## Module Catalogue Arts, Media and Communication Undergraduate Exchange 2024/5 Semester 2

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Contemporary Media Practice** | | | | | |
| 4MEST006W | [Media Explorations](#4MEST006W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MEST003W | [Convergent Media](#5MEST003W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Digital Media** | | | | | |
| 5MECM008W | [Strategic and Marketing Communications](#5MECM008W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM011W | [Celebrity Culture and the Media](#5MECM011W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM014W | [Mobile First: Creating Modern Multimedia](#5MECM014W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM015W | [Politics, Journalism and the Media](#5MECM015W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MECM007W | [Creative Advertising](#6MECM007W) | 6 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MECM016W | [Transforming Audiences](#6MECM016W) | 6 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Fashion Business Management** | | | | | |
| 4FAMN005W | [London Fashion](#4FAMN005W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 4FAMN008W | [Fashion Trends and Consumer Culture](#4FAMN008W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5FAMN004W | [Textiles and Product Development](#5FAMN004W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5FAMN008W | [Fashion Promotion](#5FAMN008W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5FAMN011W | [Visual Merchandising and Styling](#5FAMN011W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5FAMN018W | [Digital Trading](#5FAMN018W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 6FAMK014W | [Marketing and Luxury Brand Development](#6FAMK014W) | 6 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 6FAMN005W | [Sustainable Fashion](#6FAMN005W) | 6 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 6FAMN008W | [Consumer Behaviour](#6FAMN008W) | 6 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Film** | | | | | |
| 5CINE003W | [Cinemas of the World: Contemporary Issues and Trends](#5CINE003W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5CINE005W | [Contemporary Television Drama](#5CINE005W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Graphic Design** | | | | | |
| 4GPDS003W | [Typography](#4GPDS003W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5GPDS008W | [Brands](#5GPDS008W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Illustration** | | | | | |
| 4ILLU003W | [Drawing Explorations](#4ILLU003W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5ILLU014W | [Visual Storytelling](#5ILLU014W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **London Studies** | | | | | |
| 4FIAR007X | [Modern Art in London](#4FIAR007X) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Mixed Media Fine Art** | | | | | |
| 4FIAR002W | [Sources of Contemporary Fine Art Practice](#4FIAR002W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5FIAR003W | [Contemporary Fine Art Practice 2.2 Presentation](#5FIAR003W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5FIAR004W | [Contemporary Fine Art Ideas & Form](#5FIAR004W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Music** | | | | | |
| 4MUSH008W | [Songwriting Track and Topline](#4MUSH008W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MUMN007W | [Synchronisation: Music and Brands](#5MUMN007W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MUSH010W | [Composing for Media](#5MUSH010W) | 5 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MUMN002W | [Music Contracts and Intellectual Property](#6MUMN002W) | 6 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Television Production** | | | | | |
| 4TVPR001W | [Tune In: Key Contexts in TV](#4TVPR001W) | 4 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 4TVPR009W | [TV: Ideas, Identities, Issues](#4TVPR009W) | 4 | 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.

## Contemporary Media Practice

### Media Explorations

[**Module Code: 4MEST006W**](#4MEST006W_return)

**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**](#5MEST003W_return)

**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.

## Digital Media

### Strategic and Marketing Communications

[**Module Code: 5MECM008W**](#5MECM008W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Students will study the fundamental theories, models, and applications of strategic communication that help organisations meet their goals, and comprehend the concepts and principles associated with marketing communications. This module offers an overview of practices in communication management, project management, and Integrated Marketing Communications. It defines how these elements can be used to generate seamless communication strategies that influence the various stakeholder groups of corporations, brands and not-for-profit organisations; and how such strategies increase organisational value and reputation. This module will help students develop an understanding of how organisations use targeted, creative, research-based communication strategies to achieve their objectives. The module examines the role of strategic communication in the marketing mix and organisational planning, and analyses career opportunities in digital media, advertising, public relations, marketing, and market research. It also offers students a sound understanding of both the theory and application of Integrated Marketing Communications and the relationship between IMC and the achievement of marketing objectives. These skills and knowledge will equip students for working within various industries as students will develop an understanding of the strategic implications for marketing management in both national and global contexts.  
**Assessment:** Presentation Group (25%), Coursework (25%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### Celebrity Culture and the Media

[**Module Code: 5MECM011W**](#5MECM011W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS 6.5 with 6.0 in Writing and Speaking***  
This module offers a critical exploration of the evolving role celebrities play in the media, public relations, advertising and wider contemporary culture.  
**Assessment:** Project (50%), Essay (50%)  
\*All transcripts are issued in UK credits.

