Programme Guide for Undergraduate Taught Programmes

School of Textiles & Design – Dubai Campus

Academic Year 202425

Academic Year Calendar for 202425

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

Programme List

Undergraduate Taught Programme Guide - September

BA Communication Design

Programme Name	:	BA Communication Design
Programme Code	:	E1C2-COM
Mode of Study	:	Full Time

Key Contacts		
Designation	**Name**	**Contact Email**
Programme Director	Syed Gowhar Andrabi	S.Andrabi@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 2024 To Dec 2024
E17DI	Rethinking Design 1: Discover and Define	Mandatory	1	September	
	January Semester– 3 Mandatory Courses				
E17CD	Introduction to Communication Design	Mandatory	1	January	Jan 2025 to Apr 2025
E17CM	Introduction to Creative Media	Mandatory	1	January	
E17PH	Introduction to Photography	Mandatory	1	January	
	Direct Entry & Continuing Students				
	Year 2				
	September Semester – 2 Mandatory Courses				
E18IP	Intermediate Photography	Mandatory	2	September	Sept 2024 To Dec 2024
E18TH	Creative Digital Technologies	Mandatory	2	September	
	January Semester – 2 Mandatory Courses				
E18AV	Promotion & Advertising	Mandatory	2	January	Jan 2025 to Apr 2025
E18DI	Graphic Design, Typography & Illustration	Mandatory	2	January	
	Year 3				
	September Semester – 2 Mandatory Courses				
E19AS	Art Direction and Storytelling	Mandatory	3	September	Sept 2024 To Dec 2024
E19BB	Design Branding	Mandatory	3	September	
	January Semester – 2 Mandatory Courses				
E19AD	Advanced Communication Design	Mandatory	3	January	Jan 2025 to Apr 2025
E19CS	Collaborative Studio	Mandatory	3	January	

Year 4					
September Semester – 2 Mandatory Courses					
E10RP	Final Project 1	Mandatory	4	September	Sept 2024 To Dec 2024
E10MP	Minor Project	Mandatory	4	September	
January Semester – 2 Mandatory Courses					
E10EP	Advanced Practice and Evaluation	Mandatory	4	January	Jan 2025 to Apr 2025
E10FP	Final Project 2	Mandatory	4	January	

Undergraduate Taught Programme Guide - September

BA Fashion Branding & Promotion

Programme Name	:	BA Fashion Branding & Promotion
Programme Code	:	E1B1-FBP
Mode of Study	:	Full Time

Key Contacts		
Designation	**Name**	**Contact Email**
Programme Director	Ashima Dhwan	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 2024 To Dec 2024
E17DI	Rethinking Design 1: Discover and Define	Mandatory	1	September	
January Semester– 3 Mandatory Courses					
E17CD	Introduction to Communication Design	Mandatory	1	January	Jan 2025 to Apr 2025
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 2024 To Dec 2024
E18CB	Consumer Behaviour	Mandatory	2	September	
January Semester – 3 Mandatory Courses					
E18CM	Creative Digital Media, Moving Image and Film	Mandatory	2	January	Jan 2025 to Apr 2025
E18PA	Promotion & Advertising	Mandatory	2	January	
E18TG	Typography & Graphic Communication	Mandatory	2	January	
Year 3					
September Semester – 3 Mandatory Courses					
E19ET	Enterprise and Innovation for Creative Industries	Mandatory	3	September	Sept 2024 To Dec 2024
E19FW	Journalism Content Creation	Mandatory	3	September	
E19IM	Fashion Image Making	Mandatory	3	September	
January Semester – 3 Mandatory Courses					
E19CO	Critical & Contextual Studies 3	Mandatory	3	January	Jan 2025 to Apr 2025
E19EV	Events Management	Mandatory	3	January	
E19VP	Visual Merchandising & Packaging	Mandatory	3	January	

Year 4					
September Semester – 2 Mandatory Courses					
E10MG	Global Fashion Management	Mandatory	4	September	Sept 2024 To Dec 2024
E10RP	Final Project 1	Mandatory	4	September	
January Semester – 2 Mandatory Courses					
E10EP	Advanced Practice and Evaluation	Mandatory	4	January	Jan 2025 to Apr 2025
E10FP	Final Project 2	Mandatory	4	January	

BA in Interior Design

Programme Name	:	BA in Interior Design
Programme Code	:	E123-IDN
Mode of Study	:	Full Time

