

## Liverpool John Moores University

Title: Graphic Design and Identity  
Status: Definitive  
Code: **5104GD** (121911)  
Version Start Date: 01-08-2021

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

Team	Leader
Heather Almond	Y
Chris Jackson	
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**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 70  
**Total Learning Hours:** 200      **Private Study:** 130

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8
Practical	32
Seminar	12
Tutorial	2
Workshop	16

**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 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.*

## **Learning Outcomes**

After completing the module the student should be able to:

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

## **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. 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.*

## **Learning Activities**

1. This is a practical studio based module supported by a programme of studio-based tutorials, seminars, crits and lectures designed to foster a strong studio culture and develop the studio space as the nucleus of creative endeavour.

2. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work) .

3. Formative feedback and feed-forward is given during review activities at the end of each stage of the project.

4. On-going informal feedback will be available via seminars and critiques.

## **Notes**

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.