

Module Catalogue

Westminster School of Media, Arts and Design

English as a Foreign Language + Undergraduate Study Abroad Programme 2018/9

Semester 1

At the end of the English section of the programme you must take a test which will determine your progress on the module part of the programme. Depending on your score you will be able to follow one of the following study pathways:

If you achieve a test result of 'B2 Low' you will follow this course of study

1. Academic Language for Disciplinary Study.
2. Academic Spoken Communication Skills for International Students
3. Interpersonal Global Communication

If you achieve a test result of 'B2 Intermediate' you will follow this course of study

Choose 2 modules from the following options:

1. Academic Language for Disciplinary Study.
 2. Academic Spoken Communication Skills for International Students
 3. Interpersonal Global Communication
- Plus one free choice of module at either level 4 or 5

If you achieve a test result of 'B2 High' you will follow this course of study

- You can choose 3 modules from Level 4, Level 5, or Level 6

Please note that all students are restricted to a maximum of 1 London Studies module, and 1 Practical MAD module upon submission of a portfolio that is then accepted as being of the required standard.

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Animation - Practical					
4ANIM001W	The Animatics Bootcamp: Theory of Practice One	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5ANIM001W	Digital Aesthetics (CGI 1)	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Contemporary Media Practice - Practical					
4MEST001W	Introduction to Contemporary Media Practice	4	Semester 1	40	US Credits 8 / ECTS credits 20*

5MEST001W	Media Frontiers	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST005W	Transmedia Practices	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST006W	Scriptwriting For Media	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Contemporary Media Practice - Theory					
4MEST003W	Introduction to Contemporary Media Theory	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST002W	Critical Perspectives on Media	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Graphic Communication Design - Practical					
4GPDS002W	Design Process	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4GPDS004W	Visual Language and Communication	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5GPDS001W	Authorship and Interaction	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5GPDS004W	Representation of Information	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5GPDS005W	Typography and Communication 2	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6GPDS004W	Information Applications	6	Semester 1	20	US Credits 4 / ECTS credits 10*
Graphic Communication Design - Theory					
4GPDS001W	Design History and Culture	4	Semester 1	20	US Credits 4 / ECTS credits 10*
Illustration and Visual Communication - Practical					
5ILLU002W	Drawing Systems	5	Semester 1	20	US Credits 4 / ECTS credits 10*

5ILLU004W	Graphic Explorations	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Illustration and Visual Communication - Theory					
4ILLU001W	Art & Visual Culture	4	Semester 1	20	US Credits 4 / ECTS credits 10*
London Studies					
4FIAR007X	Modern Art in London	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4IMAG011X	Photographing the City: London (Study Abroad)	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4TVPR007X	Television in London	4	Semester 1	20	US Credits 4 / ECTS credits 10*
Mixed Media Fine Art - Practical					
4FIAR001W	Introduction to Mixed Media Fine Art Practice	4	Semester 1	40	US Credits 8 / ECTS credits 20*
Photography - Practical					
4IMAG001W	The Photographic Eye	4	Semester 1	40	US Credits 8 / ECTS credits 20*
5IMAG001W	Photography Beyond The Frame	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Photography - Theory					
4IMAG002W	Photography from Invention to Mass Medium	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5IMAG002W	Vision and Technology	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Fashion Industry					
<p><i>There are a limited number of places for study abroad students on theory modules from the Fashion Buying Management and Fashion Merchandising Management degree programmes.</i></p> <p><i>With the exception of 4FAMN005W London Fashion, these places are restricted to study abroad students who are majoring in Fashion at their home institution.</i></p> <p><i>Note that modules from Fashion Industry can only be selected at the time of application and cannot be registered for during the Orientation period.</i></p>					

4FAMN005W	London Fashion	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4FAMN008W	Fashion Trends and Consumer Culture	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5FAMN005W	Fashion Trends	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5FAMN011W	Visual Merchandising	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6FAMN002W	Trends and Change Implementation for Fashion Retail	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6FAMN009W	Luxury Business Management	6	Semester 1	20	US Credits 4 / ECTS credits 10*

* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

Animation - Practical

The Animatics Bootcamp: Theory of Practice One

Module Code: 4ANIM001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

Practical - Portfolio required.

