Module Proforma

Approved, 2022.02

Summary Information

Module Code	4104GD
Formal Module Title	Images
Owning School	Liverpool School of Art & Design
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Vicki Hesketh	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Jonathan Spencer	Yes	N/A
Carole Potter	Yes	N/A
Javier Pereda	Yes	N/A
Hilary Judd	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool School of Art & Design

Learning Methods

Learning Method Type	Hours
Lecture	12
Practical	30
Seminar	9
Tutorial	2
Workshop	20

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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:

Code	Description
MLO1	Recognise the role of the image in visual communication.
MLO2	Identify and practice a variety of image making approaches and techniques in response to set briefs with creativity.
MLO3	Recognise how images can be used to form meaning.

Module Content

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.

Module Overview

This module will Introduce the role of images in visual problem solving and encourage experimentation with a range of materials, processes and media associated with image making. It will also introduce the role of semiotics within visual communication.

Additional Information

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.

Assessments

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