## Module Catalogue Arts, Media and Communication Undergraduate Exchange 2025/6 Semester 2

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## Animation

### Animation Principles

[**Module Code: 4ANIM010W**](#4ANIM010W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
The 12 animation principles are the keystones of animation production. Putting them into practice every time you animate will allow you to polish your animation skills for a showreel that stands out to employers. This module will introduce you to the principles of animation through a series of workshops and support you as you put them into practice for your own animation clip. Analysis of existing contemporary industry animation practices will help you to understand the various ways to implement the animation principles and help you to interpret these animation styles for your own animation production.   
**Assessment:** Coursework (20%), Coursework Practical (80%)

### Stop-Motion Animation

[**Module Code: 5ANIM009W**](#5ANIM009W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module provides students with the opportunity to explore stop-motion animation practices, including puppet animation, sand or paint on glass, pixilation, cut-outs, time-lapse etc. Students will complete a self-negotiated animation, working either individually or in a group, through a process of negotiation with tutors and peers.   
**Assessment:** Coursework (40%), Project (60%)

## Creative Media Arts

### Screen 1: Visual Effects and Animation

[**Module Code: 4FMPR001W**](#4FMPR001W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
Visual Effects and Animation module is designed to meet the growing demand for producing content for moving image in related creative industries. The module focuses on practices, techniques and technologies relating to the areas of moving image, animation and compositing. At the same time, this module looks at the role of visual artists focusing on developing their understanding and knowledge of the key concepts, principles and tools that promote clear communication of ideas for producing moving image content for digital distribution. Working in small teams or individually, students will develop single or multiple projects lasting no longer than 3 minutes in total. Projects are then presented for assessment in live presentations.  
**Assessment:** Coursework (100%)

### Screen 1: Production Design for the Screen

[**Module Code: 4FMPR002W**](#4FMPR002W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This is a practical module that develops knowledge of production design techniques in terms of practice and concept.The completion of a design handbook will enable a variety of skills from script breakdown to pre-visualisation.There is an emphasis on critical analysis of both your own work and that of professional designers.  
**Assessment:** Coursework (100%)

### Media Explorations

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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%)

### Space, Place and Experience: Moving Image, Interactivity and Sound

[**Module Code: 4MEST017W**](#4MEST017W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 40**

Portfolio required.   
This module further develops the practical skills introduced in Creativity and Collaboration and Storytelling: Photography and Web Media, together with methods for research and conceptual development, in the production of a Space, Place and Experience (SPE) Practical Project (70%). Students will undertake workshops throughout the module to enhance their technical abilities in all media areas. The individual Written Essay (30%) is based on choosing one from a series of set questions and challenges students to both critically reflect on the themes addressed in the SPE Project.   
**Assessment:** Coursework Practical (70%), Essay (30%)

### Convergent Media: Extended Realities and Audiences

[**Module Code: 5MEST003W**](#5MEST003W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
Media convergence refers to the flow of content across media and active participation by media users and audiences. The creative industries increasingly demand transferable skills and an awareness of the shifting relationships across media practices and platforms in a digital context. Students will develop projects that illustrate this fluidity of content and encourage user participation through a range of media, such as AR, VR, interactive web media and installation-based work. The module also further develops the ability to reflect critically on project development and outcomes through individually-produced research documentation.  
**Assessment:** Project (100%)

## Digital Media

### Content and Communities: Launching a Digital Publication

[**Module Code: 5MECM005W**](#5MECM005W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Level of English required for non-native English speakers: IELTS equivalent of 6.5  
This module builds on the writing and production skills students developed during the Level 4 modules such as Creating Digital Content. It encourages students to develop more specific journalistic 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 publication, research and develop the idea, create, edit and produce stories and content and end the module by creating a prototype of their proposed publication. The publications students create can be websites, apps, social media feeds or traditional print titles.They can focus on lifestyle and culture or on news. Whatever type of publication they develop, students are encouraged to reflect on and apply current industry approaches to their work, drawing together their ideas in a short launch plan covering content strategy, target audience and business model. Students learn how to research and write a range of stories and copy for periodical publications – including different types of feature, comment and opinion and reviews – and will be encouraged to reflect on how to adapt different story types for different platforms and audiences and how publications bring together communities of interest. The module ends with a production period in which students use the stories and copy they have written to produce dummy versions of their publications.   
**Assessment:** Coursework Group (20%), Portfolio (80%)

