

Liverpool John Moores University

Title: GRAPHIC COMMUNICATION
Status: Definitive
Code: **6509TR** (110949)
Version Start Date: 01-08-2011

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Iqbal Akthar	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 42.00
Total Learning Hours: 120
Private Study: 78

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	10.000
Tutorial	6.000
Workshop	26.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio - as specified by the project briefs.	100.0	

Aims

1. To introduce students to historical and current developments in the Graphic Communications industry in terms of function, organisation, and responses to new media.
2. To provide an opportunity for students to undertake a directed in-depth programme of Graphic projects.
3. Present and critically evaluate their work clearly and concisely within a framework of agreed criteria.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically review historical and current developments in the European Graphics industry.
- 2 Work independently and under direction, develop individual projects and manage time and available resources in the production of design work.
- 3 Present and critically evaluate their work clearly and concisely within a framework of agreed criteria.

Learning Outcomes of Assessments

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

PORTFOLIO 1 2 3

Outline Syllabus

The Learning Outcomes for this module will be achieved through a series of practical projects supported and guided by tutorials, seminars and critiques. Students will be expected to work under direction and independently, and demonstrate an ability to use available resources effectively.

Students will carry out preliminary research which will include visual research, market research, sourcing of materials, assessing practicality and timescale, evaluation of information.

Learning Activities

Lectures, workshops, tutorials and independent research.

References

Course Material	Book
Author	Barnard, M.
Publishing Year	2005
Title	Graphic Design as Communication
Subtitle	
Edition	
Publisher	Routledge, London
ISBN	

Course Material	Book
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Author	Fletcher, A.
Publishing Year	2001
Title	The Art of Looking Sideways
Subtitle	
Edition	
Publisher	Phaidon, London
ISBN	

Course Material	Book
Author	Knight, C. & Glaser, J.
Publishing Year	2005
Title	The Graphic Designer's Guide to Effective Visual Communication
Subtitle	Creating Hierarchies with Type, Image and Colour
Edition	
Publisher	RotoVision, London
ISBN	

Notes

This module provides an opportunity for students to undertake visual research and practical projects in the field of Graphic Communication. This is supported by seminars focusing in issues affecting Graphic Communication, historical and current developments.