

## Liverpool John Moores University

Title: DESIGN, IDENTITY & POPULAR CULTURE  
Status: Definitive  
Code: **5006HA** (109923)  
Version Start Date: 01-08-2011

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

Team	Leader
Emma Roberts	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 120  
**Private Study:** 96

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	6.000
Tutorial	6.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework: by written assignment of 2000 words	100.0	

### Aims

*To assess and interpret design using a range of methodological approaches. In particular, anthropological and sociological approaches will be encouraged.*

*Using a range of visual examples from various historical periods, the module aims to enable students to interpret the effects of design on culture and the effects of culture on design.*



<b>Author</b>	BARNARD, M.
<b>Publishing Year</b>	2002
<b>Title</b>	'Fashion as Communication'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	BRADDOCK, S.
<b>Publishing Year</b>	1999
<b>Title</b>	'Techno Textiles'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Thames and Hudson, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	GOTTDIENER, M
<b>Publishing Year</b>	2001
<b>Title</b>	'The Theming of America'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Westview Press, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	HEBDIGE, D.
<b>Publishing Year</b>	1988
<b>Title</b>	'Hiding in the Light'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Commedia, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	HEBDIGE, D.
<b>Publishing Year</b>	1979
<b>Title</b>	'Sub-Culture: The Meaning of Style'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	JENCKS, C.
<b>Publishing Year</b>	1992

<b>Title</b>	'What is Postmodernism?'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Academy Editions, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	KAREN, L.
<b>Publishing Year</b>	2001
<b>Title</b>	'The Graphic Design Cookbook'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Chronicle Books, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	O'SHAUGHNESSY, M.
<b>Publishing Year</b>	1999
<b>Title</b>	'Media & Society'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Oxford University Press, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	SPARKE, P.
<b>Publishing Year</b>	1995
<b>Title</b>	'As Long as It's Pink :The Sexual Politics of Space'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Pandora, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	WALKER, J.A.
<b>Publishing Year</b>	1987
<b>Title</b>	'Crossovers: Art into Pop, Pop into Art'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Methuen, London
<b>ISBN</b>	

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## Notes

This module uses material culture theory to analyse the objects of everyday life, discussing their relationship to art and design.

