

Liverpool John Moores University

Title: ALTERNATIVE DESIGN ROUTES
Status: Definitive
Code: **5012PD** (110047)
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

Academic Level: FHEQ5
Credit Value: 36.00
Total Delivered Hours: 90.00
Total Learning Hours: 360
Private Study: 270

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10.000
Practical	40.000
Seminar	20.000
Workshop	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework by the submission of coursework and supporting materials as outlined in the module handbook.	100.0	

Aims

To develop students awareness of the importance of matching production goals to appropriate production technologies

To extend students' awareness of the impact of marketing and technological choices on the characteristics of production designs.

To clarify the distinctions between designing to a commissioned and a self-

Publishing Year	2001
Title	'Small Is Still Beautiful'
Subtitle	
Edition	
Publisher	Harper Collins
ISBN	

Course Material	Book
Author	PAPENACK, V;
Publishing Year	1997
Title	'Design For The Real World'
Subtitle	
Edition	
Publisher	Thames and Hudson
ISBN	

Notes

Students following all routes will undertake this module working towards the same learning outcomes using different briefs written as appropriate for their individual route.