This module provides a practical working knowledge of basic time-based visual communication through directed exercises. This practical work is supported by an introduction to the principles of film theory. The module is divided into 3 parts; the directed exercises, theoretical studies, and a presentation. The skills acquired in this module will support further study and practice in animation, irrespective of technological context.

Assessment: Coursework (20%), Practical Work (80%)

*All transcripts are issued in UK credits.

Digital Aesthetics (CGI 1)

Module Code: 5ANIM001W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

Practical - Portfolio required.

This module is an opportunity to really focus on digital production: with a range of practical drawing exercises to produce development work, and an emphasis on final digital production. Theory will be an important part of this

module, enabling you to make informed and creative decisions as you develop your digital animation projects, and practical workshops will help you fully realise your creative ideas.

Assessment: Portfolio (20%), Practical Work (80%)

*All transcripts are issued in UK credits.

Contemporary Media Practice - Practical

Introduction to Contemporary Media Practice

Module Code: 4MEST001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 40

Equivalent Credit Value: US Credits 8 /
ECTS credits 20*

Practical - Portfolio required.

This module introduces you to a range of essential contemporary media practice skills, together with methods for research and conceptual development in creative projects. You undertake workshops throughout the module to develop your technical abilities in all media areas. You then work collaboratively, or individually when appropriate, to create practical projects that respond to given briefs.

Assessment: Group Coursework (30%), Project (50%), Portfolio (20%)

*All transcripts are issued in UK credits.

Media Frontiers

Module Code: 5MEST001W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 /
ECTS credits 10*

Practical - Portfolio required.

The frontiers of contemporary media practice increasingly disregard the distinctions between traditional media disciplines, and this module aims to engage you in exploring these frontiers. Intermediate and advanced workshops in all course media will be offered to support your projects. You will be asked to identify your own production methods in relation to this spread of media.

Assessment: Project (100%)

*All transcripts are issued in UK credits.

Transmedia Practices

Module Code: 5MEST005W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 /
ECTS credits 10*

Practical - Portfolio required.

This module allows you to engage with the methods and concerns of wider media traditions associated with courses in the Transmedia Cluster. You select one area to explore in depth, with choices reflecting current practices in core disciplines from the cluster, as well as some related disciplines. You work with the selected media, applying also your prior skills and experience from your own discipline.

Assessment: Project (100%)

*All transcripts are issued in UK credits.

Scriptwriting For Media

Module Code: 5MEST006W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio required. Portfolios should consist of written work in script or creative writing mode.

This module enables you to gain practical experience and a theoretical understanding of the processes involved in writing a short script for film, and by extension for wider audio-visual media. The role of the writer and these writing processes are placed within a professional framework and the specific practices of writing for media differentiated from other forms of writing (eg. journalistic, literary).

Assessment: Practical Coursework (100%)

*All transcripts are issued in UK credits.

Contemporary Media Practice - Theory

Introduction to Contemporary Media Theory

Module Code: 4MEST003W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module examines the behaviours and motivations of media consumers and producers by identifying the ideological and discursive structures that shape the development of media platforms. It introduces critical frameworks for addressing the relationship between meaning and representation in a dynamic media culture, as well as key academic skills for critical research and structured analysis.

Assessment: Group Coursework (50%), Essay (50%)

*All transcripts are issued in UK credits.

Critical Perspectives on Media

Module Code: 5MEST002W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

The module explores key critical theories of media and culture, and their impact upon current media practices. You will consider ideas applicable across current media, and will then work within media specific lecture and seminar strands (typically moving image, photography and interactive media) to develop an informed critical response to your own practice.

Assessment: Group Practical (50%), Essay (50%)

*All transcripts are issued in UK credits.

