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Title: MAJOR PROJECT A FOR CREATIVE IMAGING (Advertising)  
Status: Definitive  
Code: **6601CI** (122204)  
Version Start Date: 01-08-2021  
  
Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Southern Regional College

Team	Leader
Peter Appleton	Y

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 65  
**Total Learning Hours:** 200      **Private Study:** 135

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	15
Seminar	15
Tutorial	15
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Practical project plus PDP file	100	

### Aims

1. Apply prior knowledge, experience and skills to produce a substantial body of design.
2. Investigate ideas/concepts in depth.
3. Demonstrate independent thought and innovation.

*4. Situate their own working practice within a real world context and develop appropriate self-promotional material.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate an understanding of professional constraints of creative and design processes related to the creative design industries.
- 2 Employ original and creative solutions in a highly effective manner for defined communication objectives.
- 3 Formulate appropriate critical and lateral approaches to problem solving.
- 4 Schedule activities to meet deadlines by managing time effectively.

## **Learning Outcomes of Assessments**

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

Report	1	2	3	4
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## **Outline Syllabus**

*Major Project A will comprise a design project, which should demonstrate ability as a designer/artist at the highest level.*

*The assignments 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**

The introduction of more demanding objectives are envisaged to support and generate a greater in-depth knowledge and understanding of aesthetic, environmental, marketing and technical requirements of design for the creative industries. Emphasis will be placed upon the ability to develop high-level flexible thinking approaches in the pursuit of creative solutions.

## **Notes**

Southern Regional College - Module Leader - Dr Paul Hamilton

Assignments will require a high degree of creative and technical skill in which there is a clear, reasoned and personal response to the requirements of the brief. Background material in the form of research and concept development will be of a high standard and will clearly support the final outcome. Each assignment will incorporate a high degree of finish and presentation with all aspects of the brief taken into account.

The inherent nature of advanced design projects will demand wide reading of different books, current journals and articles in trade and consumer magazines and also national newspapers.

Students' personal enquiry for their selected project will thus necessitate individual indicative references.