Liverpool John Moores University

Title: Visual Communication
Status: Definitive
Code: **4002GD**   (117854)
Version Start Date: 01-08-2014

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

Team	Leader
Chris Brown	Y
Laura Parke	
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Academic Level:	FHEQ4	**Credit Value:**	24.00	**Total Delivered Hours:**	64.00
Total Learning Hours:	240	**Private Study:**	176		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	3.000
Practical	24.000
Seminar	18.000
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 the organization and communication of visual content.
2. To develop an awareness of the relationship between image and text.
3. To develop visual research methods

Learning Outcomes

After completing the module the student should be able to:

1   1. Engage with basic approaches to the organization and communication of visual content.
2   2. Develop and record experiments and visual ideas that explore the relationship between idea and image, materials and/or processes.

Learning Outcomes of Assessments

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

Portfolio   1   2

Outline Syllabus

1. Visual organization, measurement, page layout, composition.
2. Storyboard, linear and non-linear narrative communication, image sequencing.
3. Flat plans, mock-ups and prototypes

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 practical workshops.
3. This module is yearlong. Most of the practical activity takes place during the second half of the year after a project briefing at the Christmas break.
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 in response to an interim review in Semester 2.
6. Formative feedback will be 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 exploration of skills and processes in the organisation and communication of visual content. It builds upon many of the basic image making and

graphics skills introduced in Introduction to the Graphic Arts.