## Module Catalogue Arts, Media and Communication Undergraduate Study Abroad 2025/6 Semester 1

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
| --- | --- | --- | --- | --- |
| **Animation** | | | | |
| 4ANIM002W | [Animation: Storytelling and Narrative](#4ANIM002W) | 4 | Semester 1 | 20 |
| 5ANIM004W | [3D Computer Animation](#5ANIM004W) | 5 | Semester 1 | 20 |
| **Creative Media Arts** | | | | |
| 4MEST001W | [Storytelling: Photography and Web Media](#4MEST001W) | 4 | Semester 1 | 40 |
| 5MEST001W | [Media Frontiers: Exploring Creative Technologies](#5MEST001W) | 5 | Semester 1 | 20 |
| 5MEST006W | [Scriptwriting For Media](#5MEST006W) | 5 | Semester 1 | 20 |
| **Digital Media** | | | | |
| 4MECM003W | [Digital Media and Society](#4MECM003W) | 4 | Semester 1 | 20 |
| 4MECM005W | [Storytelling Across Platforms](#4MECM005W) | 4 | Semester 1 | 20 |
| 5MECM001W | [Theories of Media and Communication](#5MECM001W) | 5 | Semester 1 | 20 |
| 5MECM003W | [Internet Cultures](#5MECM003W) | 5 | Semester 1 | 20 |
| 5MECM006W | [Stories, Updates, Feeds: Multiplatform News](#5MECM006W) | 5 | Semester 1 | 20 |
| 5MECM007W | [Consumer Culture and Society](#5MECM007W) | 5 | Semester 1 | 20 |
| 5MECM012W | [Design Thinking applied to Media and Communication practice](#5MECM012W) | 5 | Semester 1 | 20 |
| 5MECM016W | [Produce Your Own Podcast](#5MECM016W) | 5 | Semester 1 | 20 |
| 5MECM017W | [Specialist News and Features](#5MECM017W) | 5 | Semester 1 | 20 |
| 6MECM004W | [Data and Society](#6MECM004W) | 6 | Semester 1 | 20 |
| 6MECM005W | [Media Law, Regulation and Ethics](#6MECM005W) | 6 | Semester 1 | 20 |
| 6MECM008W | [Diversity and the Media](#6MECM008W) | 6 | Semester 1 | 20 |
| 6MECM009W | [Specialist Public Relations](#6MECM009W) | 6 | Semester 1 | 20 |
| **Fashion Business Management** | | | | |
| 4FAMN011W | [Introduction to the Fashion Industry](#4FAMN011W) | 4 | Semester 1 | 20 |
| 5FAMN014W | [Supply Chain](#5FAMN014W) | 5 | Semester 1 | 20 |
| 5FAMN022W | [Range Planning and Trading for Buyers and Merchandisers](#5FAMN022W) | 5 | Semester 1 | 20 |
| 6FAMN006W | [Fashion Business Simulation Game](#6FAMN006W) | 6 | Semester 1 | 20 |
| 6FAMN014W | [Future Trends and Insight](#6FAMN014W) | 6 | Semester 1 | 20 |
| **Fashion Marketing and Promotion** | | | | |
| 6FADE011W | [Creative Fashion Branding](#6FADE011W) | 6 | Semester 1 | 20 |
| 5FADE012W | [Fashion Branding Strategies](#5FADE012W) | 5 | Semester 1 | 20 |
| **Film** | | | | |
| 5FMPR002W | [Screen 2: Short Form Film and Video](#5FMPR002W) | 5 | Semester 1 | 20 |
| **Fine Art Media** | | | | |
| 4FIAR001W | [Introduction to Mixed Media Fine Art Practice](#4FIAR001W) | 4 | Semester 1 | 40 |
| 4FIAR007X | [Modern Art in London](#4FIAR007X) | 4 | Semester 1 | 20 |
| 5FIAR001W | [Contemporary Fine Art Practice 2.1 Exploration & Development](#5FIAR001W) | 5 | Semester 1 | 40 |
| 5FIAR002W | [Concepts of Contemporary Art Practice](#5FIAR002W) | 5 | Semester 1 | 20 |
| **Graphic Design** | | | | |
| 6GPDS008W | [Entrepreneurship for Creatives](#6GPDS008W) | 6 | Semester 1 | 20 |
| 6GPDS009W | [Publishing and Print](#6GPDS009W) | 6 | Semester 1 | 20 |
| **Illustration** | | | | |
| 6ILLU004W | [Contextual Research Project](#6ILLU004W) | 6 | Semester 1 | 20 |
| 6ILLU007W | [Designing Narrative Experiences](#6ILLU007W) | 6 | Semester 1 | 20 |
| 6ILLU008W | [Experimental Image Making](#6ILLU008W) | 6 | Semester 1 | 20 |
| **Music** | | | | |
| 4CTAD001W | [Creativity and Collaboration](#4CTAD001W) | 4 | Semester 1 | 20 |
| 4MUPR007W | [Music Production Fundamentals](#4MUPR007W) | 4 | Semester 1 | 20 |
| 4MUSH006W | [Artist Development in Practice](#4MUSH006W) | 4 | Semester 1 | 20 |
| **Photography** | | | | |
| 4IMAG017W | [Constructing Photographs](#4IMAG017W) | 4 | Semester 1 | 40 |
| 5CTAD003W | [The Self-Directed Brief](#5CTAD003W) | 5 | Semester 1 | 20 |
| 5IMAG019W | [Fashion Studio Photography](#5IMAG019W) | 5 | Semester 1 | 20 |
| 5IMAG022W | [The Networked Photograph](#5IMAG022W) | 5 | Semester 1 | 20 |
| **Television Production** | | | | |
| 4TVPR006W | [Switch On: Key Concepts in TV](#4TVPR006W) | 4 | Semester 1 | 20 |
| 5TVPR008W | [Going Live! -TV studio production](#5TVPR008W) | 5 | Semester 1 | 20 |
| 5TVPR010W | [TV Narratives: Traditions and Innovations](#5TVPR010W) | 5 | Semester 1 | 20 |

