

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

BA Communication Design	3
New Students	
Direct Entry & Continuing Students	
BA Fashion Branding & Promotion	
New Students	
Direct Entry & Continuing Students	
BA in Interior Design	
New Students	7
Direct Entry &Continuing Students	7
BA Interior Architecture and Design	9
New Students	9
Direct Entry &Continuing Students	

BA Communication Design

Program	Programme Name : BA Communication Design							
Programn	me Code	:	E1C2-COM					
Mode of	Study	:	Full Time					
Key Contacts								
	Designation		Name			Contact En	nail	
Program	me Director	S	yed Gowhar Andrabi		S.Andra	abi@hw.ac.uk		
Course Code				Mandatory/ Optional	Year	Semester	Semester Dates	
			New Studen	ts				
			Year 1					
	Sej	ote	mber Semester – 2 Ma	indatory Cours	es			
E17DD	Rethinking Design 2: Develo	p a	nd Deliver	Mandatory	1	September	Sept 2024	
E17DI	Rethinking Design 1: Discove	er a	and Define	Mandatory	1	September	To Dec 2024	
	J	anı	uary Semester– 3 Man	datory Courses	S			
E17CD	Introduction to Communicat	tioi	n Design	Mandatory	1	January	Jan 2025	
E17CM	Introduction to Creative Media			Mandatory	1	January	to	
E17PH Introduction to Photography				Mandatory	1	January	Apr 2025	
		Di	rect Entry & Continu	ing Students				
			Year 2					
	Sep	ote	mber Semester – 2 Ma	ndatory Cours	es			
E18IP	Intermediate Photography			Mandatory	2	September	Sept 2024	
E18TH	Creative Digital Technologies	S		Mandatory	2	September	To Dec 2024	
	Ja	anı	uary Semester – 2 Man	datory Course	S			
E18AV	Promotion & Advertising			Mandatory	2	January	Jan 2025	
E18DI	Graphic Design, Typography	&	Illustration	Mandatory	2	January	to Apr 2025	
			Year 3					
	Sej	ote	mber Semester – 2 Ma	indatory Cours	es			
E19AS	Art Direction and Storytellin	g		Mandatory	3	September	Sept 2024	
E19BB	Design Branding			Mandatory	3	September	To Dec 2024	
	Ja	anı	uary Semester – 2 Man	datory Course	S			
E19AD	Advanced Communication D	es	ign	Mandatory	3	January	Jan 2025	
E19CS	Collaborative Studio			Mandatory	3	January	to Apr 2025	

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

BA Fashion Branding & Promotion

Programme Name : BA Fashion Branding & Promotion							
Programn	ne Code	:	E1B1-FBP				
Mode of S		:	Full Time				
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	-	Key Contacts				
	Designation		•			Comboot Fund	.a
	Designation		Name			Contact Ema	
Programn			hima Dhwan		a.dhwa	n@hw.ac.uk	
Course Code	Course	e T	itle	Mandator Optiona	-	r Semester	Semester Dates
			New Students				
			Year 1	1 2			
	Sep	ten	nber Semester – 2 Mand	atory Cours	es		
E17DD	Rethinking Design 2: Develop	p a	nd Deliver	Mandatory	/ 1	September	Sept 2024
E17DI	Rethinking Design 1: Discove	er a	nd Define	Mandatory	/ 1	September	To Dec 2024
	Ja	nu	ary Semester– 3 Mandat	ory Courses	3		
E17CD	Introduction to Communicat	ior	Design	Mandator	/ 1	January	Jan 2025
E17FM	Fashion Marketing & Manag	ent	Mandator	/ 1	January	to	
E17PH	Introduction to Photography		Mandatory	/ 1	January	Apr 2025	
	[Dire	ect Entry & Continuing	Students			
	Com	4	Year 2	etem Cours			
	Бе р	ten	nber Semester – 2 Mand	atory Cours	es		
E18BB	Branding			Mandator	/ 2	September	Sept 2024
E18CB	Consumer Behaviour			Mandatory	, 2	September	To Dec 2024
	Ja	nua	ary Semester – 3 Manda	ory Course	S		
E18CM	Creative Digital Media, Movi	ing	Image and Film	Mandatory	/ 2	January	Jan 2025
E18PA	Promotion & Advertising			Mandatory	/ 2	January	to
E18TG	Typography & Graphic Comr	nur		Mandator	/ 2	January	Apr 2025
	Sep	ten	Year 3 nber Semester – 3 Mand	atory Cours	es		
E19ET	Enterprise and Innovation fo	or C	reative Industries	Mandatory	/ 3	September	Sept 2024
E19FW	Journalism Content Creation			Mandator		September	To
E19IM	Fashion Image Making			Mandatory	/ 3	September	Dec 2024
	Ja	nua	ary Semester – 3 Manda	ory Course	s		
E19CO	Critical & Contextual Studies	3		Mandatory	/ 3	January	Jan 2025
E19EV	Events Management			Mandatory	/ 3	January	to
E19VP	Visual Merchandising & Pack	kag	ing	Mandatory	/ 3	January	Apr 2025