Key Contacts		
Designation	Name	Contact Email
Programme Director	Dima Alkawadri	D.Alkawadri@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 2024 To Dec 2024
E17DI	Rethinking Design 1: Discover and Define	Mandatory	1	September	
		January Semester– 3 Mandatory Courses			
E17IB	Heritage and Vernacular Sustainability	Mandatory	1	January	Jan 2025 To May 2025
E17MT	Introduction to Materials	Mandatory	1	January	
E17VC	Visual communication for 3d design	Mandatory	1	January	
		Direct Entry &Continuing Students			
		Year 2			
		September Semester – 2 Mandatory Courses			
E18IC	Interior Design Studio 1	Mandatory	2	September	Sept 2024 To Dec 2024
E18PR	Professional Development for Interior Design	Mandatory	2	September	
		January Semester – 3 Mandatory Courses			
E18AD	Advanced CAD for Interior Design	Mandatory	2	January	Jan 2025 To May 2025
E18DP	Digital Technologies	Mandatory	2	January	
E18ID	Interior Design Studio 2	Mandatory	2	January	
		Year 3			
		September Semester – 3 Mandatory Course(s)			
E18CI	Construction for Interior Architecture	Mandatory	3	September	Sept 2024 To Dec 2024
E19DS	Advanced Digital Skills and Technology for Interior Design	Mandatory	3	September	
E19IE	Interior Design Studio 3	Mandatory	3	September	
		January Semester – 3 Mandatory Courses			
E19CO	Critical & Contextual Studies 3	Mandatory	3	January	Jan 2025 To May 2025
E19GC	Global Collaborative Design	Mandatory	3	January	
E19IF	Interior Design Studio 4	Mandatory	3	January	

Year 4					
September Semester – 1 Mandatory & 1 Optional Course					
E10IG	Final Major Project Part 1	Mandatory	4	September	Sept 2024 To Dec 2024
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 2025 To May 2025
E10IH	Final Major Project Part 2	Mandatory	4	January	

BA Interior Architecture and Design

Programme Name	:	BA in Interior Architecture and Design
Programme Code	:	E120-IAD
Mode of Study	:	Full Time

Key Contacts		
Designation	**Name**	**Contact Email**
Programme Director	Dima Alkawadri	D.Alkawadri@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 2024 To Dec 2024
E17DI	Rethinking Design 1: Discover and Define	Mandatory	1	September	
	January Semester– 3 Mandatory Courses				
E17IB	Heritage and Vernacular Sustainability	Mandatory	1	January	Jan 2025 To May 2025
E17MT	Introduction to Materials	Mandatory	1	January	
E17VC	Visual communication for 3d design	Mandatory	1	January	
	Direct Entry &Continuing Students				
	Year 2				
	September Semester – 3 Mandatory Courses				
E18IC	Interior Design Studio 1	Mandatory	2	September	Sept 2024 To Dec 2024
E18CI	Construction for Interior Architecture	Mandatory	2	September	
E18AD	Advanced CAD for Interior Design	Mandatory	2	September	
	January Semester – 3 Mandatory Courses				
E18LA	Lighting and Acoustics for Interior Architecture	Mandatory	2	January	Jan 2025 To May 2025
E18DP	Digital Technologies	Mandatory	2	January	
E18ID	Interior Design Studio 2	Mandatory	2	January	
	Year 3				
	September Semester – 2 Mandatory Course(s)				
E19DS	Advanced Digital Skills and Technology for Interior Design	Mandatory	3	September	Sept 2024 To Dec 2024
E19IE	Interior Design Studio 3	Mandatory	3	September	
	January Semester – 2 Mandatory Courses				
E19EC	External Collaborative Design	Mandatory	3	January	Jan 2025 To May 2025
E19IF	Interior Design Studio 4	Mandatory	3	January	

Undergraduate Taught Programme Guide - September

Year 4					
September Semester – 1 Mandatory & 1 Optional Course					
E10IG	Final Major Project Part 1	Mandatory	4	September	Sept 2024 To Dec 2024
E19PT	Enterprise and Innovation for Creative Industries	Optional	4	September	
E10MS	Marketing Strategy for Design	Optional	4	September	
January Semester – 2 Mandatory Courses					
E10EP	Advanced Practice and Evaluation	Mandatory	4	January	Jan 2025 To May 2025
E10IH	Final Major Project Part 2	Mandatory	4	January	

School of Textiles and Design 8/6/2024