

## Liverpool John Moores University

Title: Visual Direction and Technical Development  
Status: Definitive  
Code: **4104FC** (122386)  
Version Start Date: 01-08-2021

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

Team	Leader
Lesley Peacock	Y
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**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 70  
**Total Learning Hours:** 200      **Private Study:** 130

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	6
Practical	28
Seminar	10
Tutorial	4
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Body of work (research and outputs) to meet requirements of pathway as outlined in submission criteria.	50	
Artefacts	AS2	Body of work (research and outputs) to meet requirements of pathway as outlined in submission criteria.	50	

## **Aims**

- 1. To develop and extend knowledge of materials and technical processes in a fashion context.*
- 2. To extend visualisation and communication skills using the breadth of key resources available to present work in a variety of visual formats.*
- 3. To explore and propose a variety of research methods to support students practice.*
- 4. To enhance students understanding of digital and craft based processes.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Use a variety of resources to underpin visual direction and communication.
- 2 Use key processes to present work in a variety of formats to demonstrate an understanding of appropriate digital and craft based applications.
- 3 Practice and utilise a range of 2D and 3D creative technical processes in response to set briefs.
- 4 Identify and implement identified presentation skills to construct a body of paper based and digital work.

## **Learning Outcomes of Assessments**

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

Artefacts	1	4
Artefacts	2	3

## **Outline Syllabus**

*Students will be taught through a programme of one to one tutorials, group critiques / activities / seminars / lectures / Interaction within the Art School, learning resources, technical workshops and immediate location for research exploration and trials / fostering new learning styles and practices.*

## **Learning Activities**

This module is divided between technology and visualisation and underpins all studio module/s and outputs. Student will undertake a range of technical workshops and seminars to gain valuable insight into practices for their specialist area. Students will learn key skills for presentation and portfolio development as well a core understanding of technical processes.

## **Notes**

This module is comprised of a series of seminars and workshops as well as one to one evaluations for project work and will build on semester 1. Processes and use of media is central to delivery and students will need to demonstrate their understanding of process, development and application.