

## Overview

<b>Programme Code</b>	33376
<b>Programme Title</b>	Graphic Design and Illustration
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Degree
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	Peter Thomas
<b>Link Tutor(s)</b>	

## Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Alternative Exit	Bachelor of Arts - BA	<p>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.</p>
Alternative Exit	Certificate of Higher Education - CHE	<p>Demonstrate knowledge of the underlying concepts and principles associated with their area(s) of study, and an ability to evaluate and interpret these within the context of that area of study. Present, evaluate, and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study. Evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work. Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments. Undertake further training and develop new skills within a structured and managed environment. Will have qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility.</p>
Alternative Exit	Diploma of Higher Education - DHE	<p>Demonstrate knowledge and critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed. Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context. Demonstrate knowledge of the main methods of enquiry in their subject(s), and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study. Understand the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge. Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis. Effectively communicate information, arguments, and analysis, in a variety of forms, to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively. Undertake further training, develop existing skills, and acquire new competences that will enable them to assume significant responsibility within organisations. Will have qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.</p>

**Alternate Award Names**

## External Benchmarks

<b>Subject Benchmark Statement</b>	UG-Art and Design (2016)
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## Programme Offering(s)

<b>Mode of Study, Mode of Delivery</b>	<b>Intake Month</b>	<b>Teaching Institution</b>	<b>Programme Length</b>
Full-Time, Face to Face	September	LJMU Taught	3 Years

## Aims and Outcomes

### Educational Aims of the Programme

To provide an interdisciplinary learning environment that is distinctive, relevant, coherent and intellectually stimulating. To equip students with practical and theoretical skills that are adaptable, flexible and transferable. To develop approaches to the study and production of visual material that are critical, analytical, reflective and self-motivated. To cultivate enthusiasm, imagination and creativity in visual communication. To encourage self-expression, exploration and experimentation with a wide range of graphic materials, processes and media. To develop independent and creative thinkers, who have an awareness of their role in society as creative practitioners and producers of cultural artefacts. To support learning through diverse teaching and assessment practices underpinned by staff scholarship and research. To equip students with a professional attitude in preparation to sustain a fulfilling future career. To encourage students to engage with the development of employability skills by completing a self-awareness statement.

### Learning Outcomes

<b>Code</b>	<b>Description</b>
PLO1	Knowledge of the broad critical and contextual dimension of Graphic Design and Illustration.
PLO2	Awareness of issues associated with Graphic Design and Illustration practice in relation to audiences, clients and other professional contexts.
PLO3	Understanding of the creative, aesthetic and conceptual methodologies used in the design and production of visual communication.
PLO4	Understanding of developments in current and emerging media and technologies used in the design and production of visual communication.
PLO5	To integrate theory and practice within the framework of Graphic Design and Illustration.
PLO6	To evaluate a brief and formulate an appropriate response.
PLO7	To synthesise information and reference material from a variety of sources.

<b>Code</b>	<b>Description</b>
PLO8	To identify, apply and present appropriate media in the communication of ideas.
PLO9	To source and apply research, work independently and confidently apply practical and technical knowledge in an appropriate and professional manner.
PLO10	To generate a range of ideas and visual works in response to creative tasks, set briefs and/or self-initiated projects.
PLO11	To demonstrate effective working practices in relation to Graphic Design, Illustration and related creative professions.
PLO12	To utilise materials, processes, media and technologies creatively and imaginatively.
PLO13	To communicate ideas, information, problems and solutions in visual, written and oral forms.
PLO14	To identify and apply a variety of creative approaches to solving problems.
PLO15	To set goals, plan and organise tasks.
PLO16	To apply interpersonal and social skills.
PLO17	To work effectively and efficiently in collaboration with others.

