

Overview

Programme Code	33031
Programme Title	Creative Imaging
Awarding Institution	Liverpool John Moores University
Programme Type	Top-up
Programme Leader	
Link Tutor(s)	Peter Appleton

Awards

Award Type	Award Description	Award Learning Outcomes
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	UG-Art and Design (2016)
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Aims and Outcomes

Educational Aims of the Programme

The programme is a vocationally-orientated course, which will consolidate existing knowledge and prepare students for a variety of Creative Imaging associated practice. The course aims to ensure that the student achieves the academic and practitioner standards as laid out in the QAA Benchmark Statements relevant to Art & Design. All modules on the course are rated at honours level. The aims of the programme are: To offer a programme which enables HND graduates the opportunity to develop their creative potential and design ingenuity within a Creative Imaging context by addressing sequentially more demanding intellectual issues which are relevant to Honours level study. To provide a flexible range of modules which can be integrated to stimulate and foster aesthetic, product, consumer and global awareness understanding and expertise. To offer a programme which responds flexibly to the requirements of the design industry by evaluating, reviewing and updating course content and its relationship with the market place. To promote a genuinely inter-disciplinary ethos which establishes a common language for the convergent technologies within the Creative Industries. To offer a course which provides the tools to satisfy the demands of suppliers, designers and users within the Creative Industries.

Learning Outcomes

Code	Description
PLO1	Critically evaluate the fundamental concepts and practices underlying visual communication and design.
PLO2	Write and generate reports for various audiences.
PLO3	Assess the implications, risks or safety aspects involved in the use of hardware and software.
PLO4	Utilise effective research methodology, critical vocabulary and self-confidence in oral and visual communication.
PLO5	Engage at an appropriate level of understanding and self confidence in critical analysis and value judgements.
PLO6	Be more self-reliant and proficient in self-generated, independent study and practice.
PLO7	Learn to work under pressure, to deadlines and to make important decisions in an industrial/academic setting.
PLO8	Work effectively independently, under guidance or supervision.
PLO9	Manage their own learning and development including time management and organisational skills.
PLO10	Demonstrate practices and integrate rigors associated in the specification, design implementation, documentation and evaluation of visual communication and design.
PLO11	Develop a greater understanding of key professional, legal, moral and ethical issues involved in the application of design processes, and opportunities presented by developing evolving and traditional technologies
PLO12	Specify, design and create solutions to specific problems.

Code	Description
PLO13	Evaluate and test solutions with respect to their purpose, quality and future potential.
PLO14	Communicate effectively reasoned responses to set briefs to a range of audiences by a range of means.
PLO15	Apply facts, concepts, principles and theories of visual design and production.
PLO16	Recognize and critically analyse criteria and specifications appropriate to specific problems and plan creative and innovative strategies for implementation.
PLO17	Be guided by appropriate professional, legal and ethical practices when faced with moral and ethical issues relevant to the visual communications industry.

Programme Structure

Programme Structure Description

The programme offers a broad contextual framework within which students can explore diverse and relevant media. All students are encouraged to develop their skills attributed to previous studies in a framework that encourages creativity through research and development to enhance their area of specialism. The programme normally has a span of two years. Upon satisfactory completion students will be eligible for the award of BA (Hons) Creative Imaging.2. All of the modules in the programme are at Honours level. Major project modules occur throughout and are complemented by modules Dissertation and Professional Development with Business Planning. Level 6, Semester 1 & 2 Key theme: applied practice. Major Project A for Creative Imaging (Advertising), Semester 1 and Major Project B for Creative Imaging (Fine Art), Semester 2. Both modules offer an opportunity to explore a chosen subject in some depth and all end results are derived from thorough research and development, which in turn is applied to the design process. Both modules require students to undertake specific craft or technical processes relevant to their chosen topic. Both modules are underpinned by studio workshops, visiting lecturers and individual tutorials. Professional Development with Business Planning, Standard Year Long. This module requires students to convert a business proposal into a business plan. Gain an understanding of aspects of business and marketing. Identify key external and internal issues impacting on business planning. Explore the final major project via in-depth market research and evaluate the proposed design application and its market. Dissertation, Standard Two year Long. Explores the role or research within design practice. Demonstrate critical capacity in relation to text as well as images, and demonstrate independence of judgment. Present written work of a professional standard, using the Harvard System of annotation and reference. Major Project C for Creative Imaging (Project Design) Major Project D for Creative Imaging (Expressive Media), Semester 1 Major Project E for Creative Imaging (Professional Practice), Semester 2. These projects though self-directed are supported by individual tutorials, group seminars and a series of lecturers/seminars based on the application and importance of historical and contextual referencing in art and design. Students are encouraged to develop projects based on their individual interests and abilities.

