

Module Information

2022.01, Approved

Summary Information

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| Module Code | 3502CFDF |
| Formal Module Title | Conceptual and Visual Development in Art and Design |
| Owning School | Liverpool School of Art & Design |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 3 |
| Grading Schema | 40 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| LJMU Partner Taught |

Partner Teaching Institution

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| Institution Name |
| London College for Design and Fashion |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 8 |
| Off Site | 8 |
| Seminar | 2 |
| Tutorial | 2 |
| Workshop | 60 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| SEP-PAR | PAR | September | 12 Weeks |

Aims and Outcomes

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| Aims | 1. To develop lateral thinking techniques such as mind maps word association.2. To develop skills in developing ideas both conceptually and visually.3. To emphasize the importance communication concepts to an audience. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|--|
| MLO1 | 1 | Exploit idea-generating techniques and express ideas. |
| MLO2 | 2 | Understand the cultural contexts in which ideas are visually transmitted. |
| MLO3 | 3 | Generate presentations using thumbnails, roughs, idea sheets, concept drawings and concept boards. |

Module Content

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| Outline Syllabus | Students will be developing a specific design project which will teach them creative thinking techniques and the creative process they need to follow to create a successful design project. The development of a sketchbook will be key within this project since here is where students will create a visual diary of their research, ideas and design development. |
| Module Overview | |
| Additional Information | This module introduces students to preliminary exploration with creative thinking and processes in design. Students will develop their creative thinking abilities which they will apply in a main design project based upon a key art movement. One of the main focus of this project will be towards the creation of a sketchbook which will record the visual research of their movement and design development of the students' process. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Essay | Portfolio | 100 | 0 | MLO1, MLO2, MLO3 |

Module Contacts

Module Leader

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|--------------|--------------------------|-----------|
| Contact Name | Applies to all offerings | Offerings |
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Partner Module Team

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| Contact Name | Applies to all offerings | Offerings |
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