

## **SCHOOL OF MEDIA, ARTS AND DESIGN**

With one of the most varied arts and media portfolios in Europe covering art and design, fashion, media, music and photography, the School of Media, Arts and Design aims to prepare you not merely to enter the creative industries but to shape and lead you. The strong reputation for professional and practice-based education is matched by a distinguished record in academic teaching and scholarly research, encouraging the development of reflective and critical practitioners.

The Department of Journalism and Mass Communication is one of the longest-established centres of media education and research in Europe, with a top research rating and a reputation for combining intellectual breadth with highly relevant practical education in professional-standard facilities. The quality of teaching in media and communication has been recognised as excellent by the Quality Assurance Agency (QAA).

Several of the University's founding disciplines – photography, fashion and film – have responded to industry and technological developments, offering a range of new pathways and facilities in addition to the traditional skills. Similarly, the Department of Art and Media Practice has built on its fine art and ceramics disciplines with new approaches to digital media, animation and graphic information design, with additional cross-disciplinary courses such as BSc Honours Computer Games, offered jointly with the Harrow School of Computer Science. Another course, also offered jointly with the Harrow School of Computer Science, is BSc Honours Music Informatics, which has developed from the BA Honours Commercial Music, one of the first courses of its kind in the UK, which continues to offer a dynamic combination of production and business pathways.

All courses attract top level staff, visiting lecturers and course advisors, many of whom are practising professionals in your fields. The School has links with the art, communication, design, media and music industries taking the form of sponsorship deals, knowledge transfer and research projects that range from producing programmes for cable TV to testing cutting-edge equipment for manufacturers.

Graduates are equipped to enter the creative industries, to develop your own creativity and practice, to understand and reflect upon the disciplines chosen, and to operate effectively as a professional in these competitive fields.

Study Abroad you have an opportunity to share in the courses at the School of Media, Arts and Design, mixing with some of Britain's brightest communications you, and best scholars and teachers. You must bring commitment and enthusiasm – paper qualifications are not enough.

### **Modules**

The School of Media, Arts and Design offers modules in the areas of Photography, Music, Animation, Drawing, Illustration, Fashion, Ceramics, Graphic Design, Journalism, Mass Communication, Public Relations, Radio, TV and Film. Please note that because of the specific nature of these subjects, you must be prepared to demonstrate previous knowledge in the subject before you can undertake certain modules and pay great attention to any pre-requisites.

Please note that the University of Westminster is unable to guarantee the availability of the modules in this catalogue. All modules are subject to change, but are as accurate as possible at the time of going to print.

The School offers two types of modules – analysis (classroom based) and practice (studio based). Due to the academic excellence of the School and specialist nature of the modules, entry requirements are very strict. Please be aware that the minimum GPA requirement for the School of Media, Arts and Design is 3.0 on a 4.0 scale.

### ***Pre-requisites***

As explained earlier in the module catalogue, please be aware that some modules at Level 5 and Level 6 may have a pre-requisite for you to have already completed specific modules or equivalents at a lower level. This is true of the School of Media, Arts and Design, however, no pre-requisites are listed below. However, previous subject area experience will be taken into account during the admissions process.

For practice modules, evidence of art and design capability – as demonstrated through a portfolio – is an important component of the admissions process. A portfolio with relevant examples of work should be submitted with the Study Abroad application. For example, if practical photography modules are being applied for, the corresponding portfolio should consist of colour photocopies, slides or photographs, representing level and suitability for specific modules.

## **DEPARTMENT OF ART AND MEDIA PRACTICE**

### **THEORY MODULES**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2ANI411	Contemporary Animators	2	4	15
2ILL418	Introduction to the Mass Media	2	4	15
2MMA412	Modern Art in London	2	4	15
2ANI511	Contemporary Animators	2	5	15
2MED625	Multiculturalism and the Media	2	6	15

### **PRACTICE MODULES - REQUIRE A PORTFOLIO WITH RELEVANT EXAMPLES OF WORK TO BE SUBMITTED AT TIME OF APPLICATION**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2ANI404	Animation 1: Visual Communication	2	4	30
2ANI409	Drawing, Design and Dramatisation	2	4	15
2GRA404	Visual Representation	2	4	15
2GRA405	Typolinguistics 1	2	4	15
2GRA408	Sequential Information 1	2	4	15
2GRA409	Digital Media (Principles and Practices)	2	4	15
2GRA413	Visual Studies 1	2	4	15
2MMA407	Fine Art Practice 1	2	4	30
2ILL419	Experimental Drawing	2	4	15
2ANI502	Animation 2.2: Minor Project	2	5	30
2ANI507	Animation and Computer Generated Imagery Part 2	2	5	15
2CER501	Artefact: Study & Interpretation	2	5	15
2GRA515	Visual Studies 2	2	5	15
2ILL517	Critical Perspectives of Illustration	2	5	15

## **DEPARTMENT OF DESIGN, DIGITAL MEDIA AND PHOTOGRAPHY**

### **THEORY MODULES**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2MED444	Space/Place: Text/Context	2	4	15
2PHO441	Modernity and After	2	4	15

2PHO631	Contemporary Cultural Theories	2	6	15
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**PRACTICE MODULES – REQUIRE A PORTFOLIO WITH RELEVANT EXAMPLES OF WORK TO BE SUBMITTED AT TIME OF APPLICATION**

Module Code	Title	Semester	Level	Credits
2DPI412	Applied Imaging 1	2	4	15
2MED432	Interactive Animation	2	4	15
2MED445	Exploring Photography	2	4	15
EPHO401	Digital Imaging	2	4	30
2PHO432	Documentary Photography	2	4	15
2PHO439	Intermediate Photographic Practice	2	4	15
2PHO440	Photographic Languages	2	4	15
2CPH503	Scientific Photography and Biomedical Imaging	2	5	15
2DPI502	Digital Imaging Systems	2	5	15
2DPI515	Matlab Programming	2	5	15
2MED515	Sound Studies	2	5	15
2MED519	Exhibition and Presentation	2	5	15
2MED523	Convergent Media	2	5	15
2MED525	Scriptwriting for Media	2	5	15
EPHO501	Documentary Photography	2	5	30
2PHO560	Photography in Context	2	5	15
2PHO562	Contemporary Photographic Practices	2	5	30
2MED616	Professional Launchpad	2	5	15
2PHO607	Advanced Practice	2	6	30

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS**

**THEORY MODULES**

Module code	Title	Semester	Level	Credits
MMSF401	Issues and Challenges in Creative Practice	2	4	15
2MSP502	Specialist Public Relations	2	5	15
2LAW601	Law and the Media	2	6	15
2MED608	Contemporary Issues in Media Policy	2	6	15
2MED633	News and Public Opinion	2	6	15
2MED640	Fashion Journalism	2	6	15
2MED646	Advertising and Promotional Culture	2	6	15
2MSP601	Public Relations Ethics and Law	2	6	15
2MTH602	Creativity	1	6	15
2MTH603	Cultural Industries and Media Markets	2	6	15
2MTH606	Sound Music and the Media	2	6	15

**PRACTICE MODULES – REQUIRE A PORTFOLIO WITH RELEVANT EXAMPLES OF WORK TO BE SUBMITTED AT TIME OF APPLICATION**

Module code	Title	Semester	Level	Credits
2MSJ402	Multimedia Journalism	2	4	15
2MSP403	Digital PR	2	4	15
2RAD408	Further Radio Production Skills	2	4	15
2TVP408	Further Television Practice Skills	2	4	15
2JRN506	Magazine Project	2	5	15

2PUB502	Corporate Communications	2	5	15
2RAD504	Music Radio	2	5	15
2RAD505	Internet Radio and Podcasting	2	5	15
2TVP501	Documentary Production	2	5	15
2TVP502	Multicamera Production	2	5	15
2TVP503	Creative Video Production	2	5	15
2TVP504	Promotional Shorts	2	5	15
2MED642	Arts and Entertainment Journalism	2	6	15
2MED643	Sports Journalism	2	6	15
2MED644	International Journalism	2	6	15
2MED696	Media Production Skills	2	6	15

## **DEPARTMENT OF FASHION, FILM & MUSIC**

### **THEORY MODULES**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2BMU403	Music and Identity	2	4	15
2FAS413	Language of Fashion	2	4	15
2FMM403	Fashion in Society	2	4	15
2FMM405	Buying Cycle and Range planning	2	4	15
2FTP411	Introduction to Theories of Film	2	4	15
2FTP412	Aesthetics of Popular Television	2	4	15
2MUS407	Law and the Music Market	2	4	15
2MUS411	Principles of Music Marketing	2	4	15
2BMU504	Musical Knowledge and its Applications	2	5	15
2FAS515	Romantics and Decadents	2	5	15
2FTP516	Cinema, Dreams and Fantasy	2	5	15
2FTP517	Documentary History and Problematics	2	5	15
2MUS506	Pop Music and Culture	2	5	15
2MUS513	Negotiations and Current Affairs in the Music Industry	2	5	15
2MUS522	Marketing, Music Repertoire	2	5	15
2FMM604	Supply Chain Management	2	6	15
2FMM610	Multi Channel Merchandising	2	6	15
2FMM611	Global Sourcing and Product Development	2	6	15

### **PRACTICE MODULES – REQUIRE A PORTFOLIO WITH RELEVANT EXAMPLES OF WORK TO BE SUBMITTED AT TIME OF APPLICATION**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2BMU402	Individual and Group Performance 2: Music and Narrative	2	4	30
2BMU406	Technologies for Music Performance	2	4	15
2FLM407	Experimental Film and Video	2	4	15
2FTP402	Introduction to Drama and Documentary Production	2	4	30
2MUS403	Performance and Style: International and Cross Cultural Music	2	4	15
2MUS404	Recording and Technology: Music for Media	2	4	15
2MUS408	Commercial Scorewriting and Arranging 1	2	4	15
2MUS410	Tour Management and the Live Music	2	4	15

	Industry			
2MUS412	The Songbook 1	2	4	15
2MUS413	Digital Music Technology	2	4	15
2FFM501	Style in Context	2	5	15
2FTP602	Advanced Drama or Documentary Production	2	6	30

## **DEPARTMENT OF ART AND MEDIA PRACTICE**

### **CONTEMPORARY ANIMATORS**

#### **Module Code 2ANI411 Level 4 Credit 15 Semester 2**

This popular module focuses the Animation student's attention on the rich and fast-moving world of contemporary animation, in all its forms. Where possible we invite leading figures from the animation industry to share their experience through "show and tell" sessions, together with our regular programme of screenings. Assessment is normally through the writing of a short essay, assessed with criteria appropriate to level 4 of the undergraduate programme.

### **INTRODUCTION TO THE MASS MEDIA**

#### **Module Code 2ILL418 Level 4 Credit 15 Semester 2**

The following specific subject areas are set within the context of debates about the function and value of mass media, and popular culture. The module concentrates on image media e.g. film, television, advertising, print media, photography. Industry and Institutions – the contexts in which mass media images are produced and circulated. Media Texts – analysis of media texts included basic semiotics, narrative structure, visual techniques, and issues of representation. Audience – debates around media effects and how audiences use the media, the role of the mass media images in creating and reinforcing identity. Technology – the role of mass media technologies in contemporary society and possible future scenarios.

### **MODERN ART IN LONDON**

#### **Module Code 2MMA412 Level 4 Credit 15 Semester 2**

#### ***TO BE TAUGHT AT REGENT STREET – STUDY ABROAD STUDENTS ONLY***

This module introduces students to modern art in London, and explores work from the Impressionists to the present day. Topics will include study of the major developments in twentieth century art, including Cubism, Surrealism, Pop Art, Conceptual art etc. through the Young Brit. Artists (Damien Hirst, Tracey Emin etc.), the Turner Prize, and the contemporary art scene in London. Teaching will be through visits to galleries etc., with lectures and seminars to discuss the work; assessment will be through workbooks produced in response to the programme.

### **CONTEMPORARY ANIMATORS**

#### **Module Code 2ANI511 Level 5 Credit 15 Semester 2**

This popular module focuses the Animation student's attention on the rich and fast-moving world of contemporary animation, in all its forms. Where possible, we invite leading figures from the animation industry to share their experience through "show and tell" sessions, together with our regular programme of screenings. Assessment is normally through the writing of a short essay, assessed with criteria appropriate to level 5 of the undergraduate programme.

### **MULTICULTURALISM AND THE MEDIA**

#### **Module Code 2MED625 Level 6 Credit 15 Semester 1**

The module introduces you to different conceptualizations and practices of multiculturalism in media and cultural studies as well as in media policies, practices and the media industries. The module aims to give you an understanding of multiculturalism, the multiplicity of its manifestations and meanings with particular reference to its relationship with the media (media policies, practices and the media industries); to extend that understanding to cross-cultural, comparative contexts and to gain an understanding of the multicultural experiences relative to media industries.

## **ANIMATION 1: VISUAL COMMUNICATION**

### **Module Code 2ANI404 Level 4 Credit 15 Semester 2**

This exciting module offers Animation students a number of opportunities to produce varied and challenging animation films. Working independently and in groups, students respond to a number of creative problem-solving briefs by experimenting with a number of diverse animation methods. This module would suit a student who is eager to explore the power of animation as a tool for releasing the imaginative potential.

## **DRAWING, DESIGN AND DRAMATISATION**

### **Module Code 2ANI409 Level 4 Credit 15 Semester 2**

This module develops ideas established in 2ANI403 (Visual Explorations) and provides opportunities to gain a richer understanding of the potential of drawing as a problem-solving and communication tool. Sequential drawing is normally an important component of the classes.

## **VISUAL REPRESENTATION**

### **Module Code 2GRA404 Level 4 Credit 15 Semester 2**

An exploration and examination of the means by which we represent ideas, objects and events within our world. Students will be introduced to the historical and cultural developments of visual representations and, through project work, will gain an understanding of the advantages and limitations of representational systems.

## **TYPOLINGUISTICS 1**

### **Module Code 2GRA405 Level 4 Credit 15 Semester 2**

An introduction to the historical, cultural and technological developments that have shaped and influenced the visual presentation of the written word. Through technical workshops and practical work students will develop the skills and knowledge to create effective typographic communication.

## **SEQUENTIAL INFORMATION 1**

### **Module Code 2GRA408 Level 4 Credit 15 Semester 2**

This module serves to introduce students to the range of tools, media and techniques that may be employed to present time-based information in a linear form. Through project work students will explore the visual language, conventions and structures used to present visual narratives.

## **DIGITAL MEDIA (PRINCIPLES AND PRACTICES)**

### **Module Code 2GRA409 Level 4 Credit 15 Semester 2**

An introduction to the field of digital media. Students will explore the use of computer-based tools in the design and production of interactive and motion-based graphics, and will develop an awareness of the historical developments and emerging opportunities within digital media.

## **VISUAL STUDIES 1**

### **Module Code 2GRA413 Level 4 Credit 15 Semester 2**

This module explores the means of visual communication and introduces students to the fundamental principles of drawing with emphasis on observation, expression, and visual organization and communication.

## **FINE ART PRACTICE 1**

### **Module Code 2MMA407 Level 4 Credit 15 Semester 2**

Students embark upon individually negotiated studio work within a contemporary fine arts context. Disciplines potentially include painting, sculpture, moving image, sound, performance, print and photography. Students would need to have experience of having worked within the contemporary fine arts in the development of studio practice.

## **EXPERIMENTAL DRAWING**

### **Module Code 2ILL419 Level 4 Credit 15 Semester 2**

This module offers students the opportunity to expand and develop their visual sensibilities and creative thought through drawing. The students will be encouraged to experiment with

examining a wide range of approaches, formats and mediums. The module will include gallery visits, site study and taught class projects.

#### **ANIMATION 2.2: MINOR PROJECT**

##### **Module Code 2ANI502 Level 5 Credit 15 Semester 2**

Working either collectively or individually, students are invited to tackle the challenge of producing a short film.

#### **ANIMATION AND COMPUTER GENERATED IMAGERY PART 2**

##### **Module Code 2ANI507 Level 5 Credit 15 Semester 2**

Following on from 2ANI506 (CGI part 1) this module gives a broader and deeper understanding of the practicalities of digital animation tools. Students normally work on a series of short exercises, culminating in a more ambitious project where they explore the potential of modern animation technology as an expressive tool.

#### **ARTEFACT: STUDY & INTERPRETATION**

##### **Module Code 2CER501 Level 5 Credit 15 Semester 2**

This module enables students to undertake the study of a specific ceramic artefact in the collection of a major museum. Each student will select a different object and construct a material and cultural biography of the piece, then interpret this study within their own practice.

#### **VISUAL STUDIES 2**

##### **Module Code 2GRA515 Level 5 Credit 15 Semester 2**

This module introduces students to drawing and image making as an important tool for visual communication and expression. It serves to extend their awareness of its potential as a creative means of generating and developing ideas, and as an important tool in the design process.

#### **CRITICAL PERSPECTIVES OF ILLUSTRATION**

##### **Module Code 2ILL517 Level 5 Credit 15 Semester 2**

To introduce students to key theoretical positions that have informed and influenced image culture and through this framework to identify and develop a specific enquiry supported by research which brings illustration into this critical discourse.

### **DEPARTMENT OF DESIGN, DIGITAL MEDIA AND PHOTOGRAPHY**

#### **SPACE/PLACE: TEXT/CONTEXT**

##### **Module Code 2MED444 Level 4 Credit 15 Semester 2**

This module provides critical and analytical tools for the study of moving image, new media, photography and audio. Focusing on cities, we will examine representation of space and place, within the context of history, identity and geo-politics.

#### **MODERNITY AND AFTER**

##### **Module Code 2PHO441 Level 4 Credit 15 Semester 2**

The module examines photographic and visual culture from the mid nineteenth century to the present day. It looks at the ways that artistic practices have confirmed to, and resisted cultural and historical shifts. Taking European modernity as a point of departure, the module looks at various positions that sustain or challenge its status quo. Using a range of historical and contemporary case studies, it demonstrates some of the ways that modernism excludes, undermines or opposes a range of cultural ideologies.

#### **CONTEMPORARY CULTURAL THEORIES**

##### **Module Code 2PHO631 Level 6 Credit 15 Semester 2**

Topics will be drawn from a range of subjects of current concern within visual culture and actual content of the module will vary according to contributors own research interests and the state of contemporary debates. The module looks at Kristeva's theory of abjection applied to contemporary art and photographic practice; Foucault's theory of surveillance and the role of lens-based media; Virilio and the militarisation of vision; Deleuze and Guattari on faciality,

monstrosity and the portrait; Judith Butler and the performance of masculinity; Zizek, popular culture and ideology; Bataille and the informe.

### **APPLIED IMAGING 1**

#### **Module Code 2DPI412 Level 4 Credit 15 Semester 2**

To provide an understanding of the properties of various illumination/radiation systems and their use in Applied Photography. To introduce the limits of visual perception, systems for data capture and instrumentation and standard representation.

### **INTERACTIVE ANIMATION**

#### **Module Code 2MED432 Level 4 Credit 15 Semester 2**

Enables students to gain experience of creating interactive animation using professional software tools. Students develop storyboarding, conceptual and web screen design skills, examining the rapid expansion of interactive animation on the web.

### **EXPLORING PHOTOGRAPHY**

#### **Module Code 2MED445 Level 4 Credit 15 Semester 2**

The module is intended for students who wish to broaden their photographic experience. You will be introduced to a wide range of photographers and artists from whom you will be asked to find a genre of interest, which you can explore within the context of your own practice.

### **DIGITAL IMAGING**

#### **Module Code EPHO401 Level 4 Credit 30 Semester 2**

The module introduces students to the production of digital images by gaining experiences of digital colour space and the digital workflow and by exploring the conventions of photographic realism and image manipulation. A series of images produced in response to a brief and acquired through the combined use of digital cameras and scanners will be processed and constructed in Photoshop and output to paper and screen.

### **DOCUMENTARY PHOTOGRAPHY**

#### **Module Code 2PHO432 Level 4 Credit 15 Semester 2**

This module involves an investigation into the major photographic genre of documentary. Through a series of workshops, you will be introduced to the basic techniques of 35mm colour photography for location shooting from exposure through to the final print and produce three photographic projects in response to set briefs.

### **INTERMEDIATE PHOTOGRAPHIC PRACTICE**

#### **Module Code 2PHO439 Level 4 Credit 15 Semester 2**

This module involves a detailed exploration of various types of lighting, including electronic flash and camera formats by using digital and analogue studio equipment. Through the production of group and individual stages photographic projects, you will construct colour images and will be introduced to digital image processing (input and output) for different photographic genres, for example portraiture, editorial, fashion, advertising etc.

### **PHOTOGRAPHIC LANGUAGES**

#### **Module Code 2PHO440 Level 4 Credit 15 Semester 2**

An introduction to the theories and use of photographic languages and conventions used by practitioners to convey meaning through images. Production of group and individual photographic projects informed by critical consideration of visual languages as they occur in a range of contexts.

### **SCIENTIFIC PHOTOGRAPHY AND BIOMEDICAL IMAGING**

#### **Module Code 2CPH503 Level 5 Credit 15 Semester 2**

Imaging systems and applications used in clinical and biomedical contexts; Infra-red photography, thermal imaging, photogrammetry, radiography, computerised tomography, Magnetic Resonance Imaging, Ultrasound, Endoscopy, Photomicrography, High-speed and time lapse imaging.

## **DIGITAL IMAGING SYSTEMS**

### **Module Code 2DPI502 Level 5 Credit 15 Semester 2**

The module will develop an understanding of the fundamental nature of digital images, and their acquisition and output. It will introduce the theory and technology of digital image processing, digital image manipulation and methods for reducing image data.

## **MATLAB PROGRAMING**

### **Module Code 2DPI515 Level 5 Credit 15 Semester 2**

The principles of computer programming are presented in module in Matlab, which is both a powerful and computational environment and a programming language that easily handles matrix and complex arithmetic.

