Liverpool John Moores University

Title: SEQUENCE AND STRUCTURE
Status: Definitive
Code: **4003GM**   (109883)
Version Start Date: 01-08-2011

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

Team	emplid	Leader
Ian Mitchell		Y

Academic Level:	FHEQ4	**Credit Value:**	24.00	**Total Delivered Hours:**	63.00
Total Learning Hours:	240	**Private Study:**	177		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	4.000
Off Site	6.000
Online	2.000
Practical	42.000
Seminar	4.000
Tutorial	1.000
Workshop	4.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Coursework: coursework - by submission of a portfolio.	100.0	

Aims

To introduce a variety of basic approaches to the organisation of visual content.
To develop an awareness of the relationship between image and text.
To consider the relationship between specific working methodologies and technical

processes.

Learning Outcomes

After completing the module the student should be able to:

1   engage with basic approaches to the organisation of visual content.
2   record experiments and visual ideas that explore the relationship between idea and image.
3   identify and apply relevant technical processes.

Learning Outcomes of Assessments

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

PORTFOLIO   1   2   3

Outline Syllabus

The briefing process.
Visual organisation, measurement, page layout, composition.
Introduction to animation.
Alphabet, font, letterform.
Layers, colour separation, image resolution.
Digital production, linetester, printmaking, photography.
Storyboard, linear and non-linear narrative structure, title sequence, treatment.

Learning Activities

This is a practical studio based module supported by a programme of tutorials, skill set induction workshops, field study visits, seminars and contextual lectures.
Project options based around processes.
The final assessment for this module is 100% coursework by portfolio submission comprising finished project work, research and development work, PDP progress file and critical evaluation.
Written feedback is given after assessment. On-going informal feedback will be available via seminar.

References

Course Material	Book
Author	VAGO-LAURER, V.
Publishing Year	2003
Title	Area: [100 graphic designers, 010 curators, 010 design

	classics] / London
Subtitle	
Edition	
Publisher	Phaidon
ISBN	

Course Material	Book
Author	BELL, R; SINCLAIR, M.
Publishing Year	2005
Title	Pictures and words: new comic art and narrative illustration
Subtitle	
Edition	
Publisher	Laurence King Publishing
ISBN	

Course Material	Book
Author	BAINES, P. & HASLAM, A.
Publishing Year	2002
Title	Type & typography
Subtitle	
Edition	
Publisher	Laurence King
ISBN	

Course Material	Book
Author	SPIEKERMANN, E & GINGER, EM
Publishing Year	1993
Title	Stop stealing sheep and find out how type works
Subtitle	
Edition	
Publisher	Adobe Press
ISBN	

Course Material	Book
Author	ELAM, K
Publishing Year	2004
Title	Grid Systems: principles of organizing type
Subtitle	
Edition	
Publisher	Princeton Architectural Press
ISBN	

Notes

This module is an exploration of skills, processes and visual organisation.