

## Liverpool John Moores University

Title: Graphic Design and Context  
Status: Definitive  
Code: **5105GD** (121912)  
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
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**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 76  
**Total Learning Hours:** 200  
**Private Study:** 124

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8
Off Site	6
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 current social and economic context of graphic design practice.

2. *To support students to recognise their emerging position within graphic design practice and the broader creative profession.*
3. *To offer students the opportunity to propose and develop a practical project relevant to their emerging aspirations and/or interests.*
4. *Introduce independent self-directed learning.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Identify and explore the current working, social and cultural context of Graphic Design practice.
- 2 Propose and develop a self-directed project that recognises areas of graphic design practice relevant to their emerging career aspirations and/or personal interests.

## **Learning Outcomes of Assessments**

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

Portfolio	1	2
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## **Outline Syllabus**

1. *An introduction to the working environment of Graphic Design and Illustration practitioners through guest lectures and Q&A sessions from industry professionals and studio visits.*
2. *Mapping exercises to support students' understanding of their place within the professional field.*
3. *Students are supported to propose and develop a project that recognises an area of personal interest or career aspiration in relation to graphic design practice.*
4. *A selection of set briefs and off-the-peg proposals (learning agreements) will be offered as starting points.*
5. *Project work is discussed, agreed and supported by Studio tutors.*

## **Learning Activities**

1. This is a practical studio based module supported by a programme of studio-based tutorials, seminars, crits and professional development activities such as studio visits and guest lectures.
2. The final assessment for this module is 100% Portfolio (comprising finished project work and supporting research and development work).
3. Formative feedback is given at an early stage of the module to support students diagnosing their area of interest and possible project proposals.
4. On-going informal feedback will be available via project tutorials, seminars and critiques.

## **Notes**

This module develops students' awareness of the current social and economic context for graphic design practice and offers them the opportunity to place their own emerging practice within the field by undertaking a short self-initiated or self-directed project. A formative mapping assignment at the start of the semester will be used to support students' understanding of their place within the professional field and to determine the theme and direction of a self-initiated project. The module also introduces students to practice of independent self-directed learning in preparation for Level 6.