Graphic Design and Illustration

Module Information

2022.01, Approved

Summary Information

Module Code	3505CFDF
Formal Module Title	Graphic Design and Illustration
Owning School	Liverpool School of Art & Design
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 3
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
London College for Design and Fashion

Learning Methods

Learning Method Type	Hours
Lecture	10
Off Site	4
Seminar	4
Tutorial	2
Workshop	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	1. To introduce students to the practice of graphic design and illustration.2. To encourage research as a source of information and inspiration.3. To enable creative processes as a means of idea development.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop ideas through the processes of observation and iteration.
MLO2	2	Research and analyse relevant sources to inform thinking and creativity.
MLO3	3	Communicate ideas through the inventive application of design processes.

Module Content

Outline Syllabus	This module introduces students to graphic design and illustration processes to develop ideas through different media and processes. Students will develop ideas and experiment with observations made from primary and secondary research. As is essential for the designer to produce new and interesting work, this project introduces a range of techniques and design processes to help develop creative thinking and to find personal and original solutions. This will include collage, digital media, drawing, photography and research.1. Primary research, direct observation and experimentation.2. Secondary research and idea development though mind maps.3. Developing ideas through digital iterations.4. Developing ideas for visual identity using colour and type.5. Presentation formats such as mood boards and stylescapes.
Module Overview	
Additional Information	In this module students will be exposed to various graphic design and illustration practices and media. They will develop ideas in a visual format and practice the effectiveness of their communication to viewers. In addition to developing conceptual, visual and technical skills, the module will also enhance research skills.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings