

## Liverpool John Moores University

Title: APPLIED DESIGN  
Status: Definitive  
Code: **4530DVA** (115289)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Stockport College

Team	Leader
Jon Moorhouse	Y

**Academic Level:** FHEQ4  
**Credit Value:** 48.00  
**Total Delivered Hours:** 232.00  
**Total Learning Hours:** 480  
**Private Study:** 248

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	5.000
Seminar	10.000
Tutorial	2.000
Workshop	215.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Practical Projects	80.0	
Essay	AS2	1x2000 word Essay. 'Issues and Practices'	20.0	

### Aims

*To present students with a broad range of visual design problems and tasks.  
To cultivate aesthetic discrimination and judgment.  
To develop capability and criticism of design & visual arts apposite to the pathway specialism.  
To apply learning from pre-requisite modules.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate effective research and ideas development appropriate to practical work.
- 2 Produce a body of work that communicates intended values and meanings.
- 3 Discuss and critically appraise an aspect of art, design and culture in the form of a written/oral assignment.
- 4 Demonstrate the ability to apply digital/analogue skills to a range of visual design problems.

## Learning Outcomes of Assessments

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

Practical Projects	1	2	4
2000 word Essay	3		

## Outline Syllabus

*Utilising skills gained in the previous 'basic course' modules, students will undertake a broad range of projects that develop their awareness and appreciation of pathway specific problems. To this end practical assignments are exploratory and diagnostic in nature and strive to encourage an eclectic approach to the discipline with a particular emphasis on the visual communication of ideas or information. Knowledge and understanding of the practice, methods and theories of both historical and contemporary artists/designers form a crucial reference and allow students to integrate theory with practice through both written and oral communication.*

## Learning Activities

The module includes a range of activities including lectures, regular discussion of contemporary and historical practice leading to a written assignment and practical assignments. Diagnostic in emphasis these activities are geared to developing the students' awareness and appreciation of their pathway specialism and to begin to identify their role within it.

## References

<b>Course Material</b>	Book
<b>Author</b>	Poynor, R.
<b>Publishing Year</b>	2002
<b>Title</b>	Design without Boundaries

<b>Subtitle</b>	Visual Transition. (sl)
<b>Edition</b>	
<b>Publisher</b>	Booth-Clibborn Editions
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Rand, Paul.
<b>Publishing Year</b>	1985
<b>Title</b>	A Designers Art
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	USA: Yale University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Stangos, N. (ed.)
<b>Publishing Year</b>	1995
<b>Title</b>	Concepts of Modern Art
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Thames & Hudson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hoptman, L.
<b>Publishing Year</b>	2002
<b>Title</b>	Drawing Now, Eight Propositions
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	New York: Museum of Modern Art
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Oei, L. & De Kegel, C.
<b>Publishing Year</b>	2002
<b>Title</b>	The Elements of Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Thames & Hudson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ulrich, K.
<b>Publishing Year</b>	2003
<b>Title</b>	Macromedia Flash MX 2004 for Windows and Macintosh (Visual QuickStart Guides)
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	Berkeley: Peachpit Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Norman, D.A.
<b>Publishing Year</b>	2004
<b>Title</b>	Emotional Design
<b>Subtitle</b>	Why We Love (Or Hate) Everyday Things. (sl)
<b>Edition</b>	
<b>Publisher</b>	Basic Books
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Johnson, M.
<b>Publishing Year</b>	2002
<b>Title</b>	Problem Solved
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Phaidon Press Ltd.
<b>ISBN</b>	

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## Notes

Knowledge and understanding of the practice and theories of both historical and contemporary artists/designers form a crucial reference and allow students to integrate theory with practice through both written and oral communication.