

## Liverpool John Moores University

Title: IDEAS AND CONCEPTS  
Status: Definitive  
Code: **4502GD** (116233)  
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:** 24.00  
**Total Delivered Hours:** 96.00  
**Total Learning Hours:** 240  
**Private Study:** 144

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	30.000
Off Site	20.000
Seminar	10.000
Tutorial	21.000
Workshop	15.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay and supporting material	100.0	

### Aims

*Develop an awareness of image analysis and appreciation.  
Establish an understanding of the contextual issues that inform creative practice.  
Build an awareness of the key ideas and concepts of art and design practice.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Apply theoretical knowledge to a chosen specialism.
- 2 Analyse artistic, cultural and ideological movements that inform contemporary creative practice.
- 3 Use a range of reference sources.
- 4 Present conclusions in an appropriate manner.

### **Learning Outcomes of Assessments**

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

Essay	1	2	3	4
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### **Outline Syllabus**

*This module will run over both Semester 1 & 2 of Year 1.*

*This module introduces you to a range of major artistic and contextual issues that have affected and informed 20th and 21st century creative practice. You will then be introduced to the contextual issues that inform creative and artistic practice and shall gain an awareness of the key ideas and concepts of art and design practice in the 20th and 21st century. You will study the artistic, cultural and ideological influences that inform contemporary creative practice. Throughout this module, you will gain an understanding of and practice using a range of reference sources enabling you to present conclusions orally and in a written format. Through debate and discussion, this module will also develop your skills in working with others.*

### **Learning Activities**

This module will include lectures, tutorials, seminars, workshops and gallery visits.

### **References**

<b>Course Material</b>	Book
<b>Author</b>	Berger, J
<b>Publishing Year</b>	2008
<b>Title</b>	Ways of Seeing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Penguin
<b>ISBN</b>	10: 014103579X

<b>Course Material</b>	Book
<b>Author</b>	Riazman, D

<b>Publishing Year</b>	2004
<b>Title</b>	History of Modern Design
<b>Subtitle</b>	Graphics and Products since the Industrial Revolution
<b>Edition</b>	
<b>Publisher</b>	Laurence King
<b>ISBN</b>	10: 1856693481

<b>Course Material</b>	Book
<b>Author</b>	Weston, R
<b>Publishing Year</b>	2001
<b>Title</b>	Modernism
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Phaidon Press Ltd
<b>ISBN</b>	10: 0714840998

<b>Course Material</b>	Book
<b>Author</b>	Hollis, R
<b>Publishing Year</b>	2001
<b>Title</b>	Graphic Design
<b>Subtitle</b>	A Concise History
<b>Edition</b>	
<b>Publisher</b>	Oxford Paperbacks
<b>ISBN</b>	10: 0192842048

<b>Course Material</b>	Book
<b>Author</b>	Cottrell, S
<b>Publishing Year</b>	2008
<b>Title</b>	The Study Skills Handbook
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Palgrave Macmillan
<b>ISBN</b>	10: 0230573053

<b>Course Material</b>	Book
<b>Author</b>	Meggs, P.B & Purvis, A.W
<b>Publishing Year</b>	2006
<b>Title</b>	Meggs' History of Graphic Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	John Wiley & Sons
<b>ISBN</b>	10: 0471699020

## Notes

Through debate, discussion and analysis this module introduces students to a range

of major artistic and contextual issues that have affected and informed 20th and 21st century creative practice.