

Liverpool John Moores University

Title: APPLIED RESEARCH
Status: Definitive
Code: **5502GD** (116057)
Version Start Date: 01-08-2011

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

Team	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	30.000
Off Site	20.000
Seminar	10.000
Tutorial	16.000
Workshop	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	AS1	Research Diary & Presentation	60.0	
Report	AS2	Independent project proposal & supporting material	40.0	

Aims

*Explore the cultural context of contemporary practice and practitioners.
Present existing methodological frameworks and textual analysis of both printed and audio/visual sources.*

Develop students skills in distinguishing between popular and scholarly source

materials.

Further develop scholarly study skills and analytical writing skills through the study of your specialism.

Learning Outcomes

After completing the module the student should be able to:

- 1 Define the cultural context of your own work.
- 2 Identify and utilise existing research methodologies and apply them to your own practice.
- 3 Analyse and evaluate information.
- 4 Distinguish between popular and scholarly materials.
- 5 Plan and present scholarly research to an academic standards.

Learning Outcomes of Assessments

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

Research Diary & Presentation	1	3	4
Independent project proposal	2	5	

Outline Syllabus

This module will provide you with the opportunity to undertake study directly related to your specialism. Seminars will introduce you to a range of research skills and methodologies. You will individually explore the work of a key individual who has influenced the development of Graphic design. Within group discussions, contemporary graphic design practice will be considered and analysed. In consultation with the module leader you will undertake the research and production of an oral presentation. Finally you will produce a proposal for an independent project that . The lecture series covers the following themes.

Learning Activities

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

References

Course Material	Book
Author	Bestley, R. & Noble, I.
Publishing Year	2005
Title	Visual Research
Subtitle	An Introduction to Research Methodologies in Graphic

	Design
Edition	
Publisher	AVA Publishing
ISBN	10: 2940373205

Course Material	Book
Author	Butler, J.
Publishing Year	2007
Title	Universal Principles of Design
Subtitle	
Edition	
Publisher	Rockport Publishing Inc
ISBN	10: 1592530079

Course Material	Book
Author	Poynor, R.
Publishing Year	2003
Title	No More Rules
Subtitle	
Edition	
Publisher	Laurence King
ISBN	10: 1856692299

Course Material	Book
Author	Fiell, C. & Fiell, P.
Publishing Year	2010
Title	Contemporary Graphic Design
Subtitle	
Edition	
Publisher	Taschen
ISBN	10: 3836521369

Course Material	Book
Author	Becker, L. & Emden, J.
Publishing Year	2004
Title	Presentation Skills for Students
Subtitle	
Edition	
Publisher	Palgrave Macmillan
ISBN	10: 0230573053

Notes

This module enables students to undertake study directly related to your specialism. This module prepares progressing FdA Level 5 students for the academic rigour of Level 6 and in particular the Critical Study Module (6500GD).

