

## Liverpool John Moores University

Title: INDIVIDUAL MAJOR PROJECT  
Status: Definitive  
Code: **5505DA** (115373)  
Version Start Date: 01-08-2011

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

Team	Leader
Jon Moorhouse	Y

**Academic Level:** FHEQ5      **Credit Value:** 48.00      **Total Delivered Hours:** 240.00  
**Total Learning Hours:** 480      **Private Study:** 240

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Practical	225.000
Tutorial	15.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Context file inc. report	20.0	
Report	AS2	Practical projects	80.0	

### Aims

1. To enable the learner to apply prior knowledge, experience and skills and to combine diverse and complimentary skills in the production of a substantial body of design or advertising work.
2. To enable the learner to investigate ideas in depth
3. To promote independent thinking
4. To apply critical thinking for the development of complex work.
5. To support the learner developing their individual career plan.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Devise an individual project brief that has commercial relevance and plan the various stages of project development.
- 2 Develop ideas with increased autonomy specific to their individual brief.
- 3 Demonstrate and apply advanced skills to produce individual design or advertising work.
- 4 Apply critical judgement to develop design or advertising work.
- 5 Professionally present developmental and final work effectively and justify.

## Learning Outcomes of Assessments

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

Context file inc. report	1				
Practical projects	2	3	4	5	

## Outline Syllabus

*Having already identified and worked on individual optional modules and having undertaken a period of work based project work the learner will have the opportunity to consolidate, synthesize and demonstrate the knowledge, experience and skills they have gained from previous modules with an increased independence.*

*Learners develop and plan a personal scheme of work in relation to a design and/or advertising problem - in collaboration and with guidance from tutors and or mentors – that has commercial relevance and clearly identified and appropriate parameters, aims and outcomes.*

*Learners are encouraged to use and combine their range of knowledge and skills by working on more than one design or advertising outcome in relation to a single organisation or services communication needs. So for example a learner may produce a corporate identity design 'and' a brochure design based on a common theme for one client.*

## Learning Activities

Learners attend workshops to review and develop their own appropriate project briefs, and to identify and plan the stages of the design cycle.

Learners work independently with tutorial guidance and support on complimentary assignments briefs related to a single organization or service.

Group critique enhances the learning experience.

## References

<b>Course Material</b>	Book
<b>Author</b>	O'Reilly, J.
<b>Publishing Year</b>	2002
<b>Title</b>	No Brief
<b>Subtitle</b>	Graphic Designers Personal Projects
<b>Edition</b>	
<b>Publisher</b>	Switzerland: Rotovision SA
<b>ISBN</b>	

---

### Notes

Through tutorial negotiation students initiate their own Individual project, which must accord with the module aims and outcomes and be equivalent to the total credit value.

Emphasis is placed upon the 'Individual' and his or her ability to demonstrate increased autonomy and personal direction.