

Words

Module Information

2022.01, Approved

Summary Information

Module Code	4105GD
Formal Module Title	Words
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	12
Practical	30
Seminar	9
Tutorial	2
Workshop	20

Module Offering(s)

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

Aims and Outcomes

Aims	1. To introduce the role of text in visual communication.2. To encourage experimentation with the relationship between text, typography and image.3. To explore the role of semiotics within visual communication.4. To foster the relationship of image and text as a means of personal visual communication.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Recognise the role of text in visual communication.
MLO2	2	Identify and explore the relationship between text, typography and image in response to set briefs with creativity.
MLO3	3	Recognise how type can be used to construct visual communication.

Module Content

Outline Syllabus	1. Sketchbook methodology.2. Typography workshops.3. Type and image.4. Illustrating texts.5. Basic page layout.6. Information hierarchy.7. Non-linear narrative.
Module Overview	The aim of this module is to introduce the role of text in visual communication and encourage experimentation with the relationship between text, typography and image. You will also explore the role of semiotics within visual communication.
Additional Information	This module explores the role of text in visual communication both as starting point, content and medium for graphic design and illustration practice. Set project(s) will encourage students to experiment with the relationship between text, typography and image.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Jonathan Spencer	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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