

# Module Catalogue

## Arts, Media & Communication

### Undergraduate Exchange 2019/0

### Semester 2

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
<b>Animation - Practical</b>					
4ANIM004W	<a href="#">Pioneers of Animation Bootcamp: Theory of Practice Two</a>	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5ANIM004W	<a href="#">Digital Pathways (CGI 2)</a>	5	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Contemporary Media Practice - Practical</b>					
4MEST004W	<a href="#">Developing Contemporary Media Practice</a>	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4MEST006W	<a href="#">Media Explorations</a>	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5MEST003W	<a href="#">Convergent Media</a>	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6MEST004W	<a href="#">Professional Launchpad</a>	6	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Contemporary Media Practice - Theory</b>					
4MEST005W	<a href="#">Media Representations</a>	4	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Digital Media - Theory</b>					

4JRNL006W	Journalism: Stories and Histories	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4MEST014W	Celebrity Culture and the Media	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4MEST015W	Media and Globalisation	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5MEST010W	Creativity (DMC)	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5MEST011W	Cultural Industries and Media Markets (DMC)	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5PURL001W	Advertising and Promotional Culture	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5PURL002W	Sex Violence and Censorship	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6MEST010W	Transforming Audiences (DMC)	6	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Fashion Buying and/or Merchandise Management</b>					
4FAMN003W	Fashion Marketing	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4FAMN005W	London Fashion	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5FAMN004W	Textiles and Product Development	5	Semester 2	20	US Credits 4 / ECTS credits 10*
			Semester		US Credits 4 /

5FAMN008W	Fashion Promotion	5	2	20	ECTS credits 10*
5FAMN010W	Global Fashion Retailing	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5FAMN011W	Visual Merchandising	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6FAMN005W	Sustainable Fashion	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6FAMN006W	Commercial Skills	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6FAMN008W	Fashion Consumer Behaviour	6	Semester 2	20	US Credits 4 / ECTS credits 10*

### Fashion Design

5FADE004W	Collection 4: Portfolio	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5FADE005W	Collection 5: Historical	5	Semester 2	40	US Credits 8 / ECTS credits 20*

### Film - Theory

4CINE004W	Film Theory and Analysis: Hollywood and Genre	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5CINE005W	Aesthetics of Television Drama	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5CINE006W	Cinema Dream and Fantasy	5	Semester 2	20	US Credits 4 / ECTS credits 10*

### Graphic Communication Design - Practical

4GPDS003W	Typography and Communication 1	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4GPDS005W	Visual Narratives	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4GPDS006W	Visual Representation	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5GPDS002W	Live Projects	5	Semester 2	40	US Credits 8 / ECTS credits 20*
<b>Illustration and Visual Communication - Practical</b>					
4ILLU003W	Figure Drawing	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5ILLU003W	Visual Communication - Interdisciplinary Practice	5	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Illustration and Visual Communication - Theory</b>					
4ILLU005W	Introduction to Image Media	4	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Journalism - Practical</b>					
4JRNL003W	Digital First: Introduction to Producing Online and Multimedia Journalism	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5JRNL005W	Specialist Journalism 1	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5JRNL006W	Multimedia Storytelling and Production	5	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Journalism - Practical/Theory</b>					

4JRNL005W	Introduction to Consumer and Lifestyle Journalism	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5JRNL007W	Politics Journalism and the Media	5	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>London Studies</b>					
4FIAR007X	Modern Art in London	4	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Mixed Media Fine Art - Practical</b>					
4FIAR003W	Contemporary Fine Art Practice 1 Experimentation	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4FIAR005W	Material Light- lens based practice within a fine art context.	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4FIAR006W	Reconsidering Drawing	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5FIAR003W	Contemporary Fine Art Practice 2.2 Presentation	5	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Mixed Media Fine Art - Theory</b>					
4FIAR002W	Sources of Contemporary Fine Art Practice	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5FIAR004W	Contemporary Fine Art Ideas & Form	5	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Photography - Practical</b>					
4IMAG003W	The Constructed Photograph	4	Semester 2	40	US Credits 8 / ECTS credits 20*

5IMAG003W	Photography For Wall Page & Screen	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5IMAG005W	Exhibition	5	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Photography - Theory</b>					
4IMAG004W	Photography from the Cold War to the Present	4	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>PR &amp; Advertising - Practical</b>					
4PURL002W	Campaigning: Persuasion & Influence	4	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Radio &amp; Digital Production - Practical</b>					
4RDPR004W	Bulletins and Blogs	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5RDPR003W	Talk Radio	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6RDPR003W	Producing Audio Drama	6	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Television - Practical</b>					
5TVPR001W	Adverts & Promotional Shorts	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5TVPR002W	Alternative TV	5	Semester 2	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.