## Animation

### Animation: Storytelling and Narrative

[**Module Code: 4ANIM002W**](#4ANIM002W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module focuses on visual storytelling and narrative filmmaking for animation, with a particular focus on narrative in relation to the visual sequence. Students will engage with and critically reflect on a variety of sources and apply some of these approaches in their own practice. The module is designed to provide a link between animation theory and practice. Students will produce critical writing and also participate in weekly practical experiments.   
**Assessment:** Coursework (20%), Portfolio (80%)

### 3D Computer Animation

[**Module Code: 5ANIM004W**](#5ANIM004W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

This module is an introduction to working in 3D. It will give you an overview of the various applications of 3D modelling and animation, as well as an understanding of 3D aesthetics. A series of workshops will introduce you to the skills needed to model your own 3D assets, and you will practice animating a 3D rig. These workshops will be the building blocks you need to develop your own concept for a 3D asset or animation. You will develop a digital 3D computer animation using tools such as Toon Boom / Maya.   
**Assessment:** Coursework (20%), Portfolio (80%)

## Creative Media Arts

### Storytelling: Photography and Web Media

[**Module Code: 4MEST001W**](#4MEST001W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 40**

Portfolio required.   
This module establishes the interrelationship between media theory and practice by introducing theoretical and conceptual frameworks that underpin creativity in the contemporary media arts industries. This interconnectedness is reflected in the assessment structure, which comprises an interdisciplinary Storytelling Project (70%) and a Written Essay (30%) to be chosen from a series of questions based on themes and debates addressed throughout the module. As such, the module develops key academic and creative skills for critical research and analysis.  
**Assessment:** Coursework Practical (70%), Portfolio (30%)

### Media Frontiers: Exploring Creative Technologies

[**Module Code: 5MEST001W**](#5MEST001W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
The frontiers of media practice increasingly disregard the distinctions between traditional media. This module challenges students to explore the boundaries of existing media to develop emergent and transferable skills pertinent to an age of digital distribution. These explorations will be situated in relation to contemporary debates including sustainability social and climate justice. Intermediate and advanced workshops across course media (typically, new media; still and moving image; physical computing; AR/VR) will be provided to support the Media Frontiers Project. Working individually or in a group, students will be asked to identify their production methods in relation to this spread of media.  
**Assessment:** Coursework (100%)

### Scriptwriting For Media

[**Module Code: 5MEST006W**](#5MEST006W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required. Portfolios should consist of written work in script or creative writing mode.  
This module enables students to gain practical experience, along with a critical and conceptual understanding of the processes involved in writing a short script for various media, such as moving image, audio-based or interactive media. The role of the writer and specific writing methodologies are placed within a professional framework of script- and screenwriting, with the specific practices of writing for media differentiated from other forms (for example. journalistic or literary forms).   
**Assessment:** Coursework (100%)

## Digital Media

### Digital Media and Society

[**Module Code: 4MECM003W**](#4MECM003W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***An overall IELTS score of 6.5 is required with a minimum 6.0 in Writing and Speaking.***  
This module introduces key debates concerning the social, political, economic and technological significance of the changing digital media industries. It aims to provide an understanding of the relationship between society and digital media. By exploring key concepts such as structure, agency, power, representation and communication this module will question how digital media shape our interactions and experiences, how they change institutions (both social and industrial) and what the effects of this are on the changing digital media landscape. We will equip students with knowledge and critical understanding of the key features of contemporary digital media environments.  
**Assessment:** Coursework Practical (30%), Coursework (20%), Essay (50%)

