <li>2. Competence in applying relevant state of the art research methods (instrumental competence)</li> <li>3. Ability to collect innovative results by using relevant research methods (systemic competence)</li> </ol>	Identify, research and analyze problems and future topics in a visual design context.	Case study work
<b>4. Management of Innovation</b>	<ol style="list-style-type: none"> <li>1. Fundamental knowledge of operational innovation processes</li> <li>2. Ability to assess a company's innovation potential</li> <li>3. Ability to develop complex technological strategies</li> </ol>	Knowledge of innovation processes. Transformation of innovation into visual product design	Case study work, design strategy
<b>5. Management of the challenges of global sustainability and awareness for social and corporate responsibilities</b>	<ol style="list-style-type: none"> <li>1. Fundamental knowledge of sustainability issues</li> <li>2. Ability to identify and analyze sustainability issues and its causes</li> <li>3. Development of sustainability strategies</li> </ol>	Ability to identify and analyze stakeholders' issues and interests in a company.	Discussions within class, Written exam Campaign

## Course Material

Further information according the literature will be given within the lectures.

Lidwell, W, Holden, K & Butler, J. (2003): Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design. Gloucester: Rockport.

Esch, F. R. (2014): Strategie und Technik der Markenführung. Vahlen: München.

Baars, J.E. (2018): Leading Design. Vahlen: München.

## Teaching and Learning Approach

The course is a mixture of a lecture and interactive workshop where students and lecturer can interact, discuss and work on their projects. Based on theory and case studies we discuss relevant topics and transfer our insight onto the project which will be developed in teams and presented during the lesson and as a final presentation at the end of the semester which will be the exam. Accordingly an pro-active contribution to the lecture is expected.

Active class participation involves more than physical presence: The learning process not only occurs between instructor and student, but also among students. I welcome your questions, participation in discussions.

## Grading

Your success in this course will depend on attending class. Attendance in all sessions, preparation and active participation is mandatory. Students are allowed one unexcused absence during the semester. Approved absences may include severe illness, funeral of an immediate family member, or other event with a non-negotiable date. In this case please contact me in advance. The grading will be based upon a 15 minutes team presentation at the end of the semester. Grading scale:

Grade		Definition	Explanation
(D)	(Int.)		
5,0	F	Fail	Demonstrates unsatisfactory application of theoretical and technical knowledge and understanding of the subject. Displays unsatisfactory ability to put theory into practice; weak theoretical and reflective insight. Unsatisfactory critical thinking, organizational and rhetorical skills.
4,7	E	Acceptable	Demonstrates acceptable application of theoretical and technical knowledge to achieve the minimum learning outcomes required in the course. Displays acceptable evidence of critical thinking and the ability to link theory to application.
4,0	D	Fair	Demonstrates fair breadth and depth of knowledge of main components of the subject. Fair evidence of being able to assemble some of the appropriate principles, theories, evidence and techniques and to apply some critical thinking
3,7	D+		
3,3	C-	Satisfactory	Displays satisfactory evidence of the application of theoretical and technical knowledge to achieve the desired learning outcomes. Demonstrates sound organisational and rhetorical skills.
3,0	C		
2,7	C+		
2,3	B-	Good	Demonstrates good knowledge, rhetorical and organizational skills. Good insight into the material and a good use of a range of appropriate resources. Good integration of a range of principles, techniques, theories and evidence.
2,0	B		
1,7	B+	Very Good	Demonstrates evidence of very good critical and analytical thinking in most aspects of the course. Very good knowledge that is comprehensive, accurate and relevant. Very good insight into the material and very good use of a range of appropriate resources. Consistently applies very good theoretical and technical knowledge to achieve the desired learning outcomes.
1,3	A-	Excellent	Demonstrates excellent breadth of knowledge, skills and competencies and presents these in appropriate forms using a wide range of resources. Demonstrates excellent evidence of original thought, strong analytical and critical abilities; excellent organizational, rhetorical and presentational skills.
1,0	A	Outstanding	Demonstrates outstanding integration of a full range of appropriate principles, theories, evidence and techniques. Displays innovative and/or insightful responses. Goes beyond the material with outstanding conceptualization which is original, innovative and/or insightful. Applies outstanding critical thinking skills.



## Preliminary Schedule

Wed, 15.30 – 18.45 / 15.30-20:30  
Room: tbd

Termin	Thema
Wed, Oct 14, 15:30-20.30	Introduction & Review course outline
Wed, Oct 28, 15:30-20.30	Design Basics & Processes
Wed, Nov 11, 15:30-20.30	Marketing & Design/ Student Projects/ Discussion
Wed, Nov 18, 15:30-18.30	Marketing & Design/ Student Projects/ Discussion Brand Formative Design/ Student Projects/ Discussion
Wed, Dec 02, 15:30-18.30	Brand Formative Design/ Student Projects/ Discussion Design & Management/ Student Projects/ Discussion
Wed, Dec 09, 15:30-18.30	<i>Final Presentations for all Students</i>

## Class Policies

As a student-centered University, Pforzheim U is characterized by respect, cooperation, responsibility, and understanding among all its members. Students will be treated as you can expect to be treated in the work place. As an adult professional you will be expected to be on the job on-time every day and responsible for your own performance. You are welcome to use computers to take notes in class (not for facebook). We will develop projects together and act at eye level. Accordingly I expect you to prepare your projects carefully. So please don't show up with empty hands. The individual challenges of working life will change faster and faster, and thus I understand myself as a coach for your professional life and want you to become a self-responsible personality who is able to enter unknown terrain and solve problems independently. However I am always there to support you and you are welcome to come to me with any questions and topics. This syllabus is an agreement between me and you, to respectively provide and complete a worthy learning experience. By becoming a student in this course, you have verified your understanding of and agreement with the class policies.