

## Liverpool John Moores University

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Title: MAJOR PROJECT D FOR CREATIVE IMAGING (Expressive Media)  
Status: Definitive  
Code: **6606CI** (122226)  
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. *Understand the potential for personal development through the application of new approaches to visual communication.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Identify and evaluate an appropriate level of creative methodology.
- 2 Engage in an appropriate level of critical analysis and value judgements.
- 3 Formulate ideas/concepts that demonstrate understanding of traditional and developing technologies.
- 4 Undertake creative, aesthetic and conceptual methodologies applied in forming creative outcomes.

## **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 D will comprise of a series of experimental workshops and studio based experimentation which should demonstrate ability as a designer/artist at the highest level. The object of the assignment is to enhance the skill set of students and develop an understanding of the aesthetic and practical use of diverse media.*

*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 creative processes. 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 - Chris Hobson

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.