

## 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	Leader
Carole Potter	Y

**Academic Level:** FHEQ4  
**Credit Value:** 36.00  
**Total Delivered Hours:** 144.00  
**Total Learning Hours:** 360  
**Private Study:** 216

### 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.*



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

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

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

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

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

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## **Notes**

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.