

Module Catalogue

Media, Arts & Design

Undergraduate Study Abroad 2021/2

Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Animation - Practical					
4ANIM001W	The Animatics Bootcamp: Theory of Practice One	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5ANIM001W	Digital Aesthetics (CGI 1)	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Contemporary Media Practice - Practical					
4MEST001W	Introduction to Contemporary Media Practice	4	Semester 1	40	US Credits 8 / ECTS credits 20*
5MEST001W	Media Frontiers	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST005W	Transmedia Practices	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST006W	Scriptwriting For Media	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Contemporary Media Practice - Theory					
4MEST003W	Introduction to Contemporary Media Theory	4	Semester 1	20	US Credits 4 / ECTS credits 10*
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5MEST002W	Critical Perspectives on Media	5	1	20	ECTS credits 10*
Digital Media - Theory					
4MECM003W	Digital Media and Society	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5JRNL002W	Media Law and Ethics	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST007W	Theories of Media and Communication (DMC)	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST012W	Information Society (DMC)	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6MEST009W	Contemporary Issues in Media Policy (DMC)	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6MEST014W	Diversity and the Media	6	Semester 1	20	US Credits 4 / ECTS credits 10*
Fashion Buying and/or Merchandise Management					
4FAMN005W	London Fashion	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4FAMN008W	Fashion Trends and Consumer Culture	4	Semester 1	20	US Credits 4 / ECTS credits 10*
6FAMN002W	The Changing Business of Fashion	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6FAMN013W	Fashion Brand Management	6	Semester 1	20	US Credits 4 / ECTS credits 10*

Film - Theory					
4CINE002W	The Art of Cinema	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5CINE002W	Contemporary British Cinema and Television	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5CINE003W	Contemporary World Cinema	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Graphic Communication Design - Practical					
4GPDS002W	Design Process	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4GPDS004W	Visual Language and Communication	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5GPDS001W	Authorship and Interaction	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5GPDS004W	Representation of Information	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5GPDS005W	Typography and Communication 2	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6GPDS004W	Information Applications	6	Semester 1	20	US Credits 4 / ECTS credits 10*
Graphic Communication Design - Theory					
4GPDS001W	Design History and Culture	4	Semester 1	20	US Credits 4 / ECTS credits 10*
Illustration and Visual Communication - Practical					

5ILLU002W	Drawing Systems	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6ILLU001W	Visual Communication - Professional Engagement & Enterprise	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ILLU004W	Visual Communication - Research Informed Practice	6	Semester 1	20	US Credits 4 / ECTS credits 10*
Illustration and Visual Communication - Theory					
4ILLU001W	Art & Visual Culture	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5ILLU012W	Critical Enquiry	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Journalism - Practical					
5JRNL001W	Pitch Produce Publish: Creating Modern Magazines	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6JRNL003W	Specialist Journalism 2	6	Semester 1	20	US Credits 4 / ECTS credits 10*
London Studies					
4FIAR007X	Modern Art in London	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4IMAG011X	Photographing the City: London (Study Abroad)	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4TVPR007X	Television in London	4	Semester 1	20	US Credits 4 / ECTS credits 10*
Mixed Media Fine Art - Practical					

4FIAR001W	Introduction to Mixed Media Fine Art Practice	4	Semester 1	40	US Credits 8 / ECTS credits 20*
5FIAR003W	Contemporary Fine Art Practice 2.2 Presentation	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Mixed Media Fine Art - Theory					
4FIAR004W	Contexts of Contemporary Fine Art Practice	4	Semester 1	20	US Credits 4 / ECTS credits 10*
Music: Production, Performance and Enterprise					
4MUPR005W	Recording Techniques	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4MUSH006W	Artist Development for Commercial Music Performance	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5MUSH005W	Being an Artist: Product and Persona	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Photography - Practical					
4IMAG001W	The Photographic Eye	4	Semester 1	40	US Credits 8 / ECTS credits 20*
5IMAG001W	Photography Beyond The Frame	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Photography - Theory					
4IMAG002W	Photography from Invention to Mass Medium	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5IMAG002W	Vision and Technology	5	Semester 1	20	US Credits 4 / ECTS credits 10*