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## Animation - Practical

### Pioneers of Animation Bootcamp: Theory of Practice Two

**Module Code: 4ANIM004W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

You will be given the opportunity to produce animation clips using a variety of production techniques. This first-hand experience will allow you to form an opinion of the relative merits of a variety of animation methods. There is scope for experimentation and the development of an individual approach. The integrated theory component of this module develops your critical faculties alongside your personal journey of discovery. Self Evaluation of your performances will help you to understand your own work with increased clarity.

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

\*All transcripts are issued in UK credits.

### Digital Pathways (CGI 2)

**Module Code: 5ANIM004W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

This Digital Pathways module supports you to help develop your digital animation skills in a specific area of interest. Understanding how your interests fit in to the wider world (both industrial and academic) is vital to your personal and professional development, and this module aims to support you to pursue an individual specialism that is both creative and informed. Typical paths for research include: 2D animation, 3D character animation, and interactive animation.

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

\*All transcripts are issued in UK credits.

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## Contemporary Media Practice - Practical

### Developing Contemporary Media Practice

**Module Code: 4MEST004W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

This module further develops your core practice skills and conceptual development across the media areas of moving image, still image and new media. You will work collaboratively to respond to a given brief to produce work in each media area, thereby demonstrating your deployment of key production skills and the development of your

creative ideas.

**Assessment:** Project (100%)

\*All transcripts are issued in UK credits.

## Media Explorations

**Module Code:** 4MEST006W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Portfolio required.*

This module allows you to engage with media from an experimental perspective, choosing from, and possibly working across, a range of media disciplines and practices. The emphasis is on exploratory approaches, where traditions, ideas and technologies are subject to creative play, testing, experiment and realisation.

**Assessment:** Project (100%)

\*All transcripts are issued in UK credits.

## Convergent Media

**Module Code:** 5MEST003W

**Level 5**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Portfolio required.*

The creative industry increasingly demands multi-skilling, as well as an awareness of the shifting relationships between media producers and consumers. This practical module engages students with issues around media convergence to reinforce their identity as contemporary media practitioners with skills across discipline boundaries. It also further develops the ability to reflect critically on project development and outcomes.

**Assessment:** Project (100%)

\*All transcripts are issued in UK credits.

## Professional Launchpad

**Module Code:** 6MEST004W

**Level 6**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Portfolio required.*

This module supports you in launching yourself in the media industries, or other intended careers. You present and promote yourself and your work to potential employers, with this facilitated through a programme of visiting professionals and workshops. Tasks include the production of a career plan and associated promotional materials, which you show to relevant professionals for advice and feedback.

**Assessment:** Portfolio (100%)

\*All transcripts are issued in UK credits.

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# Contemporary Media Practice - Theory

## Media Representations

**Module Code: 4MEST005W**

**Location: Harrow**

**Level 4**

**UK Credit Value: 20**

**Semester 2**

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

This theory module focuses on the role of media representations in the framing of contemporary experience, including urban space, gender, ethnicity, technology, history, and politics, along with their critical analysis in the context of specific media artefacts. The Reflective Essay assignment addresses such themes in relation to the project for Developing Contemporary Media Practice, with which this module is synoptically aligned.

**Assessment:** Essay (100%)

\*All transcripts are issued in UK credits.

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## Digital Media - Theory

### Journalism: Stories and Histories

**Module Code: 4JRNL006W**

**Location: Harrow**

**Level 4**

**UK Credit Value: 20**

**Semester 2**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module introduces students to the history of journalism and aims to give them an understanding of both the broader patterns of social change that underpin that history and also key stories and pieces of journalism from the past. The module starts with the birth of modern journalism in the late eighteenth century, going on to look at the rise of the radical press, the spread of literacy and the development of the popular press. It considers the birth of campaigning and investigative journalism, the beginning of war reporting and the rise of the press barons. Moving to the twentieth century, it considers cinema newsreels and the birth of PR, the rise of radio and TV journalism, the development of modern magazines and tabloid journalism, alternative media in the 60 and 70s and global cable news outlets before moving to consider the development online journalism. Students are encouraged to look at examples of journalism drawn from history and to do their own historical research. Whilst the module will focus primarily on journalism as it developed in the UK and the West, it will also consider more global perspectives where appropriate.

**Assessment:** Coursework (30%), Essay (70%)

\*All transcripts are issued in UK credits.