## Programme Structure

### Programme Structure Description

The programme is taught and assessed within the Academic Framework. Students must take 120 credits of Graphic Design and Illustration modules at each Level of the programme (Levels 4, 5 and 6). Each Level of the programme should normally be completed in one academic year. The programme should normally be completed in three academic years. If circumstances require a student to need longer to complete the programme, this should be done in no more than five years. Modules are two types: core and option. Modules are 20 credits at Levels 4 and 5 and 40 credits at Level 6. The programme begins with an introduction to the potential of Graphic Design and Illustration at Level 4 and moves towards a focus on a specialist direction at Levels 5 and 6. Specialism in either Graphic Design or Illustration is defined by a discrete set of 80 credits of module options at Level 5. All other Level 5 and 6 modules are core, and continue to stress common themes and practices across disciplines. Once defined at Level 5 a student's specialism is delivered at Level 6 through project options within core modules and the allocation of specialist supervisors and studio tutors. At Level 4, all modules are core. Level 4 modules are coordinated into coherent semester sets, offering students a holistic learning experience, supporting their transition to university. Semester 1 modules focus on induction and orientation, introducing students to key concepts, processes and references that underpin and inform the study, making and application of graphic design and illustration. Semester 2 modules explore the role of images and text in visual communication. At Level 5 specialism in either Graphic Design or Illustration is defined by a discrete set of 80 credits of module options. Like Level 4 these option modules have been designed as coherent semester sets, offering students the most appropriate sequence of teaching and learning for each specialism in each semester. Each semester is supported by a core module. There will be an option in Level 5 for students to apply for replacement of 60 credits of Level 5 with appropriate study abroad using 5120GD Study Abroad module. The study abroad option will comply fully with the LJMU Placement Code of Practice. At Level 6 a student's specialism is defined by project options within core modules and the allocation of specialist supervisors and studio tutors. The year is made up of three 40 credit core modules, that offer students the opportunity to individually tailor their learning through a range of research based projects, set projects and self-initiated or self-directed projects. Students are taught throughout the year by their Personal Tutor. PDP activities assist students to choose project options and to support them in relation to their learning opportunities to future career and/or personal aspirations.

<b>Programme Structure - 360 credit points</b>	
<b>Level 4 - 120 credit points</b>	
<b>Level 4 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 4101GD What? Studying Graphic Design and Illustration Approved 2022.03 - 20 credit points	
[MODULE] 4102GD How? Making Graphic Design and Illustration Approved 2022.02 - 20 credit points	
[MODULE] 4103GD Why? Applying the Creative Process Approved 2022.01 - 20 credit points	
[MODULE] 4104GD Images Approved 2022.02 - 20 credit points	
[MODULE] 4105GD Words Approved 2022.01 - 20 credit points	
[MODULE] 4106GD Discourse Approved 2022.02 - 20 credit points	
<b>Level 5 - 120 credit points</b>	
<b>Level 5 Core - 40 credit points</b>	<b>CORE</b>
[MODULE] 5101GD Investigate, Document, Present Approved 2022.02 - 20 credit points	
[MODULE] 5110GD Future Thinking Approved 2022.02 - 20 credit points	
<b>Level 5 Optional - 80 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5102GD Graphic Design and Typography Approved 2022.01 - 20 credit points	
[MODULE] 5103GD Graphic Design and the Screen Approved 2022.01 - 20 credit points	
[MODULE] 5104GD Graphic Design and Identity Approved 2022.01 - 20 credit points	
[MODULE] 5105GD Graphic Design and Context Approved 2022.01 - 20 credit points	
[MODULE] 5106GD Illustration (Text and Image) Approved 2022.01 - 20 credit points	

[MODULE] 5107GD Illustration (Materials and Media) Approved 2022.01 - 20 credit points	
[MODULE] 5108GD Illustration (Creative Practice) Approved 2022.01 - 20 credit points	
[MODULE] 5109GD Illustration (Context) Approved 2022.01 - 20 credit points	
<b>Optional Study Semester - 60 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5120GD Study Semester Abroad - Graphic Design and Illustration Approved 2022.01 - 60 credit points	
<b>Level 6 - 120 credit points</b>	
<b>Level 6 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 6101GD Graphic Arts Research Project Approved 2022.01 - 40 credit points	
[MODULE] 6102GD Studio Projects Approved 2022.01 - 40 credit points	
[MODULE] 6103GD Future Focus Approved 2022.01 - 40 credit points	

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

## Approved variance from Academic Framework Regulations

Variance
BA Hons Graphic Design and Illustration has a variance from the Academic Framework to deliver the following modules 6101GD Graphic Arts Research Project 40 credits (year long) 6102GD Studio Projects 40 credits 6103GD Future Focus 40 credits

