

## Liverpool John Moores University

Title: Visualisation - Style/Image/Interpretation  
Status: Definitive  
Code: **4007FD** (117790)  
Version Start Date: 01-08-2015

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

Team	Leader
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**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 98.00  
**Total Learning Hours:** 240      **Private Study:** 142

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Practical	36.000
Seminar	6.000
Tutorial	6.000
Workshop	50.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	PDP as outlined in submission requirements	30.0	
Portfolio	AS3	Body of work as outlined in submission requirements	60.0	
WoW Skills Bronze	AS2	Completion of WOW Bronze statement.	10.0	

### Aims

1. *To introduce study skills and the availability of resources for personal development planning*
2. *To develop students awareness of professional design practice through evidencing a variety of artwork/design documentation and presentation signifying individual student's creative pathway specialism.*
3. *To enable students to engage in the development of personal learning goals, whilst expanding basic professional communication skills including digital image manipulation and the reading of fashion photography, enabling the visualisation of design ideas and garment outputs in a professional format.*
4. *To enable students to analyse, information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation via promotional media (portfolio-to-go).*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate awareness of professional design practice and study skills via PDP. Evidence of reflective learning via PDP, written statement, presentation and critiques.
- 2 Analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation and to engage in the development of personal learning goals and communication skills.
- 3 Produce a series of promotional media that allows the visualisation of the student's creative practice to date.
- 4 Identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others. To develop and demonstrate self-awareness and complete World of work bronze statement.
- 5 Engage and evaluate in individual practice via peer group review. Evidence of reflective learning via PDP, written statement, presentation and critiques. To present written work that demonstrates evidence of independent research.

## **Learning Outcomes of Assessments**

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

AS1 Artefact	1	2	3	5
AS3 portfolio	1	2	3	5
AS2 WoW Bronze	4			

## **Outline Syllabus**

*Students will be taught through a programme of seminars, tutorials and workshops to:*

- 1 *select and utilise appropriate material for the development of promotional media to communicate the range of their achievements ;*
- 2 *prepare and translate their original artwork;*
- 3 *to organize a run of fashion photographs styled and captured on location/in the*

*studio using the garments/artifacts they have created;*  
*4 explore and experiment with a variety of processes and formats for presentation (booklet/profile/portfolio/digital) which will address specific market/gallery/site criteria;*  
*5 apply appropriate good practice to studio and workshop activities.*

## **Learning Activities**

Students will experiment through a variety of processes and formats in the production of a series of promotional media that constitutes a concise representation of their creative practice to date (booklet/profile/portfolio).  
On-going informal feedback will be available in the weekly practical sessions

## **Notes**

The module allows each student to evidence their own visualisation of specialised practice via a series of promotional media that constitutes a concise representation of their creative practice to date (profile: brochure/flyer: virtual/e-/portfolio/website). Students are encouraged to explore image aesthetics in relation to contemporary fashion styling.