Graphic Communication Design - Practical

Design Process

Module Code: 4GPDS002W

Location: Harrow

Level 4

UK Credit Value: 20

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio required.

This module is designed to provide an understanding of the importance of visual research, and the application of this understanding to design outcomes. Students are offered the opportunity to develop an individual and critical point of view through the process of recording, documenting, editing, mapping and evaluating visual and verbal material, alongside an understanding of the fundamental principles of graphic design.

Assessment: Portfolio (60%), Project (40%)

*All transcripts are issued in UK credits.

Visual Language and Communication

Module Code: 4GPDS004W

Location: Harrow

Level 4

UK Credit Value: 20

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio required.

The module aims to establish some of the ideas and themes of the course. You will be introduced to the basic principles and visual language of design, and to their application within visual communication. Through lectures, linked to introductory exercises and project work, you will gain an overview of the conventions used in the effective communication of ideas and information. You will also gain the ability to generate and develop ideas through visual exploration.

Assessment: Coursework (40%), Project (60%)

*All transcripts are issued in UK credits.

Authorship and Interaction

Module Code: 5GPDS001W

Location: Harrow

Level 5

UK Credit Value: 20

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio required.

Authorship, and who has the power to fix meaning in communication, is one of the most contested and explored subject areas within graphic design. Add to this, the impact of digital technology and its' interactive implications, and you have a dynamic and contemporary field of study. This module explores both the theory and practice that make up the subject area. You will produce a short academic essay, and designed outcomes exploring the same ideas.

Assessment: Essay (40%), Coursework (60%)

*All transcripts are issued in UK credits.

Representation of Information

Module Code: 5GPDS004W

Location: Harrow

Level 5

UK Credit Value: 20

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio required.

This module provides an opportunity to review the range of representational means available in the communication of information. Through project work you will evaluate, select and integrate representational means and media appropriate to a specific chosen subject area for the needs of end-users. A range of broad-based theoretical inputs, complemented by practical workshops, will enable you to develop your intellectual and practical skills for the

production of an effective piece of information design.

Assessment: Coursework (40%), Project (60%)

*All transcripts are issued in UK credits.

Typography and Communication 2

Module Code: 5GPDS005W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio required.

In this module you will extend your understanding of the conventions and opportunities relating to the communication of ideas and information through the presentation of the visible word. Building on your awareness of letterforms, gained at level four, you will have the opportunity to explore the application of typographic skills and knowledge within a variety of contexts, and through a variety of media.

Assessment: Coursework (40%), Project (60%)

*All transcripts are issued in UK credits.

Information Applications

Module Code: 6GPDS004W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio required.

This module provides an opportunity to critically consider existing and potential opportunities for the application of your skills, interests and aspirations within design. You will be able to make an individual or collaborative project proposal, or select from those set by external organizations. Through research and understanding, design thinking, and the presentation of ideas, you will connect with the world of work.

Assessment: Project (70%), Presentation (30%)

*All transcripts are issued in UK credits.

Graphic Communication Design - Theory

Design History and Culture

Module Code: 4GPDS001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module provides you with a framework of contextual knowledge relevant to the study of graphic communication design. It will focus on the important theories, movements and individuals that have shaped design practice and thinking across the modern period. The lectures and module content are also designed to connect to the studio practice-based modules.

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Illustration and Visual Communication - Practical

Drawing Systems

Module Code: 5ILLU002W

Location: Harrow

Level 5

UK Credit Value: 20

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio not required.

This module explores drawing in depth through a reflective, conceptual and experimental approach. It considers contemporary drawing and its relationship to technologies and contemporary culture. Whilst this is a practical course there is required research and reading to support practice.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Graphic Explorations

Module Code: 5ILLU004W

Location: Harrow

Level 5

UK Credit Value: 20

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio not required.

