

Liverpool John Moores University

Title: DESIGN IN CONTEXT
Status: Definitive
Code: **5541DVA** (115332)
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: 214.00
Total Learning Hours: 480
Private Study: 266

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	3.000
Seminar	2.000
Tutorial	2.000
Workshop	207.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Practical Projects plus PDP File	90.0	
Presentation	AS2	Presentation 1 x 10 minute (Design Practice)	10.0	

Aims

To extend and broaden learning gained from Applied Design 2 (digital), CPP, and the Option module.

To address increasingly complex design problems.

To further consolidate individual working methods/directions within the pathway discipline.

To broaden awareness of current design practice and presentation skills associated with chosen discipline.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of current design practice and how this informs the development of a personal working method.
- 2 Demonstrate professional presentation standards appropriate to the pathway.
- 3 Review and evaluate progress to determine future learning needs.
- 4 Identify and develop a personal approach and methodologies to your chosen area in the realisation of final design outcomes.

Learning Outcomes of Assessments

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

Practical projects + PDP file	1	2	4
10 minute Presentation	2	3	

Outline Syllabus

Design in Context is the bridge that spans the digital environment emphasis of Applied Design 2 and the contextualising of the practical Level 6 modules. It is also the opportunity for the exploratory nature of the Option Module to find resonance within students' working practice, with students being expected to establish their identity as designers and become more autonomous with regards to their development. The module is designed to offer information on specialist and commercial methods of process, production and realisation as they apply to design subjects.

Furthermore it gives an insight into the various roles and the day-to-day working activities and environments of the professional designer.

Through visits to commercial studios/production houses and college-based activities, students gain awareness in these respects and gain an understanding of professional design methodologies. Additionally, students are required to give verbal and visual presentations of their work, offering justification and argument for design decisions, and produce written reports on design project work.

Learning Activities

Practical projects encourage further consolidation of a personal visual language, continuing to explore context and function in increasingly sophisticated ways. A large proportion of assignments therefore will be multi-choice, so giving students with particular strengths or leanings the opportunity to focus, and avoiding stifling their

creative potential.

Through a series of lectures, visits, presentation, work experience (where appropriate) and individual research, students develop their knowledge and awareness of contemporary design practice. Throughout the module all students keep a record of their learning and technical knowledge in the form of a log/file which is presented at assessment. This is supported by written review, outlining how this knowledge has informed the development of personal working methods.

References

Course Material	Book
Author	Rand, P.
Publishing Year	1985
Title	A Designers Art
Subtitle	
Edition	
Publisher	USA: Yale University Press
ISBN	

Course Material	Book
Author	Burer, C.
Publishing Year	1994
Title	Kirei-Posters from Japan, 1978-1993
Subtitle	
Edition	
Publisher	London: Thames and Hudson
ISBN	

Course Material	Book
Author	Bangs, M.
Publishing Year	2001
Title	Picture This: How Pictures Work, (sl)
Subtitle	
Edition	
Publisher	Sagebrush Education Resources
ISBN	

Course Material	Book
Author	Hollis, R.
Publishing Year	2001
Title	A History of Graphic Design
Subtitle	
Edition	
Publisher	London: Thames and Hudson

ISBN	
-------------	--

Course Material	Book
Author	Gale, C. & Kaur, J.
Publishing Year	2002
Title	The Textile Book
Subtitle	
Edition	
Publisher	Oxford: Berg Publishers
ISBN	

Course Material	Book
Author	The Association of Illustrators
Publishing Year	0
Title	Images: The Best of British Illustration
Subtitle	
Edition	
Publisher	London: Trogan Horse
ISBN	

Course Material	Book
Author	Noble, I. & Bestley, R.
Publishing Year	2001
Title	Design Fundamentals: Experimental Layout, (sl)
Subtitle	
Edition	
Publisher	Retrovision SA
ISBN	

Course Material	Book
Author	Schoeser, M.
Publishing Year	1995
Title	International Textile Design
Subtitle	
Edition	
Publisher	London: Laurence King Publishing
ISBN	

Course Material	Book
Author	Snelling, P. & McNamara, A.
Publishing Year	1995
Title	Design and Practice for Printed Textiles
Subtitle	
Edition	
Publisher	Oxford: Oxford University Press
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://vfxworld.com/ (Animation World Network Publication) (Available to download)
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Creative Review
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Animation World Magazine
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module is intended to provide a platform for students to identify a specific area of study for both the Negotiated Project and Major Project modules in Level 6.