

## Liverpool John Moores University

Title: Graphic Design and the Screen  
Status: Definitive  
Code: **5103GD** (121904)  
Version Start Date: 01-08-2021

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

Team	Leader
Chris Jackson	Y
Heather Almond	

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 78  
**Total Learning Hours:** 200      **Private Study:** 122

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	8
Practical	32
Seminar	12
Tutorial	2
Workshop	24

**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 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.*

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

## **Learning Outcomes of Assessments**

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

Portfolio	1	2	3
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## **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.*

## **Learning Activities**

1. This is a practical studio based module supported by a programme of practical workshops, lectures, tutorials and seminars.
2. Students are asked to develop a project related to; moving image and/or digital publishing, identified in a variety of project briefs.
3. Introductory project workshops and lectures take place at the start of the module, followed by the completion of a set project.
4. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work).
5. Formative feedback and feed-forward is given during review activities at the end of each stage of the project.
6. On-going informal feedback will be available via seminars and critiques.

## **Notes**

This module will explore the role of moving image and digital processes and formats within graphic design practice.