

Module Information

2022.01, Approved

Summary Information

Module Code	4104FC
Formal Module Title	Visual Direction and Technical Development
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	6
Practical	28
Seminar	10
Tutorial	4
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Use a variety of resources to underpin visual direction and communication.
MLO2	2	Use key processes to present work in a variety of formats to demonstrate an understanding of appropriate digital and craft based applications.
MLO3	3	Practice and utilise a range of 2D and 3D creative technical processes in response to set briefs.
MLO4	4	Identify and implement identified presentation skills to construct a body of paper based and digital work.

Module Content

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.
Module Overview	This module will allow you to develop and extend your knowledge of materials and technical processes in a fashion context.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Artefacts 1	50	0	MLO1, MLO4
Artefacts	Artefacts 2	50	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Julie White	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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