

Liverpool John Moores University

Title: WIDER PERSPECTIVES
Status: Definitive
Code: **5506DA** (115374)
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: 12.00
Total Delivered Hours: 60.00
Total Learning Hours: 120
Private Study: 60

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Practical	54.000
Seminar	3.000
Tutorial	3.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS2	Context file	25.0	
Report	AS1	Practical projects	75.0	

Aims

1. To support the learner developing an individual career plan by offering an academic or professional option for the transition to further study or employment
2. To initiate links with prospective progression routes.
3. To widen the learners understanding of their area of study either theoretically or practically.
4. To provide the learner with the opportunity for reflection on the programme and their individual progress.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and explain a professional or theoretical framework.
- 2 Demonstrate an understanding of the relevant professional or academic standards or conventions.
- 3 Produce competent design work or written work that is suitable for professional or academic progress.
- 4 Critically reflect and summarise their programme of study and their individual progress.

Learning Outcomes of Assessments

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

Context file	1		
Practical projects	2	3	4

Outline Syllabus

Learners undertake research either through field study or a literature search and work in seminars to explore and discuss the idea of context and wider contexts. They will be encouraged to establish an individual map of their practice and it's relation to wider issues, themes and voices such as professional standards and critical theories.

Learners will then produce practical work either as a written project or a design project brief depending upon their intended progression route. In both instances the project work could be based around their understanding of context so for example a visual map that illustrates their context or a written study that outlines and explains their context.

In both instances the practical work must follow recognized guidelines and conventions for academic or professional practice and therefore written work should use academic conventions in particular the use of the recommended system for referencing and in practical work the preparation of design or advertising work to be prepared for print or digital media.

As a summary of the module and the course, learners are required to make a summative statement relating to 'their' study and achievement and they are encouraged to think imaginatively and creatively about how they present themselves.

Learning Activities

Research either through field study or a literature search

Work in seminars to discuss the idea of context and wider contexts.

Workshops to outline academic conventions and preparation of design or advertising work for print or digital media output.

Practical work either in a writing project or a design or advertising project.

References

Course Material	Book
Author	Ambrose, G. and Harris, P.
Publishing Year	2008
Title	The Production Manual
Subtitle	A Graphic Design Handbook
Edition	
Publisher	London: AVA Publishing
ISBN	

Course Material	Book
Author	Baldwin, J. and Roberts, L.
Publishing Year	2005
Title	Visual Communication
Subtitle	From Theory to Practice
Edition	
Publisher	London: AVA Publishing
ISBN	

Course Material	Book
Author	Bierut, M., Drenttel, W., Heller, S. and Holland, D.K.
Publishing Year	0
Title	Looking Closer
Subtitle	Critical Writings on Graphic Design
Edition	
Publisher	New York: Allworth Press
ISBN	

Course Material	Book
Author	Lupton, E. and Miller, J A.
Publishing Year	1999
Title	Design Writing Research
Subtitle	
Edition	
Publisher	London: Phaidon Press
ISBN	

Course Material	Book
Author	Noble, I. and Bestley, R.
Publishing Year	2007
Title	Visual Research
Subtitle	An Introduction to Research Methodologies in Graphic

	Design
Edition	
Publisher	London: AVA Publishing
ISBN	

Course Material	Book
Author	Poynor, R.
Publishing Year	2004
Title	No More Rules
Subtitle	Postmodernism and Graphic Design
Edition	
Publisher	Booth-Clibborn Editions
ISBN	

Course Material	Book
Author	Poynor, R.
Publishing Year	2002
Title	Design without Boundaries
Subtitle	Visual Transition. (sl)
Edition	
Publisher	Booth-Clibborn Editions
ISBN	

Notes

This programme is validated by LJMU and delivered by a partner college under the University's regulations. Requests for further details about this module should be directed to the module leader, who will be a member of staff of the partner college.