

Liverpool John Moores University

Title: Design Techniques and Approaches
Status: Definitive
Code: **4500DFT** (119308)
Version Start Date: 01-08-2012

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

Team	Leader
Stuart Borthwick	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 105.00
Total Learning Hours: 240
Private Study: 135

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8.000
Practical	68.000
Seminar	8.000
Tutorial	6.000
Workshop	15.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Visual notebooks with research and techniques	40.0	
Artefacts	AS2	Visual notebooks and Design development sheets with analysis of the process	60.0	

Aims

To introduce and develop a range of skills and techniques for communicating design ideas.

To develop design ideas from inspirational sources, through research, exploration

and innovation.

To promote and support confidence, self-motivation and independent learning

To encourage students analytical capabilities, enabling them to reflect and respond to contemporary practice within the fashion industry.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate their ability in using a range of research methods and sources for generating and developing their ideas for application within the fashion industry
- 2 Use a broad range of design related skills and techniques to enhance the creative communication of their ideas.
- 3 Formulate creative and feasible designs in response to the given fashion context.
- 4 Present their individual creative development skills through research and exploration of the design process
- 5 Demonstrate their confidence in analytical debate and reflection of their design related work.

Learning Outcomes of Assessments

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

Research and techniques	1	2		
Design Development	3	4	5	

Outline Syllabus

Students will be introduced to a range of design research methods, learning to source images and information from a variety of sources (Galleries, museums, LRCs, websites, etc) as a starting point for inspiration and development of fashion related tasks.

The module will also introduce and explore a range of media and techniques for application within their design work and for communicating their ideas creatively. Throughout the module analytical skills will be developed enabling students to reflect on the development and progression of their designs.

Learning Activities

The module will be delivered through a series of lectures, demonstrations, practical studio work, staff and student critiques, use of digital media, external visits and independent study.

References

Course Material	Book
Author	Davis, H.
Publishing Year	2010
Title	Fashion Designers Sketchbooks
Subtitle	
Edition	
Publisher	Laurence King
ISBN	9781856696838

Course Material	Book
Author	Gregory, D.
Publishing Year	2008
Title	An Illustrated Life
Subtitle	
Edition	1st Ed
Publisher	HOW books
ISBN	9781600610868

Course Material	Book
Author	Tatham, C. and Seaman, J.
Publishing Year	2003
Title	Fashion Design Drawing Course
Subtitle	
Edition	
Publisher	Thames & Hudson
ISBN	9780500289853

Course Material	Book
Author	Ireland, J.P.
Publishing Year	2004
Title	Fashion Design Drawing and Presentation
Subtitle	
Edition	
Publisher	Batsford
ISBN	0713435194

Course Material	Book
Author	Burke, S.
Publishing Year	2006
Title	Fashion Artist
Subtitle	Drawing Techniques to Portfolio Presentation
Edition	
Publisher	Burke
ISBN	047305438

Course Material	Book
Author	McKelvey, K.

Publishing Year	2006
Title	Fashion Source Book
Subtitle	
Edition	
Publisher	Blackwell
ISBN	1405126930

Notes

The work for this module will be divided into two parts:

Semester One – research , external visits, visual note taking, recording (photos), media techniques,

drawing skills, preliminary design work.

Semester Two – design development, illustration skills, documenting design progression,

analysis, presentation.