

Liverpool John Moores University

Title: Graphic Design Practice
Status: Definitive
Code: **4001POD** (119386)
Version Start Date: 01-04-2012

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

Team	Leader
Andrew Hooper	Y
Caroline White	

Academic Level: FHEQ4 **Credit Value:** 12.00 **Total Delivered Hours:** 65.00
Total Learning Hours: 120 **Private Study:** 55

Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Off Site	10.000
Online	5.000
Workshop	50.000

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	AS1		50.0	
Practice	AS3		20.0	
Portfolio	AS4		30.0	

Aims

To deliver a programme of study is responsive to the needs of design professionals.

To increase relevant knowledge and skills of design professionals within a design role.

To deliver a programme of study that is flexible enough to attract design employers.

Learning Outcomes

After completing the module the student should be able to:

- 1 Perform design tasks effectively to a high standard using relevant design software.
- 2 Understand the production processes their role supports and how to design accordingly.
- 3 Understand the nature of their design role within an industrial context.

Learning Outcomes of Assessments

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

technological task	1
practice	3
portfolio	2

Outline Syllabus

Acquiring and applying advanced design techniques.

Knowledge and understanding of production processes relevant to a design role.

Learning Activities

Students will take part in a programme of learning relevant to their industry that broadens their existing knowledge and skills base, creating design outputs that reflect a high level of understanding of design for manufacture and consumer knowledge. This will be delivered through tailored training in specific design activities supported by relevant assessment tasks.

Students will be introduced to new technologies and practices to inform their design practices supported by relevant site visits and specific software training.

References

Course Material	Book
Author	Macario, Joyce
Publishing Year	
Title	Graphic Design Essentials: Skills, Software and Creative Solutions
Subtitle	

Edition	
Publisher	Lawrence King, London (2009)
ISBN	

Course Material	Book
Author	Cole-Philips, Jennifer; Lupton, Ellen
Publishing Year	
Title	Graphic Design: The new Basics
Subtitle	
Edition	
Publisher	Princeton Architectural Press, New York (2008)
ISBN	

Notes

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