PR & Advertising - Practical					
5PURL004W	Online Advertising and Public Relations	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Television - Practical					
5TVPR003W	Factual Television Production (Documentary and Multicamera Studio)	5	Semester 1	40	US Credits 8 / ECTS credits 20*
Television - Theory					
4TVPR005W	Television Drama: Past Present and Future	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4TVPR006W	Television Text And Genre	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5TVPR004W	Television In The Twenty-First Century	5	Semester 1	20	US Credits 4 / ECTS credits 10*

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

Animation - Practical

The Animatics Bootcamp: Theory of Practice One

Module Code: 4ANIM001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Digital Aesthetics (CGI 1)

Module Code: 5ANIM001W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

This module is an opportunity to really focus on digital production: with a range of practical drawing exercises to produce development work, and an emphasis on final digital production. Theory will be an important part of this module, enabling you to make informed and creative decisions as you develop your digital animation projects, and practical workshops will help you fully realise your creative ideas.

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

*All transcripts are issued in UK credits.

Contemporary Media Practice - Practical

Introduction to Contemporary Media Practice

Module Code: 4MEST001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 40

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

Portfolio required.

This module introduces skills linked to the three core disciplines of CMP media practice: moving image, photography and web media. You will work individually and collaboratively, to produce a Portfolio of Creative Projects, thereby demonstrating your ability to put into practice your creative and conceptual skills.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Media Frontiers

Module Code: 5MEST001W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

Assessment: Project (100%)

*All transcripts are issued in UK credits.

Transmedia Practices

Module Code: 5MEST005W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

This module allows you to engage with the methods and concerns of wider media traditions associated with courses

in the Transmedia Cluster. You select one area to explore in depth, with choices reflecting current practices in core disciplines from the cluster, as well as some related disciplines. You work with the selected media, applying also your prior skills and experience from your own discipline.

Assessment: Project (100%)

*All transcripts are issued in UK credits.

Scriptwriting For Media

Module Code: 5MEST006W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

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

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

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Contemporary Media Practice - Theory

Introduction to Contemporary Media Theory

Module Code: 4MEST003W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

This module examines the relationship between media creativity and content by identifying the political and economic structures that shape interactions with media technologies. It introduces theoretical frameworks for addressing the relationship between cultural representation and meaning, as well as key academic skills for critical research and structured analysis.

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Critical Perspectives on Media

Module Code: 5MEST002W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

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

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Digital Media - Theory

Digital Media and Society

Module Code: 4MEMC003W

Level 4

Semester 1

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 and Speaking.

This module introduces key debates concerning the social, political, economic and technological significance of the changing digital media industries. It aims to provide an understanding of the relationship between society and digital media. By exploring key concepts such as structure, agency, power, representation and communication this module will question how digital media shape our interactions and experiences, how they change institutions (both social and industrial) and what the effects of this are on the changing digital media landscape. We will equip students with knowledge and critical understanding of the key features of contemporary digital media environments.

Assessment: TBC

*All transcripts are issued in UK credits.

Media Law and Ethics

Module Code: 5JRNL002W

Level 5

Semester 1

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 and Speaking.

This module builds on the Level 4 module, Introduction to Journalism, in which students receive a brief introduction to some of the key issues of media law and journalistic ethics. It sets out help students deepen their understanding of the English legal system and how the legal environment affects the rights, duties and practices of journalists and media workers in general. The module explores key concepts (defamation, copyright, obscenity, privacy, breach of confidence, court reporting, contempt of court) and looks more generally at restrictions placed on freedom of expression by the law. Students look at the different ethical codes and regulatory structures that apply to journalists and media workers in the post-Leveson landscape and are encouraged to critique legal and extra-legal controls on journalism and freedom of expression, with particular reference to the Human Rights Act and the impact of decisions from the European Courts. Whilst the focus of the module is on the UK, students are also encouraged to look at the international context and will have the opportunity to do a comparative analysis of legal systems and regimes where appropriate.

Assessment: Portfolio (50%), Examination - open book (50%)

*All transcripts are issued in UK credits.

Theories of Media and Communication (DMC)

Module Code: 5MEST007W

Level 5

Semester 1

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 and Speaking.