### Strategic and Marketing Communications

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Celebrity Culture and the Media

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Mobile First: Creating Modern Multimedia

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Politics, Journalism and the Media

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Creative Advertising

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

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Transforming Audiences

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

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing and Speaking***  
Level of English required for non-native English speakers: IELTS equivalent of 6.5  
This module introduces theories of media audiences and the practical analysis of measuring audiences, using both qualitative (e.g. focus groups, observation and diaries) and quantitativemethods.Themoduleassesseskeyandcriticalconceptsusedinaudienceresearch,providingexamplesfromtheUKaswellasAfricaandtheMiddleEast.Themodule encourages students to extend and test their knowledge individually and as part of groups, to a strict deadline, on practical audience projects for radio, public relations, news, televisionandsocialmedia.Thetransformingelementislookedatinrelationtonewtechnologies, globalisation and identity politics. Overall, the module teaches the theoretical andpracticalissuesandalsohowtowritecriticalessaysabouttransformingaudiences,fromdifferentperspectives.Markswillbeawardedforgroupworkandforindividualcontributions.  
**Assessment:** Essay (40%), Coursework (60%)

## Fashion Business Management

### London Fashion

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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%)

### Garment Technology

[**Module Code: 4FAMN007W**](#4FAMN007W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module comprehensively explores fashion development processes, from fibre production to garment development. It emphasises quality assurance, consistent sizing, and the mastery of textile fundamentals. Students will analyse the suitability of various textiles for different fashion markets, considering both aesthetic appeal and functional performance. By studying product development within a retail context, students will gain a deep understanding of fashion technology, raw materials, and their impact on product quality. They will also learn industry-specific terminology, address sizing and fitting challenges, and navigate contemporary issues such as ethical sourcing and sustainable manufacturing.The module links to the Sustainable Development Goals SDG 12 Responsible Consumption and Production SDG 9 Industry Innovation and Infrastructure.   
**Assessment:** In-Class Test/Assignment exam conditions (30%), Portfolio (70%)

### Fashion Trends and Consumer Culture

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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, stores and the media. Identifying new emerging trends is vital to the success of today’s retailers.  Underpinning the delivery of the module is a strong focus on appropriate communication strategies. Therefore, students will be taught various Photoshop techniques and set up and style a Blog.    
**Assessment:** Presentation Group (40%), Coursework (60%)

### Fashion Promotion

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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 skills, which will be learned digitally, and visual presentation skills.   
**Assessment:** Portfolio (60%), Presentation Group (40%)

### Visual Merchandising and Styling

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module covers the theory and retail business practice of fashion visual merchandising and product promotion in the physical and digital environments. It explores future visual concepts with regards to innovation and technology. It enables students to understand and evaluate the visual strategies that retailers employ in order to communicate their brand message, image and increase merchandise sales both in store and digitally. Students work on two assignments, an individual report and a group portfolio.  
The module builds on the Photoshop skills taught in level 4 with additional Photoshop skills workshops in order to create a visual merchandising solution for a specific fashion retailer. Digital CAD seminar sessions will be scheduled to review and develop the process and application of visual merchandising tools.  
**Assessment:** Coursework (50%), Presentation Group (50%)

### Digital Strategies in the Fashion Industry

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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 Strategies in the Fashion Industry 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 behaviour 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%)

### Fashion Event Management

[**Module Code: 6FADE012W**](#6FADE012W_return)

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module supports students to gain knowledge of the planning, management, marketing, promotion and design of a fashion event. Students will explore how the current fashion market utilises physical events to engage both fashion audience, gain press opportunity and fundamentally promote fashion product Event formats will be investigated, including fashion shows, trade shows, exhibitions and press launches Students will undertake exploration of an industry standard brief to plan, design and implement a viable event concept and apply relevant marketing and promotional strategies to the communication of the event.   
**Assessment:** Presentation (40%), Portfolio (60%)

### Marketing and Luxury Brand Development

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

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module provides a comprehensive knowledge of historical, current and emerging brands and their identity, products, services and practices that go to make up luxury brands and their respective businesses.  Although there is a central focus on the present, we will also analyse and learn from past examples demonstrating how luxury businesses need to be both resilient and flexible, balancing reputation and growth. It also analyses how luxury brands evolve whilst maintaining their signature style through developing new innovative extensions, collaborations and innovations whilst often simultaneously commercially exploiting carefully curated and commercially exploited archives. It will show the unique course that luxury brands need to navigate to maintain their status and reflect contemporary society.  This will give a deep insight into maintaining a cohesive brand message and image whilst staying relevant.   
**Assessment:** Presentation Group (50%), Coursework (50%)