### Storytelling Across Platforms

[**Module Code: 4MECM005W**](#4MECM005W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Level of English required for non-native English speakers: IELTS equivalent of 6.5  
This module provides students with an introduction to theories of narrative, and a critical application of narrative theory to examples of storytelling in different media and professional contexts, evaluating and interrogating them from both academic and professional viewpoints. The module equips students with the tools, vocabulary and historical perspective required to engage critically with content creation across the spectrum of digital, still and moving image and audio texts. Students will analyse media content created in different formats, for different media outlets – from news stories and video documentaries to podcasts, social media feeds and PR campaigns, advertising and television. They will be encouraged to explore ways of applying the theoretical knowledge gained to their own storytelling work and media creation. The work they do on this module will be linked directly to the production skills gained on the core Year 1 module Creating Digital Content.  
**Assessment:** Essay (50%), Coursework (50%)

### Theories of Media and Communication

[**Module Code: 5MECM001W**](#5MECM001W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
The module provides a comprehensive introduction to the theories that have informed our thinking on media and communication. It covers a range of theoretical approaches in a loosely historical sequence, showing the development of theoretical reflection around the media and the interconnections between different ideas. Drawing on contemporary examples, the module encourages students to use these theoretical tools to reflect on current developments in media and communication. These may include, for instance, social media surveillance, the discourses and ideologies promoted by the news, radio and television, or the role of digital media in contemporary propaganda techniques.   
**Assessment:** Essay (50%), Coursework (50%)

### Internet Cultures

[**Module Code: 5MECM003W**](#5MECM003W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
This module provides a conceptual and practical understanding of the development, significance and contemporary uses of social media, and grounds these within histories of the internet and internet cultures. It encourages learners to engage in both critical analysis and reflective practice in the networked digital media environment. Learners will critically engage with key ideas surrounding internet technologies and industries, and with the social and cultural dimensions of internet use in the social media environment.  
**Assessment:** Portfolio (50%), Essay (50%)

### Stories, Updates, Feeds: Multiplatform News

[**Module Code: 5MECM006W**](#5MECM006W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Portfolio required.   
This module is an introduction to core journalism skills that students will use wherever they end up working in the media but particularly if they build careers as journalists. It develops the journalistic skills students gain at Level 4 but focuses on research, reporting, writing and storytelling news in particular. The demands of particular platforms are considered – the differences between online (web and mobile), broadcast and print for example – but overall the module focuses on similarities across formats and on story types and genres that work across platforms. Students learn how to identify and find news stories, how to research and report them, how to fact check and verify material. They will develop interviewing skills and learn how to work with press offices, PRs and official sources. Lessons cover both online research and fieldwork and introduce students to the legal and ethical constraints which inform their work as journalists. The core of the module will focus on writing – from short form breaking news and social media updates to longer news pieces.   
**Assessment:** Coursework (30%), Portfolio (70%)

### Consumer Culture and Society

[**Module Code: 5MECM007W**](#5MECM007W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
This module helps students develop a critical understanding of the consumer as a key figure in capitalist society, by drawing on different analytical approaches including political economy, cultural studies and feminist theory. The module analyses themes such as choice, surveillance, resistance, consumption management, and self-policing. It aims to make sense of the function that promotional industries (advertising, marketing communications, PR) play within late capitalist democracy, and in the context of global and national crises (environmental, financial, social, political). It introduces the student to key theoretical ideas from social and critical theory, political economy and political philosophy, and encourages the student both to reflect on their personal and professional experience, and to apply ideas discussed in the module to real world problems and examples. It aims to develop the student’s ability to critique the function, practices and dominant narratives of promotional communication.  
**Assessment:** Coursework (50%), Essay (50%)

### Design Thinking applied to Media and Communication practice

[**Module Code: 5MECM012W**](#5MECM012W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
This module introduces students to the challenges of an increasingly complex world where design thinking, and processes can contribute to more positive, inclusive and sustainable outcomes. This course encourages students to think critically about their circumstances and their responsibilities as communicators to serve the best interests of the future of our planet. As communicators and citizens, we must assume a greater role in rethinking, pursuing, creating and achieving smarter, more practical, and less wasteful approaches to our practical needs.   
**Assessment:** Coursework (50%), Presentation Group (50%)

