Liverpool John Moores University

Title: Illustration 2
Status: Definitive
Code: **5007GD** (117860)
Version Start Date: 01-08-2016

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

Team	Leader
Matthew Johnson	Y
Mike O'Shaughnessy	

Academic Level:	FHEQ5	**Credit Value:**	24	**Total Delivered Hours:**	67
Total Learning Hours:	240	**Private Study:**	173		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	2
Practical	36
Seminar	21
Tutorial	2
Workshop	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Portfolio of finished project work and supporting research and development work	100	

Aims

1. To develop a personal visual language for designing for print and/or screen-based media.

2. Apply and develop the use of appropriate tools and illustration methods within a broad design context.
3. To examine the influence of context and audience on the design process.

Learning Outcomes

After completing the module the student should be able to:

1   1. Develop and apply a range of responses in the production of static and/or screen based imagery.
2   2. Sustain a coherent approach to the development of visual material over a sequence of images.
3   3. Produce and present creative work that acknowledges context and audience.

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 Illustration.
3. The briefing process
4. Working within constraints
5. Case studies of specific design applications.
6. Software tools relevant to the production of digital imagery.

Learning Activities

1. This is a practical studio based module supported by a programme of practical workshops, skillsets, seminars, tutorials and contextual lectures.
2. Project briefs relate to screen based and print based illustration practice,
3. This module is yearlong. Most of the practical activity takes place during the later part of the year after a project briefing at Christmas.
4. The final assessment for this module is 100% Portfolio (comprising finished project work, supporting research and development work and contextual journal).
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 Illustration 1, in relation to professional contexts.