### Celebrity Culture and the Media

**Module Code: 4MEST014W**

**Location: Harrow**

**Level 4**

**UK Credit Value: 20**

**Semester 2**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module offers a critical exploration of the evolving role celebrities play in the media, public relations, advertising and wider contemporary culture.

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

\*All transcripts are issued in UK credits.

### Media and Globalisation

**Module Code: 4MEST015W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

The module introduces students to the institutional practices and patterns of media around the globe – including African, Asian, Middle Eastern, North American and European media. Focusing on some of the main theoretical approaches to media systems and practices in different geographic regions, the module aims to identify key issues in international media and introduce comparative analysis of media systems in different regions.

**Assessment:** Presentation (35%), In-Class Participation (15%), Essay (50%)

\*All transcripts are issued in UK credits.

## Creativity (DMC)

**Module Code: 5MEST010W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module considers the nature of creativity, and the importance of creativity for the media industries, for new forms of digital and social media, and for society in general. Students will take part in creative exercises, go on field trips, and discuss creativity from a number of angles, from individual psychology and artistic expression, to organisational questions of how creativity can be managed, and encouraged.

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

\*All transcripts are issued in UK credits.

## Cultural Industries and Media Markets (DMC)

**Module Code: 5MEST011W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module is about how media industries have historically operated, and above all how they are being changed by technological and other developments affecting both 'content' and advertising markets. It draws on various traditions of scholarly enquiry including critical political economy, business and management theory, and media production studies. By understanding how media industries operate and are being transformed, we can better appreciate some of the forces shaping working conditions within the sector and ultimately the kinds of media text (news, TV and radio shows, 'digital content') that gets created and that circulate within society.

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

\*All transcripts are issued in UK credits.

## Advertising and Promotional Culture

**Module Code: 5PURL001W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module offers a critical exploration of the evolving role of advertising and promotional culture in the digital world including wider contemporary culture.

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

\*All transcripts are issued in UK credits.

## Sex Violence and Censorship

**Module Code: 5PURL002W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module offers a critical exploration of the evolving role of freedom of expression and censorship across media platforms and in wider contemporary culture.

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

\*All transcripts are issued in UK credits.

## Transforming Audiences (DMC)

**Module Code: 6MEST010W**

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module builds on previous knowledge developed during Level 4/5 modules. The first part of the module will introduce theories of media audiences and will be followed by more practical analysis of measuring audiences, using both qualitative (e.g. focus groups, observation and diaries) and quantitative methods (e.g. surveys, people-meters, ratings, and other forms of measurement). The link between advertising and audience research is examined in relation to industry debates e.g. the debates on advertising tobacco. The module also examines YouTube alternative news (e.g. Trews), "prosumers", Facebook users, and web drama audiences. The module encourages students to extend and test their knowledge individually and as part of groups, to a strict deadline, on practical audience projects for radio, public relations, news, television and social media. The transforming element is looked at in relation to new technologies and globalisation e.g. online diasporic audiences. Overall, the module teaches the theoretical and practical issues and also how to write critical essays about transforming audiences, from different perspectives.

**Assessment:** In-Class Participation (20%), Essay (40%), Group Coursework (40%)

\*All transcripts are issued in UK credits.

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# Fashion Buying and/or Merchandise Management

## Fashion Marketing

**Module Code: 4FAMN003W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

The purpose of this module is to provide students with a fundamental understanding of the philosophy and concepts of marketing and the recognition of the importance of marketing in business. The module provides students with the tools to identify and apply the principal concepts and techniques of marketing to the fashion business. It also aims to develop students' both creative and business skills to apply these further to branding and marketing proposals. Students study how to define customer groups through segmentation analysis, measure customer needs and market change whilst monitoring market performance. Fashion Buying and Merchandising students combine their business and creative specialisms in seminar activities to create a broader understanding of fashion marketing.

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

\*All transcripts are issued in UK credits.

## London Fashion

**Module Code: 4FAMN005W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

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.

## Textiles and Product Development

**Module Code: 5FAMN004W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module explores the processes involved in the manufacture of fibres, textiles and product development of fashion garments and the tests and controls necessary to ensure quality and consistent sizing. Students will learn to identify basic textile structures, the fibres used for their production and gain knowledge of key textile terminology to use when communicating with the textile and garment industries. It will consider suitable different textile products for various sectors of the fashion retail market, based on both aesthetic and functional attributes. This module considers how key influences such as trend forecasting, colour prediction, media and trade fairs, play their part in the textile and product development decisions of retailers. Students will gain an understanding of sustainability in textiles and an overview of garment costings.

