

## Liverpool John Moores University

Title: Graphic Design - Theory and Practice  
Status: Definitive  
Code: **5001POD** (119385)  
Version Start Date: 01-08-2012

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

Team	Leader
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**Academic Level:** FHEQ5      **Credit Value:** 12.00      **Total Delivered Hours:** 60.00  
**Total Learning Hours:** 120      **Private Study:** 60

### Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Lecture	5.000
Online	15.000
Practical	25.000
Tutorial	5.000
Workshop	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	AS1		25.0	
Practice	AS2		20.0	
Portfolio	AS3		20.0	
Reflection	AS4		35.0	

### Aims

*To deliver a programme of study responsive to the needs of design professionals*

*To increase relevant knowledge and skills of design professionals within a design role.*

*To deliver a programme of study that is flexible enough to attract design employers*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Perform design tasks effectively to a high standard using relevant design software.
- 2 Understand the production processes their role supports and how to design accordingly.
- 3 Understand the nature of their design role within an industrial context.
- 4 Demonstrate initiative to learn independently in alignment with relevant design theory and professional practice.
- 5 Formulate relevant strategies and design decisions by critically evaluating current design and market developments.
- 6 Effectively communicate design concepts to specialist and non-specialist audiences using relevant software.

## **Learning Outcomes of Assessments**

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

technological task	1		
practice	3		
portfolio	2		
reflection	4	5	6

## **Outline Syllabus**

*Acquiring and applying advanced design techniques.*

*Knowledge and understanding of production processes relevant to a design role.*

*Advanced creative software techniques.*

*Creating and maintaining effective brand identities.*

*Applying typography and colour theory principles to branding design*

*Exploring design for new graphic communication methods.*

## **Learning Activities**

Students will take part in a programme of learning that builds on existing knowledge and ability, whilst allowing for learning in new directions that are relevant to their industry. This will be delivered through both taught sessions in addition to a programme of independent learning.

Students will explore new possibilities through tailored design projects, supported by current market research and design methodologies. Students will be asked to create design outputs that reflect a high level of understanding of design for manufacture and consumer knowledge. This will be supported by tailored workshops, seminars and lectures with experienced academic staff. They will be introduced to new technologies and practises to inform their design practices supported by relevant software training.

Through independent research, design practise and learning, students manage their own project of work incorporating experiential learning, which will further build their knowledge and understanding. This will be supported by peer learning groups and learning from colleagues in work areas.

## References

<b>Course Material</b>	Book
<b>Author</b>	Aaker, David
<b>Publishing Year</b>	
<b>Title</b>	Brand Leadership
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Wheeler, Alina
<b>Publishing Year</b>	
<b>Title</b>	Designing Brand Identity: An Essential Guide for the Whole Branding Team
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Borja de Mozota, Brigitte
<b>Publishing Year</b>	
<b>Title</b>	Design Management
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Klimchuk, Marianne R, Krasovec, Sandra A
<b>Publishing Year</b>	

<b>Title</b>	Packaging Design: Successful Product Branding from Concept to Shelf
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	John Wiley & Sons Inc, 2006
<b>ISBN</b>	

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## Notes

Criteria for admission: The course is only available to practising design professionals with at least 12 months design experience and suitable experience. They will be expected to have knowledge and use of contemporary design software packages, current design and market developments and professional design contexts.

Programme outcomes: These are defined by the QAA's Framework for Higher Education Qualifications and QAA Subject Benchmark Statement for Art and Design (2008). The work of students on the CPD "will be informed by and will inform professional practice in their discipline(s) including [...] the artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators"

Mode and Duration: The CPD runs for four to six calendar months, and contains: • 45 hours of training in LJMU's Art & Design Academy • 15 hours of online learning • 60 hours of Independent learning

Assessment regulations: The programme adheres to the University's Academic Framework without variance (<http://www.ljmu.ac.uk/Quality/120020.htm>)

Student Support: Each student will be able to access pastoral support and engage in personal development planning with a named tutor. They will be provided with an LJMU student handbook, a module handbook will provided, containing a schedule of learning activities.

Module Appraisal: The module will be aligned to the Graphic Design and Illustration programme in the School of Art and Design.