Liverpool John Moores University

Title:	PRESENTING SOLUTIONS
Status:	Definitive
Code:	**5000TECH** (105290)
Version Start Date:	01-08-2016

Owning School/Faculty:	Electronics and Electrical Engineering
Teaching School/Faculty:	Electronics and Electrical Engineering

Team	Leader
Adam Papworth	Y

Academic Level:	FHEQ5	**Credit Value:**	12	**Total Delivered Hours:**	30
Total Learning Hours:	120	**Private Study:**	90		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Practical	20
Seminar	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Freehand sketch portfolio	25	
Essay	AS2	Digital graphics portfolio	25	
Essay	AS3	Persuasive presentation	50	

Aims

The aim of this module is to give students the underpinning skills to develop a range of persuasive design sketches and documents to sell the design concept through graphical, written and oral presentations.

Learning Outcomes

After completing the module the student should be able to:

1   Produce freehand persuasive sketches
2   Produce persuasive sketches using digital media such as photoworks and photoshop
3   Present a design solution that explains the product, convinces the audience and sells the design concept

Learning Outcomes of Assessments

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

CW   1

CW   2

CW   1   2   3

Outline Syllabus

Freehand persuasive sketches; to illustrate concepts and ideas regarding form, function and construction. They must also convey mood and emotional values. Sketching media, material, perspective, eclipses, line weight, shading, cast shadows, reflections, composition and backgrounds proportion perspectives, colours, tone etc

Digital Persuasive Graphics:
Using digital media such as photoworks or photoshop to create expressive and compelling photorealistic images. Rendering, materials and textures, surface colours, reflectance, transparency, texture mapping, lighting and shadows indirect, caustic and global illumination, shafts light, fog light, contour rendering, creating realistic camera views, depth of field, perspective, field of view, background scenery and studio backdrops. Applying custom decals or artwork onto design.

Animation:
Animation manager, animator wizard, motion paths, explosions, collapses, rotation, simulating motion, animating transparency and cut-aways, simulating movement recording animations.

Persuasive Presentations:
Developing persuasive documents identifying the audience, fixing level of detail, common document types, planning your pitch. Using a range of conventional and digital media to positively present design solutions to customers, clients and end users.

Learning Activities

This module will be taught through a series of practical sketching session within the

Creativity Centre and rendering activities within the Computer Aided Design room. Group work will be encouraged to create an exciting and creative environment.

Notes

The aim of this module is to give students the opportunity to develop their skills in industrial design sketching through a range of conventional and digital media. These will be then used in combination with suitable persuasive literature to sell a design solution through a group presentation.