

Course Aim and Title	BA (Hons) Product Design
Intermediate Awards Available	BA Product Design, Dip HE Product Design, Cert HE
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	None
UEL Academic School	Architecture, Computing & Engineering (ACE)
UCAS Code	H766
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	Art & Design (Feb 2017)
Additional Versions of this Course	BA (Hons) Product Design (with Foundation Year) BA (Hons) Product Design (with Placement Year)
Date Specification Last Updated	June 2020

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Provide an educational and creative framework that enables you to become a designer.
- Explore existing and new fabrication techniques which you will use to design for potential users in an array of diverse scenarios
- Learn many types of analogue and digital representation techniques as well as a theoretical and historical context that will prepare you for employment.
- Experience professional practice and gain a solid understanding of the processes, practices and expectations of a future product designer learning from office mentors and completing 'live projects' to further increase your access to the design industry.

The BA (Hons) Product Design programme will equip graduates with the tools to explore, experiment and find interesting solutions to complex problems as well as opening a world of new career opportunities that they can take advantage of. The curriculum will provide students with the right transferable skills required to be problem-solvers and creative design thinkers. These traits include having the ability to empathise, so that they understand who they are solving the problem for, and why and how it benefits society. Add to that the skills of radical brainstorming and experimentation, which require the maturity to ideate productively, and the encouragement needed for students to be open to receiving ideas from other disciplines without preconceived notions.

What you will learn:

Knowledge

- How to design with sustainable agendas, materials and suitable for future social expectations.
- You will develop your imagination, understanding of technology, experimentation and critical engagement with the end users' ultimate needs.
- You will understand the design process from researching the brief, concept generation, model making, through to completed final design proposal.

Thinking skills

- Recognize the need to reflect on feedback from the target audience to ensure design objectives are met
- You will have an exhaustive series of lectures and seminars focused on understanding the History of Design (both Western and non-western) through to completing a personalized dissertation on your chosen topic using techniques of analysis and dissemination.
- You will understand how to design projects based on various clients' needs in order to develop an understanding of form, function and user experience using well-researched information.

Subject-Based Practical skills

- A digital skillset in two- and three-dimensions acquiring detailed knowledge of software such as Adobe Creative Suite, Solidworks.
- Using a variety of methods to produce prototypes and finished models with a combination of traditional workshops and state-of-the-art digital fabrication workspaces
- Design and fabrication of quick prototypes and model making in different scales to express your ideas while presenting to a profession level.

Skills for life and work (general skills)

- Deliver a presentation to industry standard on a chosen research topic
- Critically reflect on own working relationships using teamwork and leadership skills, recognizing and respecting different perspectives
- A full understanding of digital fabrication, for use in mass manufacturer and as a creative tool.

Learning and Teaching

Knowledge is developed through

- Lectures, workshop, and tutorial sessions
- Apply learnt methods to explore a variety of ideas through experimentation, prototyping and testing
- Knowledge-based activities with feedback
- Demonstrate creativity and expertise in the use of specialist skills and technologies

Thinking skills are developed through

- Recognize the need to reflect on feedback from the target audience to ensure design objectives are met
- Individual and group projects
- Indicate independent creative thinking and judgment in addressing complex design problems and issues.

Practical skills are developed through

- Plan and manage a product design project from inception to completion
- Apply a wide range of design skills and techniques to produce and present design solutions to professional standard
- Apply analytical research to complex design topics.

Skills for life and work (general skills) are developed through

- Delivering presentations on a chosen design topic.
- Critically reflect on own working relationships and design methodologies developed through tutorials and free back.
- Continually update knowledge of digital fabrication process and software, Applying them to the creative design development.

You are expected to complement formal teaching and assignments with self-directed research and testing out your skills using a variety of design approaches. Developing skills in time management, being able to make creative decisions, being able to prioritise certain strands of work and becoming more critical and reflective about personal project work are essential attributes of becoming a design professional. At the end of each academic year, students exhibit their work in groups as part of the end of year showcase when they publish an annual catalogue showcasing the best work.

Assessment

All the course modules are assessed at the end of each semester. Although each module is assessed separately against specific learning outcomes and criteria, the assessed work fits together in the form of an overarching academic portfolio.

Design studio work is assessed within a design portfolio and supporting studies are normally assessed in the form of a bound report or within the portfolio, although

there are opportunities to assess more on-line and multi-media submissions as appropriate. There are no closed book examinations.

The course fosters a culture of continuous production and feedback at all levels. Formative feedback is given at tutorials and at critiques, summative feedback is given through portfolio reviews and following the end of each semester.

Knowledge is assessed by:

- Coursework
- Report writing
- Project work

Thinking skills are assessed by:

- Coursework
- Project reports
- Report writing
- Ability to undertake problem solving
- Observing presentations

Practical skills are assessed by:

- Project work
- Portfolio completion
- Visual display work
- Model making ability
- Computer presentations

Skills for life and work (general skills) are assessed by:

- Project work
- Group work
- Essays and reports
- Computer literacy
- Model making
- Verbal presentations

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

We encourage students to consider seeking industrial experience during their academic studies, either through work experience during summer vacations or through the optional sandwich placement between Level 5 and Level 6. Those students who opt for a year out placement will be enrolled on a 120-credit Industrial Sandwich Placement module, which will appear in the final transcript as evidence of the 'sandwich' placement year. An employment liaison officer oversees the administration of the year out placement and assists in helping students secure a placement.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The **module structure** of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	AR 4021	Material Integration 1	20	Core	N
4	AR 4023	Design Resolution 1	20	Core	N
4	AR 4024	Design Investigation 1	20	Core	N
4	AR 4025	Technical studies and Representation 1	20	Core	N
4	AR 4026	History and Theory 1	20	Core	N
4	AR 4027	Mental Wealth Professional Life 1	20	Core	N
					N
5	AR 5020	Design Investigation 2	20	Core	N

5	AR 5021	Design Resolution 2	20	Core	N
5	AR 5022	History and Theory 2	20	Core	N
5	AR 5023	Design Integration 2	20	Core	N
5	AR 5024	Material Integration 2	20	Core	N
5	AR 5027	Mental Wealth Professional Life 2	20	Core	N
		Industrial Placement	120P	Optional	N
6	AR 6021	Material Integration 3	20	Core	N
6	AR 6023	Design Investigation 3	20	Core	N
6	AR 6024	Design Integration 3	20	Core	N
6	AR 6025	Design Resolution 3	20	Core	N
6	AR 6026	History and Theory 3	20	Core	N
6	AR 6027	Mental Wealth Professional Life 3	20	Core	N

A core module for a course is a module, which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is 3 years full-time or 4.5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been

granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

All students will be required to purchase a basic list of art materials and equipment (approximately £100) which will be clearly indicated in a timetable.

Students will be expected to cover their own costs for optional yearly field trips (approximately £400 per trip).

Additional Locations of Delivery

None