### Mobile First: Creating Modern Multimedia

[**Module Code: 5MECM014W**](#5MECM014W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Portfolio required.   
Building on the work done in the Level 4 module Creating Digital Content, this module allows students to develop and test their multimedia skills in more demanding production tasks and, in particular, to develop specialist skills in audio/video and online/future media technologies. The focus of the module is on creating multimedia for a mobile first world. Whilst students can begin the module by learning more about traditional broadcast news, online audio and video and more general online content creation, they ultimately come together to work on multimedia stories and content optimised to work on mobile platforms. Students investigate different ways to create multimedia news and features online and with new media technologies. They learn to use social media more effectively, as a reporting tool, as a way to tell stories, break news and network with a community. Students learn how to work in broadcast and online newsrooms, updating stories throughout the day and live blogging breaking events. They finish by develop mobile-first content and exploring mobile storytelling approaches via news day assessments.  
**Assessment:** Coursework (60%), Portfolio (40%)  
\*All transcripts are issued in UK credits.

### Politics, Journalism and the Media

[**Module Code: 5MECM015W**](#5MECM015W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS 6.5 with 6.0 in Writing and Speaking***  
This module aims to help students develop a detailed understanding of the complex relationships between media, democracy, 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 and commentators, media activists and campaigners. Balancing both historical and contemporary perspectives, the module offers a critical assessment of the role of media across all platforms and journalism in political debate and action. It considers the role of the media in democratic practice, traditional media in political discussion, coverage of global news, and electoral process; as well as digital media in political and social mobilisation and activism. Students also explore the ways in which wars, conflicts and political and social crises, as well as responses to them, are mediated. The module also introduces students to the skills and knowledge needed to cover politics at a local and international level. It looks beyond Westminster to consider how media practitioners can enhance democracy and write effectively and ethically about electoral and parliamentary processes, political/minority groups, activist politics, and global conflicts.   
**Assessment:** Essay (50%), Portfolio (50%)  
\*All transcripts are issued in UK credits.

### Creative Advertising

[**Module Code: 6MECM007W**](#6MECM007W_return)

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***students need to have studied Creative Advertising, Storytelling, or Graphic Design previously***  
***IELTS 6.5 with 6.0 in Writing and Speaking***  
In this studio course, students will begin to understand issues of communication in the context of contemporary advertising. Through case studies and assignments, students learn the importance of assessing, and responding to, consumer needs in the development of creative and effective advertising. Strong emphasis is placed on concept development and students are introduced to the importance of marketing communication through answering a strategic brief in the form of a creative strategy. Typical assignments will include: analogue print; digital content creation; moving image; and other media projects that utilize: layout, typographic and photographic skills. Course delivery includes lectures, one-on-one consultations and in-class critiques. All assignments require verbal and written presentations that include research and visual components.  
**Assessment:** Presentation (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### Transforming Audiences

[**Module Code: 6MECM016W**](#6MECM016W_return)

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***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 introduces theories of media audiences and the practical analysis of measuring audiences, using both qualitative (e.g. focus groups, observation and diaries) and quantitativemethods.Themoduleassesseskeyandcriticalconceptsusedinaudienceresearch,providingexamplesfromtheUKaswellasAfricaandtheMiddleEast.Themodule 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, televisionandsocialmedia.Thetransformingelementislookedatinrelationtonewtechnologies, globalisation and identity politics. Overall, the module teaches the theoretical andpracticalissuesandalsohowtowritecriticalessaysabouttransformingaudiences,fromdifferentperspectives.Markswillbeawardedforgroupworkandforindividualcontributions.  
**Assessment:** Essay (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

## Fashion Business Management

### London Fashion

[**Module Code: 4FAMN005W**](#4FAMN005W_return)

**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.

### Fashion Trends and Consumer Culture

[**Module Code: 4FAMN008W**](#4FAMN008W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module will explore the fashion industry within its social, cultural and historical context. It explores where fashions and trends come from providing an understanding of fashion as both a cycle and process. Through examining what has happened in the past students will gain an understanding as to why and how fashion changes. The module explores how the social, cultural, technological and political climate can all contribute to future shifts in fashion direction, and through developing an understanding of what factors impact change we can start to predict what is going to happen in the future. This module provides an essential introduction to the fashion forecasting business with specific emphasis on how this then impacts the retail marketplace. In the fashion industry inspiration, creativity and trend are vital as these will impact on organisation, strategy and management. Current Macro trends will be explored in weekly lectures and seminars and evaluated in student led debate regarding their translation into micro trends which ultimately appear in Fashion catwalks and stores. Identifying new emerging trends is vital to the success of today’s retailers and from clothing to cars companies spend a great deal of time and money trying to get predictions right. Underpinning the delivery of the module is a strong focus on appropriate communication strategies. Therefore, the module will contain taught Photoshop and Blog set up as well as practical sessions in the CAD Lab.   
**Assessment:** Presentation Group (40%), Coursework (60%)  
\*All transcripts are issued in UK credits.

