



ME2805 Design and Innovation in Context 7.5 credits

Design and Innovation in Context

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for ME2805 valid from Autumn 2011

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

KTH programme students must have a minimum of 120 ECTS.

For all other students 180 hp is required as well as english A + B, or equivalent.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

After the course the student should be able to:

- Analyze and discuss the context of innovation and design
- Understand and show knowledge about how design can create value for the firm as well as for society in general
- Argue for and use basic models of strategic and user-driven design development in innovation processes
- Communicate basics in strategic and user-driven design, brands and branding to as well industry professionals as laymen
- Identify usages of design as a strategic tool in product development, market communication and company growth
- Demonstrate knowledge of the development and management of design oriented firms

Course contents

This course aims to acquaint students with the “design revolution” currently taking place in the market, seen in companies ranging from consumer electronics conglomerates to nimble start-ups. The course will provide an overview of design-driven businesses and deepen the students’ understanding of what strategic, user-driven design is all about.

Furthermore, it will provide students with tools to merge brand strategy and marketing with design and product development. These tools are of crucial importance in the marketplace today and will become even more significant in the near future as the fusion of branding, design and innovation continues to cover wider parts of the economy.

Furthermore, the course will focus on the following areas:

- Design – beyond the buzzword: what is it and what is it not?
- The basics of design management and branding
- The design-driven world – how did it come about?
- The merging of functions – branding, design, innovation, product development
- How to work with brand-driven design strategically
- How to evaluate a company’s design- and branding effort

Disposition

The course will mix and match lectures with debates, discussions and workshops by the students as well as leaders in the field.

Course literature

Will be announced at the start of the course.

Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Other requirements for final grade

The students grade will depend on three factors:

- Final group paper/project
- Contribution in class/group activities
- In class written/oral assignments (individual and/or group)

Attendance is compulsory.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.