

## Liverpool John Moores University

Title: GRAPHIC ARTS RESEARCH PROJECT  
Status: Definitive  
Code: **6000GM** (109891)  
Version Start Date: 01-08-2011

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

Team	Leader
Ian Mitchell	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 26.00  
**Total Learning Hours:** 240  
**Private Study:** 214

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	2.000
Online	2.000
Practical	12.000
Seminar	6.000
Tutorial	4.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	coursework - by submission of a portfolio.	100.0	

### Aims

*To encourage students to make meaningful decisions about the role of writing and research within their work.*

*To encourage the research of a chosen subject with reference to students' own interests and future aspirations.*

*To encourage and support independent text based research.*

*To examine a range of presentation methodologies.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 locate, utilise and audit relevant reference material from varied and distinct sources.
- 2 understand concepts, methodologies and debates that underpin and inform their area of research.
- 3 propose, organise and present written work that demonstrates evidence of independent thought and judgement.
- 4 analyse, interpret and critically evaluate the results of research.

## **Learning Outcomes of Assessments**

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

PORTFOLIO                      1    2    3    4

## **Outline Syllabus**

*The subject and format for this project is discussed and agreed with the supervising tutor. The final outcome is based around the presentation of written factual content. Negotiated outcomes for this module could include: factual content for a book, film or website, a script, a visual essay, a placement report, a dissertation, interviews etc.*

## **Learning Activities**

This is a research based module supported by a programme of individual tutorials, group seminars and contextual lectures.

Students are assigned a personal tutor and engage in a negotiated self-directed research project.

This module is yearlong. Most of the delivery takes place during Semester 1.

The final assessment for this module is 100% coursework by submission of written coursework comprising a written proposal, final research content, a bibliography or list of references, a critical evaluation and associated supporting work.

Written feedback is given in response to an interim review. On-going informal feedback will be available via tutorial and seminar.

## **References**

<b>Course Material</b>	Book
<b>Author</b>	NOBLE, I. & BESTLEY, R.
<b>Publishing Year</b>	2005

<b>Title</b>	Visual research: an introduction to research methodologies in graphic design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	AVA
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	POYNOR, R.
<b>Publishing Year</b>	2001
<b>Title</b>	Obey the Giant: Life in the Image World
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	August/Birkhauser
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	BIERUT, M.
<b>Publishing Year</b>	1995
<b>Title</b>	Looking closer: critical writings on graphic design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Allworth Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	LUNENFELD, P.
<b>Publishing Year</b>	1999
<b>Title</b>	The digital dialectic: new essays on new media
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	MIT Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	KLIMENT, S.A.
<b>Publishing Year</b>	1998
<b>Title</b>	Writing for design professionals: a guide to writing successful proposals, letters, brochures, portfolios, reports, presentations, and job application
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	WW Norton
<b>ISBN</b>	

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**Notes**

This module offers an opportunity to undertake self-directed research of a chosen subject resulting in a written outcome.