Liverpool John Moores University

Title:	DESIGN COMMUNICATION
Status:	Definitive
Code:	**4011PD** (110038)
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
Jon Spruce		Y

Academic Level:	FHEQ4	**Credit Value:**	24.00	**Total Delivered Hours:**	80.00
Total Learning Hours:	240	**Private Study:**	160		

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Lecture	5.000
Practical	60.000
Seminar	15.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework by submission of an illustrated report, including graphics material and a PowerPoint presentation	100.0	

Aims

To raise students' awareness of the issues surrounding the communication of ideas and information by graphical illustration and text.
To facilitate and extend students use of digital and other graphics media.
To address issues surrounding the presentation of two dimensional student work.
To develop student's awareness of the importance of accuracy in written communication.

Learning Outcomes

After completing the module the student should be able to:

1. Use a variety of media to generate two-dimensional graphical materials.
2. Demonstrate visual, compositional and aesthetic awareness as applied to two-dimensional outputs.
3. Demonstrate an ability to write, compose, layout and present text and images in a designerly manner.
4. Be able to control digital and other technical devices to produce two dimensional design outputs.

Learning Outcomes of Assessments

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

ESSAY   1   2   3   4

Outline Syllabus

Selection and manipulation of appropriate fonts, papers, print settings. Use of graphical and typographical software. Visual composition, layout, relationships of white spaces to content. Use of non-printed media such as electronic presentation.

Learning Activities

Students will use various resources to produce one or a series of two-dimensional solutions to design briefs. These designs will invite students to address issues surrounding the combination of text, illustration and other graphical devices into satisfactory compositional and communicative solutions.

References

Course Material	Book
Author	MOTT, T; DAVID, K; & O'REILLY, T.
Publishing Year	2002
Title	'Windows XP in a Nutshell'
Subtitle	
Edition	
Publisher	O'Reilly
ISBN	

Course Material	Book
Author	ADOBE SYSTEMS INC

Publishing Year	2002
Title	'Adobe Photoshop 7.0 Classroom in a book
Subtitle	
Edition	
Publisher	Adobe Press
ISBN	

Course Material	Book
Author	FINKELSTEIN, E.
Publishing Year	2002
Title	How to do everything with powerpoint
Subtitle	
Edition	
Publisher	Osborne
ISBN	

Course Material	Book
Author	BAIN, S
Publishing Year	2002
Title	'CorelDraw 11: The Official Guide'
Subtitle	
Edition	
Publisher	Osborne McGraw Hill
ISBN	

Notes

Students make extensive use of word processing and desk top publishing applications throughout their programme and, of course, in subsequent employment. The intention of this module is to familiarize students with appropriate software and enable them to control such two dimensional communications media to achieve appropriate, visually sophisticated and designerly outcomes.