

## Liverpool John Moores University

Title: MAJOR PROJECT B FOR CREATIVE IMAGING  
Status: Definitive  
Code: **6502CI** (114343)  
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 2

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. Demonstrate creative skills and commercial understanding of innovation within their respective industries.
2. Work at a very high professional level integrating all elements of the pathway and using a sophisticated creative methodology.
3. Promote unique solutions for existing and future market requirements.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Communicate and demonstrate clear decision-making and initiative in the understanding of an assignment brief.
- 2 Evaluate the appropriateness of various approaches to solving problems related to key areas of visual communication.
- 3 Develop existing skills and acquire new competences that enable a high level of analytical and evaluative skills and techniques.
- 4 Formulate creative conceptual ideas and solutions in a commercial context.
- 5 Show tenacity and adaptability to solve problems associated with production in visual communication.
- 6 Critical approaches demonstrated in the discussion of the design process.

## Learning Outcomes of Assessments

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

Practical Project	1	2	3	4	5	6
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## Outline Syllabus

*Students will determine a self-generated individual design project, which will provide a suitable mechanism for a challenging and stimulating strategy and approach to an existing or new problem.*

*During this module you will be expected to use a highly personalised and professional design methodology which illustrates an ability to reflect on knowledge previously gained and contributes to the formulation of original creative imaging solutions.*

## Learning Activities

Students will be expected to devise a project that will target a specific market and channel their creative and intellectual skills to create an innovative and highly original solution.

## Notes

One detailed design project which will be initiated by the student and negotiated with staff. The assignment should demonstrate evidence of a highly professional and individual approach to a design problem, incorporating a clear understanding of the target market.

Other Indicative Reference Information:

The inherent nature of the creative industries will demand wide reading of different

books, current journals and articles in trade and consumer magazines and also national newspapers.