

Liverpool John Moores University

Title: FOUNDATION ART AND DESIGN
Status: Definitive
Code: **4028IMEDIA** (119021)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Mark Smith	Y
Ian Bradley	
Sarah Haynes	

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8.000
Seminar	18.000
Tutorial	14.000
Workshop	32.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	PRACTICAL	INDIVIDUAL PORTFOLIO	80.0	
Presentation	PRES	INDIVIDUAL PRESENTATION	20.0	

Aims

1. To introduce students to key issues and practices within contemporary art and design.
2. To develop a cooperative attitude towards new media design and practice.
3. To introduce students to the practical processes involved in visual communication

and the standards required in the presentation of their ideas and solutions.
4. To encourage students to actively seek information for themselves and to begin to learn autonomously

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a basic understanding of visual language and communication
- 2 Conduct research into basic design concepts
- 3 Demonstrate an understanding of the quality requirements and standards involved in the design process and the communication of your ideas to others

Learning Outcomes of Assessments

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

PRACTICAL	1	3
PRESENTATION	2	3

Outline Syllabus

Through a series of practical workshops, short briefs and team-based learning activities students will gain an understanding of the processes underpinning visual communication as a foundation for the development of digital media content. They will be introduced to suitable methods of mediation and presentation of their ideas. They will also be exposed to the culture of critique and discussion.

Learning Activities

Module delivered through combination of lectures, workshops and tutorials, underpinned by short exercises. Students will undertake group critiques and independent research.

Assignment tasks will be both formative and summative and will be undertaken in practical sessions or as self-study assignments.

References

Course Material	Book
Author	Ades, D.
Publishing Year	1986
Title	Photomontage
Subtitle	

Edition	Rev. Enl. Ed
Publisher	London, UK: Thames and Hudson
ISBN	

Course Material	Book
Author	Berger, J.
Publishing Year	1972
Title	Ways of Seeing
Subtitle	
Edition	
Publisher	London, UK: Penguin Books
ISBN	

Course Material	Book
Author	Fletcher, A.
Publishing Year	2001
Title	The Art of Looking Sideways
Subtitle	
Edition	
Publisher	London, UK: Phaidon
ISBN	

Course Material	Book
Author	Gerber, A.
Publishing Year	2003
Title	All Messed Up
Subtitle	
Edition	
Publisher	London, UK: Laurence King Publishing in association with Harper Design International
ISBN	

Course Material	Book
Author	Kane, J.
Publishing Year	2002
Title	A Type Primer
Subtitle	
Edition	
Publisher	London, UK: Laurence King Publishing
ISBN	

Course Material	Book
Author	Maizels, J.
Publishing Year	2000
Title	Raw Creation
Subtitle	Outsider Art & Beyond
Edition	

Publisher	London, UK: Phaidon
ISBN	

Course Material	Book
Author	Wozencraft, J.
Publishing Year	1994
Title	The Graphic of Neville Brody 2
Subtitle	
Edition	
Publisher	London, UK: Thames
ISBN	

Notes

This module serves to introduce students to the creative process. As well as exploring concepts of visual language, communicating with graphics, creativity and inspiration students will learn methodologies to visualise and present their ideas. Foundation in Art and Design practice introduces the process of planning and design principles for production and so feeds into the subsequent interactive media production modules.