Liverpool John Moores University

Title: Why? Applying the Creative Process
Status: Definitive
Code: **4103GD**   (121858)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Liverpool School of Art & Design

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Academic Level:	FHEQ4	**Credit Value:**	20	**Total Delivered Hours:**	71
Total Learning Hours:	200	**Private Study:**	129		

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Practical	30
Seminar	9
Tutorial	2
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Finished project outcomes and supporting research and development work.	100	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Portfolio 1   1   2   3   4

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.

Learning Activities

1. This is a practical studio based module supported by a programme of workshops, tutorials, seminars, and contextual lectures.
2. A series of practical studio workshops will introduce students to a variety of basic approaches to visual problem solving, generating ideas and exploring and applying concepts and media. Students will be expected to record experiments and visual ideas during these sessions.
3. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work).
4. Formative feedback is given during review activities at the end of each project.
5. On-going informal feedback will be available via tutorial and seminar.

Notes

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.