**Assessment:** In-Class Test/Assignment exam conditions (30%), Coursework (70%)

\*All transcripts are issued in UK credits.

## Fashion Promotion

**Module Code: 5FAMN008W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module will introduce the students to the field of Fashion Promotion and its role throughout the fashion and fashion related industries. The students will be able to examine both traditional and current forms and functions of fashion promotion and the way in which the promotional tools are designed to communicate and promote fashion and fashion related products. It aims to develop students' basic creative research skills and promotional practice and evaluation whilst developing their understanding the customer profile and behaviours. Each week will examine a range of promotional methods and campaigns and students will develop both critical skills and a creative portfolio of work developing a series of promotional tools to form a promotional campaign. The module will also further develop students' technical CAD and visual presentation skills

**Assessment:** Presentation (30%), Portfolio (70%)

\*All transcripts are issued in UK credits.

## Global Fashion Retailing

**Module Code: 5FAMN010W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module has been designed to develop students understanding of the key drivers for the globalisation of the fashion retail industry. A series of lectures will explore the Technological, Economic, Political and Socio-cultural trends behind the globalisation of fashion retail. The key models relating to retail globalisation will be reviewed and applied to contemporary fashion case studies with seminars focusing on student led discussion of the key success factors and risks for businesses expanding internationally. It will include a live project with ensuing rollout plan. The module will introduce the key concepts relating to consumer behaviour in the fashion with specific reference to the importance of understanding culture in global markets.

**Assessment:** Presentation Group (40%), Examination - open book (60%)

\*All transcripts are issued in UK credits.

## Visual Merchandising

**Module Code: 5FAMN011W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

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.

## Sustainable Fashion

**Module Code: 6FAMN005W**

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module will recognise the ethical and environmental impact of raw materials, garment manufacture and logistics in order to make a profitable and commercial Fashion range. The issues will be illustrated in terms of the positive and negative effects on People, Planet and Profit and discuss the potential for sustainable practice within the fashion industry. The student will develop the knowledge to identify, develop and establish effective Corporate Social Responsibility (CSR) policies and to manage and promote more sustainable approaches in product development and manufacture

**Assessment:** Coursework (50%), Examination - Seen (50%)

\*All transcripts are issued in UK credits.

## Commercial Skills

**Module Code: 6FAMN006W**

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module has been provided to give the student insight into the commercial aspects of retailing 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

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

\*All transcripts are issued in UK credits.

## Fashion Consumer Behaviour

**Module Code: 6FAMN008W**

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

“Today’s consumers are choosing products and companies that satisfy deeper needs for creativity, community and idealism. Leading companies realize they must reach these highly aware, technology-enabled customers, and that the old rules of marketing won’t help them do this. Instead they must create products, services and corporate cultures that inspire, include, and reflect their customer’s values” Kotler P, 2010 This module has been designed to develop students understanding of the theories of consumer behaviour with reference to contemporary and future trends impacting on the fashion retail market. A series of lectures will explore consumer behaviour theories related to the wider fashion arena. Seminars will synthesise theory and practice to develop consumer insight into the fields of shopper behaviour, product development, store and web environment, brand building and marketing communication. Consumer research groups and workshops will develop the application of tools and the understanding of the topics explored in lectures. The process of evaluating current consumer behaviour and future market opportunities based on consumer insight and behavioural theory will be explored via seminars presenting and evaluating consumer research, contemporary case studies, market reports and academic papers, many of which will be student led.

**Assessment:** Presentation Group (40%), Examination - open book (60%)

\*All transcripts are issued in UK credits.

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# Fashion Design

## Collection 4: Portfolio

**Module Code: 5FADE004W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

*This module is only available to Exchange Students from the Amsterdam Fashion Institute.*

Students select one contemporary international fashion designer that they would like to work for, either during their internship year or on graduation and undertake in-depth research of the designer's aesthetic and their commercial market. Additionally they choose an area of interest for their own personal research from which they develop a variety of design outcomes. From all of their research and design development a core capsule collection is designed and a final portfolio is produced complete with technical flats, fabric samples, final illustrations and spec sheets.

**Assessment:** Portfolio (25%), Portfolio (25%), Portfolio (50%)

\*All transcripts are issued in UK credits.

