

Liverpool John Moores University

Title: Creative Direction and Technical Application
Status: Definitive
Code: **5104FC** (122395)
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 2

Component	Contact Hours
Lecture	3
Practical	28
Seminar	10
Tutorial	4
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 develop and investigate a range of visual and conceptual approaches to research methods for creative processes.
2. To examine traditional and contemporary technical approaches in-depth for use within studio practice.
3. To examine and explore appropriate design tools and processes for portfolio presentation/s.
4. To explore links and synergies between industry and studio practice to inform and guide studio project work.
5. To promote exploration and experimentation in approaches to media to create new ways of working.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and explore a range of visual communication to present project work.
- 2 Demonstrate a critical and professional application to a range of technical applications.
- 3 Design and present a coherent body of finished coursework to reflect individual pathway.
- 4 Identify a variety of professional and industry practices to apply to creative processes and outputs.
- 5 Develop self-directed strategies to manage time and production of work within agreed timeframes.

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.