

Liverpool John Moores University

Title: What? Studying Graphic Design and Illustration
Status: Definitive
Code: **4101GD** (121853)
Version Start Date: 01-08-2021

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:** 20 **Total Delivered Hours:** 78
Total Learning Hours: 200 **Private Study:** 122

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	16
Off Site	12
Practical	30
Seminar	9
Tutorial	2
Workshop	9

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Contribution to collaborative induction project.	50	
Essay	AS2	800 word wiki entry and	50	

Category	Short Description	Description	Weighting (%)	Exam Duration
		engagement in cultural activities.		

Aims

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the basic principles associated with the study of Graphic Design and Illustration.
- 2 Describe a range of creative methods and materials associated with the graphic arts.
- 3 Identify and discuss key contextual and cultural references associated with the course.
- 4 Recognise the broader context of Graphic Design and Illustration.

Learning Outcomes of Assessments

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

Artefact	1	2
Essay	3	4

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.

Learning Activities

1. This is a practical induction based module supported by a programme of tutorials, seminars, and contextual lectures.
2. Induction is based around a variety of creative projects, practical workshops and team based activities.
3. Typically induction activities will take place during the first few weeks of semester 1. In support, contextual lectures and cultural activities continue throughout the semester.
4. The final assessment for this module is 50% Artefact (comprising a designed component for a collective 'Guide to Graphic Design and Illustration') and 50% Essay (comprising of an 800 word wiki entry and engagement in cultural activities).
5. Formal verbal feedback will be given for the induction project during the students' first PDP.

Notes

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.