## Collection 5: Historical

**Module Code: 5FADE005W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 40**

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

**Pre-requisite: 4FADE004W Design Project A: Modernity or equivalent**

*Portfolio required.*

*This module is only available to Exchange Students from the Amsterdam Fashion Institute.*

Students select one specific decade from history, and undertake detailed research of both the clothing and culture of their chosen period. This research may, for example include cultural artefacts such as wallpaper, paintings, porcelain, garments, watches, or furniture. Emphasis is placed on researching and recording historical methods of design, make and construction as the basis of creating new, contemporary design solutions. This research is used as a basis of design development to produce a variety of design outcomes and two complete runway looks are produced. Finally a range of illustrations and portfolio work based on their design work and final outcome is produced.

**Assessment:** Portfolio (30%), Practical Coursework (35%), Portfolio (35%)

\*All transcripts are issued in UK credits.

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# Film - Theory

## Film Theory and Analysis: Hollywood and Genre

**Module Code: 4CINE004W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

The module focuses on key approaches to and debates about genre in film and television. Popular Hollywood genre will be approached through focusing on the history, context, form, aesthetics of film noir, melodrama and the gangster film. Television will be addressed through an examination of popular British and American genres.

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

\*All transcripts are issued in UK credits.

## Aesthetics of Television Drama

**Module Code: 5CINE005W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

An examination of television forms, including the 'quality' drama series/serial, situation and sketch comedy, the aesthetics of such forms and the nature of their address to their audiences. The module will address the UK and the US industry contexts; networks, studios and channel branding; reflexivity in 'cult' TV and internet presence.

**Assessment:** Essay (100%)

\*All transcripts are issued in UK credits.

## Cinema Dream and Fantasy

**Module Code:** 5CINE006W

**Level 5**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module examines key critical and popular uses of analogies between film and dreams. It considers the relationship between film as a culture industry and changing notions of fantasy and reality, referring to mainstream and avant-garde cinema. In particular, it will discuss the pleasures offered by film spectatorship by exploring the significance of psychoanalysis to film theory with regards voyeurism, sexual difference and the formation of identity.

**Assessment:** Essay (100%)

\*All transcripts are issued in UK credits.

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# Graphic Communication Design - Practical

## Typography and Communication 1

**Module Code:** 4GPDS003W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Portfolio required.*

This module aims to promote joy and enthusiasm for the design and use of letterforms. It seeks to develop awareness and sensitivity in the selection and manipulation of letterforms to create engaging and effective communication. It introduces the historical, cultural and technological developments that have influenced the vast array of forms available for the design and presentation of ideas and information through the visible word.

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

\*All transcripts are issued in UK credits.

## Visual Narratives

**Module Code:** 4GPDS005W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Portfolio required.*

This module provides an introduction to the various forms of visual storytelling. You will learn how ideas and information may be constructed and communicated through a variety of representational means and media. Through practical workshops and project tasks, you will be invited to explore ways by which language, ideas and imagery may be presented through linear and non-linear narratives.

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

\*All transcripts are issued in UK credits.

## Visual Representation

**Module Code: 4GPDS006W**

**Location: Harrow**

**Level 4**

**UK Credit Value: 20**

**Semester 2**

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

*Portfolio required.*

In this module you will explore and examine the means by which we represent ideas, objects and events within our world. Through general research you will gain an awareness of the historical developments of the representational systems currently in use. Through project work and introductory exercises you will explore and examine the representational means and systems available for communication.

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

\*All transcripts are issued in UK credits.

## Live Projects

**Module Code: 5GPDS002W**

**Location: Harrow**

**Level 5**

**UK Credit Value: 40**

**Semester 2**

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

*Portfolio required.*

This module focuses on undertaking design briefs that have direct links to industry and design practice. You will be offered choices that will enable you to select project briefs appropriate to your skills, interests and aspirations. The projects on offer may be live briefs, or they may be briefs set by professional bodies or industry specialists. You will also engage in research and writing that is directly linked to the projects on offer.

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

\*All transcripts are issued in UK credits.

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# Illustration and Visual Communication - Practical

## Figure Drawing

**Module Code: 4ILLU003W**

**Location: Harrow**

**Level 4**

**UK Credit Value: 20**

**Semester 2**

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

This module is designed to support the development of skills and understanding in drawing practices focused on observational study of the human figure. This module is delivered through studio figure drawing with some location study and exhibition visits.

**Assessment:** Portfolio (100%)

\*All transcripts are issued in UK credits.

## Visual Communication - Interdisciplinary Practice

**Module Code: 5ILLU003W**

**Location: Harrow**

**Level 5**

**UK Credit Value: 20**

**Semester 2**

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

The module is designed to support experimental and interdisciplinary practice. You are encouraged to work flexibly in developing concepts and outcomes through varied technical processes supported by personal research, visual

and design experimentation.

