

## Liverpool John Moores University

Title: IMAGE & NARRATIVE 1  
Status: Definitive  
Code: **5002GM** (109888)  
Version Start Date: 01-08-2012

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

| Team               | Leader |
|--------------------|--------|
| Mike O'Shaughnessy | Y      |

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 59.00  
**Total Learning Hours:** 240  
**Private Study:** 181

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 4.000         |
| Off Site  | 6.000         |
| Online    | 2.000         |
| Practical | 36.000        |
| Seminar   | 6.000         |
| Tutorial  | 1.000         |
| Workshop  | 4.000         |

**Grading Basis:** 40 %

### Assessment Details

| Category  | Short Description | Description  | Weighting (%) | Exam Duration |
|-----------|-------------------|--|---------------|---------------|
| Portfolio | AS1               | Coursework: coursework - by submission of a portfolio. | 100.0         |               |

### Aims

*To introduce autographic drawing and image-making techniques as a means of personal visual expression.*

*To explore a range of visual and conceptual approaches to expressing ideas and*

*organising information.*

*To explore the potential of established and emerging technology as design tools for static and/or moving imagery.*

*To examine experimentation within the broader context of art and design.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 formulate a range of responses in the production of static and/or moving imagery.
- 2 analyse the relationship of text to other visual material.
- 3 show an awareness of how technology impacts on the process of developing imagery for static and/or moving applications.
- 4 present and justify ideas in an art & design context.

## **Learning Outcomes of Assessments**

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

|           |   |   |   |   |
|-----------|---|---|---|---|
| PORTFOLIO | 1 | 2 | 3 | 4 |
|-----------|---|---|---|---|

## **Outline Syllabus**

*Research centred around contemporary animation and illustration practice.*

*The boundaries between commercial and experimental work.*

*Analysing and researching a brief.*

*Experimental and/or lateral thinking.*

*Juxtaposition of static and/or moving images with sound.*

*The computer as a tool in the drawing process and the implications new technology has on traditional drawing techniques.*

*Software tools relevant to the production of digital imagery and animation.*

## **Learning Activities**

This is a practical studio based module supported by a programme skill set induction workshops, seminars, field study visits and contextual lectures.

Students can choose from project briefs related to animation and illustration practice.

The final assessment for this module is 100% coursework by portfolio submission comprising finished project work, research and development work, PDP progress file and critical evaluation.

Written feedback is given after assessment. On-going informal feedback will be available via seminar and project critique.

## **References**

|                        |  |
|------------------------|--|
| <b>Course Material</b> | Book   |
| <b>Author</b>          | NOBLE, I.  |
| <b>Publishing Year</b> | 2003   |
| <b>Title</b>           | Picture perfect : fusions of illustration & design |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         |  |
| <b>Publisher</b>       | RotoVision   |
| <b>ISBN</b>            |  |

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | HELLER, S.  |
| <b>Publishing Year</b> | 2004  |
| <b>Title</b>           | Handwritten : expressive lettering in the digital age |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         |   |
| <b>Publisher</b>       | London : Thames & Hudson                              |
| <b>ISBN</b>            |   |

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|------------------------|------------------|
| <b>Course Material</b> | Book             |
| <b>Author</b>          | ed. WIEDEMANN, J |
| <b>Publishing Year</b> | 2004             |
| <b>Title</b>           | Animation Now !  |
| <b>Subtitle</b>        |                  |
| <b>Edition</b>         |                  |
| <b>Publisher</b>       | Taschen          |
| <b>ISBN</b>            |                  |

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|------------------------|----------------------------------|
| <b>Course Material</b> | Book                             |
| <b>Author</b>          | ZEEGEN, L                        |
| <b>Publishing Year</b> | 2005                             |
| <b>Title</b>           | The Fundamentals of Illustration |
| <b>Subtitle</b>        |                                  |
| <b>Edition</b>         |                                  |
| <b>Publisher</b>       | AVA                              |
| <b>ISBN</b>            |                                  |

|                        |                                      |
|------------------------|--------------------------------------|
| <b>Course Material</b> | Book                                 |
| <b>Author</b>          | WARE, C                              |
| <b>Publishing Year</b> | 2003                                 |
| <b>Title</b>           | The Acme novelty date book 1986-1995 |
| <b>Subtitle</b>        |                                      |
| <b>Edition</b>         |                                      |
| <b>Publisher</b>       | Drawn & Quarterly                    |
| <b>ISBN</b>            |                                      |

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Notes

This module is an exploration of approaches that develop a personal visual language.