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	emplid	Leader
Carole Potter		Υ

Academic Credit Total

Level: FHEQ6 Value: 24.00 Delivered 96.00

Hours:

Total Private

Learning 240 Study: 144

Hours:

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

Learning Outcomes

After completing the module the student should be able to:

- 1 Effectively project manage graphic design work adhering to professional constraints with creativity and imagination
- 2 Independently work under an umbrella of pastoral, academic and technical support
- 3 Evidence the research process and development undertaken

Learning Outcomes of Assessments

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

Portfolio 1 2 3

Outline Syllabus

You will undertake multi-disciplined national graphic design competitions and projects set by design professionals. Working with staff on the art direction of your project briefs you will be encouraged to explore the wider professional aspects of your creative practice in graphic design. Your ability to develop ideas and test their validity within a professional context will be developed alongside a deeper understanding of the conceptual as well as formal demands of industry set design briefs. This module demonstrates your suitability for employment and capability for professional practice or for individual progression to postgraduate levels of study. Throughout the period of study you will liaise with your tutor/s in college and this will be reflected in your project diaries and visual journals. The process of organising production of finished visuals, meeting set deadlines and delivery of final product will be deemed essential to a successful outcome.

Learning Activities

This module will include lectures, tutorials, seminars, workshops and gallery visits.

References

Course Material	Book
Author	Baines, P.
Publishing Year	2005
Title	Type and Typography
Subtitle	Portfolio Series
Edition	
Publisher	Laurence King
ISBN	10: 185669528X

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.