**Assessment:** Portfolio (100%)

\*All transcripts are issued in UK credits.

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# Illustration and Visual Communication - Theory

## Introduction to Image Media

**Module Code:** 4ILLU005W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

This module examines image media in relationship to industry and institutions; media texts; audiences; technology and the effect of social media on the consumption and generation of culture and social interaction. To introduce students to theories and debates about mass media and its role in contemporary society. To provide tools for analysing and deconstructing images in mass media, social media, media production and consumption. To stimulate and enhance your own research and skills in analytical thinking and reasoning.

**Assessment:** Essay (100%)

\*All transcripts are issued in UK credits.

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# Journalism - Practical

## Digital First: Introduction to Producing Online and Multimedia Journalism

**Module Code:** 4JRNL003W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

***Pre-requisite: 4JRNL001W Introduction to Journalism or equivalent***

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module introduces students to the research, writing and production skills needed to work for online/multimedia outlets. It builds on the work done on writing, research and story genres in the Level 4 module News, Feature, Comment. Students develop basic audio and video production skills; they learn how to gather/record audio/video material, how to edit it, how to structure audio/video material to tell coherent and engaging stories. The module also aims to build students' knowledge and understanding of online multimedia. Students produce individual multimedia stories, which they will publish on their own blogs. They also learn the basics of working with a content management system and go on to work in groups on blogs that run live for a short period of time, in a final synoptic assessment linked to the News, Features, Comment module. This assessment tests both the writing skills picked up in the latter and the multimedia and online skills acquired in this module.

**Assessment:** Portfolio (40%), Portfolio (40%), Group Coursework (20%)

\*All transcripts are issued in UK credits.

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## Specialist Journalism 1

**Module Code:** 5JRNL005W

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***Students must choose to follow either the Fashion Journalism, Sports Journalism, International and Travel Journalism or Literary and Long Form Journalism pathway on this module.***

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

*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 allow students to build on the core journalistic skills developed in the Level 4 modules 'News, Features, Comment' and 'Digital First' and the Level 5 module 'Pitch, Produce, Publish' and to develop the more specific techniques required for different 'beats'. More description details are available.

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

\*All transcripts are issued in UK credits.

## Multimedia Storytelling and Production

**Module Code: 5JRN006W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***Students must choose to follow either the online or the broadcast pathway on this module.***

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

*Portfolio required.*

Building on the audio/video work done in the Level 4 module Digital First, this module allows students to develop and test their skills in more demanding production tasks and, in particular, to specialise in either traditional broadcast journalism or online and social media. Students choosing the broadcast pathway develop their skills in both radio and TV journalism. More description details are available.

**Assessment:** Portfolio (40%), Portfolio (40%), Portfolio (20%)

\*All transcripts are issued in UK credits.

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# Journalism - Practical/Theory

## Introduction to Consumer and Lifestyle Journalism

**Module Code: 4JRN005W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module aims to help students develop an understanding of consumer journalism, in particular the lifestyle sector. It builds on the core Level 4 module, News, Features, Comment, allowing students to apply the reporting and writing skills developed there in more consumer/service-oriented contexts. Students learn and are introduced to a broad range of lifestyle coverage: motoring, travel, food, beauty/fashion, health, relationships, advice, interior design and technology. Via an exploration of the history of lifestyle publishing, students develop a critical understanding of its relation to post-war consumer culture. The module covers the business models that support lifestyle publications, including customer publishing and advertorials, going on to look at branded content and native advertising online. Students also analyse the ways lifestyle and consumer journalism are being changed by online networks, social media, mobile app, blogs and video blogging.

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

\*All transcripts are issued in UK credits.

## Politics Journalism and the Media

**Module Code:** 5JRNL007W

**Level 5**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

*Portfolio required.*

This module aims to help students develop a detailed understanding of the complex relationships between media, journalism and modern politics. It combines a critical perspective informed by the latest media research with teaching focused on the skills and working practices of political journalists, media activists and campaigners. More description details are available.

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

\*All transcripts are issued in UK credits.

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## London Studies

### Modern Art in London

*This is a London Studies module*

**Module Code:** 4FIAR007X

**Level 4**

**Semester 2**

**Location:** Marylebone

**UK Credit Value:** 20

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

***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%)

\*All transcripts are issued in UK credits.

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## Mixed Media Fine Art - Practical

### Contemporary Fine Art Practice 1 Experimentation

**Module Code:** 4FIAR003W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Portfolio required.*

Drawing on the experience gained in Semester 1, this module helps students to develop their individual starting

points for further practical pursuit in contemporary fine art terms, encouraging an independent approach from outset by students to their developing practice. Delivery consists of initial tutorials, reflecting on work so far, with later tutorial input and the programme of gallery visits, seminars and talks to aid the practical and theoretical research process, and increase critical awareness, within an increasingly professional context.

