Liverpool John Moores University

Title: VISUAL COMMUNICATION

Status: Definitive

Code: **4501GD** (116183)

Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design

Teaching School/Faculty: St Helens College

Team	emplid	Leader
Carole Potter		Υ

Academic Credit Total

Level: FHEQ4 Value: 36.00 Delivered 144.00

Hours:

Total Private

Learning 360 Study: 216

Hours:

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20.000
Off Site	20.000
Practical	80.000
Tutorial	10.000
Workshop	14.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Coursework - by submission of a portfolio	100.0	

Aims

To introduce the role of visual experimentation in the culture of the programme.

To introduce a range of image making processes.

To develop and extend knowledge of visual language.

To encourage experimentation with digital media.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and apply a variety of approaches to generate imagery.
- 2 Employ digital skills at an introductory level.
- 3 Document thinking, ideas and experimentation in journals.
- 4 Apply appropriate methods of research.

Learning Outcomes of Assessments

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

Portfolio 1 2 3 4

Outline Syllabus

This module aims to provide an opportunity for students to develop drawing skills whilst exploring a variety of different graphic media and understand their value as methods of visual communication. It aims to encourage an inventive and experimental response to the use of processes and materials in workshop areas chosen from photography, screenprint, etching, lino print, letterpress, packaging, drawing, moving image, digital design and bookbinding. The module aims to offer students the opportunity to learn a range of transferable practical and technical skills in art and design, through material handling, exploration of process, production and presentation. This module also aims to provide students with the opportunity to identify and develop a range of specific transferable skills which will enable each student to independently engage in effective learning at this introductory level.

Learning Activities

A series of lectures, workshops and practical studio time.

References

Course Material	Book
Author	Bergstram, B
Publishing Year	2008
Title	Visual Communication
Subtitle	
Edition	
Publisher	Lawrence King
ISBN	1856695778

Course Material	Book
Author	Williams, M
Publishing Year	2007
Title	Basics Illustration
Subtitle	Thinking Visually
Edition	
Publisher	AVA Publishing
ISBN	2940373159

Course Material	Book
Author	Manco, T
Publishing Year	2007
Title	Street Sketchbook
Subtitle	
Edition	
Publisher	Thames & Hudson
ISBN	0500513627

Course Material	Book
Author	Withrow, S
Publishing Year	2001
Title	Vector Graphics and Illustration
Subtitle	A Master Class in Digital Image-making
Edition	
Publisher	Rotovision
ISBN	2888930110

Course Material	Book
Author	Fletcher, A
Publishing Year	2001
Title	The Art of Looking Sideways
Subtitle	
Edition	
Publisher	Phaidon Press Ltd
ISBN	10: 0714834491

Course Material	Book
Author	Zelanski, P.J., Professor Emeritus
Publishing Year	2004
Title	Color
Subtitle	
Edition	4th Ed.
Publisher	Pearson Education
ISBN	

Notes

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