

Liverpool John Moores University

Title: Portfolio and Professional Development (Graphic Design)
Status: Definitive
Code: **6004GD** (117868)
Version Start Date: 01-08-2019

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

Team	Leader
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Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 62
Total Learning Hours: 240 **Private Study:** 178

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6
Practical	48
Seminar	6
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Portfolio of finished project work, supporting research and development work	50	
Portfolio	Port	Portfolio identity, CV and online presence	50	

Aims

- 1. To examine the function of professional career areas within Graphic Design and related industries.*
- 2. To offer students the opportunity to undertake live projects with real-world implications.*
- 3. To examine the relationship between portfolio presentation and students' individual ideology and/or future career aspirations.*

Learning Outcomes

After completing the module the student should be able to:

- 1 1. Acknowledge professional constraints relevant to graphic design with imagination and creativity.
- 2 2. Apply relevant critical, organisational and technical WoW skills.
- 3 3. Synthesise and present a portfolio of finished coursework that engages with a distinctive agenda for their future.

Learning Outcomes of Assessments

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

Portfolio	1	2
Portfolio	2	3

Outline Syllabus

- 1. Live projects, national competition briefs and end of year degree show publicity.*
- 2. Personal identity for portfolio, showreel and/or online portal.*
- 3. Creative industry talks*
- 4. Interviews, creative CV, working as a freelancer, grant writing, graduate opportunities etc.*
- 5. Self-promotion/marketing strategies.*
- 6. Portfolio reviews*

Learning Activities

1. This is a practical studio based module supported by a programme of individual (PDP) tutorials, group seminars, professional practice lectures, WoW events and portfolio reviews.
2. Students are assigned a personal tutor and have the opportunity to engage in a negotiated live project or competition brief.
3. This module is yearlong. Practical activities take place throughout the year and culminate in the production of a personal identity for a final portfolio and online presence.

4. The final assessment for this module is 50% Portfolio 1 (comprising finished project work and supporting research and development work,) and 50% Portfolio 2 (comprising portfolio identity, CV and online presence.)
5. Written feedback is given in response to an interim review.
6. On-going informal feedback will be available via tutorial and seminar

Notes

This module offers an opportunity to undertake industry and work related learning opportunities to explore and apply a variety of presentation techniques (including online portfolios) in the production of a portfolio reflecting personal development and future career aspirations. The module builds upon the experiences of the Level 5 Professional Development