Graphic Design and Identity

Module Information

2022.01, Approved

Summary Information

Module Code	5104GD
Formal Module Title	Graphic Design and Identity
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	16

Module Offering(s)

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

Aims and Outcomes

Aims	1. To examine the relationship between typography, representation and the formation of Identity.2. To recognise the historic and contextual relationship between identity and graphic design practice.3. To examine a range of visual and conceptual approaches that explore the Influence of context and audience on the design process.4. To examine how the use of new approaches in graphic design, such as dynamic and fluid identities, relate to broader issues in contemporary culture.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Formulate a range of design responses that explore the relationship between typography, representation and the formation of identity.
MLO2	2	Apply a range of research methods and technical skills appropriate to the development of Graphic Design practice.
MLO3	3	Propose and present creative work that acknowledges context and audience.

Module Content

Outline Syllabus	1. Identity politics.2. Corporate identity and branding history and theory.3. New approaches to corporate identity such as dynamic and fluid identities. 4. Research and strategic thinking.5. Brand guidelines and brand books. 6. Designing for different audiences .7. Working within constraints.
Module Overview	The aim of this module is to examine the relationship between typography, representation and the formation of Identity and recognise the historic and contextual relationship between identity and graphic design practice. You will be able to examine a range of visual and conceptual approaches that explore the influence of context and audience on the design process.
Additional Information	This module allows students to develop and apply approaches explored in the semester 1 Graphic Design modules within the broader professional framework of identity and branding.

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
Heather Almond	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings