

Liverpool John Moores University

Title: Graphic Design and Typography
Status: Definitive
Code: **5102GD** (121902)
Version Start Date: 01-08-2021

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

Team	Leader
Heather Almond	Y
Chris Jackson	
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Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 70
Total Learning Hours: 200 **Private Study:** 130

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	8
Practical	32
Seminar	12
Tutorial	2
Workshop	16

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio of finished project outcomes and supporting research and development work.	100	

Aims

1. To experiment with a variety of approaches towards typography and print

publication design.

2. To examine a range of visual and conceptual approaches to expressing ideas and organising information.

3. To explore appropriate design tools and processes for typography, page layout and publication design.

4. To develop an awareness of factors which influence the reception, perception and interpretation of visual communication.

Learning Outcomes

After completing the module the student should be able to:

- 1 Experiment with a range of visual and conceptual approaches to express ideas and organise information using typography and page layout.
- 2 Formulate a range of typographic designs that question the relationship of text to other visual material.
- 3 Demonstrate a creative application of design tools and processes.
- 4 Examine factors that influence the reception, perception and interpretation of visual communication.

Learning Outcomes of Assessments

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

Portfolio	1	2	3	4
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Outline Syllabus

- 1. Analyzing and researching a brief.*
- 2. Experimental and/or lateral thinking.*
- 3. Generating, visualizing and presenting ideas.*
- 4. Page layout, editorial design and publication design.*
- 5. Swiss typography, Post-modern typography.*
- 6. Experimentation with page layout software tools such as InDesign.*
- 7. Print processes, publication formats.*

Learning Activities

1. This is a practical studio based module supported by a programme of studio-based tutorials, seminars, crits and lectures designed to foster a strong studio culture and develop the studio space as the nucleus of creative endeavour.
2. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work).
3. Formative feedback and feed-forward is given during review activities at the end of each stage of the project.
4. On-going informal feedback will be available via seminars and critiques.

Notes

This module will explore the use of typography and conceptual approaches to answering communication design briefs.