

Liverpool John Moores University

Title: CLIENT BRIEF
Status: Definitive
Code: **6501GD** (116208)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: St Helens College

Team	Leader
Carole Potter	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 96.00
Total Learning Hours: 240
Private Study: 144

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	15.000
Off Site	6.000
Practical	60.000
Tutorial	10.000
Workshop	5.000

Grading Basis: 40 %

Assessment Details

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

Aims

To provide students with the opportunity to independently conceive, manage and respond to a national design competition

Further improve the students ability to generate creative solutions relating to competition briefs

Seize the opportunity for self promotion as a creative design practitioner

To support independent self directed study

Course Material	Book
Author	Frascara, J.
Publishing Year	2006
Title	Designing Effective Communications
Subtitle	Creating Contexts for Clarity and Meaning
Edition	
Publisher	Allworth Press
ISBN	10:1581154496

Course Material	Book
Author	Wheeler, A.
Publishing Year	2009
Title	Designing Brand Identity
Subtitle	An Essential Guide for the Whole Branding Team
Edition	
Publisher	John Wiley & Sons
ISBN	10:0470401427

Course Material	Book
Author	Evamy, M.
Publishing Year	2007
Title	Logo
Subtitle	
Edition	
Publisher	Laurence King
ISBN	10:185669528X

Notes

This module will develop ideas and test validity within a professional context and will be developed alongside a deeper understanding of the conceptual as well as formal demands of industry set design briefs.