## **SOUND STUDIES**

### **Module Code 2MED515 Level 5 Credit 15 Semester 2**

Develops students' ability to produce sound, increases sensibility to formal & abstract sound, & sound history.

## **EXHIBITION AND PRESENTATION**

### **Module Code 2MED519 Level 5 Credit 15 Semester 2**

This module will develop skills of visual presentation of art and media work; give practical experience of creating a work for audiences and venues; broaden the context of placement and viewing of visual arts and raise technical awareness and skills of layout and communication in exhibition context.

## **CONVERGENT MEDIA**

### **Module Code 2MED523 Level 5 Credit 15 Semester 2**

Media industry practices increasingly demand multi-skilling. This module therefore engages in cross-media working in order to reinforce their identity as multi-disciplinary practitioners. It examines how media may be combined together, with an emphasis on hybrid forms, use of technology and content. It also further develops the ability to respond reflectively to thematic concerns.

## **SCRIPTWRITING FOR MEDIA**

### **Module Code 2MED525 Level 5 Credit 15 Semester 2**

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

## **DOCUMENTARY PHOTOGRAPHY**

### **Module Code EPHO501 Level 5 Credit 30 Semester 2**

The module is about producing a body of work within the genre of documentary photography. Students are introduced to contemporary documentary photographic practice, differences between analogue and digital processes, technical aspects and the manipulation of colour photography and to research methods involved in the planning and production of a project.

## **PHOTOGRAPHY IN CONTEXT**

### **Module Code 2PHO560 Level 5 Credit 15 Semester 2**

This module is about placing work before a wider audience. The display may take a variety of forms including exhibition, installation, print or electronic publication. You may choose to recontextualise 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.

## **CONTEMPORARY PHOTOGRAPHIC PRACTICES**

### **Module Code 2PHO562 Level 5 Credit 30 Semester 2**

In this module you are introduced to some of the main contexts for contemporary photographic practice through lectures and visiting practitioners working in a range of professional contexts (Art, Documentary, Editorial, Photojournalism, Fashion, Advertising,

Book Publishing). You will produce a self-defined project for a clearly defined context and illustrated essay.

### **PROFESSIONAL LAUNCHPAD**

#### **Module Code 2MED616 Level 6 Credit 15 Semester 2**

This module will enable students to compile a show-reel/portfolio of their practical work. To enable students to compile and adapt a CV, to introduce students to a range of public relations, marketing and networking skills, to encourage students to seek criticism of their work from professionals.

### **ADVANCED PRACTICE**

#### **Module Code 2PHO607 Level 6 Credit 30 Semester 2**

You will produce a substantial body of work based on a self selected topic or subject.

## **DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS**

### **ISSUES AND CHALLENGES IN CREATIVE PRACTICE**

#### **Module Code MMSF401 Level 4 Credit 15 Semester 2**

The module enables students to engage with both the intellectual and practical challenges arising from the creation of a range of different forms of content. Drawing upon contemporary and historic sources, the module explores a range of journalistic, audiovisual and interactive forms, and aims to help students develop their critical faculties and apply their insights in their own creative practice. The module combines contributions from academics with input from experienced producers, commissioning editors and journalists, and seeks to encourage students to be expanding their knowledge of their chosen medium, placing their practical work within the context of wider debates.

(This module is a 15-credit, semester-long version of the year-long module 2MSF402: Story Sound, Image and Text)

### **SPECIALIST PUBLIC RELATIONS**

#### **Module Code 2MSP502 Level 5 Credit 15 Semester 2**

##### ***Subject to prior knowledge.***

The module builds on skills and learning acquired previously. It enables students to acquire, develop and reflect upon the skills required to devise and deliver PR work in a range of key specialist fields, refining and applying general principles previously studied.

### **MEDIA LAW AND ETHICS**

#### **Module Code 2LAW601 Level 6 Credit 15 Semester 2**

The module will give you a basic understanding of the English legal system and how the legal context affects the rights and duties of media workers. You will gain a critical understanding of the key ethical problems and issues related to work in the media.

### **CONTEMPORARY ISSUES IN MEDIA POLICY**

#### **Module Code 2MED608 Level 6 Credit 15 Semester 2**

The module will examine the policy and public interest issues raised by recent developments in the media, looking in particular at case studies within print and broadcasting. It will concentrate specifically on issues which policy-makers are now addressing, and which are becoming more urgent in the light of new technology.

### **NEWS AND PUBLIC OPINION**

#### **Module Code 2MED633 Level 6 Credit 15 Semester 2**

This module will examine both theoretically and empirically different aspects of the news creation, dissemination and reception process. The module will look at the relevance of different traditions in mass media research to the study of news and it will be based on a number of case studies. The module will focus mainly on contemporary practices, in both print and electronic media.

### **FASHION JOURNALISM**

#### **Module Code 2MED640 Level 6 Credit 15 Semester 2**

Reviewing designer shows and fashion related products to give students a critical understanding of the fashion industry and evaluate the main sources of information available including the leading personalities.

#### **ADVERTISING AND PROMOTIONAL CULTURE**

##### **Module Code 2MED646 Level 6 Credit 15 Semester 2**

This module will give a critical exploration of the advertising industry, its relationship to other persuasive industries and to the media and its economic, social and cultural role.

#### **PUBLIC RELATIONS ETHICS AND LAW**

##### **Module Code 2MSP601 Level 6 Credit 15 Semester 2**

The module provides students with an advanced critical grounding in the ethical considerations and those aspects of the law most relevant to PR practice.

