

Liverpool John Moores University

Title: Conceptual and Visual Development in Art and Design
Status: Definitive
Code: **3502CFDF** (128714)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: London College for Design and Fashion

Team	Leader
Mark Roughley	

Academic Level: FHEQ3
Credit Value: 20
Total Delivered Hours: 80
Total Learning Hours: 200
Private Study: 120

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	8
Off Site	8
Seminar	2
Tutorial	2
Workshop	60

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Work submitted for assessment will consist of an introduction to key skills in idea generation and iteration through a range of media and processes in response exercises and an assignment brief, resulting in sketchbook, digital documentation and portfolio work	100	

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.*

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	3
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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.

Learning Activities

Lectures, Seminars, Workshops.

Notes

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.