The module aims to open up visual graphic exploration and application as core concerns to students studying visual communication. Through lectures linked to projects you will gain an overview of the vocabulary related to the field and be exposed to areas spanning the generation of graphic content as it relates to reifying concepts and ideas, typography as both image and as information and visual organisation of varied graphic matter that informs effective communication both pragmatically and experimentally. The module will enable a learning of both digital and non-digital processes in relation to graphic exploration.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Illustration and Visual Communication - Theory

Art & Visual Culture

Module Code: 4ILLU001W

Location: Harrow

Level 4

UK Credit Value: 20

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module will introduce and examine key movements in art and design through the 20/21st Centuries. These movements will be considered in relation to the specific cultural, intellectual, and political contexts with which they are associated. It will also highlight appropriate critical frameworks for the discussion and deconstruction of artistic strategies and concepts. In this context the module is designed to: To introduce the relationships between theories of art and design and studio practice. Develop a knowledge of the cultural, intellectual and political contexts that have informed and led to significant movements, production and conceptual strategies in art and design during and since the twentieth-century; Encourage in students a questioning and reflective approach to understanding contemporary art and design practices; To develop the ability to research and write critically and analytically.

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

London Studies

Modern Art in London

Module Code: 4FIAR007X

Location: Marylebone

Level 4

UK Credit Value: 20

This is a London Studies module

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Dis-requisite: This module cannot be taken with 4ELIT010X Art and Society.

Theory - Portfolio not required.

This module requires a GPA of 2.7 (not 3.0 as with other Media, Arts and Design modules).

Modern Art in London offers a unique opportunity to explore London through the art displayed in museums and galleries across the capital. Weekly gallery visits and lectures explore a Modern Art historical survey starting from the late 1800's and continuing up to the contemporary international art scene experience. Each week students will visit a different London Gallery and spend time working in the gallery both independently and with the module tutors. The note-taking and discussions that take place in the galleries are documented as part of the weekly journal style assessment. Historical and contextual lectures, reading specific seminars and discussion groups look to support and engage a range of student backgrounds from the art history novice to the seasoned connoisseur.

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Photographing the City: London (Study Abroad)

Module Code: 4IMAG011X

Location: Marylebone / Harrow

Level 4

UK Credit Value: 20

This is a London Studies module

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Practical - Portfolio not required.

This module requires a GPA of 2.7 (not 3.0 as with other Media, Arts and Design modules).

This module is concerned with an investigation of the city as represented through historical and contemporary photography. Through a series of lectures, workshops, photo walks and gallery visits students gain a critical perspective on the city as a social, cultural, architectural and artistic phenomenon. Through a research and development process they focus on an aspect of the city to represent through their own photographic project.

Assessment: Project (30%), Project (70%)

*All transcripts are issued in UK credits.

Television in London

Module Code: 4TVPR007X

Location: Regent / Harrow

Level 4

UK Credit Value: 20

This is a London Studies module

Semester 1

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module requires a GPA of 2.7 (not 3.0 as with other Media, Arts and Design modules).

Working in one large and several small groups students devise and produce a factual pro-gramme realised in a multicamera studio. Studio based multicamera television show. Students work in a large group to produce one 25 minute live magazine programme. Through practice in the studio students learn the pro-cedures and protocols

necessary for shooting within a large crew, an “as live” TV studio show. Students learn how to schedule, source talent, produce a running order, design and build a simple set and work collectively towards the recording of a live show in a proscribed amount of ‘on-air’ time. There is an emphasis on collective responsibility and problem solving. Students write a per-sonal log plus a reflective and a critical analysis of the production process and their finished programme.

Assessment: Coursework (80%), Coursework (20%)

*All transcripts are issued in UK credits.

Mixed Media Fine Art - Practical

Introduction to Mixed Media Fine Art Practice

Module Code: 4FIAR001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 40

**Equivalent Credit Value: US Credits 8 /
ECTS credits 20***

Practical - Portfolio required.

An introduction to the practical & critical challenges of producing contemporary fine art. Using proposed starting points as triggers to self directed enquiry, the aim is to provoke a process of practical and critical enquiry across a range of media. Students consider context and content via presentations and through a journal. A programme of technical workshops and on-going tutorial support, screenings and seminars provide additional impetus alongside an on going diet of recommended exhibitions and events.

