

Module Catalogue

Arts, Media & Communication

Undergraduate Exchange 2021/2

Semester 2

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Animation - Practical					
4ANIM004W	Pioneers of Animation Bootcamp: Theory of Practice Two	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5ANIM004W	Digital Pathways (CGI 2)	5	Semester 2	20	US Credits 4 / ECTS credits 10*
Contemporary Media Practice - Practical					
4MEST004W	Developing Contemporary Media Practice	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4MEST006W	Media Explorations	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5MEST003W	Convergent Media	5	Semester 2	20	US Credits 4 / ECTS credits 10*
Contemporary Media Practice - Theory					
4MEST005W	Media Representations	4	Semester 2	20	US Credits 4 / ECTS credits 10*
Digital Media - Theory					
5MEST010W	Creativity (DMC)	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5MEST011W	Cultural Industries and Media Markets (DMC)	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5PURL001W	Advertising and Promotional Culture	5	Semester 2	20	US Credits 4 / ECTS credits 10*

5PURL002W	Sex Violence and Censorship	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6MEST010W	Transforming Audiences (DMC)	6	Semester 2	20	US Credits 4 / ECTS credits 10*
Fashion Buying and/or Merchandise Management					
4FAMN003W	Fashion Marketing	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4FAMN005W	London Fashion	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5FAMN004W	Textiles and Product Development	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5FAMN008W	Fashion Promotion	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5FAMN011W	Visual Merchandising and Styling	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5FAMN018W	Digital Trading	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6FAMN005W	Sustainable Fashion	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6FAMN006W	Commercial Skills and their Application	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6FAMN008W	Consumer Behaviour	6	Semester 2	20	US Credits 4 / ECTS credits 10*
Film - Theory					
4CINE004W	Film Theory and Analysis: Hollywood and Genre	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5CINE005W	Aesthetics of Television Drama	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5CINE006W	Cinema Dream and Fantasy	5	Semester 2	20	US Credits 4 / ECTS credits 10*
Graphic Communication Design - Practical					

4GPDS003W	Typography and Communication 1	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4GPDS005W	Visual Narratives	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4GPDS006W	Visual Representation	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5GPDS002W	Live Projects	5	Semester 2	40	US Credits 8 / ECTS credits 20*
Illustration and Visual Communication - Practical					
4ILLU003W	Figure Drawing	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4ILLU009W	Image-Making Practice	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5ILLU003W	Interdisciplinary Practice	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5ILLU011W	Illustration Practice and Enterprise	5	Semester 2	20	US Credits 4 / ECTS credits 10*
Illustration and Visual Communication - Theory					
4ILLU005W	Introduction to Image Media	4	Semester 2	20	US Credits 4 / ECTS credits 10*
Journalism - Practical					
5JRNL005W	Specialist Journalism 1	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5JRNL006W	Multimedia Storytelling and Production	5	Semester 2	20	US Credits 4 / ECTS credits 10*

Journalism - Practical/Theory					
5JRN007W	Politics Journalism and the Media	5	Semester 2	20	US Credits 4 / ECTS credits 10*
London Studies					
4FIAR007X	Modern Art in London	4	Semester 2	20	US Credits 4 / ECTS credits 10*
Mixed Media Fine Art - Practical					
4FIAR003W	Contemporary Fine Art Practice 1 Experimentation	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4FIAR005W	Material Light- lens based practice within a fine art context.	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4FIAR006W	Reconsidering Drawing	4	Semester 2	20	US Credits 4 / ECTS credits 10*
Mixed Media Fine Art - Theory					
4FIAR002W	Sources of Contemporary Fine Art Practice	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5FIAR004W	Contemporary Fine Art Ideas & Form	5	Semester 2	20	US Credits 4 / ECTS credits 10*
Photography - Practical					
4IMAG003W	The Constructed Photograph	4	Semester 2	40	US Credits 8 / ECTS credits 20*
5IMAG003W	Photography For Wall Page & Screen	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5IMAG005W	Exhibition	5	Semester 2	20	US Credits 4 / ECTS credits 10*
Photography - Theory					
4IMAG004W	Photography from the Cold War to the Present	4	Semester 2	20	US Credits 4 / ECTS credits 10*
Radio & Digital Production - Practical					

5RDPR003W	Talk Radio	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6RDPR003W	Producing Audio Drama	6	Semester 2	20	US Credits 4 / ECTS credits 10*
Television - Practical					
5TVPR001W	Adverts & Promotional Shorts	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5TVPR002W	Alternative TV	5	Semester 2	20	US Credits 4 / ECTS credits 10*

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

Animation - Practical

Pioneers of Animation Bootcamp: Theory of Practice Two

Module Code: 4ANIM004W

Location: Harrow

Level 4

UK Credit Value: 20

Semester 2

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Digital Pathways (CGI 2)

Module Code: 5ANIM004W

Location: Harrow

Level 5

UK Credit Value: 20

Semester 2

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Contemporary Media Practice - Practical

Developing Contemporary Media Practice

Module Code: 4MEST004W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

This module further develops the contemporary media practice skills introduced in 4MEST001W, together with methods for research and conceptual development. You will undertake workshops throughout the module to enhance your technical abilities in all media areas. You then work collaboratively to develop a creative project that integrates these abilities.