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

Assessment: Coursework (45%), Essay (55%)

*All transcripts are issued in UK credits.

Information Society (DMC)

Module Code: 5MEST012W

Level 5

Semester 1

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 and Speaking.

The aim of this module is the provision of intellectual skills for analysing economics and politics in the information society. The module engages with key public policy debates surrounding the rise of digital media and communication in relation to issues such as freedom of expression, privacy and copyright as well as key debates that relate to the broader economic and political context of the information society. It provides an introduction to

information society studies and how to critically analyse media, knowledge, the economy, and policy in the information society. To enable students to critically engage with these debates, the module also provides a firm economic grounding. Therefore the module combines economic and policy analysis, with the former underpinning the latter. It introduces students to both mainstream and critical perspectives on the economics and politics of the information society and digital media. It is taught through a combination of lectures, seminar discussions, presentations, and class exercises.

Assessment: Project (40%), Essay (50%), In-Class Participation (10%)

*All transcripts are issued in UK credits.

Contemporary Issues in Media Policy (DMC)

Module Code: 6MEST009W

Level 6

Semester 1

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 and Speaking.

An examination and analysis of the media policy issues and dilemmas which are currently being debated – from privacy, censorship, press regulation and the BBC's future to convergence, media ownership, net neutrality, and the policy implications of digital and social media – which will shape media industries and media output over the coming years in the UK and around the world.

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

*All transcripts are issued in UK credits.

Diversity and the Media

Module Code: 6MEST014W

Level 6

Semester 1

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 and Speaking.

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

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

*All transcripts are issued in UK credits.

Fashion Buying and/or Merchandise Management

There are a limited number of places for study abroad students on theory modules from the Fashion Buying Management and Fashion Merchandising Management degree programmes. With the exception of 4FAMN005W London Fashion, these places are restricted to study abroad students who are majoring in Fashion at their home institution. Note that modules from Fashion Industry can only be selected at the time of

application and cannot be registered for during the Orientation period

London Fashion

Module Code: 4FAMN005W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

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

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

*All transcripts are issued in UK credits.

Fashion Trends and Consumer Culture

Module Code: 4FAMN008W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

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.

The Changing Business of Fashion

Module Code: 6FAMN002W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

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

The module will look at how, as future managers, you can identify and anticipate the needs and wants of your customers and in so doing deliver a competitive advantage. There will be a great deal of scope for you to research trends that particularly interest you and in developing creative and commercial visions to exploit these opportunities. In addition, you will be introduced to the concept of strategy, what does it mean for you as future industry professionals, why and how does it vary between businesses. Much focus will be on how you approach both research and the generation of ideas, group work will be an important part of sharing ideas and selling your vision to others. Whilst the scenarios we will explore in the module relate to the world of retail, an understanding of trends

and of change management are valuable skills relevant to most future careers.

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

*All transcripts are issued in UK credits.

Fashion Brand Management

Module Code: 6FAMN013W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

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

'You don't buy clothes, you buy an identity' (Tunsgate, 2008). The brand management module will explore the subject of branding in the context of the contemporary fashion market. Lectures will explore how branding is the driving force of segmentation and positioning. Brands differentiate the sellers promise to deliver a set of specific features, benefits and values by creating emotional meaning in the minds of targeted customers. This module provides students with a theoretical and creative framework within which to evaluate brand positions and develop new creative brand concepts. Building on both the theoretical and creative foundation students will apply creative techniques to generate new brand proposition and communication strategies to position and launch concepts into the market. Through the critical analysis of the power of heritage and storytelling, the brand management process will be explored and key brand image and identity propositions will be evaluated in the context of current market performance. Brand business strategy will be reviewed with specific reference to brand portfolios and product extension strategies. The power, relevance & influence of omni & multi channel retailing will be explored alongside the power and theatre of the flagship store and other retailing formats & messages that build and convey the essential brand message.

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

*All transcripts are issued in UK credits.

Film - Theory

The Art of Cinema

Module Code: 4CINE002W

Level 4

Semester 1

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.

This module covers the emergence of cinema as an art and an industry and then goes on to explore the relationships between cinema and different forms of critical theory. The latterpart of the module will pay particular attention to the contested idea of 'national cinemas', the status of 'art cinema' and cinema as art and some approaches to 'film language', cinema and representation, cinema and fantasy.