### Textiles and Product Development

[**Module Code: 5FAMN004W**](#5FAMN004W_return)

**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 key stages of the product development process, including garment costings.   
**Assessment:** In-Class Test/Assignment exam conditions (30%), Coursework (70%)  
\*All transcripts are issued in UK credits.

### Fashion Promotion

[**Module Code: 5FAMN008W**](#5FAMN008W_return)

**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:** Portfolio (60%), Presentation Group (40%)  
\*All transcripts are issued in UK credits.

### Visual Merchandising and Styling

[**Module Code: 5FAMN011W**](#5FAMN011W_return)

**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%), Presentation Group (50%)  
\*All transcripts are issued in UK credits.

### Digital Trading

[**Module Code: 5FAMN018W**](#5FAMN018W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

The students will be able gain a broader awareness of the digital fashion landscape through lectures and interactive seminars. The module critically analyses the role of digital within trading and assesses the overall business strategies of organisations operating within the fashion industry, ultimately investigating how these are changing due to digital advancements. Digital Trading offers an evolutionary and ‘digital’ perspective, beginning with its origins in customer relationship management, following the continuing impact of new web technologies and insight management, to the application of digital technologies and insight to analyse and drive consumer and business decisions. Level 5 students will have the opportunity to explore and evaluate various digital practices in the context of the fashion business (buying, merchandising, marketing, retail practices, store management, consumer behavior etc). Big data and analytics will be discussed in relation to the latest innovations in fashion business and their implications on business performance, and consumer behaviour.   
**Assessment:** Presentation Group (40%), Portfolio (60%)  
\*All transcripts are issued in UK credits.

### Marketing and Luxury Brand Development

[**Module Code: 6FAMK014W**](#6FAMK014W_return)

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module provides a comprehensive knowledge of historical, current and emerging brands and their identity, products, services and practices that go to make up luxury brands and their respective businesses.  Although there is a central focus on the present, we will also analyse and learn from past examples demonstrating how luxury businesses need to be both resilient and flexible, balancing reputation and growth. It also analyses how luxury brands evolve whilst maintaining their signature style through developing new innovative extensions, collaborations and innovations whilst often simultaneously commercially exploiting carefully curated and commercially exploited archives. It will show the unique course that luxury brands need to navigate to maintain their status and reflect contemporary society.  This will give a deep insight into maintaining a cohesive brand message and image whilst staying relevant.   
**Assessment:** Coursework Group (70%), Coursework (30%)  
\*All transcripts are issued in UK credits.

### Sustainable Fashion

[**Module Code: 6FAMN005W**](#6FAMN005W_return)

**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%), Presentation Group (50%)  
\*All transcripts are issued in UK credits.

### Consumer Behaviour

[**Module Code: 6FAMN008W**](#6FAMN008W_return)

**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:** Coursework (50%), Presentation Group (50%)  
\*All transcripts are issued in UK credits.

## Film

### Cinemas of the World: Contemporary Issues and Trends

[**Module Code: 5CINE003W**](#5CINE003W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS 6.5 with 6.0 in Writing***  
This module will investigate the shifting theoretical and pragmatic notions that lie behind the concepts of world, global, art and independent cinema. The first part is common with MFTP511 (Contemporary British Cinema and Television) and explores ideas of national and trans-national cinemas.The second part will begin with the development of art cinema and the key film movements that helped to shape it, then going on to address contemporary world cinema using case studies to examine how recent practices have been seen to both uphold and contest previous notions of art and national cinema.  
**Assessment:** Essay (100%)  
\*All transcripts are issued in UK credits.

### Contemporary Television Drama

[**Module Code: 5CINE005W**](#5CINE005W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing.***  
An examination of narrative television forms, including the ‘quality’ drama series/serial, situation comedy, the aesthetics of such forms and the nature of their address to their audiences. The module explore global tends in the film and television industry. This includes, networks, studios and platform branding, streaming and new media. The module also explores a wide variety of genre and style, for example Scandi noir, the Korean Wave, and telenovela.  
**Assessment:** Essay (100%)  
\*All transcripts are issued in UK credits.