## Teaching, Learning and Assessment

Teaching and learning is delivered primarily through set practical studio based projects supported by a programme of lectures, demonstrations, seminars and tutorials. Teaching sessions include: supervised time in the studio or workshops; lectures, presentations and talks; demonstrations of skills and techniques; and external visits. Learning is consolidated through: seminars, tutorials and guided independent learning. Canvas will make teaching materials readily available. Coursework assessment, including: Project outputs/Artefacts (artworks, designs, visual essays, proposals); Portfolios (project work and supporting research and development work); Portfolios (project work, artefacts and supporting written work); and Written assignment (essays). Studio based group critiques engage the students in critical discussion around their work in the context of their peer group. All students will be assigned a personal tutor who will be responsible for overseeing their academic development. Portfolios (research project work, artefacts and supporting written work); Presentations (proposals); and Written assignment (essays). Students will be encouraged to engage in the continued acquisition of professional practical skills through independent learning. Coursework and Practical assessment, including: Project outputs/Artefacts (artworks, designs); Portfolios (practical project work and supporting development work); Presentations (proposals); Reflection (online portfolios). These skills are implicit within the overall learning and teaching methods employed on the programme: The programme is a studio based activity and as such places great emphasis on the importance of a studio culture in which students engage with their studies on-site and develop a meaningful, on-going dialogue with tutors and their peers about their work. Supervised studio work provide opportunity for engagement in visual communication, creative problem solving and project planning and organisation and interpersonal and social skills. Seminars provide the opportunity for discussion and the development of verbal skills. Team based workshops and studio projects provide opportunity for collaboration with peers and external partners. Extra-curricular activities including placements, collaborative projects, and social and cultural activities will also develop these skills. PDP and personal tutorials provide opportunity for personal development through reflection and self-evaluation. Coursework and Practical assessments throughout the programme will allow students to demonstrate transferable / key skills.

## Opportunities for work related learning

At Level 5 students specialise in either Graphic Design or Illustration – both established career pathways. In semester 2, two 20 credit module options for both specialisms focus on the broader issues of each profession and will offer students the opportunity to enhance employability through professional development and work-related learning activities. Graphic Design and Identity examine the professional framework of identity and branding whilst Illustration (Creative Practice) explores the boundaries of contemporary illustration practice. Graphic Design in Context and Illustration (Context) develop students' awareness of the current social and economic context for their practice and offers them the opportunity to place their own emerging practice within the field. The programme's network of professional external partners is used to support these modules. The modules introduce students to the working environment of current practitioners through guest lectures and Q&A sessions from industry professionals and studio visits. Projects are developed in collaboration with industry professionals and specific professional practices are introduced through workshops delivered by guest professionals. At Level 6 all modules emphasise students undertaking projects that match their personal interests and career aspirations and as such give them opportunities to develop their employability prospects. The programme sees the portfolio of projects that a student develops during the course as the most valuable manifestation of their professional development. Studio Projects and Future Focus both include project options that are developed in collaboration with industry professionals. Additional placement opportunities can be accommodated within the Future Focus module in consultation with a student's personal tutor. Future Focus also requires students to design, build and publish a personal website presenting their portfolio of design work to the creative industries. All work related learning is supported and monitored by the programme's PDP activities.

## Entry Requirements

Type	Description
BTECs	112 UCAS points from an Art/Design qualification.
Other international requirements	International applications will be considered in line with UK qualifications. Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent.
Alternative qualifications considered	Scottish Higher Certificate - 112 UCAS points to include 2 Advanced Higher, one of which must be an Art/Design subject.
Alternative qualifications considered	Foundation in Diploma Studies acceptable towards overall tariff points. All short-listed applicants are invited to attend interview prior to an offer being made. Applicants are awarded an offer on the quality of their presented portfolio of work, performance at interview and academic attainments. Applications to Level 5 and 6 will be considered on an individual basis and in line with the Recognition of Prior (Experiential) Learning Policy.
Access awards	At least 15 Distinctions and 30 Merits or any other combination that equates to 112 UCAS tariff points in an Art/Design subject.
A levels	112 UCAS points from a minimum of 2 A levels to include Art/Design subject. Maximum of 20 AS points accepted.
International Baccalaureate	26 IB points to include Art/Design.
Irish awards	112 UCAS points from an Art/Design qualification. Maximum of 20 UCAS Tariff points at Ordinary Level .

## Extra Entry Requirements

