

## Module Information

2022.01, Approved

### Summary Information

Module Code	5102GD
Formal Module Title	Graphic Design and Typography
Owning School	Liverpool School of Art & Design
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool School of Art & Design

### Learning Methods

Learning Method Type	Hours
Lecture	8
Practical	32
Seminar	12
Tutorial	2
Workshop	16

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Experiment with a range of visual and conceptual approaches to express ideas and organise information using typography and page layout.
MLO2	2	Formulate a range of typographic designs that question the relationship of text to other visual material.
MLO3	3	Demonstrate a creative application of design tools and processes.
MLO4	4	Examine factors that influence the reception, perception and interpretation of visual communication.

### Module Content

Outline Syllabus	1. Analysing 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.
Module Overview	The aim of this module is to experiment with a variety of approaches towards typography and print publication design. You will be able to examine a range of visual and conceptual approaches to expressing ideas and organising information and explore appropriate design tools and processes for typography, page layout and publication design.
Additional Information	This module will explore the use of typography and conceptual approaches to answering communication design briefs.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3, MLO4

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Heather Almond	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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