

Liverpool John Moores University

Title: DESIGN AND COMMUNICATION
Status: Definitive
Code: **5001PSDT** (103905)
Version Start Date: 01-08-2016

Owning School/Faculty: Education
Teaching School/Faculty: Education

Team	Leader
Andrea Pratt	Y
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Academic Level: FHEQ5 **Credit Value:** 12 **Total Delivered Hours:** 24
Total Learning Hours: 120 **Private Study:** 96

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	6
Workshop	18

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Powerpoint presentation of an historical design movement, its theories, influences and practice. (600 words)	20	
Presentation	AS2	A visual illustration of a design product and analysis of intention and content and interpretation. (600 words)	80	

Aims

To provide an opportunity for students to demonstrate their knowledge and skills

relating to contemporary and historical aspects of design and design theory. Students will also develop their analytical skills in applying cultural value and intent to design examples, following the design process.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an awareness of cultural values in design
- 2 Demonstrate knowledge of design theory in the practice of design
- 3 Analyse contemporary and historical design in terms of content, intention and process.
- 4 Visually analyse and suggest modifications to an existing design or product.

Learning Outcomes of Assessments

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

Powerpoint	2		
Illustration	1	3	4

Outline Syllabus

Historical overview of design since 1800.

Economic contexts for design, production and consumption.

Role of new technology in initiating change.

The moral dimension: design responsibilities: green issues.

Cultural diversity: aberrant decoding or revisionist perspectives?

Intent, meaning and interpretation in considering the functions of artefacts.

Learning Activities

Lectures, workshops and seminars.

Notes

This module will offer a number of perspectives on design theory and develop students capacity to describe and analyse products, historical and contemporary. Students will be expected to evolve a personal viewpoint on the issue(s) of design and to communicate in the appropriate language. A demonstration of their new insight through the re-design of an existing artifact will be expected.