#### **CREATIVITY**

##### **Module Code 2MTH602 Level 6 Credit 15 Semester 1**

Considers the nature of creativity and the importance for the media industries for new forms of online 'user-generated' media, and for society in general. Creativity will be looked at from a number of angles, from individual psychology and artistic expression, to organisation questions of how creativity can be managed, and encouraged.

#### **CULTURAL INDUSTRIES AND MEDIA MARKETS**

##### **Module Code 2MTH603 Level 6 Credit 15 Semester 2**

Music, news, films and TV shows, newspaper and magazine articles: these cultural goods have economic features that differentiate them from other goods and serves that are bought and sold. The module explores how these features interact with the diversification of digital delivery platforms to affect supply and demand. It looks at film, broadcasting and the press, as well as file-sharing, interactivity, user generated content, pod casting and blogging.

#### **SOUND MUSIC AND THE MEDIA**

##### **Module Code 2MTH606 Level 6 Credit 15 Semester 2**

The module explores the combined roles of sound and music in general within various media. Subjects covered include sound and music in everyday life, sound design for film and television, the programming of music on radio, and the role of music in social networking sites on the Internet.

#### **MULTIMEDIA JOURNALISM**

##### **Module Code 2MSJ402 Level 4 Credit 15 Semester 2**

An introduction to the writing skills and technical demands of online, audio and visual journalism.

#### **DIGITAL PR**

##### **Module Code 2MSP403 Level 4 Credit 15 Semester 2**

The module explores how new digital media can be – and are – used to further PR goals. It develops a practical knowledge and understanding of the various ingredients and techniques required to produce high quality digital public communications.

#### **FURTHER RADIO PRODUCTION SKILLS**

##### **Module Code 2RAD408 Level 4 Credit 15 Semester 2**

This module aims to teach technical, editorial and creative skills needed to edit and mix a short radio feature, which includes several sources of sound arranged in overlapping layers, using Adobe Audition. This module will equip you with technical skills to edit and mix using SADiE.

## **MAGAZINE PROJECT**

### **Module Code 2JRN506 Level 5 Credit 15 Semester 2**

This module looks at the planning, design, provision of copy, production for and distribution of a real publication.

## **MUSIC RADIO**

### **Module Code 2RAD504 Level 5 Credit 15 Semester 2**

This module will enable you to apply your existing radio production skills to produce a series of stimulated live broadcasts in which your all round programme-making skills and wider music knowledge will be reinforced, nurtured and assessed.

## **INTERNET RADIO AND PODCASTING**

### **Module Code 2RAD505 Level 5 Credit 15 Semester 2**

This module will enable you to learn about and produce radio output which is re-purposed and re-formatted for broadcast using new and emerging technologies. This includes the creation of basic web-pages, with embedded audio for streaming.

## **DOCUMENTARY PRODUCTION**

### **Module Code 2TVP501 Level 5 Credit 15 Semester 2**

Working in small groups under supervision, you will see an idea through from pitching, research and shooting to post-production. You will learn about production management, necessary legal requirements and working within a team.

## **MULTICAMERA PRODUCTION**

### **Module Code 2TVP502 Level 5 Credit 15 Semester 2**

This module will introduce you to multicamera, vision mixed production in the studio or on location. This module will equip you to work in teams to tight deadlines and to understand and coordinate all the production roles within a conventional multicamera structure.

## **CREATIVE VIDEO PRODUCTION**

### **Module Code 2TVP503 Level 5 Credit 15 Semester 2**

This module will concentrate on non-factual single camera productions. The aim is to learn how to shoot and edit for continuity, action and movement sequences.

## **PROMOTIONAL SHORTS**

### **Module Code 2TVP504 Level 5 Credit 15 Semester 2**

This module will provide the opportunity for specialist shooting, graphics and editing. You will make several very short, largely visual items aimed at creating interest in a product.

## **ARTS AND ENTERTAINMENT JOURNALISM**

### **Module Code 2MED642 Level 6 Credit 15 Semester 2**

This module will give an overview of UK and London arts world. The module will look at economics of the arts; techniques and practices of arts and cultural journalism including reviewing various forms of artistic products including live performances, recording performances, gallery events etc.

## **SPORTS JOURNALISM**

### **Module Code 2MED643 Level 6 Credit 15 Semester 2**

This module will explore the practice and mechanics of sports writing in newspapers, magazines or radio stations.

## **INTERNATIONAL JOURNALISM**

### **Module Code 2MED644 Level 6 Credit 15 Semester 2**

This module will give a comparative study of journalism practice and restrictions on press freedom by various regimes across the globe. The module will also give a critical review of how journalism connects with geo-politics and ecology and will look at the extent and scope of international coverage in the UK and US and the impact of digital technology and satellite transmission on journalism practice worldwide.

## **MEDIA PRODUCTION SKILLS**

### **Module Code 2MED696 Level 6 Credit 15 Semester 2**

The module will introduce you to the structures and practice of journalism. In particular, you will go through practical skills leading to the design of a website.

## **DEPARTMENT OF FASHION, FILM AND MUSIC**

### **MUSIC AND IDENTITY**

#### **Module Code 2BMU403 Level 4 Credit 15 Semester 2**

In this module you will explore a range of key texts relating to the black origins of commercial music; music and global cultural influence; music and gender; musical and political structures; and music in a sense of place.

### **LANGUAGE OF FASHION**

#### **Module Code 2FAS413 Level 4 Credit 15 Semester 2**

The module looks at the language via which fashion and dress communicates using three case studies and a workshop. Each study is designed to promote visual awareness. There will be detailed analysis of the way dress interrelates with cultural context and how fashion and codes of adornment can deepen our understanding of problems such as class, age, gender and belief systems.