### Produce Your Own Podcast

[**Module Code: 5MECM016W**](#5MECM016W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
The module offers a comprehensive overview of podcast production. Students will learn of the range and diversity of podcast styles and genres current in the audio marketplace, and will gain experience of pitching and producing podcast content to generate audience interest. Students will learn of the many podcast platforms available and of the different funding models that underpin podcast production today. You will also gain practical experience of making your own podcast.  
**Assessment:** Portfolio (30%), Coursework Practical (70%)

### Specialist News and Features

[**Module Code: 5MECM017W**](#5MECM017W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Portfolio required.   
This module introduces students to the knowledge, skills and techniques needed to be a specialist writer/reporter and looks more generally at the role of specialist journalism in the modern media. It is designed to build on the basic storytelling and content creation skills students gained at Level 4 and the more specific journalistic skills developed in the first half of Level 5. Students build on the latter in particular to develop the more specific techniques required to cover different ‘beats’. The module allows students to explore different specialist areas – Fashion Journalism, International News, Travel Journalism, Arts and Entertainment Journalism, Finance and Business Journalism and Sports Journalism. Students choose to specialise in one of the areas and learn about the different story types and formats of particular specialist beats. They are introduced to the different sources specialist journalists work with – in particular PRs and press offices. They learn about the way online technologies and social media have changed the work of specialist journalists. They also consider the changing markets for specialist writing.  
**Assessment:** Portfolio (30%), Portfolio (70%)

### Data and Society

[**Module Code: 6MECM004W**](#6MECM004W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Level of English required for non-native English speakers: IELTS equivalent of 6.5  
The aim of this module is to lay the theoretical and conceptual foundations for understanding and investigating how digital data and society intersect. The module engages with key critical debates surrounding the rise of datafication – the tendency of turning many aspects of everyday life into data and how information is increasingly realised as a new form of value. It introduces critical data studies and analyses a broad range of digital data practices and how they shape and are shaped by socio-cultural, economic and political factors. Students will be introduced to key concepts and theoretical frameworks from an interdisciplinary perspective, apply them to different contexts and case studies, and engage with those through a combination of lectures, interactive seminars and independent study. The assessment consists of a data project as well as a written assignment.    
**Assessment:** Coursework (50%), Coursework (50%)

### Media Law, Regulation and Ethics

[**Module Code: 6MECM005W**](#6MECM005W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Level of English required for non-native English speakers: IELTS equivalent of 6.5  
This module covers the essential knowledge of law, regulation and ethics that apply to journalistic work. It sets out to help students understand the English legal system and how the legal environment affects the rights, duties and practices of journalists and media workers in general. The module explores key concepts (defamation, copyright, obscenity, privacy, breach of confidence, contempt of court) and looks more generally at restrictions placed on freedom of expression by the law. Students look at the different ethical codes and regulatory structures that apply to journalists and media workers in the post-Leveson landscape and are encouraged to critique legal and extra-legal controls on journalism and freedom of expression, with particular reference to the Human Rights Act and the impact of decisions from the European Courts. Whilst the focus of the module is on the UK, students are also encouraged to look at the international context and will have the opportunity to do a comparative analysis of legal systems and regimes where appropriate.  
**Assessment:** Essay (50%), Set exercises and test (not exam conditions) (50%)

### Diversity and the Media

[**Module Code: 6MECM008W**](#6MECM008W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Level of English required for non-native English speakers: IELTS equivalent of 6.5  
This module enables students to gain a critical understanding of the main theories and debates on race, multiculturalism, representation, citizenship, and the political and social contexts of reporting on or discussing diversity. It builds on key concepts from social, political and media theory. Taking both a theoretical and historical approach, the module investigates why certain groups in the society were included in, or excluded from the mainstream, demonised or praised and what the role of institutions, opinion leaders and media of all sorts was in these societal developments. The module offers an innovative mix of theory and practice and not only looks at traditional and digital media but also other cultural forms (the syllabus may at times include campaigning, advertisements, film and museums), to discuss how various cultural products impact the understanding of diversity. Recent political developments and case studies will be discussed. The seminars mostly feature interactive and creative tasks that stimulate multi-perspective, problem-based learning and students will be assessed via practical media work as well as a more traditional academic essay.   
**Assessment:** Coursework (40%), Coursework (60%)

### Specialist Public Relations

[**Module Code: 6MECM009W**](#6MECM009W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Level of English required for non-native English speakers: IELTS equivalent of 6.5  
This module introduces students to the knowledge, skills and techniques needed to be a specialist public relations professional and looks more generally at the role of specialist public relations. It builds on the general skills developed by students over the course, allowing them the chance to do more specialist work covering a particular sector. The module offers four specialist areas – Entertainment PR, Healthcare PR, Non-Profit PR and Public Affairs. Students choose one of the areas – with each allowing for further specialisation – for example Healthcare students could focus on areas such as the NHS, pharmaceuticals or policy; Entertainment students could work on projects related to sectors such as broadcasting, music or film. Students learn about the dynamics and challenges of working in different sectors and are introduced to the different stakeholders and media with which specialist professionals work. Students are expected to demonstrate a critical understanding of public relations practice, and to develop a sophisticated grasp of trends and issues in their chosen sector.  
**Assessment:** Coursework (50%), Portfolio (50%)