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

\*All transcripts are issued in UK credits.

### Material Light- lens based practice within a fine art context.

**Module Code: 4FIAR005W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

This module introduces you to a range of essential lens based media practices and conceptual development skills. You will explore lens based media as a material within a fine art context. Students undertake workshops throughout the module to develop their skills in photography and moving image. They then work collaboratively, or individually when appropriate, to respond to a self initiated brief.

**Assessment:** Coursework (100%)

\*All transcripts are issued in UK credits.

### Reconsidering Drawing

**Module Code: 4FIAR006W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

This module is designed to provide students with the opportunity to expand and develop their understanding of what constitutes drawing today. Students will be encouraged to explore that through practical workshops and independent study, by experimenting widely with both medium and approach. The module will include an introduction, a range of workshops and guest lecturers, a list of gallery visits, seminars and tutorials, all as a support and enabler to self-directed study.

**Assessment:** Practical Coursework (100%)

\*All transcripts are issued in UK credits.

### Contemporary Fine Art Practice 2.2 Presentation

**Module Code: 5FIAR003W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

This module is practice based and supports and enables you to consolidate personal concerns relevant to the development of your practice, with the arena of contemporary Fine Art. This module enables you to develop a body of work with increasing conceptual depth. To contextualise and critically evaluate the work in relationship to Fine Art Practice 2.1. Showing a familiarisation with the issues and processes of curation. This is done via the final year show.

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

\*All transcripts are issued in UK credits.

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# Mixed Media Fine Art - Theory

## Sources of Contemporary Fine Art Practice

**Module Code:** 4FIAR002W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

This theory-based module will focus, via a series of lectures, on the origins of the Romantic construct of the artist as an inspired (white male) individual and social outsider and its impact on the subsequent development of modernist ideas about originality. The consequences of the application of the term 'avant-garde' to art will be critiqued from feminist, post-colonial and other perspectives, as will related issues of so-called primitivism, ethnicity and cultural identity.

**Assessment:** Essay (100%)

\*All transcripts are issued in UK credits.

## Contemporary Fine Art Ideas & Form

**Module Code:** 5FIAR004W

**Level 5**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

The aim of this module is to raise and discuss issues that drive contemporary art practice. It will critically examine the way that ideas take form and how histories of contemporary art are written and received. These issues are explored with reference to the work of a range of contemporary artists, practices and critical texts. This module also acts as an important transitional point between previous contextual studies and studio based modules and the Level 6 dissertation. The students are encouraged to identify and explore an essay topic that will form the basis of their dissertation research.

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

\*All transcripts are issued in UK credits.

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# Photography - Practical

## The Constructed Photograph

**Module Code:** 4IMAG003W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 40

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

**Pre-requisite:** *Previous darkroom experience.*

*Portfolio required.*

In this module students are introduced to the practice of constructing a photographic image both in the studio and on location. Students will be introduced to the use of electronic flash lighting and large format film cameras used to make high quality photographic images. They will also be introduced to the analogue colour darkroom and the making of C-Type prints. Alongside this students will be introduced to some of the major theoretical debates around the constructed photograph will look at a wide range of relevant contemporary and historical work.

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

\*All transcripts are issued in UK credits.

## Photography For Wall Page & Screen

**Module Code: 5IMAG003W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

Students are introduced to some of the main contexts for historical and contemporary photographic practice through lectures and visiting practitioners working in these contexts (photographers, artists, curators, publishers etc). Students elect to work within a particular context (Gallery wall/installation, book/publication or screen) and produce a self-defined project. The module will explore the relationships between artists, photographers and commissioning agencies within the contexts of the gallery, publications of various kinds, the screen and other social and media venues.

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

\*All transcripts are issued in UK credits.

## Exhibition

**Module Code: 5IMAG005W**

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

*Portfolio required.*

This module is about placing your work before a wider audience. The display may take a variety of forms including exhibition, installation, print or electronic publication. You may choose to re-contextualise or develop existing work or produce new work for a specific context and as a group organise, publicise and document the exhibition, installation or publication.

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

\*All transcripts are issued in UK credits.

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# Photography - Theory

## Photography from the Cold War to the Present

**Module Code: 4IMAG004W**

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module examines the history and theory of post war photography in relation to cultural and socio-political developments of the period (eg. Abstraction, the Cold War, etc.). Exploring those developments in terms of corresponding theoretical developments – formalism, conceptualism, postmodernism, etc. – the module traces the post war history of photography through to our contemporary global culture.

