

## Why? Applying the Creative Process

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4103GD
Formal Module Title	Why? Applying the Creative Process
Owning School	Liverpool School of Art & Design
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool School of Art & Design

#### Learning Methods

Learning Method Type	Hours
Lecture	10
Practical	30
Seminar	9
Tutorial	2
Workshop	20

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

#### Aims and Outcomes

Aims	1. To introduce a variety of approaches to visual problem solving.2. To introduce the role of visual research methods in the creative process.3. To encourage experimentation with concepts and media when responding to a creative brief.4. To support students discussing their work and the work of others with emerging confidence.5. To foster an awareness of the boarder context and purpose of the work they produce.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Recognise the role of visual research in the creative process.
MLO2	2	Identify and practice visual problem solving when answering a creative brief.
MLO3	3	Discuss and explain their approach and thinking to creative brief.
MLO4	4	Recognise the purpose and implication of the work they make with regard to broader society.

### Module Content

Outline Syllabus	1. Using a sketchbook.2. Lateral thinking, mind mapping, thought shower, creative visualisation, symbolic language.3. Visual research techniques: drawing, photography, collecting.4. The use of image-making and typographic techniques and processes.
Module Overview	The aim of this module is to introduce a variety of approaches to visual problem solving and to introduce the role of visual research methods in the creative process. You will be encourages to experiment with concepts and media when responding to a creative brief.
Additional Information	This module introduces students to a variety of approaches to visual problem solving, encouraging them to recognise the purpose (and implication) of the work they produce. It will stress the importance of visual research methods and experimentation and exploration with concepts and media. Students should begin to demonstrate a confidence discussing their work and the work of others.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Portfolio 1	100	0	MLO1, MLO2, MLO3, MLO4

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Carole Potter	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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