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	Υ

Academic Credit Total

Level: FHEQ5 Value: 12.00 Delivered 24.00

96

Hours:

Total Private Learning 120 Study:

Hours:

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply a range of methodological approaches to design.
- 2 Interpret the complexity of meanings in design.
- 3 Assess the significance of the environment in which design is situated.
- 4 Extend research and study skills.

Learning Outcomes of Assessments

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

ESSAY

1 2 3 4

Outline Syllabus

- 1. The Science of Signs
- 2. Studying the 'Other'- Anthopological Approaches to Art and Design
- 3. Watching Ourselves- Documenting People and Things
- 4. The Art of Conspicuous Consumption
- 5. Design, Adornment and the Individual
- 6. Artefacts and Public Display
- 7. Making Sense of Advertising
- 8. Objects out of Context: Materializing Art
- 9. Wild Things: Object Appropriation and the Media

Learning Activities

Lectures, Seminars and Tutorials.

References

Course Material	Book
Author	BAYLEY, S.
Publishing Year	2000
Title	'General Knowledge'
Subtitle	
Edition	
Publisher	Booth-Clibborn Editions, London.
ISBN	

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

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

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

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

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

Course Material	Book
Author	JENCKS, C.
Publishing Year	1992

Title	'What is Postmodernism?'
Subtitle	
Edition	
Publisher	Academy Editions, London
ISBN	

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

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

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

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

Notes

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