

Liverpool John Moores University

Title: Graphic Design and Illustration
Status: Definitive
Code: **3505CFDF** (128717)
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: 10
Total Delivered Hours: 40
Total Learning Hours: 100
Private Study: 60

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Off Site	4
Seminar	4
Tutorial	2
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolios, sketchbooks and digital documents submitted for assessment will consist of exercises and project work in relation to graphic design and illustration, such as; primary research through drawing and photography, explorations in composition and layout, secondary research and idea development through mind maps and moodboards, developing	100	

Notes

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.