

Summary Information

Module Code	7502CD
Formal Module Title	Design Thinking in Digital Visual Communications
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts**Module Leader**

Contact Name	Applies to all offerings	Offerings
Hatana El-Jarn	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
ISDC - Kochi

Learning Methods

Learning Method Type	Hours
Lecture	60
Tutorial	24
Workshop	24

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	<ol style="list-style-type: none"> 1. Engage partner with an end user 2. Research current advanced digital media technologies across a range of visual communication media 3. Explore current and potential applications for such technologies 4. Experiment with various advanced media technologies 5. Communicate complex information and data to a range of lay, technical and professional audiences 6. Develop reporting and recording skills as part of your iterative design process 7. Explore the possibilities of integrating new digital media technologies with other production technologies and processes 8. Explore user interaction with digital technologies 9. Develop a critical understanding of the appropriateness of using advanced digital media technologies for identified purposes 10. Deliver creative visual communication solutions using advanced digital media and other integrated technologies that successfully address user focussed challenges.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Research and Interrogate a user focussed challenge and develop strategies for addressing the challenge.
MLO2	Demonstrate an advanced level of competence in managing user interaction issues within proposed solutions in a chosen visual communication media
MLO3	Demonstrate a critical understanding of how to integrate design thinking with advanced digital media technologies in a commercial and social endeavour.

Module Content

Outline Syllabus

In this module you will explore the foundations and core theories and principles of design thinking related to your chosen area of design and how they are applied in both commercial and social endeavours through the medium of digital visual communications. You will compare various design methodologies and approaches to problem solving idea generation techniques and the inhibitors of such activities.

Design thinking is an iterative and reflective process and during this module you will develop skills in recording, analysing, evaluating and synthesising data and information in order to progress the design process to a successful user centred outcome.

Module Overview

Additional Information

'Design Thinking' is widely recognised as a methodology or process for solving problems creatively in an inclusive manner. It is an approach that focusses on those for whom the solution is being sought 'user centred' by engaging with them at all stages, from the initial defining of the challenge through to the implementation and delivery and seeking to understand and address their requirements.

In this module you will explore the foundations and core theories and principles of design thinking related to your chosen area of design

Assessments

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