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

*All transcripts are issued in UK credits.

Contemporary British Cinema and Television

Module Code: 5CINE002W

Level 5

Semester 1

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.

The first part of this module is common with MFTP512, Contemporary World Cinema, and examines and explores

ideas of national and trans-national cinemas. The second part of the module concentrates on British film & television to address issues of collective identity and belonging, society and class as well as geographical and historical determinants, the mise-en-scene of nationality and 'the imagined community' of 'banal nationalism'.

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

*All transcripts are issued in UK credits.

Contemporary World Cinema

Module Code: 5CINE003W

Level 5

Semester 1

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.

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

*All transcripts are issued in UK credits.

Graphic Communication Design - Practical

Design Process

Module Code: 4GPDS002W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Visual Language and Communication

Module Code: 4GPDS004W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

exploration.

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

*All transcripts are issued in UK credits.

Authorship and Interaction

Module Code: 5GPDS001W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Representation of Information

Module Code: 5GPDS004W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Typography and Communication 2

Module Code: 5GPDS005W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Information Applications

Module Code: 6GPDS004W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 /

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Graphic Communication Design - Theory

Design History and Culture

Module Code: 4GPDS001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

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

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Illustration and Visual Communication - Practical

Drawing Systems

Module Code: 5ILLU002W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Special features: *experimental and experiential drawing.*

This module explores creative thinking through a range of drawing approaches. The module examines these approaches in depth, aesthetically, diagnostically and conceptually. It considers contemporary drawing and its inter-relationships with other creative forms examples being music and moving image.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Visual Communication - Professional Engagement & Enterprise

Module Code: 6ILLU001W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

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

Special features: *professional practice and industry focused projects.*

This module is concerned with preparing you for work as an illustration practitioner / creative working in the field of

visual communication. You will be following your own lines of inquiry and develop your practice with a mix of quick projects and self-defined practice. Key to this module are professional talks from those working in the industry developing your own data base for future reference with a professionally focused digital portfolio.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Visual Communication - Research Informed Practice

Module Code: 6ILLU004W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

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

Special features: professional practice and industry focused projects.

This module is focused an interdisciplinary approach to practice, research and professional development that may lie outside of a specific application in illustration and engages in a wider, more speculative approach in visual communication practice and research. The practice fosters interdisciplinary, thematic and collaborative engagement outlined through a project proposal.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Illustration and Visual Communication - Theory

Art & Visual Culture

Module Code: 4ILLU001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

Special features: theoretical studies in art and visual culture.

This module serves as an introduction to key strategies in contemporary art and design in visual culture theoretical debates and concepts. This module encourages a questioning and reflective and critically informed approach to

understanding contemporary art and design. The module helps you develop research skills and skills in academic writing.

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Critical Enquiry

Module Code: 5ILLU012W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Special features: *critical / theoretical study in visual culture and visual communication.*

This module is designed to help you examine what it means to be working within illustration and visual communication in the larger context in which your practice exists and is perceived. The content of this module provides a series of lectures and seminars around key areas of visual culture and the diversity of consumers, taking into account the formats and contexts in which visual media is distributed and consumed. You will learn key intellectual tools specifically those that will help you develop independent research skills, explore a key research area of interest and connected relevant reference sources.

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Journalism - Practical

Pitch Produce Publish: Creating Modern Magazines

Module Code: 5JRNL001W

Level 5

Semester 1

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 and Speaking.

Portfolio required.

This module builds on the writing and production skills students developed during the Level 4 modules, News, Features, Comment and Digital First. It encourages them to extend and test their skills by working in groups, to a strict deadline, on a complex production task. During this module, students come up with the idea for a magazine, research it, write copy, edit and lay out stories and end the module by creating a digital dummy of their title. Students are encouraged to reflect on current industry approaches to magazine publishing, drawing together their ideas in a short launch plan for their magazine. Students learn how to research and write a range of stories and copy for magazines. More description details are available.

Assessment: Group Coursework (20%), Coursework (20%), Portfolio (60%)

*All transcripts are issued in UK credits.

