

## Liverpool John Moores University

Title: Personal and Professional Practice 2  
Status: Definitive  
Code: **5004PD** (117714)  
Version Start Date: 01-08-2011

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

Team	Leader
Jon Spruce	Y
Jeanette Tunstall	
Sarah Moriarty	
Martin Gee	
Sabine Kazich	
Stephen Bowe	

**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 72.00

**Total Learning Hours:** 240      **Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	4.000
Practical	22.000
Seminar	6.000
Tutorial	4.000
Workshop	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS2	Portfolio	60.0	
Technology	AS1	Completion of computing tasks, tutorials, workshops	40.0	

### Aims

- 1: *To engage students in the critical evaluation of their own work via structured approaches to reflective practice*
- 2: *To introduce business, enterprise and employability issues within the context of personal development and students own career planning*
- 3: *To further develop professional practice skills and technical proficiency across a range of digital media*
- 4: *To develop students ability to select appropriate and effective design communication techniques to a basic professional standard*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1        1: Engage in structured reflective practice and the critical evaluation of their own work
- 2        2: Identify issues affecting design within the business and enterprise environment aligned to personal and career aspirations, with regard for their own limitations in knowledge and skills
- 3        3: Demonstrate ability and technical proficiency in the application of selected digital media
- 4        4: Demonstrate the application of appropriate and effective communication techniques via the compilation of a portfolio of work to a basic professional standard

## **Learning Outcomes of Assessments**

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

Portfolio	1	2	4
Technology Task	3		

## **Outline Syllabus**

- *Personal Development Planning*
- *Business, enterprise and regulatory awareness*
- *Professional practice skills, including specialist CAD and editing computing software*
- *Careers guidance*
- *CV preparation*
- *Critical evaluation*
- *Reflective practice*
- *Portfolio preparation*
- *Introduction to Project Management*

## **Learning Activities**

This module will be delivered through a series of lectures, seminars and skills workshop exercises that support the module learning strategy. Students will continue to develop core professional practice skills, with the module being further supported via the use of personal tutorials, engaging students in reflective learning materials to assist in personal development and progression.

## References

<b>Course Material</b>	Book
<b>Author</b>	Adjmi, B. and Be, G.
<b>Publishing Year</b>	1993
<b>Title</b>	Aldo Rossi
<b>Subtitle</b>	Drawings and Paintings
<b>Edition</b>	
<b>Publisher</b>	Princeton Architectural Press, New Jersey
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Allen, D.
<b>Publishing Year</b>	2001
<b>Title</b>	What If
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Capstone, Minnesota
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Dormer, P.
<b>Publishing Year</b>	1987
<b>Title</b>	The Meanings of Modern Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Thames and Hudson, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Goslett, D.
<b>Publishing Year</b>	1994
<b>Title</b>	The Professional Practice of Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Batsford, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hornung, D.
<b>Publishing Year</b>	2004
<b>Title</b>	Colour
<b>Subtitle</b>	A Workshop for Artists and Designers
<b>Edition</b>	
<b>Publisher</b>	Laurence King Publishing, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kelley, T.
<b>Publishing Year</b>	2008
<b>Title</b>	The Ten Faces of Innovation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Profile Books, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kelley, T.
<b>Publishing Year</b>	2001
<b>Title</b>	The Art of Innovation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Harper Collins, Glasgow
<b>ISBN</b>	

<b>Course Material</b>	CD/DVD
<b>Author</b>	Kelley, T.
<b>Publishing Year</b>	2001
<b>Title</b>	The Art of Innovation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Harper Collins, Glasgow
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lidwell, W.
<b>Publishing Year</b>	2008
<b>Title</b>	Deconstructing Product Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Rockport Publishers, Massachusetts
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Marshall, L.

<b>Publishing Year</b>	1983
<b>Title</b>	A Guide to Learning Independently
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Open University, Oxford
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Pearce, C.
<b>Publishing Year</b>	1991
<b>Title</b>	Twentieth Century Design Classics
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Blossom
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Schlager, N.
<b>Publishing Year</b>	2000
<b>Title</b>	How Products Are Made
<b>Subtitle</b>	vols 1-6
<b>Edition</b>	
<b>Publisher</b>	Gale Research, Michigan
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Wong, W.
<b>Publishing Year</b>	
<b>Title</b>	Visual Design on the Computer
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

---

## Notes

Building upon the introduction of PDP and professional practice skills in level 4, this module further aims to develop skills and critical understanding of the concepts applied within a professional design context. Engaging students in the evaluation of design methodologies and introducing notions of business, enterprise and employability within the programme of study. Critical evaluation is developed via reflective practice of students own project work, where the selection of appropriate and effective design communication methods to a basic professional standard is assessed.