## Fashion Business Management

### Introduction to the Fashion Industry

[**Module Code: 4FAMN011W**](#4FAMN011W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module is the students’ introduction to the world of fashion retail, its terminology and processes and issues. It depicts an overview of this global industry, in addition to identifying key retailers and influential people within it. Students will also learn about the context of the Industry by exploring current trading situations and start to develop their commercial awareness. Students will also be introduced to the importance of United Nations Sustainable Development Goals and their relevance to the Fashion industry. Basic Excel will be covered, in a digital class, starting to prepare students for roles in industry.  
**Assessment:** Coursework (60%), In-Class Test/Assignment exam conditions (40%)

### Supply Chain

[**Module Code: 5FAMN014W**](#5FAMN014W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module examines and analyses the critical path and process of sourcing textiles and garments for the Fashion Business. Students will be introduced to the key criteria that underpin sourcing decisions and how sourcing options may be assessed. The module will also introduce students to the principles of cost comparisons between raw materials and labour and discuss centres of excellence in the global market place. Students will explore future considerations involving innovation and technology and new strategies and opportunities for sustainable fabric and product development with consideration of the ethical and environmental impact of Textiles and the evaluation of their use in the current market. In particular this module with explore the UN SDGs Protect the Planet (13), Life Below Water (14) and Life on Land (15)  
**Assessment:** Presentation Group (30%), Coursework (70%)

### Range Planning and Trading for Buyers and Merchandisers

[**Module Code: 5FAMN022W**](#5FAMN022W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module provides students with specific methodology and tools used in planning, trading and analysis by buyers and merchandisers in the fashion industry. The module looks at the whole range of topics that are linked to the management of profit. Margin and profit levers are explored in detail with a focus on KPI setting and management. The module then looks at the planning /trading cycle and critical path from a buyer’s and merchandiser’s perspective from the setting of plans, the management of stock and OTB through to trading decisions and exit strategies. It allows the student to have an insight into the factors that influence decision making from the strategic plan start point, through historical sales analysis, product selection and range building. The module aims to prepare the student as thoroughly as possible for entry into the world of work, both in awareness of common business practice and improvement of the student’s skill set. This being so sessions will be held to ensure that all students are IT “ready” for the workplace with particular emphasis on Excel, the preparation of documents and use of the Edited tool.  
**Assessment:** In-Class Test/Assignment exam conditions (35%), Portfolio (65%)

### Fashion Business Simulation Game

[**Module Code: 6FAMN006W**](#6FAMN006W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module has been designed to give the student insight and experience into the commercial aspects of retailing a fashion brand from “start-up” strategy through planning and to trading. At the core of this module is the business game. This is an interactive simulation that looks at the risks and opportunities attached to business operations. It is a team exercise and each team must make a number of decisions concerning the set-up, management and eventual profitability of “their company”. These decisions will be effected by the P.E.S.T.L.E. factors. These factors may change whilst the game is running. The final result of the game is relatively unimportant to the learning from the module, the essential point of running the game is to allow the student to begin to make the link between their individual input to the team, the team decisions and the impact on their “business”. So far as possible the game has been designed to replicate the real business and trading environment of a retail unit and to include the factors and decisions that have to be made on a daily basis when trading a product in the retail environment. In order to support the business game lectures and activities will examine the key skills associated with the making of commercial decisions. The module also gives students the opportunity to reflect on their own role in the future of the fashion industry.  
**Assessment:** Presentation Group (60%), Project (40%)

### Future Trends and Insight

[**Module Code: 6FAMN014W**](#6FAMN014W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module will focus on how future fashion industry managers identify opportunities and develop innovative products and services. The module identifies and evaluates how trends evolve and how they impact on the world of fashion retail. Students will be challenged to explore new sources of information and think outside current experience and reference points. The module will explore the important role of data & insights in planning fashion product, operations, marketing and retail. A series of external speakers and field research form an integral and vital element of this module to expand student’s awareness and industry insight. There will be a great deal of scope to research trends, brands and markets. The focus will be on how industry professionals approach both research and the generation of new ideas. Group work will be an important part of sharing ideas and knowledge and develop student’s professional self-awareness and group skills, as well as mimicking the trends and insights working groups in industry.   
**Assessment:** Portfolio (40%), Presentation Group (60%)

