

## Liverpool John Moores University

Title: Collaboration and Publication  
Status: Definitive  
Code: **7003MAGDI** (120170)  
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Liverpool School of Art & Design

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**Academic Level:** FHEQ7      **Credit Value:** 30.00      **Total Delivered Hours:** 36.00

**Total Learning Hours:** 300      **Private Study:** 264

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	3.000
Off Site	6.000
Practical	12.000
Seminar	6.000
Tutorial	3.000
Workshop	6.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	Ref	Blog or journal	25.0	
Presentation	Present	Advanced proposal and/or	75.0	

Category	Short Description	Description	Weighting (%)	Exam Duration
		project outcome		

## Aims

*To facilitate an engagement with a number of potential external partners to enrich the students' experience of the creative industries and to help students further their practice.*

*To provide, through key partnerships, a range of collaborative projects which challenge the notion of the interdisciplinary practice within the context of Graphic Design and Illustration.*

*To enable students to propose, plan, organise, publish and promote their work within the context of an external body.*

## Learning Outcomes

After completing the module the student should be able to:

- LO1 Demonstrate their ability to work collaboratively with peers and external partners by exercising effective networking, communication and organisational awareness.
- LO2 Articulate an appropriate understanding of the conceptual frameworks and critical approaches that inform the publishing and marketing of contemporary art and design projects.
- LO3 Present an advanced proposal or project outcome that acknowledges the professional context of a specific collaborative partnership.

## Learning Outcomes of Assessments

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

Reflection	LO 1	LO 2
Presentation	LO 2	LO 3

## Outline Syllabus

- *Site visits to studios and external organisations and institutions.*
- Creative industry talks.*
- Post-print publishing (Occasional Papers, Unit Editions, Visual Editions, NoBrow, It's Nice That, Dexter Sinister /The Serving Library, MAPP editions etc)*
- Emerging marketing and promotional strategies (social media, bespoke, experiential)*
- Digital publishing tools*
- The shifting relationship between designer, client and audience*
- The designer as entrepreneur*
- Strategies, examples and processes in the design, planning and delivery of*

## Learning Activities

Students will be required to undertake or propose a creative project in conjunction with an external body.

Site visits, visiting lectures and seminars will support students understanding of the opportunities and frameworks for collaboration with these external partners.

Seminars, workshops and practical projects will help students test and develop relevant approaches to publish and market projects.

Ongoing tutorials, client meetings, group critiques and presentations will support the development of project proposals and designs.

## References

<b>Course Material</b>	Book
<b>Author</b>	Blauvelt, A and Lupton, E.
<b>Publishing Year</b>	2011
<b>Title</b>	Graphic Design
<b>Subtitle</b>	Now in Production
<b>Edition</b>	
<b>Publisher</b>	Walker Art Center, Minneapolis
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Shaughnessy, A.
<b>Publishing Year</b>	2013
<b>Title</b>	Scratching the Surface
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Unit Editions, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	King, E.
<b>Publishing Year</b>	2013
<b>Title</b>	M to M of M/M Paris
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Thames and Hudson, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Chick, A and Micklethwaite, P.
<b>Publishing Year</b>	2011
<b>Title</b>	Design for Sustainable Change
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	AVA Academia, Lausanne
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Noble, I and Bestley, R.
<b>Publishing Year</b>	2011
<b>Title</b>	Visual Research
<b>Subtitle</b>	An Introduction to Research Methodologies in Graphic Design
<b>Edition</b>	
<b>Publisher</b>	VA Academia, Lausanne
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Shaughnessy, A
<b>Publishing Year</b>	2009
<b>Title</b>	Studio Culture
<b>Subtitle</b>	The Secret Life of the Graphic Design Studio
<b>Edition</b>	
<b>Publisher</b>	Unit Editions, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Heller, S and Talarico, L.
<b>Publishing Year</b>	2011
<b>Title</b>	The Design Entrepreneur
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Rockport, Minneapolis
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ludovico, A.
<b>Publishing Year</b>	2012
<b>Title</b>	Post-Digital Print - the Mutation of Publishing Since 1894
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Onomatopée 77 / Cabinet project, Eindhoven
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Gladwell, M.
<b>Publishing Year</b>	2002
<b>Title</b>	The Tipping Point
<b>Subtitle</b>	How little things can make a big difference
<b>Edition</b>	

<b>Publisher</b>	Little Brown and Company, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Elliman, P.
<b>Publishing Year</b>	2006
<b>Title</b>	Dutch Resource
<b>Subtitle</b>	Collaborative Excersices in Graphic Design
<b>Edition</b>	
<b>Publisher</b>	Valiz, Amsterdam
<b>ISBN</b>	

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## Notes

This module offers the students the opportunity to work closely with external partners in the UK and abroad in the proposal and planning of collaborative creative projects and initiatives. The outcome may be a hypothetical proposal or an applied project or design. However each approach must clearly define the external body at the heart of the project. Students are not required to work with a specific partner.