

Liverpool John Moores University

Title: STYLE AND SUBSTANCE
Status: Definitive
Code: **4013PD** (110040)
Version Start Date: 01-08-2011

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: 80.00
Total Learning Hours: 240
Private Study: 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10.000
Practical	20.000
Seminar	20.000
Workshop	30.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework by submission of a report presenting two design solutions.	100.0	

Aims

To introduce students to the various stylistic and functional approaches to product design that have gained significance historically and in the present day.

To enable students to explore stylistic possibilities in pursuance of development of individuality.

To enable students to identify appropriate weightings of style against functionality.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and discuss the significant style metaphors as applied to product design.
- 2 Produce design solutions which reflect distinct and appropriate stylistic metaphors.
- 3 Produce design solutions employing a predominantly functional solution.
- 4 Present their work in an appropriate style.

Learning Outcomes of Assessments

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

REPORT 1 2 3 4

Outline Syllabus

Lectures on significant and appropriate historical stylistic and functional movements such as Bauhaus, Art Deco, Art Nouveau, Streamlining, Semiotics,/Semantics, Post Modernism

Production of design proposals against pre-determined briefs applying appropriate style and functional solutions.

Learning Activities

Research leading to generation of report discussing aspects of style as applied to product design.

Production of design solutions with an emphasis on the considerations of style and of function.

References

Course Material	Book
Author	POSTREL, V.
Publishing Year	2003
Title	The Substance of Style
Subtitle	
Edition	
Publisher	Harper Collins Publishers Inc
ISBN	

Notes

This module provides an opportunity, early in the programme to initiate an

awareness of the importance of style as a component of the design process and to compare this with the influence and significance of functional considerations. It is its ambition that students will detect a connection between the style of their work and of their own presentation of themselves