

Liverpool John Moores University

Title: Design Principles
Status: Definitive
Code: **4004SD** (119294)
Version Start Date: 01-08-2012

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

Team	Leader
Jon Spruce	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 90.00
Total Learning Hours: 240
Private Study: 150

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	4.000
Practical	44.000
Seminar	8.000
Tutorial	2.000
Workshop	32.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1		50.0	
Artefacts	AS2		40.0	
WoW Skills Bronze	Reflection	Complete a World of Work Skills Bronze statement on Self Awareness and then reflect on your feedback using a standard template.	10.0	

Aims

This module aims to introduce students to fundamental spatial design principles,

including the communication of ideas and the development of an aesthetic vocabulary. The module facilitates the development of practical skills via the use of studio or workshop based projects and acts as a diagnostic tool in engaging students with personal appraisal.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply a range of basic 2D communication techniques utilised by a spatial designer.
- 2 Demonstrate an ability to generate, explore & communicate ideas using a variety of media.
- 3 To identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others.

Learning Outcomes of Assessments

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

Artefact 1	1	2
Artefact 2	2	
Bronze Statement & Reflection	3	

Outline Syllabus

Self inventory diagnostic exercises
Drawing and modelling principles
Introduction of digital media
Idea generation techniques
Introduction to aesthetic principles
Creative approaches
Presentation techniques and visual language

Learning Activities

Students will engage in a series of activities which introduce the principles of communication via two dimensional drawing and three dimensional modelling. Students will be inducted and introduced to the 3D workshop as part of the programme induction process. Studio based activities will include an exploration of 2D-3D modelling approaches that develop students spatial awareness. Students' project work will also provide the source of investigation for examination of aesthetic principles and the use of visual language.

References

Course Material	Book
Author	LIN, M W
Publishing Year	1997
Title	Drawing and Designing with Confidence: A Step by Step Guide
Subtitle	
Edition	John Wiley & Son
Publisher	
ISBN	

Course Material	Book
Author	Olofssen, E & Sjolen K
Publishing Year	2006
Title	Design Sketching
Subtitle	
Edition	Ljungbergs Tryckeri AB, Sweden
Publisher	
ISBN	

Course Material	Book
Author	Pipes, A
Publishing Year	2007
Title	Drawing for Designers
Subtitle	
Edition	Laurence King Publishers
Publisher	
ISBN	

Course Material	Book
Author	Lidwell, W & Holden, K & Butler, J
Publishing Year	2004
Title	Universal Principles of Design
Subtitle	
Edition	Rockport
Publisher	
ISBN	

Course Material	Book
Author	Williams, C
Publishing Year	1981
Title	Origins of Form
Subtitle	
Edition	Architectural Book Publishing Co New York
Publisher	
ISBN	

Course Material	Book
Author	Wong, W
Publishing Year	1997
Title	Principles of Two-Dimensional Design
Subtitle	
Edition	John Wiley & Sons
Publisher	
ISBN	

Course Material	Book
Author	Bevlin, M
Publishing Year	1997
Title	Design Through Discovery
Subtitle	
Edition	The Elements and Principles, Hbj Coll & Sch Div
Publisher	
ISBN	

Notes

Students will identify and build on prior learning, making the transition from school to University as transparent as possible. Students form relationships with peers, staff and map resource bases. The World of Work bronze statement acts as diagnostic tool engaging students in the recognition of personal values and goal setting.