Graphic Design and the Screen

Module Information

2022.01, Approved

Summary Information

Module Code	5103GD
Formal Module Title	Graphic Design and the Screen
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	24

Module Offering(s)

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

Aims and Outcomes

Aims	1. To examine the role of moving image and digital processes and formats within graphic design practice.2. To experiment with a range of visual and conceptual approaches to expressing ideas and organising information for digital and screen-based media.3. To explore the potential of digital design tools and processes to enhance graphic design practice.

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 for digital and screen-based media.
MLO2	2	Formulate designs that employ moving image and digital work to enhance visual communication.
MLO3	3	Demonstrate a creative application of tools and processes appropriate for the design of digital and moving image work.

Module Content

Outline Syllabus	1. The implications of new and emerging creative technologies and media.2. Historic presidents and exemplars of motion graphics and interactive design.3. Current examples and exponents of digital media.4. Software tools relevant to the production of motion graphics, animation and interactive design, digital publishing etc.5. Methods for proposing and testing designs for the screens (wireframes, storyboards etc).6. Online resources, open source etc.
Module Overview	The aim of this module is to examine the role of moving image and digital processes and formats within graphic design practice. You will experiment with a range of visual and conceptual approaches to expressing ideas and organising information for digital and screen-based media and explore the potential of digital design tools and processes to enhance graphic design practice.
Additional Information	This module will explore the role of moving image and digital processes and formats within graphic design practice.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Jackson	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings