

Overview

Programme Code	35417
Programme Title	Graphic Design and Illustration
Awarding Institution	Liverpool John Moores University
Programme Type	Masters
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Matthew Johnson
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Arts - MA	See Learning Outcomes Below
Alternative Exit	Postgraduate Certificate - PC	<p>Articulate an understanding of the historical contexts, frameworks and critical approaches that inform the practice Graphic Design and Illustration. Reflect critically on their own work and locate their practice within contemporary visual and material culture as appropriate, informed by leading research and practice in the relevant field. Present an articulate and substantive research proposal in relation to the broader contexts that underpin Graphic Design and Illustration contemporary practice. Demonstrate an application of advanced skills and processes relating to their practice. Present a coherent body of practice based work with specific outcomes that can be identified in relation to the broader context of Graphic Design and Illustration Practice.</p>
Alternative Exit	Postgraduate Diploma - PD	<p>Articulate an appropriate understanding of the historical/conceptual contexts, frameworks and critical approaches that inform Graphic Design and Illustration Practice through the formulation of critical and visionary outcomes. Reflect critically on their own work and locate their practice within contemporary visual and material culture as appropriate, informed by leading research and practice in the relevant field. Present an articulate and substantive research proposal in relation to the broader contexts that underpin contemporary Graphic Design and Illustration. Demonstrate the application of ideas, concepts and processes relating to their practice. Present a coherent substantial body of practice based work including evidence of the ability to work collaboratively with peers and/or external partners with specific outcomes that can be identified in relation to the broader context of Graphic Design and Illustration Practice. Undertake a significant written report of original and relevant research utilising primary and secondary sources to critically examine a contemporary art/design issue which demonstrates an awareness of the synergy between practice and theory.</p>

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	1 Years

Aims and Outcomes

Educational Aims of the Programme

Enable students to understand and develop their practice within the context of contemporary visual communication. Provide students with the necessary historical and critical perspectives to enable them to engage with contemporary graphic design and illustration practice within a social, local and global emergent context. Facilitate an engagement with external organisations to enrich the students' experience of the professional environment of contemporary graphic design and illustration. Provide relevant learning and teaching experiences within a context that values agency to examine, explore and understand the role of independent visual practice within the context of the interdisciplinary creative professions. Enable students to place the activities of craft and production at the heart of their enquiry and research methodology. Enable students to develop appropriate research skills, relevant approaches to their practice and the technical abilities to support their final project. Be critically aware of a range of international contemporary graphic design and illustration practice and its locations within a wider visual cultural framework. Understanding emerging models and methods involved in publishing and promoting design led projects. Have a practical understanding of creative, aesthetic and conceptual skills and methods relevant to the realisation of the MA Project. To produce graduates who can apply critical and practical skills, research techniques and understanding within their chosen careers.

Learning Outcomes

Code	Description
PLO1	Have a practical understanding of technical skills and methods relevant to the realisation of the MA project
PLO2	Engage in focused discussions that demonstrate the ability verbally to articulate current ideas and concepts.
PLO3	Identify and develop excellence in technical processes through to final applications ensuring Health and Safety guidelines are adhered to.
PLO4	Demonstrate an in-depth knowledge of professional practices where supported with placements, work experience and visits .
PLO5	Plan and organise an individual programme of study from conception through to final resolution/s.
PLO6	Confident manipulation of chosen media, materials and processes.
PLO7	Confidently articulate and communicate through a variety of methods; research, case studies, essays and written reports including verbal communication and presentations
PLO8	Networking and organisational awareness.
PLO9	Time management and strategic planning.
PLO10	Be familiar with the range of contemporary and emergent Graphic Design and Illustration Practice

Code	Description
PLO11	Develop knowledge and a deeper understanding of technical skills to inform management of practice strategies to create innovative, inclusive and where appropriate interdisciplinary final outcomes.
PLO12	Select and apply a variety of research methods that lead to the management of self-directed learning and facilitate reflective practice.
PLO13	Research, analyse and record data from a wide range of primary and secondary sources to produce written outcomes
PLO14	Present research findings in written and visual format; communicate ideas and proposals effectively.
PLO15	Understand the historical contexts, conceptual frameworks and critical approaches that inform the making and application of contemporary graphic design and illustration.
PLO16	Produce written documents that analyse and reflect critically on contemporary visual art and design.

Programme Structure

Programme Structure Description

The programme is delivered in one year in full time mode.

It will start in September with a significant period of time taken up with independent study.

In full time mode students complete 2x30 credit modules in Semester 1, 2x30 credit modules in Semester 2, and 1x60 credit module between May and August.

Modules taught in full-time mode: 7003MALSAD Research & Practice 1 (30 credits - Semester 1) 7002MAGDI Studio Practice (30 credits – Semester 1) 7005MALSAD Transdisciplinary Practice (30 credits - Semester 2) 7004MAGDI Research & Practice 2 (30 credits - Semester 2) 7005MAGDI Major Project (60 credits - Summer)

For students who started the programme prior to September 2020, the following modules must be studied: 7003MALSAD Research and Practice 1 (30 credits - YR1 Semester 1) 7002MAGDI Studio Practice - Graphic Design and Illustration (30 credits - YR1 Year Long) 7004MALSAD Collaborative Practice (30 credits - YR1 Semester 2) 7004MAGDI Research & Practice 2 - Graphic Design and Illustration (30 credits - YR2 Semester 2) 7005MAGDI Major Project - Graphic Design and Illustration (60 credits - YR2 Year Long)

An alternative exit award of Postgraduate Diploma will be offered to students who do not achieve a pass in the Major Project but have gained 120 credits within the programme.

An alternative exit award of Postgraduate Certificate will be offered to students who do not achieve a pass in the Major Project but have gained 60 credits within the programme.

The Postgraduate Diploma and Postgraduate Certificate are alternative exit awards and do not recruit directly.

Programme Structure - 180 credit points

Level 7 - 180 credit points

Level 7 Core - 180 credit points

CORE

[MODULE] 7003MALSAD Research and Practice 1 Approved 2022.01 - 30 credit points

[MODULE] 7004MAGDI Research and Practice 2 (Graphic Design and Illustration) Approved 2022.02 - 30 credit points

[MODULE] 7005MALSAD Transdisciplinary Practice Approved 2022.01 - 30 credit points

[MODULE] 7002MAGDI Studio Practice (Graphic Design and Illustration) Approved 2022.02 - 30 credit points

[MODULE] 7005MAGDI Major Project (Graphic Design and Illustration) Approved 2022.02 - 60 credit points

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

Teaching, Learning and Assessment

The core of teaching will be studio based with tutorials, seminars, supporting lectures and workshops. Seminars provide the opportunity for discussion and the development of communication / verbal skills. Studio based group critiques engage the students in critical discussion around their work in the context of their peer group. Learning on the programme integrates experiential elements with more formal lecture and seminar based delivery. Individual tutorials provide the opportunity for in depth discussion about developing practice and the students' motivation. All students will be assigned a personal tutor who will be responsible for their academic development and assessment. Seminars and tutorials tenable students to establish a professional understanding of the context and emerging Practice The use of the LJMU online platform Canvas is used for making teaching materials readily available and helping students navigate their way through the programme. Assessment methods and requirements are specified in the module handbook and module proformas. All these items are available on canvas. Ongoing seminar and tutorial contact allows for considerable amount of ongoing verbal / formative feedback and assessment before the summative assessment points for each module. This is a student-centred programme that also recognises the need for you to establish a deep and particular relationship with the Research strategies, critical theories and contexts that drive your work. The assessment of intellectual skills is through project work, written reflection and verbal presentations to measure the students work in terms of research critical analysis and communication/presentation skills.

Opportunities for work related learning

All students are encouraged to identify and evaluate their programme specific, personal and transferable skills in an environment external to LJMU. The undergraduate programme engages with a broad range of professional figures and companies both locally and nationally. Masters level students will be able to undertake projects and collaborate with creative industry practices to develop further critical understanding of their chosen area of practice. Students will be encouraged to collaborate with external agents in the UK and/or Internationally to build a portfolio of knowledge and understanding in their specialist disciplines. <https://www.ljmu.ac.uk/eaqs/122164.htm> (Methods of Practice - Section 5 Work Related Learning and Additional Information)

Entry Requirements

Type	Description
Other international requirements	Applicants from non-UK students are welcomed. Applicants will be required to demonstrate command of English Language at IELTS 6.5, (with a minimum of 5.5 in each component) or equivalent qualification. Applicants who have studied and successfully passed a UK-based degree within the previous 24 months are exempt from such requirements.

Alternative qualifications considered

Applications to Masters study within Graphic Design and Illustration will normally be considered in light of their ability to meet the following criteria: A good first degree in a visual arts related subject classification: 1st Class Degree or 2:1 BA Hons One reference. Portfolio of work / online portfolio - presented by the student at interview or in conjunction with an online interview The above should demonstrate that the student has a sufficient level of knowledge to embark upon the programme including the required linguistic competence and the ability to complete the programme within the required time limits. Students should provide evidence, in the view of assessors, of their learning capability, study opportunity and commitment to a postgraduate programme of study.

Extra Entry Requirements