

Liverpool John Moores University

Title: PROFESSIONAL PRACTICE
Status: Definitive
Code: **6001GM** (109892)
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: 48.00
Total Delivered Hours: 92.00
Total Learning Hours: 480
Private Study: 388

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6.000
Online	2.000
Practical	72.000
Seminar	6.000
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

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

Aims

To examine the function of professional career areas within Graphic Arts and related industries.

To offer students the opportunity to undertake projects with real-world implications.

To support independent, self-directed study.

Learning Outcomes

After completing the module the student should be able to:

- 1 acknowledge relevant professional constraints with imagination and creativity.
- 2 engage in appropriate research.
- 3 demonstrate relevant critical, organisational and technical skills.

Learning Outcomes of Assessments

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

PORTFOLIO 1 2 3

Outline Syllabus

Learning agreement

Students are asked to select projects that are relevant to their individual skills and future aspirations.

The options include live projects, national competition briefs and end of year degree show publicity.

Learning Activities

This is a practical studio based module supported by a programme of individual tutorials, group seminars, professional practice lectures and an interim portfolio review.

Students are assigned a personal tutor and engage in a negotiated programme of self-directed projects from given starting points and identified in a learning agreement.

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

The final assessment for this module is 100% coursework by portfolio submission comprising finished project work, research and development work, PDP progress file, learning agreement(s) and critical evaluation.

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

References

Course Material	Book
Author	POTTER, N.
Publishing Year	1989
Title	What is a designer: things, places, messages
Subtitle	

Edition	
Publisher	Hyphen Press
ISBN	

Course Material	Book
Author	VAN SIIJLL, J.
Publishing Year	2005
Title	Cinematic storytelling: the 100 most powerful film conventions every filmmaker must know
Subtitle	
Edition	
Publisher	Michael Wiese Productions
ISBN	

Course Material	Book
Author	EDS. KLANTEN, R, JOFRE, C. & MEYER, B.
Publishing Year	2005
Title	On air: the visual messages and global language of MTV
Subtitle	
Edition	
Publisher	Die Gestalten Verlag
ISBN	

Course Material	Book
Author	MACDERMOTT, F. & MCGRATH, D.
Publishing Year	2003
Title	Young Creatives Network (YCN) Books. 03/04, 04/05, 05/06
Subtitle	
Edition	
Publisher	John Brown Citrus Publishing, 2003, 2004, 2005
ISBN	

Notes

This module offers an opportunity to undertake briefs that have real-world implications.