

Module Catalogue

Media, Arts & Design

Undergraduate Study Abroad 2020/1

Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Contemporary Media Practice - Theory					
4MEST003W	Introduction to Contemporary Media Theory	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5MEST002W	Critical Perspectives on Media	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Digital Media - Theory					
4MEST016W	Media and Society	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4RDPR003W	Sound Cultures	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5JRN002W	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*

Fashion Buying and/or Merchandise Management					
4FAMN005W	London Fashion	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4FAMN008W	Fashion Trends & Consumer Culture	4	Semester 1	20	US Credits 4 / ECTS credits 10*
6FAMN002W	The Changing Business of Retail	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 – Theory					
4GPDS001W	Design History and Culture	4	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*
Mixed Media Fine Art - Theory					

4FIAR004W	Contexts of Contemporary Fine Art Practice	4	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*
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.

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

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

*All transcripts are issued in UK credits.

Critical Perspectives on Media

Module Code: 5MEST002W

Location: Harrow

Level 5

UK Credit Value: 20

Semester 1

**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

Media and Society

Module Code: 4MEST016W

Location: Harrow

Level 4

UK Credit Value: 20

Semester 1

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

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

The module introduces key debates about the social, political and economic significance of the media and their institutions, and how these are changing. The module aims to provide an understanding of the relationship between media institutions, their output, and society appropriate to media professionals. By combining the study of the principles of media organisations with key theoretical approaches, we aim to equip students with knowledge and understanding of the key features of contemporary media environments.

Assessment: In-Class Participation (15%), Coursework (30%), Essay (55%)

*All transcripts are issued in UK credits.

Sound Cultures

Module Code: 4RDPR003W

Location: Harrow

Level 4

UK Credit Value: 20

Semester 1

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

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

This module introduces you to some of the conceptual theories relevant to sound and audio, as situated in aural culture. In particular this module concerns the aesthetic qualities of audio and the creative use of sound, related to many areas of the media, including film, television, radio, as well as apps and games.

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

*All transcripts are issued in UK credits.

Media Law and Ethics

Module Code: 5JRNL002W

Location: Harrow

Level 5

UK Credit Value: 20

Semester 1

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

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

This module builds on 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***

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

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 (30%), Presentation (15%), 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***

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

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***

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

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.

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 (40%), Coursework (60%)

*All transcripts are issued in UK credits.

The Changing Business of Retail

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., an understanding of trends and of change management are valuable skills relevant to most future careers.

Assessment:

*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***

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

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 latter part 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*

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

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*

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

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 - 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 - 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***

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.

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 (70%), Coursework (30%)

*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.

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*

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

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*

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

From advertisements to reality formats to prime-time 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: In-Class Participation (15%), Presentation Group (30%), Essay (55%)

*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

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

This module builds on Television History and Cultures by introducing students to the post-network era of 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) an introduction to changes in the industrial context with an opportunity for students to think about how they might brand their own ideas in a changed television landscape.

Assessment: In-Class Participation (15%), Presentation Group (30%), Essay (55%)

*All transcripts are issued in UK credits.
