

## Liverpool John Moores University

Title: MAJOR PROJECT A FOR CREATIVE IMAGING  
Status: Definitive  
Code: **6501CI** (114342)  
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Southern Regional College

| Team           | Leader |
|----------------|--------|
| Peter Appleton | Y      |

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 65.00  
**Total Learning Hours:** 240  
**Private Study:** 175

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 15.000        |
| Seminar   | 15.000        |
| Tutorial  | 15.000        |
| Workshop  | 20.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description                     | Weighting (%) | Exam Duration |
|----------|-------------------|---------------------------------|---------------|---------------|
| Report   | AS1               | Practical project plus PDP file | 100.0         |               |

### Aims

- 1. Apply prior knowledge, experience and skills to produce a substantial body of design*
- 2. Investigate ideas/concepts in depth*
- 3. Demonstrate independent thought and innovation*
- 4. Situate their own working practice within a real world context and develop appropriate self-promotional material*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and evaluate an appropriate level of research/design methodology and its application to visual communication.
- 2 Demonstrate an understanding of professional constraints of design processes related to the creative design industries.
- 3 Integrate original and creative solutions in a highly effective manner, which clearly demonstrate perceptive design solutions for defined marketing/communication objectives.
- 4 Employ appropriate critical and lateral approaches to problem solving.
- 5 Undertake creative, aesthetic and conceptual methodologies applied in forming solutions
- 6 Schedule activities to meet deadlines by managing time effectively.

## Learning Outcomes of Assessments

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

|                   |   |   |   |   |   |   |
|-------------------|---|---|---|---|---|---|
| Practical Project | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------|---|---|---|---|---|---|

## Outline Syllabus

*Major Project A will comprise a design project, which should demonstrate ability as a designer/artist at the highest level.*

*The assignments will incorporate a range of stringent professional requirements, involving personal time management, detailed research, creativity and originality, as well as a high level of technical expertise.*

## Learning Activities

The introduction of more demanding objectives are envisaged to support and generate a greater in-depth knowledge and understanding of aesthetic, environmental, marketing and technical requirements of design for the creative industries. Emphasis will be placed upon the ability to develop high-level flexible thinking approaches in the pursuit of creative solutions.

## Notes

Assignments will require a high degree of creative and technical skill in which there is a clear, reasoned and personal response to the requirements of the brief. Background material in the form of research and concept development will be of a high standard and will clearly support the final outcome. Each assignment will incorporate a high degree of finish and presentation with all aspects of the brief

taken into account.

Other Indicative Reference Information:

The inherent nature of advanced design projects will demand wide reading of different books, current journals and articles in trade and consumer magazines and also national newspapers.

Students' personal enquiry for their selected project will thus necessitate individual indicative references.