Assessment: Project (100%)

*All transcripts are issued in UK credits.

Media Explorations

Module Code: 4MEST006W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

Assessment: Project (100%)

*All transcripts are issued in UK credits.

Convergent Media

Module Code: 5MEST003W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

Assessment: Project (100%)

*All transcripts are issued in UK credits.

Contemporary Media Practice - Theory

Media Representations

Module Code: 4MEST005W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Co-requisite: *Must be taken with 4MEST004W Developing Contemporary Media Practice.*

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

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Digital Media - Theory

Creativity (DMC)

Module Code: 5MEST010W

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 and Speaking.

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

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

*All transcripts are issued in UK credits.

Cultural Industries and Media Markets (DMC)

Module Code: 5MEST011W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

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

*All transcripts are issued in UK credits.

Advertising and Promotional Culture

Module Code: 5PURL001W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

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

*All transcripts are issued in UK credits.

Sex Violence and Censorship

Module Code: 5PURL002W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

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

*All transcripts are issued in UK credits.

Transforming Audiences (DMC)

Module Code: 6MEST010W

Level 6

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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 quantitative methods. The module assesses key and critical concepts used in audience research, providing examples from the UK as well as Africa and the Middle East. The module encourages students to extend and test their knowledge individually and as part of groups, to a strict deadline, on practical audience projects for radio, public relations, news, television and social media. The transforming element is looked at in relation to new technologies, globalisation and identity politics. Overall, the module teaches the theoretical and practical issues and also how to write critical essays about transforming audiences, from different perspectives. Marks will be awarded for group work and for individual contributions.

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

*All transcripts are issued in UK credits.

Fashion Buying and/or Merchandise Management

All Fashion Industry modules are only available to students studying through our Fashion exchange partnerships.

Fashion Marketing

Module Code: 4FAMN003W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

*All transcripts are issued in UK credits.

London Fashion

Module Code: 4FAMN005W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

*All transcripts are issued in UK credits.

Textiles and Product Development

Module Code: 5FAMN004W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

This module covers the theory and retail business practice of visual merchandising, product promotion and interior display. It explores future visual opportunities with regards to the digital space and technological innovation. It enables students to understand and evaluate the visual strategies that retailers employ in order to communicate their brand message, promote store image and increase merchandise sales. Students work on two assignments, an individual report and a group portfolio. The module combines the skills gained on the CAD and Illustration module from level 4 with facilitation to advance Photo shop skills, in order to create a visual merchandising solution for a specific fashion concept and store. Specialist CAD seminar sessions will be scheduled to review and develop the process and application of visual merchandising tools.

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

*All transcripts are issued in UK credits.

Digital Trading

Module Code: 5FAMN018W

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.

Sustainable Fashion

Module Code: 6FAMN005W

Level 6

Semester 2

Location: Harrow

UK Credit Value: 20

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

This module will recognise the ethical and environmental impact of raw materials, garment manufacture and logistics in order to make a profitable and commercial Fashion range. The issues will be illustrated in terms of the

positive and negative effects on People, Planet and Profit and discuss the potential for sustainable practice within the fashion industry. The student will develop the knowledge to identify, develop and establish effective Corporate Social Responsibility (CSR) policies and to manage and promote more sustainable approaches in product development and manufacture

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

*All transcripts are issued in UK credits.

Commercial Skills and their Application

Module Code: 6FAMN006W

Level 6

Semester 2

Location: Harrow

UK Credit Value: 20

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

This module has been provided to give the student insight into the commercial aspects of retailing from “start-up” strategy through planning and to trading. At the core of this module is the business game. This is an interactive simulation that looks at the risks and opportunities attached to business operations. It is a team exercise and each team must make a number of decisions concerning the set-up, management and eventual profitability of “their company”. These decisions will be effected by the P.E.S.T.L.E. factors. These factors may change whilst the game is running. The final result of the game is relatively unimportant to the learning from the module, the essential point of running the game is to allow the student to begin to make the link between their individual input to the team, the team decisions and the impact on their “business”. So far as possible the game has been designed to replicate the real business and trading environment of a retail unit and to include the factors and decisions that have to be made on a daily basis when trading a product in the retail environment. In order to support the business game lectures and activities will examine the key skills associated with the making of commercial decisions.

