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Title: MAJOR PROJECT B FOR CREATIVE IMAGING (Fine Art)
Status: Definitive
Code: **6602CI** (122205)
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 2

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. 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 clear decision-making in determining creative outcomes.
- 2 Measure the appropriateness in 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 Show tenacity and adaptability to solve problems associated with production in visual communication.

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

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

Southern Regional College - Module Leader - Dr Paul Hamilton

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.

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.