## Fashion Marketing and Promotion

### Creative Fashion Branding

[**Module Code: 6FADE011W**](#6FADE011W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
The purpose of this module is to provide students with the opportunity to apply fundamental design skills and knowledge of branding strategies previously taught, to the production of creative outcomes. Students will work to an industry inspired brief, underpinning an innovative approach to a re-branding project. Research, concept development and innovation will inform creative branded practical outcomes, utilising multiple channels of communication and presented in aligned multiple formats.This module will relate to the UN Sustainable Development Goals of 4- Quality Education and 12- Responsible Production and Consumption.  
**Assessment:** Presentation (40%), Portfolio (60%)

### Fashion Branding Strategies

[**Module Code: 5FADE012W**](#5FADE012W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module investigates how fashion brands are represented through various written, visual and promotional outcomes. It is supported by historical and theoretical lectures, seminars and workshops, which explore key developments of promotional communication practices in the fashion industry. This will demonstrate and question what can be developed from the past, by analysing the fashion industry within a historical and culturally diverse context. branding tools and how these help brands differentiate their identity and promise in order to deliver a set of specific features, benefits and values by creating emotional meaning in the minds of targeted customers.  
**Assessment:** Presentation (40%), Coursework (60%)

## Film

### Screen 2: Short Form Film and Video

[**Module Code: 5FMPR002W**](#5FMPR002W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

*Screen 2: Short Form Film and Video* is designed to meet the substantial demand for short form media content which is consumed across multiple personal devices (including desk-top computers, laptops, tablets and smart phones) and distributed across multiple platforms (including Instagram, Facebook, YouTube and TikTok). The module seeks to arm students with the skillset and confidence to work as an ‘all-rounder creative’ - an individual who generates shortform content without the multi-person crew and high-end equipment used on other BA Film production modules. The ability to work as an independent producer of short form media content increases students' employability upon graduation by enabling them to individually create professional-level content using emerging technologies and mainstream equipment.  
**Assessment:** Coursework Practical (60%), Essay (40%)

## Fine Art Media

### Introduction to Mixed Media Fine Art Practice

[**Module Code: 4FIAR001W**](#4FIAR001W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 40**

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 (80%), Coursework (20%)

### Modern Art in London

[**Module Code: 4FIAR007X**](#4FIAR007X_return)

**Level 4**

**Semester 1**

**Location: Cavendish**

**UK Credit Value: 20**

***Dis-requisite: This module cannot be taken with 4ELIT010X Art and Society.***  
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 to the seasoned connoisseur.  
**Assessment:** Coursework (100%)

### Contemporary Fine Art Practice 2.1 Exploration & Development

[**Module Code: 5FIAR001W**](#5FIAR001W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 40**

Portfolio required.   
This module is studio based. The aim of the module is to encourage you to experiment and take risks with materials, processes and ideas which you may have encountered in level 4. Within the module your developing body of work is supported by a growing awareness of the need to contextualise and critically evaluate the work you produce, including in relation to Sustainable Development Goals (SDGs). You will be required to attend specific seminars, tutorials and workshops. You will obtain new skills, technical, practical and critical which will support your practice. You will be required to exhibit your work at the end of the semester, give a presentation to your tutor group and discuss your approach and influences.  
**Assessment:** Practical Work (80%), Coursework (20%)

### Concepts of Contemporary Art Practice

[**Module Code: 5FIAR002W**](#5FIAR002W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module introduces key debates within Fine Art from the 20th-century to the present. It focuses on the theoretical concepts that have influenced visual art practices and the contexts from which they have arisen. It considers the emergence of new art forms, such as performance and video, and current questions concerning more dispersed, relational and research-based practices. A series of lectures, some by visiting speakers, will provide you with an understanding of the relationships these debates have to different areas of practice in contemporary Fine Art.    
**Assessment:** Flexible Individual Coursework (100%)

## Graphic Design

### Entrepreneurship for Creatives

[**Module Code: 6GPDS008W**](#6GPDS008W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module will support students in researching and planning their post-graduate employment journey as either a freelancer or by starting a small business in the media, creative and related digital industries. Through the module, students will develop an awareness of commercial opportunities and how to focus their entrepreneurial skills on a chosen field – learning how to develop business ideas and how to present and pitch them effectively. Students will develop a plan to create a start-up business / or become a freelancer, learning about personal branding, marketing, project management, budgeting, sustainability, and building an online presence along the way.   
**Assessment:** Coursework (40%), Project (60%)

