

Module Information

2022.01, Approved

Summary Information

Module Code	5104FC
Formal Module Title	Creative Direction and Technical Application
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	3
Practical	28
Seminar	10
Tutorial	4
Workshop	12

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify and explore a range of visual communication to present project work.
MLO2	2	Demonstrate a critical and professional application to a range of technical applications.
MLO3	3	Design and present a coherent body of finished coursework to reflect individual pathway.
MLO4	4	Identify a variety of professional and industry practices to apply to creative processes and outputs.
MLO5	5	Develop self-directed strategies to manage time and production of work within agreed timeframes.

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	Within this module, you will examine traditional and contemporary technical approaches in-depth for use within studio practice. You will also develop a range of visual and conceptual approaches to research methods for creative process. The aim of this module will allow you to explore links and synergies between industry and studio practice to inform and guide project work.
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	50	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

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

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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