Liverpool John Moores University

Title: Graphic Design 2
Status: Definitive
Code: **5005GD**   (117858)
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	
Ian Mitchell	

Academic Level:	FHEQ5	**Credit Value:**	24.00	**Total Delivered Hours:**	67.00
Total Learning Hours:	240	**Private Study:**	173		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	2.000
Practical	36.000
Seminar	21.000
Tutorial	2.000
Workshop	6.000

Grading Basis: 40 %

Assessment Details

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

Aims

1. To develop a variety of approaches towards designing for print and/or screen-

based media.
2. To develop use of appropriate tools in designing for print and/or screen-based media.
3. To examine the influence of context and audience on the design process.
4. To allow students to place their own work as well as the work of others in a series of different contextual frameworks

Learning Outcomes

After completing the module the student should be able to:

1	1. Formulate a range of responses in the production of design for print and/or screen-based media.
2	2. Produce and present creative work that acknowledges context and audience.
3	3. Demonstrate relevant technical skills.

Learning Outcomes of Assessments

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

Portfolio   1   2   3

Outline Syllabus

1. Awareness of context, designing for different audiences.
2. Personal visual language and conceptual approaches to Graphic Design.
3. The briefing process
4. Working within constraints
5. Case studies of specific design applications.
6. Software tools relevant 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 consolidate the studio space as being the nucleus of creative endeavour, and supported by contextual lectures.
2. Projects are based around concept-led approaches to graphic design, typography and web design and motion graphics.
3. This module is yearlong. Most of the practical activity takes place during the second part of the year after a project briefing at the Christmas break.
4. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work and project proposal).
5. Formative written feedback and an indicative mark is given in response to an interim review during semester 2.
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 develops the concept-based approaches to answering communication design briefs explored in Graphic Design 1, in relation to professional contexts.