Liverpool John Moores University

Title:	DESIGN FOR PUBLICITY
Status:	Definitive
Code:	**5042BUSIS** (108217)
Version Start Date:	01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	emplid	Leader
Gwenda Mynott		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	8.000
Practical	16.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Assignment - compiling a public relations publication. Aprox maximum length 3,000 words	100.0	

Aims

To provide students with the skills to undertake the design and production of a range of pubications to a high standard of specification

Learning Outcomes

After completing the module the student should be able to:

1 Demonstrate knowledge of the principles of good design of print materials
2 Employ strategies to plan for the design and production of print materials
3 Critically appraise elements of design
4 Use desktop publishing software for the production of publiciations of various types

Learning Outcomes of Assessments

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

PORT   1 2 3 4

Outline Syllabus

Principles of good design
Planning for design - inhouse and external
Production processes
Using desktop publishing packages
Using pictures and graphics
Briefing a designer
Briefing a photographer
Evaluation

Learning Activities

Series of lectures and practical sessions

References

Course Material	Book
Author	Parker, R.
Publishing Year	2003
Title	Looking good in print
Subtitle	
Edition	
Publisher	Paraglyph Press
ISBN	

Course Material	Book
Author	Williams, R.
Publishing Year	2004
Title	The non-designer's design book
Subtitle	
Edition	2nd
Publisher	Peachpit Press
ISBN	

Course Material	Book
Author	Green, A.
Publishing Year	2001
Title	Creativity in public relations
Subtitle	
Edition	2nd
Publisher	IPR
ISBN	

Course Material	Book
Author	Hinderliter, J.
Publishing Year	2000
Title	Guide to desktop publishing
Subtitle	
Edition	
Publisher	Graphic Arts Technical Foundation
ISBN	

Notes

The module will teach students the design principles involved in the production of publications of various types and the practical use of DTP packages