Specialist Journalism 2

Module Code: 6JRNL003W

Level 6

Semester 1

Location: Harrow

UK Credit Value: 20

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

This module has three pathways: Arts & Entertainment, Investigative and Data, Tech and Video Games.

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.

Portfolio required.

This module introduces students to the knowledge, skills and techniques needed to be a specialist writer/reporter and looks more generally at the role of specialist journalism in the modern media. Like Level 5 version, it builds on the skills developed by students in the core practice modules as Level 4 and 5, allowing them the chance to do more specialist work covering a particular journalistic 'beat'. More description details are available.

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

*All transcripts are issued in UK credits.

London Studies

Modern Art in London

Module Code: 4FIAR007X

Location: Cavendish

Level 4

UK Credit Value: 20

This is a London Studies module

Semester 1

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

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

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

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Photographing the City: London (Study Abroad)

Module Code: 4IMAG011X

Location: Harrow / Regent

Level 4

UK Credit Value: 20

This is a London Studies module

Semester 1

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

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

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

*All transcripts are issued in UK credits.

Television in London

Module Code: 4TVPR007X

Location: Regent / Harrow

Level 4

UK Credit Value: 20

This is a London Studies module

Semester 1

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

Working in one large and several small groups students devise and produce a factual pro-gramme realised in a multicamera studio. Studio based multicamera television show. Students work in a large group to produce one 25

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

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

*All transcripts are issued in UK credits.

Mixed Media Fine Art - Practical

Introduction to Mixed Media Fine Art Practice

Module Code: 4FIAR001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 40

Equivalent Credit Value: US Credits 8 /

ECTS credits 20*

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Contemporary Fine Art Practice 2.2 Presentation

Module Code: 5FIAR003W

Level 5

Semester 1

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.

Mixed Media Fine Art - Theory

Contexts of Contemporary Fine Art Practice

Module Code: 4FIAR004W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

This theory-based module will explore the extent to which the idea of the artist as outside or ahead of society is a Romantic/ Modernist construct. It will also address the related issues of exoticism/orientalism and euro- centrism in art and critiques of the White Cube, and museum display in general. It will then look at the nuts and bolts of funding and patronage.

Assessment: Presentation (100%)

*All transcripts are issued in UK credits.

Music: Production, Performance and Enterprise

Recording Techniques

Module Code: 4MUPR005W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

This module will enable students to gain proficient understanding of recording studio technologies and practices, incorporating the essential aspects of recording, mixing and mastering. Working with Digital Audio Workstation (DAW) software, students will be required to record a number of acoustic and electronic instruments and then use relevant analogue and digital tools to craft a final audio product that is of commercial release standard

Assessment: Practical Coursework (100%)

*All transcripts are issued in UK credits.

Artist Development for Commercial Music Performance

Module Code: 4MUSH006W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

For students focusing on music performance & musicianship, music production or music business.

This module encourages students to understand musical identity and entrepreneurialism, and to explore ways to add commercial and artistic 'value' to musical works. Students will develop critical analysis skills to relate their work within a broader context and identify viable destinations for their outputs. On completion, students will have engaged in constructing a brand identity and increased their understanding of genre trends.

Assessment: Presentation (100%)

*All transcripts are issued in UK credits.

Being an Artist: Product and Persona

Module Code: 5MUSH005W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

For students focusing on music performance & musicianship, music production or music business.

In this module, students will have the opportunity to explore and develop their work in relation to ideas of marketing and branding, with particular focus on how these ideas play out in the contemporary music work, taking in the

importance of the perception of authenticity and consistency of the work that learners do. This module therefore takes a holistic approach to developing a valuable, unique and commercially viable music product.

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Photography - Practical

The Photographic Eye

Module Code: 4IMAG001W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 40

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Photography Beyond The Frame

Module Code: 5IMAG001W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Photography - Theory

Photography from Invention to Mass Medium

Module Code: 4IMAG002W

Level 4

Semester 1

Location: Harrow

UK Credit Value: 20

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

This module will ground students in the origins of photography, its spread through culture as both science and art, and the beginnings of Modernism. The module will follow a more or less historical timeline – the first five weeks

dealing with the period prior to WWII, the subsequent weeks exploring the period between approximately WWII and the 1960s/70s. The trajectory is broadly European/North American - a grounding that is then challenged and expanded in Semester 2.