### Sustainable Fashion

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

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module examines the ethical behaviour of business and consumers and the environmental profit and loss in the Fashion industry. 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, manufacturing and marketing. It will give an understanding of how values at organisation-level affect decisions regarding equality, diversity, exclusivity and social justice.     
**Assessment:** Coursework (50%), Presentation Group (50%)

### Consumer Behaviour

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

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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. It will show how consumers are choosing products and companies that satisfy deeper needs for creativity, community and idealism and are aligned with their personal values. 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 (50%), Coursework (50%)

## Fashion Marketing Promotion

### Creativity and Collaboration for Fashion Marketing

[**Module Code: 4FAMK011W**](#4FAMK011W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***  
This module provides induction and understanding of creative research practice, assessment processes and group working required for in creative practice subjects. Students will be challenged to experiment individually, undertaking contextual and practical research, which will contribute to a significant group project where students will be allocated creative roles in groups working collaboratively. This will introduce students to the peer assessment framework required for future collaborative projects.   
**Assessment:** Presentation Group (70%), Coursework (30%)

### Digital Fashion Branding and Promotion

[**Module Code: 5FAMK015W**](#5FAMK015W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS score overall of 6.0, with 6.0 writing and speaking.***

This module focuses on research, analysis and developing deep understanding of the market, applying this understanding to digital promotion and creative solutions and, finally, to communicate your ideas to a client. Research and investigation allow the student to feel confident with the client (the brand), enables to exhibit the learner's digital creativity and innovative skills but with in-depth knowledge of the brand and product. Getting inside the company’s heart means the ideas and vision are appropriate, balancing innovation with commercial awareness, whatever the level of the brand and however broad or narrow the product range may be.  
**Assessment:** Coursework (40%), Coursework Practical (60%)

## Film

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

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing***  
This module will focus on specific traditions, geographies and filmmakers and will investigate the shifting theoretical and pragmatic notions that lie behind the concepts of transnational, world, global, art and independent cinema. The module will explore traditions and aesthetic innovations that situate contemporary world cinemas. It seeks to move away from a national cinema framework as well as limited notions of world cinema that take the West as the centre. Adopting a transnational framework, the module will focus on specific geographies and/or countries with the aim of discussing films from a transnational perspective. We will look at political, aesthetic and social contexts of selected films and filmmakers as well as examining industrial contexts such as film festivals and censorship practices. We will also be exploring various approaches to film that offer alternative perspectives such as slow cinema and intercultural cinema.    
**Assessment:** Essay (100%)

### Contemporary Television Drama

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

## Fine Art Media

### Sources of Contemporary Fine Art Practice

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Modern Art in London

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

**Level 4**

**Semester 2**

**Location: Cavendish**

**UK Credit Value: 20**

***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%)

### Contemporary Fine Art Practice EXPERIMENTATION

[**Module Code: 4FIAR008W**](#4FIAR008W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 40**

Drawing on the experience gained in Semester 1, this module helps students to develop their continued individual practical pursuit in fine art practice. It encourages an independent approach to developing fine art practice with the aim of producing a substantial body of work for exhibition. Delivery consists of Fine art and technical workshops. 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. Fine art and technical workshops   
**Assessment:** Coursework (20%), Coursework (80%)

### Contemporary Fine Art Practice 2.2 Presentation

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module is practice based and supports you to consolidate personal concerns relevant to the development of your practice, within the arena of contemporary Fine Art. The module enables you to develop a body of work with increasing conceptual depth, and to build on your ability to contextualise and critical evaluate the work in relationship to Fine Art Practice 2.1. Within the module you are required to attend seminars, tutorials and artists’ talks. The Module Facilitates and guides independent research. The curated end of year show develops an understanding and confidence in the issues and processes of curation.   
**Assessment:** Practical Work (80%), Coursework (20%)

### Contemporary Fine Art Ideas & Form

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

The aim of this module is to raise and discuss issues that drive contemporary art practice. It will critically examine the way that ideas take form and how histories of contemporary art are written and received. These issues are explored with reference to the work of a range of contemporary artists, practices and critical texts. This module also acts as an important transitional point between previous contextual studies and studio based modules and the Level 6 dissertation. The students are encouraged to identify and explore an essay topic that will form the basis of their dissertation research.  
**Assessment:** Essay (100%)

