

Summary Information

Module Code	5105GD
Formal Module Title	Graphic Design and Context
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
Off Site	6
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 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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify and explore the current working, social and cultural context of Graphic Design practice.
MLO2	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.

Module Content

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.
Module Overview	The aim of this module is to examine the current social and economic context of graphic design practice and support students to recognise their emerging position within graphic design practice and the broader creative profession. The module will offer the opportunity to propose and develop a practical project relevant to their emerging aspirations and/or interests.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Jackson	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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