### Publishing and Print

[**Module Code: 6GPDS009W**](#6GPDS009W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
In this module students will explore the opportunities and creative challenges of publishing printed formats, from lo-fi to luxury, such as zines, booklets, magazines, artbooks and books. You will be required to pitch, design and publish an outcome that can incorporate writing, illustration, photography, design, typography and layout expressed across a range of possible materials and processes.Working in multi-disciplinary groups, students will fill all roles needed to conceive, develop, populate and produce a publication that channels personal voice, complimented by an appropriate design and format for a specific audience. Skills covering technical, project management, writing, creative & branding components will be supported. The final publication will be an excellent addition to any portfolio.   
**Assessment:** Coursework Group (30%), Coursework (70%)

## Illustration

### Contextual Research Project

[**Module Code: 6ILLU004W**](#6ILLU004W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module offers the space for a research led critical enquiry into a topic connected to your area of creative practice. Including a research presentation and a short academic essay, you will undertake a self-directed investigation into a key aspect of the discourse specific context that surrounds your visual output. Researching and writing about contemporary concerns that frame visual culture will provide a path to a more critical approach to studio practice.This module will be of particular interest to students who may be considering a postgraduate degree.  
**Assessment:** Presentation - submissions only (20%), Coursework (80%)

### Designing Narrative Experiences

[**Module Code: 6ILLU007W**](#6ILLU007W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
The module focuses on collaboration with others from different disciplines, to research, explore and experiment with possibilities for expanding storytelling. Through hands-on workshops and critical provocations, students will explore multi-sensory approaches to interactive storytelling, spatial narratives and installation design. Playfulness, speculation and experimentation are encouraged as students work individually or collaboratively to develop proposals and prototypes for a narrative experience.  
**Assessment:** Coursework (30%), Coursework (70%)

### Experimental Image Making

[**Module Code: 6ILLU008W**](#6ILLU008W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module encourages students to engage with experimental practice as a form of inquiry and research. Students will explore creative processes that push beyond traditional subject-disciplined techniques and methods, embracing risk-taking, innovation, and interdisciplinary approaches. Through practice-based investigation, students will be challenged to develop work that questions boundaries, explores new territories, and opens alternative ways of thinking about their subject discipline and its role in contemporary culture.  
**Assessment:** Coursework (20%), Portfolio (80%)

## Music

### Creativity and Collaboration

[**Module Code: 4CTAD001W**](#4CTAD001W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***Suitable for students who are interested in Arts Business (including music business and other arts)***  
This module provides induction and understanding of creative and collaborative research practice, assessment processes and group working required in creative practice subjects. The module will introduce students to the University’s commitment to the United Nations’ Sustainability Development Goals (SDGs). Students will be challenged to experiment individually, undertaking contextual and practical research, which will contribute to a significant group project where students will be allocated creative roles in groups working collaboratively. As well as exploring creative processes, the module provides an opportunity for students to gain an understanding of other disciplines, and if they choose, to work with students from other disciplines, or use disciplinary approaches beyond their own course of study. It also introduces them to the wider community of creative practice at the Harrow campus.  
**Assessment:** Project (100%)

### Music Production Fundamentals

[**Module Code: 4MUPR007W**](#4MUPR007W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

This module will enable students to gain confidence in using digital tools by learning the fundamentals of music production and developing an individual creative practice & sound. Students will be required to produce industry-standard productions employing bold and innovative methods. Overall, the module will develop digital skills, critical thinking and listening and technical, discipline-related competencies designed to foster creative practice in music.   
**Assessment:** Coursework Practical (25%), Coursework Practical (75%)

### Artist Development in Practice

[**Module Code: 4MUSH006W**](#4MUSH006W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***For students focusing on music performance & musicianship, music production or music business.***  
This module exposes students to a range of creative practices, analytical skills and psychological strategies that they can feed into their artistic development.  
**Assessment:** Portfolio (100%)

## Photography

### Constructing Photographs

[**Module Code: 4IMAG017W**](#4IMAG017W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 40**

In this module, students are introduced to the practical, creative, and contextual possibilities of constructing photographic images in the studio and on location using lighting and staging. Through a series of workshops students will be introduced to the fundamentals of exposure and composition using a digital camera, the use of electronic flash lighting, both in the studio and on location, as well as digital workflows; Adobe Lightroom, Adobe Photoshop and printing to create photographic work. Alongside this, students will be introduced to key critical and historical debates and themes in photography through lectures, illustrated talks and seminars with a particular focus on genres such as portraiture, still life and tableau, its context, techniques and application within photography.  
**Assessment:** Portfolio (60%), Coursework (30%), Coursework (10%)

### The Self-Directed Brief

[**Module Code: 5CTAD003W**](#5CTAD003W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

