

## Liverpool John Moores University

Title: Design Narratives  
Status: Definitive  
Code: **5001SD** (119296)  
Version Start Date: 01-08-2014

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

Team	Leader
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Jon Spruce	
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**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 86.00

**Total Learning Hours:** 240      **Private Study:** 154

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	6.000
Off Site	12.000
Practical	40.000
Seminar	6.000
Tutorial	2.000
Workshop	20.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1		70.0	
Presentation	AS2		30.0	

### Aims

*This module introduces the use of narrative as a creative tool within the design*

*process, developing students abilities in the interpretation of thematic representation, visual language and material selection.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1            1. Understand the value of narrative and storytelling as a creative tool within the design process.
- 2            2. Interpret and translate thematic subject matter into design proposals.
- 3            3. Demonstrate the application of appropriate visual language and material selection.
- 4            4. Apply a range of traditional and digital media in the communication of design proposals.

## **Learning Outcomes of Assessments**

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

design project	1	3	4
presentation	2		

## **Outline Syllabus**

*Narrative and story telling*

*Thematic representation*

*Visual language*

*Construction methods*

*Material selection*

*Three dimensional modelling techniques*

*Presentation methods*

## **Learning Activities**

The project will provide the main teaching and learning activity within this module, utilising a series of teaching workshops and critiques supported by the delivery of knowledge-based lectures. Students will receive formative feedback on project work at key stages within the module delivery. Feedback and assessment of work will align to the core phases of the creative process

## **Notes**

This module engages students in the use of narrative and storytelling as part of the creative design process. Decoding meaning to reveal a greater understanding of how objects and spaces are perceived is highly important in helping designers to

create and articulate new human experiences.