

Liverpool John Moores University

Title: Images
Status: Definitive
Code: **4104GD** (121898)
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:** 73
Total Learning Hours: 200 **Private Study:** 127

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
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 the role of images in visual problem solving.*
2. *To encourage experimentation with a range of materials, processes and media associated with image making.*
3. *To introduce the role of semiotics within visual communication.*
4. *To foster drawing and image-making techniques as a means of personal visual expression.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the role of the image in visual communication.
- 2 Identify and practice a variety of image making approaches and techniques in response to set briefs with creativity.
- 3 Recognise how images can be used to form meaning.

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. *Sketchbook methodology.*
2. *Drawing workshops.*
3. *Photography.*
4. *Collage and montage.*
5. *Sequential images and narrative.*
6. *Composition.*
7. *Type as image.*

Learning Activities

1. This is a practical studio based module supported by a programme of workshops, tutorials, seminars, and contextual lectures.
2. Projects are based around a variety of practical workshops.
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 explores the role of the image in visual communication both as starting

point, medium and product of graphic design and illustration practice. Set project(s) will encourage students to experiment with a variety of image making - drawing, collage, photography and type as image.