## Graphic Design

### Typography

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Brands

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### UX/UI Design

[**Module Code: 5GPDS009W**](#5GPDS009W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module looks at UX and UI design in the round and provides a learning space to reflect on good design practice through research, development, and technological deployment. Key visual and perceptual theories are introduced as they relate to UI development. Contemporary technologies are explored towards the development of immersive, informative, and expanded possibilities within digital design.   
**Assessment:** Coursework (20%), Project (80%)

### Extended Reality for Creatives

[**Module Code: 5GPDS010W**](#5GPDS010W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
Through immersive technologies, creatives have new opportunities to create interactive and immersive experiences, exhibit work at any scale and bridge distances between audiences and artistic experiences. This module will focus on the different aspects of designing for extended reality, whilst learning about the development of immersive arts as a medium and exploring the ways in which emerging technologies are being utilized by contemporary artists for the exploration of new digital realms. Within this module, students will be provided with an academic space to creatively explore a range of emerging technologies suited for producing immersive VR and AR experiences. Students will be exposed to software and hardware relevant for VR and AR, and a selection of workshops will form the framework for creative enquiry and exploration. Within the assessment, there is scope to be experimental, speculative, or applied within the exploration of immersive technology.   
**Assessment:** Coursework (20%), Project (80%)

## Illustration

### Drawing Explorations

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS of 6.5 overall, with 6.0 in each component***  
Portfolio required.   
This module is designed to open up speculative enquiry and creative exploring of drawing approaches. Learning on this module is transferable and interdisciplinary offering a range of practical workshops and projects to widen the potential of possibilities in drawing practice and deepen your understanding of visual design and image-making.  
**Assessment:** Coursework (20%), Portfolio (80%)

### Visual Storytelling

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Concepting for Games

[**Module Code: 5ILLU015W**](#5ILLU015W_return)

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
This module is designed to put your visual communication skills into practice for the games industry. This module will provide you with an overview of the history of video games and their visual design, as well as examining the latest in contemporary games art. You will develop an understanding of how a real games studio operates and, working as a team, develop assets for a game proposal.   
**Assessment:** Coursework Group (30%), Coursework (70%)

## Music

### Introduction to Music Publishing

[**Module Code: 4MUMN009W**](#4MUMN009W_return)

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***Suitable for students who are interested in Arts Business (including music business and other arts)***  
This module is designed to introduce the students to the active role of the music publisher. Activities include working with professional music publishers to practically oversee the process of creating new works with songwriters and producers. The module will simulate how publishers inform the creative process in the way that certain works are identified as commercially viable, alongside the development of new work through the facilitation of songwriting camps and sessions. Furthermore, the module will teach the students the value of getting their artists in the studio with the most successful artists and producers. Students will be challenged to expand their perspective of what is involved in music publishing from a purely administrational role to an active participant in the creation of new commercially viable work. This element emphasises creativity and collaboration.  
**Assessment:** Presentation - submissions only (80%), Oral (20%)

### Songwriting

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***Portfolio required: a song you've written in demo form or professional release***  
Portfolio required.   
Songwriting will introduce the students to professional songwriting practices. The module will develop a pragmatic understanding of the creative process of collaborating on writing sessions, technical skills, creative decisions, collaboration, music publishing, contracts, royalties and splits. Students will be challenged to write songs together and alone, employing new creative methodologies to the songwriting process. Students will also be challenged to work in collaborative teams designed by professional music publishers. On completion of the module, students will have explored the creative practice of collaborative songwriting and employed them in their own processes and developed a practical understanding of the role of music publishing in the creative industries.   
**Assessment:** Coursework Practical (20%), Portfolio (80%)

### Synchronisation: Music and Brands

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Composing for Media

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

**Level 5**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### Music Law: Rights & Contracts

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

**Level 6**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***Suitable for students who are interested in Arts Business (including music business and other arts)***  
This module will explore the relationship between copyright law and contract law, examining contract law as it applies to the music and media industries and also the wider entertainment and technology industries. Students will examine the how contract law has to play a significant role within the music and media industries and how the reliance on contract is impacting, positively and negatively, on revenue streams within the music industries.   
**Assessment:** Essay (60%), Coursework Practical (40%)

## Television Production

### Tune In: Key Contexts in TV

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

### TV: Ideas, Identities, Issues

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

**Level 4**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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