

## Liverpool John Moores University

Title: IMAGE AND NARRATIVE 2  
Status: Definitive  
Code: **5003GM** (109889)  
Version Start Date: 01-08-2011

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

Team	Leader
Ian Mitchell	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 develop a variety of approaches towards designing static and/or moving imagery.  
To explore a range of visual and conceptual approaches to expressing ideas and organising information.*

*To develop use of appropriate tools in designing static and/or moving imagery.  
To examine image and narrative 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 sustain a coherent approach to the development of visual material over a sequence of images.
- 3 demonstrate relevant technical skills.
- 4 apply research and study skills.

## **Learning Outcomes of Assessments**

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

PORTFOLIO	1	2	3	4
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## **Outline Syllabus**

*Research centred around contemporary animation and illustration practice.*

*Current examples and exponents of digital media.*

*Written analysis.*

*Generating, visualising and presenting ideas.*

*Personal visual language and conceptual approaches to Graphic Arts.*

*Language, sequence and narrative.*

*Contemporary digital processes and how they relate to professional Art & Design practices.*

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

## **Learning Activities**

This is a practical studio based module supported by a programme of tutorials, seminars, field study visits and contextual lectures.

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

Students must undertake a brief with a strong emphasis on generating their own researched content.

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>	BORELLI, L
<b>Publishing Year</b>	2000
<b>Title</b>	Fashion illustration now
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Thames & Hudson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	FABER, L. & WALTERS, H.
<b>Publishing Year</b>	2004
<b>Title</b>	Animation unlimited : innovative short films since 1940
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Laurence King
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	POWERS, A
<b>Publishing Year</b>	2001
<b>Title</b>	Front cover : great book jacket and cover design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London : Mitchell Beazley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	ed.EGGERS, D. & WARE, C.
<b>Publishing Year</b>	2004
<b>Title</b>	McSweeney's Quarterly Concern 13. An assorted sampler of North American comic drawings, strips and illustrated stories
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Hamish Hamilton
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	HANSON, M.
<b>Publishing Year</b>	2004
<b>Title</b>	The end of celluloid: film futures in the digital age
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Rotovision
<b>ISBN</b>	

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## **Notes**

This module develops an image-based approach to answering static and/or time-based briefs.