

## Liverpool John Moores University

Title: Graphic Design 1  
Status: Definitive  
Code: **5004GD** (117857)  
Version Start Date: 01-08-2014

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

Team	Leader
Anthony Ellis	Y
Jon Spencer	
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**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 82.00  
**Total Learning Hours:** 240      **Private Study:** 158

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	2.000
Practical	30.000
Seminar	30.000
Tutorial	2.000
Workshop	18.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Portfolio of finished project work and supporting research and development work	100.0	

### Aims

1. To introduce a variety of approaches towards typography for print and/or screen-

*based media*

2. *To explore a range of visual and conceptual approaches to expressing ideas and organising information.*
3. *to explore appropriate design tools for print and/or screen-based media*
4. *To develop an awareness of factors which influence the reception, perception and interpretation of visual communication.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1            1. Formulate a range of typographic responses in the production of design for print and/or screen-based media.
- 2            2. Analyse page layout and the relationship of text to other visual material.
- 3            3. Show an awareness of relevant technical skills.

## **Learning Outcomes of Assessments**

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

Portfolio	1	2	3
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## **Outline Syllabus**

1. *Analyzing and researching a brief*
2. *Experimental and/or lateral thinking*
3. *Generating, visualizing and presenting ideas.*
4. *Creating work that explores the relevance of software tools to the production of graphic design and typography.*

## **Learning Activities**

1. This is a practical studio based module supported by a programme of studio-based tutorials, seminars and crits designed to foster a strong studio culture and develop the studio space as the nucleus of creative endeavour, and supported by contextual lectures.
- design.
3. This module is yearlong. Most of the practical activity takes place during the early part of the year.
4. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work).
5. Written feedback and an indicative mark is given in response to a potfolio review at the end of semester 1.
6. Formative feedback and feed-forward is given during review activities at the end of projects.
7. On-going informal feedback will be available via seminars and critiques.

## **Notes**

This module explores concept-based approaches to answering communication design briefs, and underpins the subsequent Graphic Design 2 module.