



# **Programme Guide for Undergraduate Taught Programmes**

## **School of Textiles & Design – Dubai Campus**

**Academic Year 202324**

**[Academic Year Calendar for 202324](#)**

*[Students are encouraged to check the Academic Calendar and be familiarise with the dates]*

# Undergraduate Taught Programme Guide - September Intake Students

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## Undergraduate Taught Programme Guide - September Intake Students

### BA Communication Design

<b>Programme Name</b>		: BA Communication Design			
<b>Programme Code</b>		: E1C2-COM			
<b>Mode of Study</b>		: Full Time			
Key Contacts					
Designation		Name		Contact Email	
Programme Director		Syed Gowhar Andrabi		<a href="mailto:S.Andrabi@hw.ac.uk">S.Andrabi@hw.ac.uk</a>	
Course Code	Course Title	Mandatory/ Optional	Year	Semester	Semester Dates
<b>New Students</b>					
<b>Year 1</b>					
<b>September Semester – 2 Mandatory Courses</b>					
E17DD	Rethinking Design 2: Develop and Deliver	Mandatory	1	September	Sept 2023 To Dec 2023
E17DI	Rethinking Design 1: Discover and Define	Mandatory	1	September	
<b>January Semester– 3 Mandatory Courses</b>					
E17CD	Introduction to Communication Design	Mandatory	1	January	Jan 2024 to Apr 2024
E17CM	Introduction to Creative Media	Mandatory	1	January	
E17PH	Introduction to Photography	Mandatory	1	January	
<b>Direct Entry &amp; Continuing Students</b>					
<b>Year 2</b>					
<b>September Semester – 2 Mandatory Courses</b>					
E18IP	Intermediate Photography	Mandatory	2	September	Sept 2023 To Dec 2023
E18TH	Creative Digital Technologies	Mandatory	2	September	
<b>January Semester – 2 Mandatory Courses</b>					
E18AV	Promotion & Advertising	Mandatory	2	January	Jan 2024 to Apr 2024
E18DI	Graphic Design, Typography & Illustration	Mandatory	2	January	
<b>Year 3</b>					
<b>September Semester – 2 Mandatory Courses</b>					
E19AS	Art Direction and Storytelling	Mandatory	3	September	Sept 2023 To Dec 2023
E19BB	Design Branding	Mandatory	3	September	
<b>January Semester – 2 Mandatory Courses</b>					
E19AD	Advanced Graphic Design, Typography & Illustration	Mandatory	3	January	Jan 2024 to Apr 2024
E19CS	Collaborative Studio	Mandatory	3	January	

## Undergraduate Taught Programme Guide - September Intake Students

<b>Year 4</b>					
<b>September Semester – 1 Mandatory and 1 Optional Course</b>					
E10RP	Final Project 1	Mandatory	4	September	Sept 2023 To Dec 2023
E10MG	Global Fashion Management	Optional	4	September	
E10TA	CCS Essay	Optional	4	September	
<b>January Semester – 2 Mandatory Courses</b>					
E10EP	Advanced Practice and Evaluation	Mandatory	4	January	Jan 2024 to Apr 2024
E10FP	Final Project 2	Mandatory	4	January	

## Undergraduate Taught Programme Guide - September Intake Students

### BA Fashion Branding & Promotion

<b>Programme Name</b>	: BA Fashion Branding & Promotion					
<b>Programme Code</b>	: E1B1-FBP					
<b>Mode of Study</b>	: Full Time					
Key Contacts						
Designation		Name		Contact Email		
Programme Director		Ashima Dhan		a.dhwan@hw.ac.uk		
Course Code	Course Title		Mandatory /Optional	Year	Semester	Semester Dates
New Students						
Year 1						
September Semester – 2 Mandatory Courses						
E17DD	Rethinking Design 2: Develop and Deliver		Mandatory	1	September	Sept 2023 To Dec 2023
E17DI	Rethinking Design 1: Discover and Define		Mandatory	1	September	
January Semester– 3 Mandatory Courses						
E17CD	Introduction to Communication Design		Mandatory	1	January	Jan 2024 to Apr 2024
E17FM	Fashion Marketing & Management		Mandatory	1	January	
E17PH	Introduction to Photography		Mandatory	1	January	
Direct Entry & Continuing Students						
Year 2						
September Semester – 2 Mandatory Courses						
E18BB	Branding		Mandatory	2	September	Sept 2023 to Dec 2023
E18CB	Consumer Behaviour and Visual Merchandising		Mandatory	2	September	
January Semester – 3 Mandatory Courses						
E18CM	Creative Digital Media, Moving Image and Film		Mandatory	2	January	Jan 2024 to Apr 2024
E18PA	Promotion & Advertising		Mandatory	2	January	
E18TG	Typography and Graphic Communication		Mandatory	2	January	
Year 3						
September Semester – 3 Mandatory Courses						
E19ET	Enterprise and Innovation for Design		Mandatory	3	September	Sept 2023 To Dec 2023
E19FW	Fashion Writing		Mandatory	3	September	
E19IM	Fashion Styling and Image Making		Mandatory	3	September	
January Semester – 3 Mandatory Courses						
E19CO	Critical & Contextual Studies 3		Mandatory	3	January	Jan 2024 to Apr 2024
E19EV	Events Management		Mandatory	3	January	
E19VP	Visual Merchandising & Packaging		Mandatory	3	January	

