Liverpool John Moores University

Title: DESIGN AND PRODUCTION
Status: Definitive
Code: **5501GD**   (116163)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: St Helens College

Team	emplid	Leader
Carole Potter		Y

Academic Level:	FHEQ5	**Credit Value:**	24.00	**Total Delivered Hours:**	96.00
Total Learning Hours:	240	**Private Study:**	144		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10.000
Off Site	10.000
Practical	50.000
Tutorial	10.000
Workshop	16.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Branding Project	80.0	
Portfolio	AS2	Promotional Material	20.0	

Aims

Develop an awareness of the print/production processes and terminology within the context of the graphic design industry.
Generate creative solutions to design briefs using digital design technology.
To allow students to question the role and relevance of theoretical information in the context of contemporary design practice.

Learning Outcomes

After completing the module the student should be able to:

1	Prepare and package digital files for commercial print process.
2	Achieve the desired communication using conventional routes and breaking new ground.
3	Apply relevant production schedule and formulate an organised working methodology.
4	Present methods of enquiry and design solutions.

Learning Outcomes of Assessments

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

Branding Project   1   2   3

Promotional Material   4

Outline Syllabus

This module enables students to generate creative solutions to design problems using digital technology. Students produce a range of design materials including corporate identity, brochure, design manual, point of sale and related marketing material. The focus here is on developing technical understanding and working methodology while also building a greater appreciation for the potential for creative problem solving and innovative formal experimentation with digital technology. Projects will act as a vehicle for students to be exposed to technical areas of digital and print production.

Learning Activities

This module will include lectures, tutorials, seminars, workshops and gallery visits.

References

Course Material	Book
Author	Olins, W.
Publishing Year	2008
Title	The Brand Handbook
Subtitle	
Edition	
Publisher	Thames & Hudson

ISBN	10: 0500514089

Course Material	Book
Author	Shaughnessy, A.
Publishing Year	2006
Title	Look at This
Subtitle	Contemporary Brochures, Catalogues & Documents
Edition	
Publisher	Laurence King
ISBN	1856694690

Course Material	Book
Author	Klanten, R.
Publishing Year	2008
Title	Los Logo
Subtitle	
Edition	4th
Publisher	Die Gestalten Verlag; Bilingual edition
ISBN	10: 3899552229

Course Material	Book
Author	Shaughnessy, A. & Bierut, M.
Publishing Year	2009
Title	Graphic Design
Subtitle	A User's Manual
Edition	
Publisher	Laurence King
ISBN	1856695913

Notes

The module focuses on developing technical understanding and working methodology while also building a greater appreciation for the potential for creative problem solving and innovative formal experimentation with digital technology.