

# MAJOR PROJECT a for CREATIVE IMAGING (Advertising)

## Module Information

2022.01, Approved

### Summary Information

Module Code	6601CI
Formal Module Title	MAJOR PROJECT a for CREATIVE IMAGING (Advertising)
Owning School	Liverpool School of Art & Design
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
Southern Regional College

### Learning Methods

Learning Method Type	Hours
Lecture	15
Seminar	15
Tutorial	15
Workshop	20

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate an understanding of professional constraints of creative and design processes related to the creative design industries.
MLO2	2	Employ original and creative solutions in a highly effective manner for defined communication objectives.
MLO3	3	Formulate appropriate critical and lateral approaches to problem solving.
MLO4	4	Schedule activities to meet deadlines by managing time effectively.

## Module Content

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.
Module Overview	
Additional Information	Southern Regional College - Module Leader - Dr Paul HamiltonAssignments 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.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	100	0	MLO1, MLO2, MLO3, MLO4

## Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Appleton	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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