

Liverpool John Moores University

Title: FOUNDATION IN ART AND DESIGN PRACTICE
Status: Definitive
Code: **4500MED** (108536)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Community College

Team	Leader
Sarah Haynes	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 72.00
Total Learning Hours: 240
Private Study: 168

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	4.000
Practical	12.000
Seminar	18.000
Tutorial	2.000
Workshop	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Coursework: Portfolio consisting of work produced from the set briefs and workshops	80.0	
Presentation	AS2	Coursework: Presentation	20.0	

Aims

To introduce students to key issues and practices within contemporary art and design.

To develop a co-operative attitude towards new media design and practice.

*To introduce students to the practical processes involved in visual communication and the standards required in the presentation of their ideas and solutions.
To encourage students to actively seek information for themselves and to begin to learn autonomously.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a basic understanding of visual language and communication
- 2 Conduct basic research, find information for themselves and apply that knowledge
- 3 Demonstrate and understanding of the quality requirements and standards involved in the design process and the communication of their ideas to others
- 4 Use computers to network and communicate

Learning Outcomes of Assessments

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

Portfolio	1	2	3	4
Presentation	1	2	3	4

Outline Syllabus

Through a series of practical workshops, short briefs and team-based learning activities students will gain an understanding of the processes underpinning visual communication as a foundation for the development of digital media content. They will be introduced to suitable methods of mediation and presentation of their ideas. They will also be exposed to the culture of critique and discussion.

Learning Activities

A series of themed workshops and activities will develop creative problem solving, visual creativity and team building skills. Critiques, seminars and presentations will develop descriptive and communication skills. Visits to exhibitions will expose students to examples of professional creative practice.

References

Course Material	Book
Author	Ades, D.
Publishing Year	1986
Title	Photomontage
Subtitle	

Edition	Rev. enl. ed.
Publisher	Thames & Hudson: London
ISBN	

Course Material	Book
Author	Fletcher, A.
Publishing Year	2001
Title	The Art of Looking Sideways
Subtitle	
Edition	
Publisher	Phaidon: London
ISBN	

Course Material	Book
Author	Maizels, J.
Publishing Year	2000
Title	Raw Creation: Outsider Art & Beyond
Subtitle	
Edition	
Publisher	Phaidon: London
ISBN	

Course Material	Book
Author	Wozencroft, J.
Publishing Year	1994
Title	The Graphic Language of Neville Brody 2
Subtitle	
Edition	
Publisher	Thames: London
ISBN	

Notes

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