

Liverpool John Moores University

Title: Design Brief
Status: Definitive
Code: **6005SD** (119327)
Version Start Date: 01-08-2014

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

Team	Leader
Jon Spruce	Y
Jeanette Tunstall	
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Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 80.00

Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	3.000
Practical	60.000
Seminar	3.000
Tutorial	4.000
Workshop	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1		100.0	

Aims

This module aims to facilitate students engagement in the investigation of a contemporary design issue, enabling them to respond to externally established design parameters and implement design approaches which reflect a specialist

theme.

Learning Outcomes

After completing the module the student should be able to:

- 1 1. Demonstrate critical evaluation of the current debates and issues affecting contemporary design.
- 2 2. Demonstrate an understanding of externally established design parameters.
- 3 3. Justify the selection of appropriate techniques and approaches to inform design decisions.

Learning Outcomes of Assessments

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

Design Project	1	2	3
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Outline Syllabus

Design issues; eg cultural, social and gender issues, environmental and ethical issues

Psychology of competitions

Research and analysis skills

Ethnography

Problem solving, evaluation and decision making

Visual communication

Verbal presentation techniques

Learning Activities

The primary vehicle for the delivery of this module is the project, which will be supported by individual tutorials, seminars, exercises and the occasional lecture. Structured formative feedback delivered at key stages throughout the module ensures students are reassured and continuously informed of their progress. The nature of the module will demand a self-directed approach by students. Where appropriate national competitions (eg RSA, D&AD) will be used as a basis for the project.

Notes

Design is fuelled by debate of contemporary issues. This module aims to encourage students towards the establishment of a personal design agenda, to inform and drive their own design concepts. Students will have the opportunity to apply an individual and contemporary dimension to their design solutions. Design competitions will be

utilized as the primary vehicle for this module, allowing students to explore a personal design agenda within a competition framework.