

## Liverpool John Moores University

Title: PROFESSIONAL CONTEXT  
Status: Definitive  
Code: **5004GM** (109890)  
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:** 48.00  
**Total Delivered Hours:** 104.00  
**Total Learning Hours:** 480  
**Private Study:** 376

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8.000
Online	2.000
Practical	72.000
Seminar	12.000
Tutorial	2.000
Workshop	8.000

**Grading Basis:** 40 %

### Assessment Details

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

### Aims

*To introduce students to the working environment of a Graphic Arts practitioner.  
To examine the influence of external factors on the design process.  
To examine the context of professional activity in preparation for research and self-directed study at Level 3.*

*To provide opportunities for team-based activity.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 demonstrate understanding of the working environment of a Graphic Arts practitioner.
- 2 produce and present creative work that acknowledges professional constraints.
- 3 propose and justify a self-directed research project within the context of Level 3 pathway disciplines.
- 4 engage in team-based design activity.

## **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**

*Awareness of context, designing for different audiences.*

*The briefing process.*

*Working within constraints.*

*Case studies of specific design applications.*

*Research methodologies.*

*Professionalism; presentation, communication, organisation.*

*Curriculum vitae.*

*Learning agreement.*

## **Learning Activities**

This is a practical studio based module supported by a programme of individual tutorials, group seminars, contextual lectures and an interim portfolio review.

An optional field study visit usually takes place during this module.

Students can choose from a variety of pathway and industry related briefs and must undertake at least one brief with a strong emphasis on generating their own researched content.

Coursework is divided between at least 2 projects identified in a learning agreement.

The final assessment for this module is 100% coursework by portfolio submission comprising finished project work, research and development work, PDP progress file, learning agreement, critical evaluation and an outline proposal for a Level 3 Graphic Arts Research Project.

The final assessment for this module is by portfolio submission comprising finished project work, research and development work, briefs, written PDP evaluation and an outline proposal for a Level 3 Graphic Arts Research Project.

Written feedback is given in response an interim review. On-going informal feedback

will be available via seminar and project critique.

## References

<b>Course Material</b>	Book
<b>Author</b>	SHAUGHNESSY, A.
<b>Publishing Year</b>	2005
<b>Title</b>	How to be a graphic designer without losing your soul
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Laurence King
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	POYNOR, R.
<b>Publishing Year</b>	2003
<b>Title</b>	No more rules: graphic design and postmodernism
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Laurence King
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	HYLAND, A.
<b>Publishing Year</b>	2001
<b>Title</b>	Pen and mouse : commercial art and digital illustration
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Laurence King
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	LAMBIE NAIRN, M.
<b>Publishing Year</b>	1997
<b>Title</b>	Brand identity for television
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Phaidon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	CROW, D.
<b>Publishing Year</b>	2003
<b>Title</b>	Visible signs: an introduction to semiotics
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	AVA
<b>ISBN</b>	

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### **Notes**

This module explores a pathway-based approach to answering briefs with reference to Graphic Arts and related industries.