This module introduces students to industry norms and practices of identifying, researching and defining a response to a commercial brief or an open call. Students select a brief or a call for submissions from a given set and identify the requirements from the perspective of a potential client or art institution. By researching the chosen brief, students generate a proposal/pitch with professional elements, such as required materials, technologies, budget, and timetable. The prepared proposal acts as the basis for a project in the form of a competition or exhibition entry, or a project potentially submitted to a client. Students learn to present information in a concise and professional manner. The module tests students’ ability to work to industry standards, client-led requirements, and set deadlines.  
**Assessment:** Coursework (30%), Coursework (70%)

### Fashion Studio Photography

[**Module Code: 5IMAG019W**](#5IMAG019W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

This module focuses upon creative fashion photography and styling, and fashioned identity and image creation, from a theoretical and practical perspective. You will research and analyse a diverse range of sources around histories of fashion photography, image, and identity, to inform the development of practical projects for fashion editorial.  
**Assessment:** Portfolio (60%), Portfolio (40%)

### The Networked Photograph

[**Module Code: 5IMAG022W**](#5IMAG022W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

This module discusses how photographs function in the virtual space. The module consists of illustrated lectures on current photographic practices and critical discussions, combined with relevant practical projects. It enables students to develop an understanding of contemporary issues around the production and distribution of images in the networked environment and to become critical and ethical users of the online space. The networks examined are based on the Internet and include, but are not limited to, social media, artificial intelligence applications, mass media platforms, and online marketing.  Themes addressed will be drawn from contemporary debates and discourses relating to changing technologies, emerging research and departmental expertise.   
**Assessment:** Coursework (50%), Essay (50%)

## Television Production

### Switch On: Key Concepts in TV

[**Module Code: 4TVPR006W**](#4TVPR006W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing***  
Level of English required for non-native English speakers: IELTS equivalent of 6.5

This module introduces some of the foundational concepts, debates, and critical tools of television studies, with a particular focus on investigating the workings of television texts and genres. The module draws on an international range of television case-studies, spanning historical and contemporary-digital examples. In considering television genres as ‘cultural categories’, the module also encourages a critical sensitivity to related concerns of representation, equality, diversity and inclusion.

The module launches student thinking in such areas as: the language and grammar of television, televisual rhetoric, television aesthetics and style, debates of televisual ‘quality’, the mythic functions of genre, and the textual components of ‘cult’ television. More generally, the module introduces students to the importance of scholarship, beginning to develop skills in research-informed analysis and critical reflection on own practice.  
**Assessment:** Coursework (50%), Essay (50%)

### Going Live! -TV studio production

[**Module Code: 5TVPR008W**](#5TVPR008W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***previous experience with single camera work***  
***You will need IELTS 6.5 with 6.0 in Writing***  
A live television studio is a hive of energy, tension and excitement.This module creates that buzz through the production of ‘as live’ television studio content. Working in large production groups students devise and produce TV Studio based Live Magazine shows with a music performance element. Through practical workshops in studio, students learn the procedures and protocols necessary for shooting a Live TV studio show. Students learn the technical operations necessary to produce a live broadcast plus how to schedule, source talent, write scripts, produce a running order, bar count, design and build a simple set and work collectively towards the production of a live show hitting a designated ‘on-air’ time. This module aims to follow a philosophy of training for studio operations which combines the learning of technical and production skills and with the artistry of creative content creation.  
**Assessment:** Coursework Practical (40%), Coursework (60%)

### TV Narratives: Traditions and Innovations

[**Module Code: 5TVPR010W**](#5TVPR010W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***You will need IELTS 6.5 with 6.0 in Writing or equivalent***  
This module explores the centrality of story and storytelling in television production. Through a series of historical and contemporary case-studies and building upon the academic foundations of the first year, this module examines the mechanics of television narrative. The module develops essential understanding and critical skills relating to the successful construction of character and encouraging engagement and investment from audiences, alongside the complex inner workings of plot (and how this is further complicated by long-form, episodic television). In the present televisual context of growing internationalisation, convergence and spreadable media, this module also promotes student understanding of the ways in which characters and stories ever-increasingly move across texts, technologies, and cultures. Moreover, developing critical work from the first year concerning television representation, the module encourages further reflection on the importance of television storytelling in relation to issues of representation and visibility, equality, diversity and inclusion. The module advances student thinking in such areas as: narrative traditions and current innovations in TV storytelling, narrative modes (realism, surrealism, and hybridity), TV characterisation, TV plot structure, beginnings and endings, visual storytelling and production values, and TV dialogue and subtext. More generally, the module develops student understanding of the importance of scholarship, furthering skills in research-informed analysis and critical reflection on own practice.  
**Assessment:** Presentation Group (50%), Essay (50%)