

Liverpool John Moores University

Title: MAJOR PROJECT C FOR CREATIVE IMAGING
Status: Definitive
Code: **6504CI** (114345)
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:** 36.00 **Total Delivered Hours:** 98.00
Total Learning Hours: 360 **Private Study:** 262

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8.000
Seminar	2.000
Tutorial	4.000
Workshop	84.000

Grading Basis: 40 %

Assessment Details

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

Aims

1. Identify and develop their own areas of interest within their field of study.
2. Cultivate project management skills particularly in relation to time and production issues.
3. Use, develop and apply design methodologies and processes to address a variety of design problems.
4. Situate their own working practices within a real world context through

engagement with the creative industries.

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 demonstrates 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 Through personal reasonability and decision-making define and 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
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Outline Syllabus

Major Project C will comprise of a personally devised project, which should demonstrate your ability as a designer/graphic artist at the highest level.

The assignment 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

Activities will focus on identifying design solutions involving a high degree of creative and technical skill in which there is a clear, reasoned and personal response to the requirements of the assignment. Background material in the form of research and concept development will be of a high standard and will clearly support the final outcome. Each outcome will incorporate a high degree of finish and presentation, with all aspects of the brief taken into account. The final presentation will be in the form of a curated exhibition in a venue agreed by consent with the University.

Notes

Solutions involving a high degree of creative and technical skill, in which there is a clear reasoned and personal response to the requirements of the assignment. Background material in the form of research and concept development will be of a high standard and will clearly support the final outcome. Each outcome will incorporate a high degree of finish and presentation, with all aspects of the brief taken into account. The final presentation will be in the form of a curated exhibition in a venue agreed by consent with the University.