Assessment: Coursework (20%), Practical Work (80%)

*All transcripts are issued in UK credits.

Photography - Practical

The Photographic Eye

Module Code: 4IMAG001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 40

**Equivalent Credit Value: US Credits 8 /
ECTS credits 20***

Practical - Portfolio required.

The module takes as its starting point the idea of the photographer as observer, exploring a variety of relevant genres such as Landscape, Documentary and Street Photography. Through a series of workshops, students are introduced the use of analogue and digital cameras and related photographic practices and basic techniques of monochrome and colour photography for location shooting. Students will be introduced to research methods for the foundation of an electronic journal.

Assessment: Project (40%), Project (40%), Coursework (20%)

*All transcripts are issued in UK credits.

Photography Beyond The Frame

Module Code: 5IMAG001W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 /

ECTS credits 10*

Practical - Portfolio required.

This module introduces students to a broad range of photographic practices and gives them the opportunity to work with photography in new ways and to build upon and broaden their skills and knowledge of the medium. Students will be encouraged to be experimental and to explore the medium in ways previously unfamiliar to them. There will be a series of lectures to contextualise and stimulate students' projects. These will consider global perspectives in photographic practice, around contemporary themes such as Globalisation, Post-colonialism and identity.

Assessment: Project (80%), Coursework (20%)

*All transcripts are issued in UK credits.

Photography - Theory

Photography from Invention to Mass Medium

Module Code: 4IMAG002W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 /
ECTS credits 10*

Theory - Portfolio not required.

This module will ground students in the origins of photography, its spread through culture as both science and art, and the beginnings of Modernism. The module will follow a more or less historical timeline – the first five weeks dealing with the period prior to WWII, the subsequent weeks exploring the period between approximately WWII and the 1960s/70s. The trajectory is broadly European/North American - a grounding that is then challenged and expanded in Semester 2.

Assessment: Essay (50%), Essay (50%)

*All transcripts are issued in UK credits.

Vision and Technology

Module Code: 5IMAG002W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 /
ECTS credits 10*

Pre-requisite: *active visual art practice such as photography, painting, film/video, or sculpture.*

Theory - Portfolio not required.

Examines lens-based media including photography, film and digital imaging, to develop a critical understanding of the way that representation and its associated technologies shape historical and contemporary ideas of subjectivity. It examines Cartesian notions of the self, and the basis of these ideas in linear perspective models. Other theoretical models, such as Lacanian and post-Lacanian theories of the Gaze, are also used to consider the ways in which identity is structured through visual representation. These ideas are re-thought with reference to more recent work on affect, embodiment, and mechanized vision.

Assessment: Coursework (25%), Essay (75%)

*All transcripts are issued in UK credits.

Fashion Industry

There are a limited number of places for study abroad students on theory modules from the Fashion Buying Management and Fashion Merchandising Management degree programmes.

With the exception of 4FAMN005W London Fashion, these places are restricted to study abroad students who are majoring in Fashion at their home institution.

Note that modules from Fashion Industry can only be selected at the time of application and cannot be registered for during the Orientation period.

London Fashion

Module Code: 4FAMN005W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module will cover the history of London Fashion from the immediate post war period (1945) to the present day looking at the iconic names, designers and retailers associated with London Fashion. The link between culture and fashion will be explored, the significance of key designers and the role of retailers from boutique to department store in satisfying the demands of the consumer. London itself will be explored both as a trend setter and also in the context of its' being the home of many iconic heritage brands including Liberty & Burberry as examples. The module will be delivered through a mixture of lectures and seminars but visiting contemporary retailers, exhibitions and galleries including the V & A and The Museum of London will be an essential component.

Assessment: Presentation Group (50%), Coursework (50%)

*All transcripts are issued in UK credits.

