Liverpool John Moores University

Title: Introduction to the Graphic Arts
Status: Definitive
Code: **4001GD**   (117853)
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Cecilia Garside	Y
Laura Parke	
Jon Spencer	
Chris Brown	

Academic Level:	FHEQ4	**Credit Value:**	24.00	**Total Delivered Hours:**	73.00
Total Learning Hours:	240	**Private Study:**	167		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6.000
Practical	24.000
Seminar	24.000
Tutorial	1.000
Workshop	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Portfolio of finished project work and supporting research and development work	100.0	

Aims

1. To introduce a variety of basic approaches to creating images and the visual communication of ideas.
2. To encourage experimentation with concepts and media.
3. To introduce visual research methods

Learning Outcomes

After completing the module the student should be able to:

1   1. Research, explore and record image-based approaches to graphic art.
2   2. Research, explore and record type-based approaches to graphic art.
3   3. Research, explore and record concept-based approaches to graphic art.

Learning Outcomes of Assessments

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

Portfolio   1   2   3

Outline Syllabus

1. Using a sketchbook
2. Image-making techniques and processes: drawing, digital imaging, photography and mixed-media)
3. Typographic techniques and processes: digital type and hand lettering.
4. Lateral thinking, mind mapping, thought shower, creative visualisation, symbolic language.
5. Visual research techniques and institutional and local research resources.

Learning Activities

1. This is a practical studio based module supported by a programme of tutorials, seminars, and contextual lectures.
2. Projects are based around a variety of image-making, typography and creative workshops.
3. This module is yearlong. Most of the practical activity takes place during Semester 1.
4. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work).
5. Formative written feedback and an indicative mark is given at the end of semester 1.
6. Formative feedback is given during review activities at the end of each project.
7. On-going informal feedback will be available via tutorial and seminar.

Notes

This module is an introduction to the creation and development of visual images and visual problem solving and underpins the subsequent Visual Communication module.