### **FASHION IN SOCIETY**

#### **Module Code 2FMM403 Level 4 Credit 15 Semester 1**

The purpose of this module is to give the students an understanding of where fashion trends come from. The module explores the factors that influence trends and encourages the students to consider that fashion is an interplay of social, historical and contemporary culture. It also requires the student to understand how the fashion industry interprets these influences to inform decisions in the product development process.

### **BUYING CYCLE AND RANGE PLANNING**

#### **Module Code 2FMM405 Level 4 Credit 15 Semester 2**

In this module you will learn to establish the relationship between planning and the sequencing of events in the buying of a product, to understand and practice the work of a team in planning and completing a product range incorporating the different disciplines, identifying their talents and techniques and buying for divergent markets.

### **INTRODUCTION TO THEORIES OF FILM**

#### **Module Code 2FTP411 Level 4 Credit 15 Semester 2**

The module aims to introduce some of the basic concepts informing the principal critical debates around film and television.

### **AESTHETICS OF POPULAR TELEVISION**

#### **Module Code 2FTP412 Level 4 Credit 15 Semester 2**

In this module you will analyse and explore the formal, generic and cultural complexities of television drawing from popular forms of the medium, both fictional and otherwise. To place these forms within a wider debate about the old models of TV (public service broadcasting in GB and the commercial, national networks in the USA) and the new models produced through the introduction of cable and satellite systems.

### **LAW AND THE MUSIC MARKET**

#### **Module Code 2MUS407 Level 4 Credit 15 Semester 2**

This Module will provide you with an introductory knowledge of the practical application of intellectual property; the law in the music industry and will allow you to become familiar with the processes of contract drafting and negotiating. Key issues of legal practice as it relates to the music industry, covering particular: intellectual property (copyright) and music contracts are covered.

## **PRINCIPLES OF MUSIC MARKETING**

### **Module Code 2MUS411 Level 4 Credit 15 Semester 2**

This module will introduce you to the key principals of marketing in general, and the nature of marketing in the music industry. In this module you will compare the marketing of music with other related creative products and investigate the nature of marketing within the music industry.

## **MUSICAL KNOWLEDGE AND ITS APPLICATIONS**

### **Module Code 2BMU504 Level 5 Credit 15 Semester 2**

There will be themed introductory sessions on music to accompany film, TV video games and advertising imagery; forensic musicology as used in copyright trials; the art and science of music therapy, and the cognitive psychology of music will form the main taught content of this module. This is followed by support sessions to facilitate the development of analysis of theoretical aspects of one of the above applications.

## **ROMANTICS AND DECADENTS**

### **Module Code 2FAS515 Level 5 Credit 15 Semester 2**

Introduces the significant terms of romanticism and decadence as seen through literary and visual arts in the key historic and contemporary periods. Includes gallery visits and analysis of chosen texts and media.

## **CINEMA, DREAM AND FANTASY**

### **Module Code 2FTP516 Level 5 Credit 15 Semester 2**

The module examines the intellectual and popular uses of the analogies made between cinema and dream and daydream and the changing permutations made between film, video and digitally manipulated image and fantasy. The module looks at: psychoanalysis theory in film studies; Freud's theories of the unconscious, fantasy, dreams and daydreams; voyeuristic and fetishistic structures and surrealist and poetic traditions of film-making.

## **DOCUMENTARY HISTORY AND PROBLEMATIC**

### **Module Code 2FTP517 Level 5 Credit 15 Semester 2**

This module will acquaint you with psychoanalytic interpretations of cinema; with avant-garde and experimental practices in film-making; with the theoretical bases for them and with the part played by the concept of ideology in establishing relations between the two fields.

## **POP MUSIC AND CULTURE**

### **Module Code MUS506 Level 5 Credit 15 Semester 2**

This module will develop your understanding of the social and cultural contexts of commercial music and develop your ability to carry out primary research and more detailed secondary research. The module looks at: pop music functions in relation to particular cultural agendas; cultural identity and origin; politics of taste; conditions of pop's commercial exploitation; issues of gender and sexuality and some issues surrounding the history of pop music from 1945 onwards.

## **NEGOTIATIONS AND CURRENT AFFAIRS IN THE MUSIC INDUSTRY**

### **Module Code 2MUS513 Level 5 Credit 15 Semester 2**

In this module you will learn the areas available for negotiation in recording, publishing and management contracts. You will also be taught the techniques of negotiation. The module will give an in-depth analysis of the key current music industry issues focusing on the background and historical context of each issue, as well as assessing the probable outcomes and industry repercussions of each

## **MARKETING, MUSIC REPERTOIRE**

### **Module Code 2MUS522 Level 5 Credit 15 Semester 2**

The module provides a guide to what back catalogue exploitation is and how it functions in the music industry. This is followed by a number of supervised research investigations into the marketing of back catalogue, mainly in the US & UK and into the practicalities of licensing material for release. This culminates in student-led research work into the back catalogue controlled by a variety of companies.

## **SUPPLY CHAIN MANAGEMENT**

### **Module Code 2FMM604 Level 6 Credit 15 Semester 2**

By the end of the module you will be able to consider and propose strategic options for the Supply Chain Management of a product range, evaluate the advantages/disadvantages of decisions in relation to sourcing product and the nature of the impact on the total buying process: including planning, selection, costing, merchandising, profitability, lead times and technical aspects. In addition you will debate the ethical issues of the geographical sourcing strategies within the Supply Chain and become acquainted with the customs organisations, their functions, tariffs, current legislation and terminology.

## **MULTI CHANNEL MERCHANDISING**

### **Module Code 2FMM610 Level 6 Credit 15 Semester 2**

Multi channelling refers to retail sales gained from the internet, digital TV, online kiosks in store, mail order as well as those from traditional bricks and mortar environments. This module examines how merchandisers manage the planning and profitability of operating with a multi channel structure.