## Undergraduate Taught Programme Guide - September Intake Students

Year 4					
September Semester – 2 Mandatory Courses					
E10MG	Global Fashion Management	Mandatory	4	September	Sept 2023 To Dec 2023
E10CA	Honours Project	Mandatory	4	September	
January Semester – 2 Mandatory Courses					
E10EC	Digital Marketing	Mandatory	4	January	Jan 2024 to Apr 2024
E10PP	Product and Publication	Mandatory	4	January	

## Undergraduate Taught Programme Guide - September Intake Students

### BA Fashion Marketing & Retailing

<b>Programme Name</b>	: BA Fashion Marketing & Retailing				
<b>Programme Code</b>	: E1F5-FMR				
<b>Mode of Study</b>	: Full Time				
Key Contacts					
Designation		Name		Contact Email	
Programme Director		Maged Youssef		m.youssef@hw.ac.uk	
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates
Continuing Students					
Year 4					
September Semester– 2 Mandatory Courses					
E10MG	Global fashion Management	Mandatory	4	September	Sept 2023 To Dec 2023
E19TA	Future Textile & Apparel	Mandatory	4	September	
E10CA	Honours project*	Mandatory	4	Sept & Jan	
* <b>Note:</b> E10CA is a course that is taught across two semesters and must be registered on September Semester.					
January Semester– 3 Mandatory Courses					
E10EC	Digital Marketing	Mandatory	4	January	Jan 2024 to Apr 2024

## Undergraduate Taught Programme Guide - September Intake Students

### BA in Interior Design

<b>Programme Name</b>	: BA in Interior Design				
<b>Programme Code</b>	: E123-IDN				
<b>Mode of Study</b>	: Full Time				
Key Contacts					
Designation		Name		Contact Email	
Programme Director		Vrushali M Mhatre		V.Mhatre@hw.ac.uk	
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates
<b>New Students</b>					
<b>Year 1</b>					
<b>September Semester– 2 Mandatory Courses</b>					
E17DD	Rethinking Design 2: Develop and Deliver	Mandatory	1	September	Sept 2023 To Dec 2023
E17DI	Rethinking Design 1: Discover and Define	Mandatory	1	September	
<b>January Semester– 3 Mandatory Courses</b>					
E17IB	3D Design Studio 2	Mandatory	1	January	Jan 2024 To May 2024
E17MT	Introduction to Materials	Mandatory	1	January	
E17VC	Visual communication for 3d design	Mandatory	1	January	
<b>Direct Entry &amp; Continuing Students</b>					
<b>Year 2</b>					
<b>September Semester – 2 Mandatory Courses</b>					
E18IC	Interior Design Studio 1	Mandatory	2	September	Sept 2023 To Dec 2023
E18PR	Professional Development for Interior Design	Mandatory	2	September	
<b>January Semester – 3 Mandatory Courses</b>					
E18AD	Advanced CAD for Interior Design	Mandatory	2	January	Jan 2024 To May 2024
E18DP	Digital Technologies	Mandatory	2	January	
E18ID	Interior Design Studio 2	Mandatory	2	January	
<b>Year 3</b>					
<b>September Semester – 3 Mandatory Course(s)</b>					
E18CI	Construction for Interior Architecture	Mandatory	3	September	Sept 2023 To Dec 2023
E19DS	Advanced Digital Skills and Technology for Interior Design	Mandatory	3	September	
E19IE	Interior Design Studio 3	Mandatory	3	September	
<b>January Semester – 3 Mandatory Courses</b>					
E19CO	Critical & Contextual Studies 3	Mandatory	3	January	Jan 2024 To May 2024
E19GC	Global Collaborative Design	Mandatory	3	January	
E19IF	Interior Design Studio 4	Mandatory	3	January	

## Undergraduate Taught Programme Guide - September Intake Students

Year 4					
September Semester – 1 Mandatory & 1 Elective Course					
E10IG	Final Major Project Part 1	Mandatory	4	September	Sept 2023 To Dec 2023
E10MS	Marketing Strategy for Design	Optional	4	September	
E10TA	CCS Essay	Optional	4	September	
January Semester – 2 Mandatory Courses					
E10EP	Advanced Practice and Evaluation	Mandatory	4	January	Jan 2024 To May 2024
E10IH	Final Major Project Part 2	Mandatory	4	January	