

## Overview

<b>Programme Code</b>	36381
<b>Programme Title</b>	Graphic Design and Illustration
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Top-up
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	
<b>Link Tutor(s)</b>	Ian Mitchell

<b>Partner Name</b>	<b>Partnership Type</b>
London College for Design and Fashion	Franchised

## Awards

<b>Award Type</b>	<b>Award Description</b>	<b>Award Learning Outcomes</b>
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
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.

<b>Alternate Award Names</b>	
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## 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	January	London College for Design and Fashion	1 Years
Full-Time, Face to Face	September	London College for Design and Fashion	1 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	To generate a range of ideas and visual works in response to creative tasks, set briefs and/or self-initiated projects.
PLO3	To demonstrate effective working practices in relation to Graphic Design, Illustration and related creative professions.
PLO4	To utilise materials, processes, media and technologies creatively and imaginatively.
PLO5	To communicate ideas, information, problems and solutions in visual, written and oral forms.
PLO6	To identify and apply a variety of creative approaches to solving problems.
PLO7	To set goals, plan and organise tasks.

<b>Code</b>	<b>Description</b>
PLO8	To apply interpersonal and social skills
PLO9	To work effectively and efficiently in collaboration with others.
PLO10	Awareness of issues associated with Graphic Design and Illustration practice in relation to audiences, clients and other professional contexts.
PLO11	Understanding of the creative, aesthetic and conceptual methodologies used in the design and production of visual communication.
PLO12	Understanding of developments in current and emerging media and technologies used in the design and production of visual communication.
PLO13	To integrate theory and practice within the framework of Graphic Design and Illustration.
PLO14	To evaluate a brief and formulate an appropriate response.
PLO15	To synthesise information and reference material from a variety of sources.
PLO16	To identify, apply and present appropriate media in the communication of ideas.
PLO17	To source and apply research, work independently and confidently apply practical and technical knowledge in an appropriate and professional manner.

## 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 Level 6. Level 6 of the programme should normally be completed in one academic year. If circumstances require a student to need longer to complete the programme, this should be done in no more than three years. All Level 6 modules are core modules and worth 40 credits. 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 choose project options and to support them in relation to their learning opportunities to future career and/or personal aspirations.

Programme Structure - 360 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6501CFDG Graphic Arts Research Project Approved 2022.01 - 40 credit points	
[MODULE] 6502CFDG Studio Projects Approved 2022.01 - 40 credit points	
[MODULE] 6503CFDG 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: 6501CFDG Graphic Arts Research Project (40 credits year long) 6502CFDG Studio Projects (40 credits) 6503CFDG 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, critiques and guided independent learning. VLE (Google Classroom) will make teaching materials readily available. Coursework assessment, including: Project outputs/Artefacts (artworks, designs, visual essays, proposals); Portfolios (practical project work and supporting research and development work); 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. 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 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
Other international requirements	English language certificate of IELTS 6.0 or equivalent. English courses are available before and during the course for those students who need to improve their English in order to continue studying with us.
NVQ	Higher National Diploma in Graphic Design as awarded by LCDF. Admission from other cognate qualifications, mapped against the BA (Hons) Graphic Design and Illustration, will be considered under the LJMU RPEL procedures.

## Extra Entry Requirements