

Liverpool John Moores University

Title: IDEAS GENERATION
Status: Definitive
Code: **4529DVA** (115288)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Stockport College

| Team | Leader |
|---------------|--------|
| Jon Moorhouse | Y |

Academic Level: FHEQ4 **Credit Value:** 12.00 **Total Delivered Hours:** 52.00
Total Learning Hours: 120 **Private Study:** 68

Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 1.000 |
| Seminar | 1.000 |
| Tutorial | 1.000 |
| Workshop | 49.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|-----------------------------|---------------|---------------|
| Report | AS1 | Practical Projects | 80.0 | |
| Presentation | AS2 | Presentation (1x10 minutes) | 20.0 | |

Aims

*To develop skills and techniques to stimulate creative thinking.
To develop means and methods of overcoming temporary creative blocks.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Generate a body of work that demonstrates a variety of imaginative interpretations and techniques.
- 2 Identify and distinguish a range of ideas generating techniques and concepts within design and visual arts.
- 3 Present research and ideas through oral communication.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

| | | | |
|------------------------|---|---|---|
| Practical Projects | 1 | 2 | 3 |
| 10 minute presentation | 3 | | |

Outline Syllabus

Ideas generation is the third module in the 'basic course' which dominates semester 2. This module investigates methods that explore creative thinking and ideas generating techniques. Students will identify concepts and demonstrate a variety of creative interpretations. The exploration of these techniques and concepts will take place in the wider context of design and visual arts practices and will help develop critical judgment in the assessment of ideas

Learning Activities

The module comprises a range of activities that focus on the presentation of group and individual assignments addressing ideas, concepts and solutions. It is envisaged that this will lead to healthy debate. Seminars lead to practical application of specific approaches to a range of problems.

Visual exploration and an element of visual risk-taking is fostered rather than the 'correctness' or otherwise of conventional thinking.

References

| | |
|------------------------|-----------------------------|
| Course Material | Book |
| Author | Fletcher, A. |
| Publishing Year | 2001 |
| Title | The Art Of Looking Sideways |
| Subtitle | |
| Edition | |
| Publisher | London: Phaidon Press Ltd |
| ISBN | |

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|------------------------|---------------------------------|
| Course Material | Book |
| Author | Von Oech, R. |
| Publishing Year | 1983 |
| Title | A Whack On The Side Of The Head |
| Subtitle | |
| Edition | |
| Publisher | (sI): Angus & Robertson |
| ISBN | |

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|------------------------|------------------|
| Course Material | Book |
| Author | DeBono, E. |
| Publishing Year | 1990 |
| Title | Lateral Thinking |
| Subtitle | |
| Edition | |
| Publisher | London: Penguin |
| ISBN | |

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|------------------------|--------------------------------|
| Course Material | Book |
| Author | Crow, D. |
| Publishing Year | 2003 |
| Title | Visible Signs |
| Subtitle | |
| Edition | |
| Publisher | Switzerland: AVA Publishing SA |
| ISBN | |

Notes

Ideas Generation is the third of the 'basic course' scheme of modules which focuses on underpinning Fundamental knowledge. This is often 'generic' and involves cross teaching and shared cross pathway lecture/tutorial and seminar opportunities.

Critical and evaluative study stemming from the projects/themes support and further informs the learning and reinforces the holistic approach to the curriculum delivery.

10 years ago, *The Art of Looking Sideways* by Alan Fletcher was published, a seminal book contemplating the differences between pictures as words (and vice versa), the pleasing incongruities and "serious science" behind perception, process and the imagination that fills in the gaps. The anniversary is being celebrated in the exhibition *Mind over matter* at Kemistry Gallery opening this week. Featured here are images of the original materials with excerpts from the book, their plastic cases and page numbers betraying the Herculean archiving endeavour, and hinting at why it took 20 years to compile.

Description: Excerpts from *The Art of Looking Sideways*. Copyright: © All Rights Reserved. A woman looks down at the camera: hands on hips, smiling, as if to say: is this the way you want me? It is a confident, intimate picture. She has a strong chin, her hair is in a Victory Roll, she is wearing a short fitted jacket and is standing in front of a brick wall.

Start your review of *The Art of Looking Sideways*. Write a review. Jul 26, 2007 Karen rated it it was amazing. Above: a photograph of my own copy of *The Art of Looking Sideways*. This book is a valuable collection of experiences, quotes, designer-gasms, observations and insights into life, the aesthetic, artistic and general human experience, by late master graphic designer Alan Fletcher. I got it more than a year ago like new (yes, it took me this long to go through its 1000+ pages reading/enjoying on and off) for around £30. Most of that must have been the shipping costs: when it arrived I really cou. Above: a photograph of my own copy of *The Art of Looking Sideways*. To look at things from unlikely angles. References to sources are occasionally provided to keep you going. The book has no thesis, is neither a whodunnit nor a how to do it, has no beginning, middle or end. Here's an interview where Alan talks about the book launch. Available on Amazon.com, Amazon.co.uk, and direct from Phaidon. Share on. David Airey Brand identity design» ¿.