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

*All transcripts are issued in UK credits.

Vision and Technology

Module Code: 5IMAG002W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

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

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

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

*All transcripts are issued in UK credits.

PR & Advertising - Practical

Online Advertising and Public Relations

Module Code: 5PURL004W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Prerequisite: *4PURL003W Introduction to PR and Advertising or equivalent*

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.

The module explores how online media is used to achieve public relations and advertising goals. It develops practical knowledge of the methods used to produce high quality online public relations and advertising communications. It engages students in current debates regarding social media, viral communications, and the use of mass to influence consumers, policy makers, media and public opinion. Students are encouraged to critically analyse and participate in key issues of the day. They will benefit from visiting lecturers who practice in the field.

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

*All transcripts are issued in UK credits.

Television - Practical

Factual Television Production (Documentary and Multicamera Studio)

Module Code: 5TVPR003W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 40

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

Pre-requisite: 4TVPR003W Introduction To Television Production or equivalent

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing.

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

Working in large and small groups students devise and produce two factual programmes that differ widely in genre and production process. 1) Studio based Multi-camera Television show. Students work in large groups to produce 4 x 25 minutes live music magazine programmes. Through practice in the studio students learn the procedures and protocols necessary for shooting a large crew "as live" TV studio show. Students learn how to schedule, source talent, produce a running order, bar count, design and build a simple set and work collectively towards the recording of a live show in a proscribed amount of 'on-air' time. 2) Students are introduced to a range of documentary and factual programme making. Individually or in pairs they conceive and pitch a proposal for a short factual programme. Small production teams are formed around the successful proposal and the student groups are expected to collectively research and develop the idea. There is an emphasis on collective responsibility and problem solving. Students are required to engage with a variety of distribution platforms and convergent media. Students write a personal log plus a reflective and a critical analysis comparing the different production processes and their finished programmes.

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

*All transcripts are issued in UK credits.

Television - Theory

Television Drama: Past Present and Future

Module Code: 4TVPR005W

Level 4

Semester 1

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.

For those interested in making television drama, it is important to critically consider examples of best practice from the past, exploring the rich traditions of skill, creativity and innovation that have led to the dramas of the present. It is equally crucial to examine the current state-of-play in television drama production: what makes for a stand-out drama in today's highly competitive and fragmented television marketplace, and what does the future hold for television storytelling? This module offers a space to explore, analyse and critically reflect upon television drama's past, present and future, examining aspects of television drama production such as: realist traditions and the historical development of non-naturalistic storytelling devices, plot structure, characterisation, dialogue, representations of gender and ethnicity, casting and performance, costume and set design, and notions of production 'value'.

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

*All transcripts are issued in UK credits.

Television Text And Genre

Module Code: 4TVPR006W

Level 4

Semester 1

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.

From advertisements to reality formats to binge-worthy dramas, we are bombarded by television 'texts' on a day-to-day basis, and 'reading' them has a significant impact on how we understand ourselves and the world around us. Drawing on a range of television examples, this module introduces some of the key ways in which television texts and genres are created, used and studied. For those interested in making television content, it is important also to understand how the language and grammar of television works to generate meanings and pleasures for viewers. This module will help students to understand the 'nuts and bolts' of television texts and genres: how they are constructed and how they can be taken apart and analysed.

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

*All transcripts are issued in UK credits.

Television In The Twenty-First Century

Module Code: 5TVPR004W

Level 5

Semester 1

Location: Harrow

UK Credit Value: 20

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

Pre-requisite: 4TVPR006W *Television, Text and Genre or equivalent*

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing.

This module builds on Television History and Cultures by introducing students to the post-network era of television, considering trends and debates in contemporary television. This involves i) analysis of global television culture and the emergence of transnational television and formats; (ii) changes in the way television is produced, distributed and accessed in a multi-platform environment (iii) media ethics and representation. The module combines lecture/workshops, visiting industry speakers. The visiting speaker sessions offer students the opportunity to hear from successful industry professionals, and benefit from their experience and expertise on the topic of Television in the 21st Century.

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

*All transcripts are issued in UK credits.