Fashion Trends and Consumer Culture

Module Code: 4FAMN008W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module will explore the fashion industry within its social, cultural and historical context. It explores where fashions and trends come from providing an understanding of fashion as both a cycle and process. Through examining what has happened in the past students will gain an understanding as to why and how fashion changes. The module explores how the social, cultural, technological and political climate can all contribute to future shifts in fashion direction, and through developing an understanding of what factors impact change we can start to predict what is going to happen in the future. This module provides an essential introduction to the fashion forecasting business with specific emphasis on how this then impacts the retail marketplace. In the fashion industry inspiration, creativity and trend are vital as these will impact on organisation, strategy and management. Current Macro trends will be explored in weekly lectures and seminars and evaluated in student led debate regarding their translation into micro trends which ultimately appear in Fashion catwalks and stores. Identifying new emerging trends is vital to the success of today's retailers and from clothing to cars companies spend a great deal of time and money

Assessment: Presentation (40%), Coursework (60%)

*All transcripts are issued in UK credits.

Fashion Trends

Module Code: 5FAMN005W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module will provide students with an understanding of the fashion industry within its social, cultural and

historical context. It explores where fashions and trends come from and how they are used within industry to support fashion product and business development. Through examining what has happened in the past students will gain an understanding as to why and how fashion changes. Looking at how the social, cultural, political and economic climate can all contribute to future shifts in fashion direction, and through developing an understanding of what factors impact change students will start to predict what is going to happen in the future and understand how this can be used within a strategy for fashion product and business potential maximisation.

Assessment: Presentation (30%), Coursework (70%)

*All transcripts are issued in UK credits.

Visual Merchandising

Module Code: 5FAMN011W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

This module covers the theory and retail business practice of visual merchandising, product promotion and interior display. It explores future visual opportunities with regards to the digital space and technological innovation. It enables students to understand and evaluate the visual strategies that retailers employ in order to communicate their brand message, promote store image and increase merchandise sales. Students work on two assignments, an individual report and a group portfolio. The module combines the skills gained on the CAD and Illustration module from level 4 with facilitation to advance Photo shop skills, in order to create a visual merchandising solution for a specific fashion concept and store. Specialist CAD seminar sessions will be scheduled to review and develop the process and application of visual merchandising tools.

Assessment: Coursework (50%), Portfolio (50%)

*All transcripts are issued in UK credits.

Trends and Change Implementation for Fashion Retail

Module Code: 6FAMN002W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

The module will look at how as future managers you can best drive profit in a changing world. The module will focus less on what will happen but rather opening your minds as to how trends evolve and how they then may impact on the world of retailing. There will be a great deal of scope for you to research trends and retailers that particularly interest you. In addition you will be introduced to the concept of strategy. What does it mean for you as future merchandisers, why and how does it vary between businesses. Much focus will be on how you approach both research and the generation of ideas, in addition group work will be an important part of sharing ideas and knowledge.

Assessment: Presentation Group (30%), Coursework (70%)

*All transcripts are issued in UK credits.

Luxury Business Management

Module Code: 6FAMN009W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

**Equivalent Credit Value: US Credits 4 /
ECTS credits 10***

Theory - Portfolio not required.

“Luxury fashion has seeped into every sphere of our consumer society; it has become the norm to aspire towards owning products from exclusive brands” Okonkwo, 2007. This module explores the luxury fashion market, its evolution over time, current performance and future challenges. It will provide students with the key business models and analytical tools with which to evaluate the key issues affecting and driving the luxury market in its widest sense today. Through the critical analysis of the power of heritage and storytelling, the brand management process will be explored and key brand image and identity propositions will be evaluated in the context of current market performance. Consumer behaviour motivation and attitudes regarding luxury products will be assessed with specific reference to the new ‘luxe’ markets and cultures. Customer communication and relationship management will be explored in both theory and practice. The future of luxury will form a major element of student discussion and debate. Luxury business strategy and will be reviewed with specific reference to luxury brand portfolios and product extension strategies. The power of ‘Omni ‘channel retailing is explored alongside the power and theatre of the flagship store and other retailing formats.

Assessment: Portfolio (30%), Coursework (70%)

*All transcripts are issued in UK credits.