## Graphic Design

### Typography

[**Module Code: 4GPDS003W**](#4GPDS003W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS of 6.5 overall, with 6.0 in each component.***  
Portfolio required.   
This module aims to introduce you to the joy of typography. It introduces the concepts, approaches, cultural and technological developments relating to typography.You will explore issues including type as visual message, contemporary contexts and perspectives, and the role of typography in digital media. Workshops and projects give you an understanding of how to employ typographical structures to present the written word.  
**Assessment:** Coursework (60%), Project (40%)  
\*All transcripts are issued in UK credits.

### Brands

[**Module Code: 5GPDS008W**](#5GPDS008W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS of 6.5 overall, with 6.0 in each component.***  
Portfolio required.   
Visual Identity and branding are key areas of engagement for visual designers. The field uses design solutions to bring recognition to a wide range of organisations, and provide users with meaningful ways to access and interact, with the information and services provided by them. In this module, you will consider some of the principles and methods behind Branding and Visual Identity. The module will introduce design research methods towards the construction of a brand identity and will look at branding from historical and contemporary positions. The module will focus on social contexts that relate to branding, and the responsibility of the designer within. As technologies and new user experiences are increasingly embedded within branding and visual identities, the module opens areas of creative exploration towards branded design experiences and looks towards areas as such as responsive environments.  
**Assessment:** Coursework (40%), Project (60%)  
\*All transcripts are issued in UK credits.

## Illustration

### Drawing Explorations

[**Module Code: 4ILLU003W**](#4ILLU003W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS of 6.5 overall, with 6.0 in each component***  
Portfolio required.   
This module is designed to open up speculative enquiry and creative exploring of drawing approaches. Learning on this module is transferable and interdisciplinary offering a range of practical workshops and projects to widen the potential of possibilities in drawing practice and deepen your understanding of visual design and image-making.  
**Assessment:** Coursework (25%), Portfolio (75%)  
\*All transcripts are issued in UK credits.

### Visual Storytelling

[**Module Code: 5ILLU014W**](#5ILLU014W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS of 6.5 overall, with 6.0 in each component.***  
Portfolio required.   
In this module you will explore key principles and theories of narrative.You will be invited to discuss a range of traditional and contemporary applications for visual narrative.Through practical projects, you will examine basic narrative structure, the role of character, environment, action, time, technology, culture and audience interaction in the story telling process.  
**Assessment:** Coursework (50%), Portfolio (50%)  
\*All transcripts are issued in UK credits.

## London Studies

### Modern Art in London

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

**Level 4**

**Semester 2**

**Location: Cavendish**

**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.

## Mixed Media Fine Art

### Sources of Contemporary Fine Art Practice

[**Module Code: 4FIAR002W**](#4FIAR002W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

The module will examine, via a series of lectures with the potential for discussion, the contemporary art context the students are historically located within. In particular focussing on the very diverse (pluralist) contemporary scene that puts an emphasis on ‘practice’ over materials. The programme involves a broad overview of key themes from 20th Century art such as Pop Art, Conceptual Art, Feminist Art and Participatory Art. Further to which the prefix of ‘Post’ – as in Post-Modern, PostColonial or Post-Conceptual will be unpacked and elucidated. Lectures and discussion will also introduce students to principles of academic writing, such as essay structure, bibliography and using footnotes.  
**Assessment:** Essay (100%)  
\*All transcripts are issued in UK credits.

### Contemporary Fine Art Practice 2.2 Presentation

[**Module Code: 5FIAR003W**](#5FIAR003W_return)

**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:** Practical Work (80%), Coursework (20%)  
\*All transcripts are issued in UK credits.

### Contemporary Fine Art Ideas & Form

[**Module Code: 5FIAR004W**](#5FIAR004W_return)

**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 (100%)  
\*All transcripts are issued in UK credits.

## Music

### Songwriting Track and Topline

[**Module Code: 4MUSH008W**](#4MUSH008W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***Portfolio required: a song you've written in demo form or professional release***  
Portfolio required.   
Songwriting Track and Topline will introduce the students to the professional songwriting practice known as track and topline. The module will develop a pragmatic understanding of the creative process of collaborating on writing sessions, technical skills, creative decisions, collaboration, music publishing, contracts, royalties and splits. Students will be challenged towrite songs together and alone, employing new creative methodologies to the songwriting process. Students will also be challenged to work in collaborative teams designed by professional music publishers. Intern, the work will focus on the complex relationship between popularity, innovation, aesthetics and contextual knowledge On completion of the module, students will have explored the creative practice of collaborative songwriting and employed them in their own processes and developed a practical understanding of the role of music publishing in the creative industries.   
**Assessment:** Coursework Practical (20%), Presentation (80%)  
\*All transcripts are issued in UK credits.

