

## Liverpool John Moores University

Title: Words  
Status: Definitive  
Code: **4105GD** (121899)  
Version Start Date: 01-08-2021

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

Team	Leader
Jonathan Spencer	Y
Javier Pereda Campillo	
Anthony Ellis	
Hilary Judd	
Carole Potter	

**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	Portfolio of finished project outcomes and supporting research and development work.	100	

### 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.*

## **Learning Outcomes**

After completing the module the student should be able to:

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

## **Learning Outcomes of Assessments**

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

Portfolio	1	2	3
-----------	---	---	---

## **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.*

## **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 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.