Programme Structure - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6601CI MAJOR PROJECT a for CREATIVE IMAGING (Advertising) Approved 2022.01 - 20 credit points	
[MODULE] 6602CI MAJOR PROJECT B for CREATIVE IMAGING (Fine Art) Approved 2022.01 - 20 credit points	
[MODULE] 6603CI Dissertation Approved 2022.01 - 20 credit points	
[MODULE] 6604CI MAJOR PROJECT C for CREATIVE IMAGING (Project Design) Approved 2022.01 - 10 credit points	
[MODULE] 6605CI Professional Development with Business Planning Approved 2022.01 - 10 credit points	
[MODULE] 6606CI MAJOR PROJECT D for CREATIVE IMAGING (Expressive Media) Approved 2022.01 - 20 credit points	
[MODULE] 6607CI MAJOR PROJECT E for CREATIVE IMAGING (Professional Practice) Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

The acquisition of knowledge will be achieved through a combination of lectures, seminars, workshops, tutorials, group work and independent study. Practical skills are developed by studio practice, demonstrations, project work and seminars (external/internal speakers). The practical and theoretical modules serve to develop knowledge and understanding of concepts and theories applicable to broad areas within the creative industries. Assessment (Summative & Formative) of knowledge and understanding is through a combination of seminars, dissertation, studio practice, oral presentations, problem solving exercises, and practical projects. Intellectual skills are developed through the teaching and learning programme. Critical analysis and problem-solving skills are embedded in all modules and are taught, developed and practised through workshops, tutorials (individual and small group), group crits., formative assessment and practical project work. Experimental studio based, research and design skills are further developed and practised through a broad range of coursework activities and practical studio work. Individual feedback is given on all work submitted. Critical thinking and problem-solving skills are normally assessed by studio practice, experimental research and design skills, measured by portfolio, display/exhibition, oral presentations and write-up/recording. Professional practical skills are taught and developed through the programme's practise based, theoretical and experimental components which include practical studio sessions, project work and research. Experimental design is taught via lectures seminars and workshops. Transferable and key skills are taught, developed and practised throughout the teaching and learning programme and are assessed primarily through written reports, practical coursework, group critiques, displaying/exhibiting work and oral presentations.

Opportunities for work related learning

It would be anticipated that students would seek and secure some form of work within the creative industries during their studies. The college has established 'The Design Centre', giving students opportunity to work on 'live' assignments across a number of creative disciplines. The ethos is to work mostly with existing design studios, completing assignments that help with their access workload, not to diminish income. The Design Centre is offered on a voluntary basis within the college with successful student uptake, providing opportunity for commercial and procedural experience. The opportunity facilitates students to plan, develop and implement appropriate creative process using evolving and traditional technology.

Entry Requirements

Type	Description
Alternative qualifications considered	All students would enter this programme as direct entrants at the beginning of Level 6. Levels 4 and 5 are delivered with in a separate programme. Compulsory preparatory studies – completed September prior to entry. Compulsory preparatory studies work will be carried out prior to the commencement of the course and will consist of preparation for the following modules: PDB/Dissertation/Major Project. The emphasis in preparatory studies will be on the key features of final year Degree work, which are stated on all Design Department undergraduate courses. This work will not be formally assessed/graded but will act as a vehicle for tutorial discussion with the student at the beginning of the course.
NVQ	HND in Visual Communications or its equivalent with an award profile of 50% of units at merit level, with at least 2 distinctions in 2 units. Satisfactory completion of an interview. Successfully complete Preparatory Studies. Submission of an appropriate portfolio of art work that demonstrates a high level of creative and innovative thinking. HNDs considered as applicable include: Art and Design Graphic Design Interactive Media Photography Other relevant subjects will be considered through the LJMU RP(E)L process. The RPEL policy puts a limit of 5 years on any previous qualifications. If the HND has been gained beyond 5 years and the applicants can show evidence of continuing professional development (via a reflective statement) in the subject area, then these may be considered.

Other international requirements	Evidence of a satisfactory level of English Language such as a pass at GCSE level or IELTS 6.0 or TOEFL 550 (paper based) or TOEFL 213 (computer based).
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