### Synchronisation: Music and Brands

[**Module Code: 5MUMN007W**](#5MUMN007W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***Suitable for students who are interested in Arts Business (including music business and other arts)***  
Synchronisation involves the licensing and creative use of commercial music by non-music industry businesses in visual products and media (ie. music in advertising, TV, film, video games and online content). Synchronisation along with ‘brand collaborations’ between musicians and brands for online content are an increasingly important income stream for young musicians and producers. As a growth sector in the music industry, synchronisation also offers early career job opportunities for music students looking to work in the music industry. The aim of this module is to teach students the real world creative, legal and business processes involved in a ‘sync’ project and create a portfolio demonstrating the acquisition of such skills.  In addition, students will also undertake a piece of contextual and professional research analysing a ‘brand collaboration’ between an artist and a brand. As well as helping students who wish to purse a career as artists and managers gain competence in dealing in this area, the module also aims to make students ‘work ready’ should they wish to apply for entry level jobs in the synchronisation field. This module is thus relevant to music students on all pathways (performance, production and business/enterprise) but will also be valuable to students studying industries which license and use music creatively (film, TV, media, fashion, games, etc).   
**Assessment:** Portfolio (70%), Essay (30%)  
\*All transcripts are issued in UK credits.

### Composing for Media

[**Module Code: 5MUSH010W**](#5MUSH010W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***Portfolio required: example of a media composition***  
Portfolio required.   
Composing and Performing for Media is a dynamic module that sees students placed in authentic learning environments as they are challenged to compose and perform music for video games, brands, music, adverts and library companies. Students work on professional briefs designed to facilitate the skills and knowledge required to work as a professional creative. The primary outcome of the module is to showcase the expanding opportunities for composers and performers working in the media. This will also require students to work together as artists, producers, musicians and performers to deliver creative work that meets a professional brief and develop the communication skills and resilience needed for this competitive creative sector.   
**Assessment:** Portfolio (70%), Essay (30%)  
\*All transcripts are issued in UK credits.

### Music Contracts and Intellectual Property

[**Module Code: 6MUMN002W**](#6MUMN002W_return)

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***Suitable for students who are interested in Arts Business (including music business and other arts)***  
This module will explore the relationship between copyright law and contract law, examining contract law as it applies to the music and media industries and also the wider entertainment and technology industries. Students will examine the how contract law has to play a significant role within the music and media industries and how the reliance on contract is impacting, positively and negatively, on revenue streams within the music industries  
**Assessment:** Essay (100%)  
\*All transcripts are issued in UK credits.

## Television Production

### Tune In: Key Contexts in TV

[**Module Code: 4TVPR001W**](#4TVPR001W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***You will need IELTS 6.5 with 6.0 in Writing or equivalent***  
Building on the preceding, partner module, Switch On, this module introduces some of the important contexts in which television is situated, historically, industrially, technologically, institutionally, and in terms of audience reception practices and cultures. The module draws on an international range of television case-studies, spanning historical and contemporary-digital examples. In examining the contexts in which television is produced and consumed, the module also actively encourages a critical awareness of related issues and developments in equality, diversity and inclusion. The module launches student thinking in areas such as: technological convergence and its impact on making/viewing practices, ‘public service’ traditions and futures, production ethics, fandom, and televisual pleasure. More generally, the module continues to demonstrate to students the importance of scholarship, further developing skills in research-informed analysis and critical reflection on own practice.  
**Assessment:** Coursework (50%), Essay (50%)  
\*All transcripts are issued in UK credits.

### TV: Ideas, Identities, Issues

[**Module Code: 4TVPR009W**](#4TVPR009W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

***IELTS 6.5 with 6.0 in Writing***  
Through a series of case-studies spanning various genres and platforms, this module launches student thinking regarding the values and complexities of the contemporary, global-digital television landscape as a space for representing ideas, identities, and social issues. More generally, the module encourages students to recognise that television is more than a ‘relay for the real’, that content is carefully constructed with motivations, and therefore that students must consider very carefully within their own production work both the possibilities and the responsibilities involved in portraying identities, communities and issues on screen. The module adopts an intersectional approach to gender, sexuality, ethnicity, race, and class on television, examining how television’s representations can both reinforce and challenge social stereotypes, privileges, prejudices and exclusions. The module will explore such (often interconnected) areas as: cultural imperialism and xenophobia, tokenism, colour-blind casting, critical race theory, mental health, and well-being, LGBTQIA+ representation, sexism and classism on television.  
**Assessment:** Presentation Group (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.