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

BA in Interior Design

Programm	ne Name	: E	BA in Interior Design					
Programm	ne Code	: E	123-IDN					
Mode of S		: F	Full Time					
THOUS OF S	· · · · · · · · · · · · · · · · · · ·	<u> </u>	Key Contacts					
	Designation		Name				Contact Ema	il
Drogramm		Din	na Alkawadri		_	Alkawa	dri@hw.ac.uk	"
Course	Course			Mandato		Year	Semester	Semester
Code	Course	5 11	ue	/Optiona		Teal	Semester	Dates
			New Students	·				
			Year 1					
	Sept	tem	ber Semester- 2 Mand	atory Cours	ses	•		
E17DD	Rethinking Design 2: Develop	o an	d Deliver	Mandato	ry	1	September	Sept 2024
E17DI	Rethinking Design 1: Discove	er ar	nd Define	Mandato	rv	1	September	То
			ry Semester– 3 Manda					Dec 2024
	Jai	iiua	ny Semester – S Manda	lory Course	.3			
E17IB	Heritage and Vernacular Sust	tain	ability	Mandato		1	January	Jan 2025
E17MT	Introduction to Materials	Mandato		1	January	То		
E17VC	Visual communication for 3d	l de	sign	Mandato	ry	1	January	May 2025
		Dire	ect Entry &Continuing	Students				
			Year 2					
	Sept	tem	ber Semester – 2 Mand	atory Cours	ses	3		
E18IC	Interior Design Studio 1			Mandato	ry	2	September	Sept 2024
E18PR	Professional Development fo	or In	terior Design	Mandato	ry	2	September	То
220111	•		ry Semester – 3 Manda	tory Course	20			Dec 2024
	Jai	iua	ry Semester – S Manua	tory Course	35			
E18AD	Advanced CAD for Interior De	esig	'n	Mandato	ry	2	January	Jan 2025
E18DP	Digital Technologies			Mandato	ry	2	January	То
E18ID	Interior Design Studio 2			Mandato	ry	2	January	May 2025
	Sente	amk	Year 3 per Semester – 3 Manda	atory Cours	د اه	2)		
	Осріс	CIIIK	Der Gemester – 5 Marida	atory cours		?)		
E18CI	Construction for Interior Arcl	hite	cture	Mandato	ry	3	September	Sept 2024
E19DS	Advanced Digital Skills and To	ech	nology for Interior	Mandato	ry	3	September	To
	Design					Dec 2024		
E19IE	Interior Design Studio 3		· Compostor 2 Mars do	Mandator	<u> </u>	3	September	
	Janu	uary	/ Semester – 3 Manda	tory Cours	ses			
E19CO	Critical & Contextual Studies	3		Mandato	ry	3	January	Jan 2025
E19GC	Global Collaborative Design			Mandato	ry	3	January	То
E19IF	Interior Design Studio 4			Mandato	ry	3	January	May 2025

	Year 4						
	September Semester – 1 Mandatory 8	& 1 Optional C	Course				
E10IG	Final Major Project Part 1	Mandatory	4	September	Sept 2024		
E10MS	Marketing Strategy for Design	Optional	4	September	То		
E10TA	CCS Essay	Optional	4	September	Dec 2024		
	January Semester – 2 Mandat	ory Courses					
E10EP	Advanced Practice and Evaluation	Mandatory	4	January	Jan 2025		
E10IH	Final Major Project Part 2	Mandatory	4	lanuary	То		
ETOIL		ivialidatory	4	January	May 2025		

BA Interior Architecture and Design

Programm	ne Name	: BA in Interior Archit	ecture and Design	<u> </u>		
Programn	ne Code	: E120-IAD				
Mode of S	Study	: Full Time				
	•	Key Conta	acts			
	Designation	Name			Contact Ema	il
Programm	ne Director	Dima Alkawadri		D.Alkawa	dri@hw.ac.uk	
Course	Cours	e Title	Mandator	y Year	Semester	Semester
Code			/Optiona			Dates
		New Stud	ents			
	Sor	Year 1 Stember Semester– 2 I	Mandatory Cours	96		
	0e h	itember Semester 2 i	viaridatory Cours	G 3		
E17DD	Rethinking Design 2: Develo	Mandator	y 1	September	Sept 2024	
E17DI	Rethinking Design 1: Discov	er and Define	Mandator	y 1	September	To
	Ja	nuary Semester– 3 Ma	andatory Course:	 S		Dec 2024
E17IB	Heritage and Vernacular Sus	Mandator		January	Jan 2025	
E17MT	Introduction to Materials	Mandator	_	January	То	
E17VC	Visual communication for 3	d design	Mandator	y 1	January	May 2025
		Direct Entry &Contir	nuing Students			
		Year 2				
	Sep	tember Semester – 3	Mandatory Cours	es		
E18IC	Interior Design Studio 1		Mandator	y 2	September	Sept 2024
E18CI	Construction for Interior Arc	chitecture	Mandator	_	September	To
E18AD	Advanced CAD for Interior D)esign	Mandator	y 2	September	Dec 2024
	Ja	nuary Semester – 3 M	andatory Course	s		
E18LA	Lighting and Acoustics for Ir	terior Architecture	Mandator	y 2	January	Jan 2025
E18DP	Digital Technologies		Mandator	_	January	То
E18ID	Interior Design Studio 2		Mandator	_	January	May 2025
		Year 3				
	Sept	ember Semester – 2 N	landatory Course	e(s)		
E19DS	Advanced Digital Skills and	echnology for Interior	Mandator	y 3	September	Sept 2024 To
E19IE	Design Interior Design Studio 3	Mandator	y 3	September	Dec 2024	
LIJIL		uary Semester – 2 Ma			Jepterriber	1 200 2024
		•				
E19EC	External Collaborative Design	n	Mandator	y 3	January	Jan 2025
E19IF	Interior Design Studio 4		Mandator	у 3	January	To May 2025

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