

Liverpool John Moores University

Title: How? Making Graphic Design and Illustration
Status: Definitive
Code: **4102GD** (121856)
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:** 74
Total Learning Hours: 200 **Private Study:** 126

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Practical	30
Seminar	6
Tutorial	2
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Workshop project outcomes.	100	

Aims

1. To introduce the key resources and technical areas utilized by the programme

within the JLADB.

2. *To explore a variety of digital and craft based processes.*
3. *To foster an enthusiasm for experimentation with materials, processes and media to solve creative problems.*
4. *To recognise that research into cultural and historical context can inform approaches to creative problems.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Use key workshop areas and resources associated with the course in a safe and appropriate manner.
- 2 Practice a variety of digital and craft-based processes and techniques that underpin Graphic Design and Illustration.
- 3 Recognise how materials, processes and media can be used to approach creative problems.

Learning Outcomes of Assessments

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

Portfolio	1	2	3
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Outline Syllabus

1. *Inductions: e.g. printmaking.*
2. *Digital workshops: e.g. animation, motion graphics.*
3. *Print workshops: e.g. printmaking, risograph*
4. *Digital imaging and repro workshops: e.g. Photoshop, Illustrator and InDesign.*
5. *Digital production and presentation.*

Learning Activities

1. This is a practical based module comprised of a programme of workshops and inductions supported by contextual lectures.
2. Workshops are based around practical projects challenging the creative use of materials, processes and media.
3. The final assessment for this module is 100% Portfolio (comprising workshop outcomes).
4. On-going informal feedback will be available via the workshop sessions.

Notes

This module is comprised of a set of short process based practical projects designed to introduce students to a variety of materials, processes and media core to the making of graphic art and design works, allowing students to recognise how different

processes can be used to approach a set brief and solve creative problems within defined parameters.