## **GLOBAL SOURCING AND PRODUCT DEVELOPMENT**

### **Module Code 2FMM611 Level 6 Credit 15 Semester 2**

With the massive blurring of boundaries and the amount of choice on where to source available to manufactures and retailers, implementing and executing a flexible sourcing and product development strategy is one of the keys of success in the 21st century.

## **INDIVIDUAL AND GROUP PERFORMANCE 2: MUSIC AND NARRATIVE**

### **Module Code 2BMU402 Level 4 Credit 30 Semester 2**

In this module you will engage with the challenge of developing your instrumental and vocal ability. The group performance work explores its relationship with a range of performance opportunities that engage with narrative forms, including theatre, dance and media. Musicianship classes will reflect specific challenges that arise in the creation and performance of music narratives.

## **TECHNOLOGIES FOR MUSIC PERFORMANCE**

### **Module Code 2BMU406 Level 4 Credit 15 Semester 2**

In this module you will be introduced to a range of computer based technologies and software packages such as Logic, Reason, Ableton Live, Director, Max/MSP, and Supercollider and explore ways in which these and other technologies may be used in live music performance.

## **EXPERIMENTAL FILM AND VIDEO**

### **Module Code 2FLM407 Level 4 Credit 15 Semester 2**

This module encompasses a broad range of production work innovative in either formal experiment or the exploration of new ways of dealing with subjectivity and content.

## **INTRODUCTION TO DRAMA AND DOCUMENTARY PRODUCTION**

### **Module Code 2FTP402 Level 4 Credit 30 Semester 2**

This module explores fiction and nonfiction production. In the fiction exercise you will investigate specific storytelling forms and the problems of structuring and producing a short film narrative. In the nonfiction exercise you are introduced to the documentary representation of actuality and make appropriate decisions about style and structure in constructing a documentary. The module includes an investigation of creative collaborative production in two contrasting exercises; production of a short, simple film narrative, using specific filmic means, expressive lighting and sound tracks depending on music; analysis of dramatic sequences, intro to script development, storyboarding and production skills.

## **PERFORMANCE AND STYLE: INTERNATIONAL AND CROSS CULTURAL MUSIC**

### **Module Code 2MUS403 Level 4 Credit 15 Semester 2**

This module aims to: provide awareness of and practical grounding in the principal non-Western musical forms; to develop compositional and performance skills in one or more of these forms; to develop the ability to analyse the form, content, style and culture of origin of forms of music. The module looks at African, Caribbean, Latin and Indian styles of music.

There will be performance and rehearsal workshops to develop live performances in a range of international and cross-cultural styles.

### **RECORDING AND TECHNOLOGY: MUSIC FOR MEDIA**

#### **Module Code 2MUS404 Level 4 Credit 15 Semester 2**

The module aims to develop an understanding of the main creative issues regarding sound and music for media, and the methods and techniques with which to conceive of a sound or music content and realise it through an organised production process. This module looks at methods and approaches to creating sound and music for a range of media types such as TV and advertising, animations and interactive media such as websites and CD roms.

### **COMMERCIAL SCOREWRITING AND ARRANGING 1**

#### **Module Code 2MUS408 Level 4 Credit 15 Semester 2**

This module will impart a basic understanding of how music is written down and how notation communicates musical ideas. This module will help you to start a process of conveying musical concepts clearly. The module looks at a study of western music notation, including developing skills in writing specific ensembles and instruments; production of a playable short piece complete with instrumental parts correctly transposed; new approaches to harmony; graphic skills and how they apply to musical ideas; how traditional instruments work; song structure; melody construction and ear training.

### **TOUR MANAGEMENT AND THE LIVE MUSIC INDUSTRY**

#### **Module Code 2MUS410 Level 4 Credit 15 Semester 2**

The module is concerned with all aspects of a modern concert tour. You will be acquainted with the job descriptions/responsibilities of the staff on a major tour. The module will explore the contents and issues surrounding technical and artistic riders to contracts and other elements in performance contracts, including staging a live performance.

### **THE SONGBOOK 1**

#### **Module Code 2MUS412 Level 4 Credit 15 Semester 2**

You will produce a portfolio of 6-8 songs of distinctively different mood and tempo which form together to make a personal songbook. Each student initiates a project which focuses on their personal creative identity and relates this to the cultural context in which their songs may find an audience. The module introduces practising songwriters from different areas of music; input from music publishers; lyrics and their relationship to music.

### **DIGITAL MUSIC TECHNOLOGY**

#### **Module Code 2MUS413 Level 4 Credit 15 Semester 2**

This module focuses on the development of your familiarity with digital technology and your ability to create new sounds with control and fluency in the digital domain. You will be introduced to detailed techniques of sequencing, sampling and digital recording. You will also create your own library of new digital sounds using existing recordings.

### **STYLE IN CONTEXT**

#### **Module Code 2FFM501 Level 5 Credit 15 Semester 2**

This module will introduce you to style in an interdisciplinary framework, and to foster close critical analysis of concepts of style. You will undertake preliminary 'icebreaker' research designed to introduce you to tri-partite home disciplines. Lecture sessions will introduce the conceptual, technical and contextual skills relevant to the module and you will be introduced to studio and workshop facilities open to you.

### **ADVANCED DRAMA OR DOCUMENTARY PRODUCTION**

#### **Module Code 2FTP602 Level 6 Credit 30 Semester 2**

This module will build on previous experiences. You will acquire production experience with increased choice over form, content and purpose of work.