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

*All transcripts are issued in UK credits.

Consumer Behaviour

Module Code: 6FAMN008W

Level 6

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

*All transcripts are issued in UK credits.

Film - Theory

Film Theory and Analysis: Hollywood and Genre

Module Code: 4CINE004W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

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

*All transcripts are issued in UK credits.

Aesthetics of Television Drama

Module Code: 5CINE005W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Cinema Dream and Fantasy

Module Code: 5CINE006W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Graphic Communication Design - Practical

Typography and Communication 1

Module Code: 4GPDS003W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Visual Narratives

Module Code: 4GPDS005W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Visual Representation

Module Code: 4GPDS006W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Live Projects

Module Code: 5GPDS002W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 40

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Illustration and Visual Communication - Practical

Figure Drawing

Module Code: 4ILLU003W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Image-Making Practice

Module Code: 4ILLU009W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

This module is concerned in applying your skills and knowledge to gain a deeper understanding in visual communication and further develop your skills in drawing and image-making. Projects are designed to set simple constraints and creative challenges that ask you to test your image-making ability and aptitudes as well as develop your knowledge of visual literacies. You will have the freedom to choose to work with a range of process that may include mixed media, analogue and digital, time based and still images. There is an opportunity to take workshops in photography and three dimensional making of artefacts.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Interdisciplinary Practice

Module Code: 5ILLU003W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

Special feature: self-defined practice within the context of visual communication production.

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

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Illustration Practice and Enterprise

Module Code: 5ILLU011W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

This studio-based module introduces students to ways in which they may work as a professional visual practitioner. Study Pathways are 'Surface Design' or 'Illustration in Storytelling'. With guidance students learn to refine their visual craft and develop deeper critical judgement within professional contexts. Content is designed to expand student's knowledge and understanding of existing and emerging visual practices. Students are encouraged to critically explore possibilities and opportunities for their own chosen modes of visual practice and creative enterprise.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Illustration and Visual Communication - Theory

Introduction to Image Media

Module Code: 4ILLU005W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Journalism - Practical

Specialist Journalism 1

Module Code: 5JRNL005W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

Students must choose a pathway from Fashion, Sports, Intl & Travel, or Literary and Long Form.

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

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

*All transcripts are issued in UK credits.

Multimedia Storytelling and Production

Module Code: 5JRNL006W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Journalism - Practical/Theory

Politics Journalism and the Media

Module Code: 5JRNL007W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

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

*All transcripts are issued in UK credits.

London Studies

Modern Art in London

Module Code: 4FIAR007X

Level 4

This is a London Studies module

Location: Cavendish

UK Credit Value: 20

Semester 2

**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 - Practical

Contemporary Fine Art Practice 1 Experimentation

Module Code: 4FIAR003W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

Drawing on the experience gained in Semester 1, this module helps students to develop their individual starting points for further practical pursuit in contemporary fine art terms, encouraging an independent approach from outset

by students to their developing practice. Delivery consists of initial tutorials, reflecting on work so far, with later tutorial input and the programme of gallery visits, seminars and talks to aid the practical and theoretical research process, and increase critical awareness, within an increasingly professional context.

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

*All transcripts are issued in UK credits.

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

Module Code: 4FIAR005W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Reconsidering Drawing

Module Code: 4FIAR006W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

Assessment: Practical Coursework (100%)

*All transcripts are issued in UK credits.

Mixed Media Fine Art - Theory

Sources of Contemporary Fine Art Practice

Module Code: 4FIAR002W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

Assessment: Essay (100%)

*All transcripts are issued in UK credits.

Contemporary Fine Art Ideas & Form

Module Code: 5FIAR004W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Photography - Practical

The Constructed Photograph

Module Code: 4IMAG003W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 40

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

Pre-requisite: Previous darkroom experience.

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Photography For Wall Page & Screen

Module Code: 5IMAG003W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Exhibition

Module Code: 5IMAG005W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Photography - Theory

Photography from the Cold War to the Present

Module Code: 4IMAG004W

Level 4

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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

*All transcripts are issued in UK credits.

Radio & Digital Production - Practical

Talk Radio

Module Code: 5RDPR003W

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 and Speaking.

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Producing Audio Drama

Module Code: 6RDPR003W

Level 6

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

Portfolio required.

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

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

*All transcripts are issued in UK credits.

Television - Practical

Adverts & Promotional Shorts

Module Code: 5TVPR001W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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.

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

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

*All transcripts are issued in UK credits.

Alternative TV

Module Code: 5TVPR002W

Level 5

Semester 2

Location: Harrow

UK Credit Value: 20

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

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

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.

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

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

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

*All transcripts are issued in UK credits.