Liverpool John Moores University

Title:	COMMUNICATION, MEDIA & CULTURE (PRACTICE)
Status:	Definitive
Code:	**4514CPACR** (100023)
Version Start Date:	01-08-2011

Owning School/Faculty:	Liverpool Screen School
Teaching School/Faculty:	Accrington & Rossendale College

Team	emplid	Leader
Ross Dawson		Y

Academic Level:	FHEQ4	**Credit Value:**	20.00	**Total Delivered Hours:**	66.00
Total Learning Hours:	200	**Private Study:**	134		

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Practical	66.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Production: exhibition of 8 images, 1 double page spread, 1 Exhibition guide, 1 A3 poster, 1 invitation, all relevant signage 1 exhibition guide 1 A3 poster 1 invitation all relevant signage	80.0	
Report	AS2	Reflective analysis of production work	20.0	

Aims

To produce a production piece and discuss its effectiveness in terms of semiotics and other theoretical approaches.

To develop the integrated skills to produce effective design, using InDesign, Photoshop and Illustrator.

Learning Outcomes

After completing the module the student should be able to:

1   To produce an exhibition leaflet and literature to professional standards using InDesign, Photoshop and Illustrator.
2   To demonstrate the technical skills of design, image construction and typography.
3   Demonstrate competence to organise, create and manage a photojournalism exhibition.

Learning Outcomes of Assessments

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

Artefact   1   2

Report   3

Outline Syllabus

This staged introduction to design and desk top publishing will allow you to gain a range of skills, from understanding layout, graphic design and image manipulation, to colour coordination, sizing type and creating logos. The fundamental principle behind the practice sessions is to ensure that you have an insight, knowledge and ability to produce a professional piece of design. By applying the theoretical and analytical skills from the other elements of this module, you will be in a position to understand exactly why combinations of layout, colour, typography and images are effective in communicating with audiences and others are not.

Learning Activities

By a series of workshop sessions plus self directed practice.

References

Course Material	Book
Author	Jeavons, T. & Beaumont, M.
Publishing Year	1991
Title	An Introduction to Typography
Subtitle	

Edition	
Publisher	Quintet
ISBN	

Course Material	Book
Author	Livington, A & I.
Publishing Year	1992
Title	Graphic Design and Designers
Subtitle	
Edition	
Publisher	Thames and Hudson
ISBN	

Course Material	Book
Author	Morrissey, P. & Warr, S.
Publishing Year	1997
Title	Advanced Media Communication and Production
Subtitle	
Edition	
Publisher	Heinemann
ISBN	

Course Material	Book
Author	Ochs, M.
Publishing Year	1996
Title	Record Covers
Subtitle	
Edition	
Publisher	Taschen
ISBN	

Course Material	Book
Author	Swann, A.
Publishing Year	1989
Title	Communicating with Rough Visuals
Subtitle	
Edition	
Publisher	Phaidon
ISBN	

Course Material	Book
Author	Walker, L.
Publishing Year	1992
Title	Magazine Design
Subtitle	
Edition	
Publisher	Blueprint

ISBN	

Course Material	Book
Author	Wozencroft, J.
Publishing Year	1988
Title	The Graphic Language of Neville Brody
Subtitle	
Edition	
Publisher	Thames and Hudson
ISBN	

Course Material	Book
Author	Jenks, C.
Publishing Year	1995
Title	Visual Culture
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Lacey, N.
Publishing Year	1998
Title	Image & Representation
Subtitle	key concepts in media studies
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Creative Arts
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Practical Photography
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Creative Review
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This staged introduction to design and desk top publishing will allow you to gain a range of skills, from understanding layout, graphic design and image manipulation, to colour coordination, sizing type and creating logos. The fundamental principle behind the practice sessions is to ensure that you have an insight, knowledge and ability to produce a professional piece of design. By applying the theoretical and analytical skills from the other elements of this module, you will be in a position to understand exactly why combinations of layout, colour, typography and images are effective in communicating with audiences and others are not.