

## Summary Information

<b>Module Code</b>	4101GD
<b>Formal Module Title</b>	What? Studying Graphic Design and Illustration
<b>Owning School</b>	Liverpool School of Art & Design
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 4
<b>Grading Schema</b>	40

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Carlos Santos Barea	Yes	N/A

### Module Team Member

Contact Name	Applies to all offerings	Offerings
Carole Potter	Yes	N/A
Peter Thomas	Yes	N/A
Jonathan Spencer	Yes	N/A
Anne-Marie Bartlett	Yes	N/A
Javier Pereda	Yes	N/A
David Heathcote	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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## Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool School of Art & Design

## Learning Methods

Learning Method Type	Hours
Lecture	16
Off Site	12
Practical	30
Seminar	9
Tutorial	2
Workshop	9

## Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

## Aims and Outcomes

<b>Aims</b>	1. To introduce key principles, activities and cultural references which underpin the study of graphic design and illustration at higher education.2. To support students induction and orientation to basic resources and process areas in the JLADB.3. To encourage an inquisitive and proactive approach to learning through a practical induction programme.4. To foster a confidence discussing a broad and diverse range of cultural references.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Recognise the basic principles associated with the study of Graphic Design and Illustration.
MLO2	Describe a range of creative methods and materials associated with the graphic arts.
MLO3	Identify and discuss key contextual and cultural references associated with the course.
MLO4	Recognise the broader context of Graphic Design and Illustration.

## Module Content

### Outline Syllabus

1. Teaching and learning activities such as 'crits', 'seminars', 'workshops', 'formative and summative assessment'.2. Creative methods such as 'the brief', 'research', 'sketchbooks', 'experimentation' and 'critique'.3. Basic resources, processes and formats such as print and digital.4. Contextual references such as the course reading list and other module and project references.5. Cultural visits and contextual lectures.

### Module Overview

This module will introduce key principles, activities and cultural references which underpin the study of graphic design and illustration at higher education to support your induction and orientation This module will also encourage an inquisitive and proactive approach to learning through a practical induction programme.

### Additional Information

This module will introduce students to key concepts and activities that underpin the study of graphic design and illustration at higher education through participation in a practical induction project. The module will also include on going contextual lectures and cultural activities to develop the students' cultural confidence.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Artefacts	Artefact	50	0	MLO1, MLO2
Essay	Essay	50	0	MLO3, MLO4