

## Liverpool John Moores University

Title: INTRODUCTION TO DESIGN AND ADVERTISING  
Status: Definitive  
Code: **4500DA** (115362)  
Version Start Date: 01-08-2011

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

Team	Leader
Jon Moorhouse	Y

**Academic Level:** FHEQ4  
**Credit Value:** 12.00  
**Total Delivered Hours:** 60.00  
**Total Learning Hours:** 120  
**Private Study:** 60

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	3.000
Off Site	12.000
Practical	30.000
Tutorial	3.000
Workshop	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS2	Context file	50.0	
Report	AS1	Practical projects	50.0	

### Aims

*To prepare learners for the programme of study by developing their:*

- 1. Understanding of the subject areas within the programme;*
- 2. Portfolio building and presentation skills;*
- 3. Understanding of the methods and purpose of assessment.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the basic defining characteristics of design and advertising work in the four areas of Logo and Brand Design; Magazine Design, Advertising and Digital Media.
- 2 Use presentation skills to display design work in a portfolio and digitally.
- 3 Present design work verbally using visual aids.
- 4 Explain the basic principles of assessment and do peer assessment.

## Learning Outcomes of Assessments

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

Context File	1	4
Practical Projects	2	3

## Outline Syllabus

*Introduction to Design and Advertising provides you with an outline of the content and methods within the programme. You will learn about the subject area, how to produce and present work in the subject area and how to assess your work.*

*The module emphasises first hand experience of what it is like working in the Design and Advertising Industry by visiting agencies, so that you can relate your learning to industry practices It also teaches you the basic common skills required throughout the course which are: to build a portfolio of work that is suitable for assessment; to be able to simply discuss your own work; to be able to make judgments about the effectiveness of your own work.*

## Learning Activities

Knowledge of the subject areas by field trip to local agencies, lectures and private study.

Presentation: Workshops to demonstrate practical traditional and digital presentation skills, and basic verbal presentation skills.

Assessment: viewing and assessing peers work such as other learners or examples provided by the tutor.

Practical project work.

These activities can be linked to one main practical project: for example students research into a subject area and produce a presentation about that area. The work produced and the presentation of that work can be self or peer-assessed.

## References

<b>Course Material</b>	Book
<b>Author</b>	Heller, S. and Ilic, M.
<b>Publishing Year</b>	2007
<b>Title</b>	The Anatomy of Design
<b>Subtitle</b>	Uncovering the Influences and Inspirations in Modern Graphic Design
<b>Edition</b>	
<b>Publisher</b>	New York: Rockport
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lupton, E.
<b>Publishing Year</b>	2005
<b>Title</b>	DIY
<b>Subtitle</b>	Design it Yourself
<b>Edition</b>	
<b>Publisher</b>	New York: Princeton Architectural Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lupton, E. and Cole Phillips, J.
<b>Publishing Year</b>	2008
<b>Title</b>	Graphic Design
<b>Subtitle</b>	the New Basics
<b>Edition</b>	
<b>Publisher</b>	New York: Princeton Architectural Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Johnson, M.
<b>Publishing Year</b>	2002
<b>Title</b>	Problem Solved
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Phaidon Press Ltd
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Newark, Q.
<b>Publishing Year</b>	2007
<b>Title</b>	What Is Graphic Design?
<b>Subtitle</b>	(Essential Design Handbooks)
<b>Edition</b>	
<b>Publisher</b>	London: Rotovision
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Oei, L. & De Kegel, C.
<b>Publishing Year</b>	2002
<b>Title</b>	The Elements of Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Thames & Hudson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Shaughnessy, A.
<b>Publishing Year</b>	2005
<b>Title</b>	How to Be a Graphic Designer Without Losing your Soul
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	New York: Princeton Architectural Press
<b>ISBN</b>	

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### Notes

This programme is validated by LJMU and delivered by a partner college under the University's regulations. Requests for further details about this module should be directed to the module leader, who will be a member of staff of the partner college.