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

\*All transcripts are issued in UK credits.

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# PR & Advertising - Practical

## Campaigning: Persuasion & Influence

**Module Code:** 4PURL002W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

The aim of this module is to explore a range of public relations and advertising tools used in social and public campaigns with particular focus on contemporary practice. We examine their context: economic, political and socio-cultural influences, and investigate how campaigning methods interrelate. The module engages students in issues raised by campaigns, public debate and discourse in UK, Europe, and globally, and asks what methods and media succeed in diverse situations. It places emphasis on students acquiring, through practice, a variety of rhetorical, written and interpersonal skills in order to present and influence outcomes effectively. It combines critical analysis with practical skills, and aims to enhance analytical thought, hands-on ability, and confidence in delivery, with the former underpinning the latter. It is taught through a combination of lectures, workshops, group activities, and presentations.

**Assessment:** Practical Work (40%), Presentation Group (50%), In-Class Participation (10%)

\*All transcripts are issued in UK credits.

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# Radio & Digital Production - Practical

## Bulletins and Blogs

**Module Code:** 4RDPR004W

**Level 4**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

This module is designed to equip students with the skills and knowledge to write and prepare copy and audio for radio production to be used in a news context. Students will create content for live new broadcast and initiate, research and produce news stories for online distribution.

**Assessment:** Group Coursework (20%), Coursework (40%), Coursework (40%)

\*All transcripts are issued in UK credits.

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## Talk Radio

**Module Code:** 5RDPR003W

**Level 5**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

*Portfolio required.*

This module explores the genre of speech output in live radio broadcasting and teaches the various ingredients and techniques needed to produce high quality broadcasts. The live broadcasts will incorporate elements of news and magazine production. Specific skills developed include the use of running-orders, live interviewing, the production of short features and wraps, two-ways, presentation and scripted links and continuity devices such as jingles, 'beds', menus and 'promos'.

**Assessment:** Coursework (50%), Group Coursework (20%), Essay (30%)

\*All transcripts are issued in UK credits.

## Producing Audio Drama

**Module Code:** 6RDPR003W

**Level 6**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

*Portfolio required.*

This module explores the genre of audio and radio drama, and delivers the skills necessary for producing dramatic work in audio form. You will be equipped with the technical, editorial and creative skills needed to record, edit and mix pre-written scripts as pieces of audio drama.

**Assessment:** Group Coursework (25%), Coursework (55%), Essay (20%)

\*All transcripts are issued in UK credits.

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# Television - Practical

## Adverts & Promotional Shorts

**Module Code:** 5TVPR001W

**Level 5**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

***Pre-requisite: 4TVPR003W Introduction to Television Production or equivalent***

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

*Portfolio required. Portfolios should demonstrate basic skills in camera, editing, sound recording & production mgmt.*

Students engage with the concept of promotional video content encompassing the production of corporate, advertising, Third sector, viral, and public information films. The emphasis is on creative ideas development through group brainstorming sessions. Students are encouraged to source 'Live Briefs' building opportunities to engage with the commercial world. Students develop ideas across the 6 weeks and conclude the module producing a promotional film or advertisement for an identified client to a negotiated length, most commonly 30 seconds. This module offers students rich opportunities to develop their PDP skills as they build Media and Commercial contacts.

**Assessment:** Practical Work (30%), Practical Work (30%), Coursework (40%)

\*All transcripts are issued in UK credits.

## Alternative TV

**Module Code:** 5TVPR002W

**Level 5**

**Semester 2**

**Location:** Harrow

**UK Credit Value:** 20

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

***Pre-requisite: 4TVPR003W Introduction to Television Production or equivalent***

*Level of English required for non-native English speakers: IELTS equivalent of 6.5*

*Portfolio required. Portfolios should demonstrate basic skills in camera, editing, sound recording & production mgmt.*

This module encourages innovation and enterprise. Students are encouraged to think 'outside the box' in terms of content creation and dissemination. They are introduced to non-mainstream approaches to programme making and to content created for the internet and convergent media. Students work in small production groups to develop ideas

through brainstorming and research into non-factual subjects. These can include dance, animation, poems, comedy and short dramas. This is a non-genre specific module that encourages high production values, experimentation and the exploration of inventive programme structures for internet platforms and global niche audiences.

**Assessment:** Presentation Group (40%), Coursework (40%), Coursework (20%)

\*All transcripts are issued in UK credits.