

Module Information

2022.01, Approved

Summary Information

Module Code	5103FC
Formal Module Title	Visual Language and Technical Exploration
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	2
Practical	30
Seminar	10
Tutorial	3
Workshop	12

Module Offering(s)

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

Aims and Outcomes

Aims	<p>1. To promote investigation into a range of technical processes to enhance creative concepts. 2. To provide a range of activities to underpin approaches to visual language. 3. To build confidence in creative and conceptual approaches to digital and traditional media. 4. To explore and test the potential of appropriate materials, processes, and environments for sampling 2D and 3D interpretations. 5. To develop an awareness of current industry practice to contextualise and situate students project outputs.</p>
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Illustrate an ability to thoroughly analyse, research and select appropriate practical solutions to design questions.
MLO2	2	Select, justify and apply appropriate technical skills for a range of outcomes.
MLO3	3	Analyse, identify and synthesise appropriate 'processes' for the production of fashion outcomes.
MLO4	4	Formulate a range of processes and techniques to apply to digital and flat outputs for visual documentation.
MLO5	5	Experiment with a range of approaches to convey ideas and solutions for creative layouts in a variety of media.

Module Content

Outline Syllabus	Students will be taught through a programme of one to one tutorials, group critiques / activities / seminars / lectures / Interaction within the Art School, learning resources, technical workshops and immediate location for research exploration and trials / fostering new learning styles and practices.
Module Overview	The aim of this module is to promote investigation into a range of technical processes to enhance creative concepts. You will have the opportunity to build confidence in a creative and conceptual approach to digital and traditional media. It will also provide you with the knowledge of 2D and 3D 'processes' for sampling.
Additional Information	This module underpins practical development and appropriate skills for preparing students for intermediate level within their chosen pathway. It also provides students with the knowledge of 2D and 3D 'processes' for sampling and final outcomes. The project work produced during this module must show a clear relationship to the design work produced for other modules within the delivery. It is intended that the technical skills developed during this module will support the design activity running parallel to this module.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Artefacts 1	50	0	MLO4, MLO5
Artefacts	Artefacts 2	50	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Paul Robinson	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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