

## Liverpool John Moores University

Title: Visual Language and Technical Exploration  
Status: Definitive  
Code: **5103FC** (122394)  
Version Start Date: 01-08-2021

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

Team	Leader
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**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 57  
**Total Learning Hours:** 200      **Private Study:** 143

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	2
Practical	30
Seminar	10
Tutorial	3
Workshop	12

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Body of visual and presentation work to meet requirements of pathway as outlined in submission criteria.	50	
Artefacts	AS2	Body of work to meet requirements of pathway submission criteria, to evidence	50	

Category	Short Description	Description	Weighting (%)	Exam Duration
		workshop and studio work, exploration of technical methods and evaluation of solutions for a variety of project briefs.		

## Aims

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.*

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

Artefacts	4	5	
Artefacts	1	2	3

## 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.*

## **Learning Activities**

These are tailored to the 2 parallel pathways and this module is designed to underpin practical studio activities with a foundation in technical skills required for level 5 (Practical, seminar and one to one tutorials are the core delivery methods for this module).

### **Designers**

Attend lectures and workshops to cement and underpin more advanced pattern cutting and manufacturing skills.

Keep technical file for fashion / textile skills.

Attend lectures, seminars and workshops to expand CAD skills.

Produce more advanced garment / textile samples in accordance with the design work produced in design modules running parallel to this.

### **Communicators**

Attend lectures, seminars and workshops to cement and underpin more advanced CAD skills.

Keep technical file for CAD technology/Photography skills and other technical specialist areas.

Produce a more advanced body of work in accordance with the work produced in studio modules running parallel to this.

## **Notes**

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.