

# Product Design

**This version of the programme is no longer recruiting. Please refer to the updated programme specification for the programme with the same name.**

<b>Final award</b>	BSc (Hons)
<b>Intermediate awards available</b>	Cert HE, Dip HE
<b>UCAS code</b>	BSc (Hons) – H764
<b>Details of professional body accreditation -</b>	
<b>Relevant QAA Benchmark statements</b>	Design
<b>Date specification last up-dated</b>	August 2012

## Profile

### The summary - UCAS programme profile

The BSc programme concentrates on the development of innovative design solutions considering latest research evidence from social and technical sciences. The programme integrates a wide range of technological topics with design theory and human factors highlighting the responsibilities the designer has towards the needs of the individual as well as towards our future environment.

Design for manufacture accompanies the design project work throughout the programme and the integration with the practical work enhances the understanding of the subject area. Industry sponsored design projects, competitions and work placement opportunities give a real life context to the academic environment and the programme benefits from close links with Knowledge Dock, the University's support services for local business and graduates. Well established links with local industry and business give us the opportunity to introduce our students to realistic project briefs and real life scenarios. Most recent project clients included companies such as Albany Washroom products, Beyon Office Furniture and Newton Motor Engineering.

The program aims to educate competent and imaginative designers who can meet the demands from industry. It is designed to equip the prospective student with an excellent foundation for careers in the design field, including design engineering, research, consultancy and teaching activities, giving high value to practical and creative skills as well as the tools to lead innovation in a fast changing world.

### ENTRY REQUIREMENTS

There is a wide range of acceptable entry requirements. In general the entry requirements for this programme are typically 240 UCAS tariff points under the new scheme for AS and A2 for 6 and 12 unit awards. Normally the degree would not recruit those students who have lower than A2 level or equivalents.

Applicants must possess one of the following Requirements:

1. GCSE/GCE or equivalent passes in five subjects with two passes at A-level. GCSE passes should include Mathematics and English. One A Level/ A2 pass is required in a design related topic.
2. BTEC Certificate or Diploma, in Design, with portfolio.
3. 4 x Grade C's in Scottish Highers
4. Relevant NVQ Access Course
5. Merit grade in AGNVQ
6. A suitable Foundation Diploma, with portfolio.
7. 65% European Baccalaureate
8. Overseas qualifications are considered on merit and applicants need IELTS 6.0

Additionally, applicants will be expected to demonstrate that they have an interest in and an aptitude for design and to present a portfolio of design and art related work at interview.

## **ABOUT THE PROGRAMME**

### **What is Product Design?**

Product designers have a unique process for solving problems and contributing to the product development process.

This process can be used to tackle a wide range of problems including developing strategies that help determine the future direction of a business.

The approach is human centred and starts with observing and understanding people. The process then continues with the designer prototyping the inspirations gained. Practical skills such as drawing, computer modelling and model making are all applied to communicate the ideas. The process involves continuous research and the consultation of the relevant expertise and evidence that is needed to develop a viable and innovative product or strategy.

### **Product Design at UEL**

Our BSc programme is designed to equip the prospective student with an excellent foundation for careers in the design field, giving high value to creative and practical skills, as well as the tools to lead innovation in a fast changing world.

Well established links with local industry and business give us the opportunity to introduce our students to realistic project briefs and real life scenarios within the academic environment.

We strongly believe in the responsibilities the designer has towards the needs of the individual as well as towards our future environment. The choice of our design projects reflects this.

Our programme benefits hugely from the cultural diversity of our students' backgrounds enriching the learning experience and the potential for creativity and innovation.

### **Programme structure**

The programme is modular in structure. Each year consists of two semesters of 15 weeks containing the equivalent of 3 modules.

The BSc programme shares a common first year with the BA (Hons) Product Design

programme. There is the opportunity to take either the BSc or BA programme at the end of Level 1.

### **Learning environment**

The programme operates in purpose built design studios and is serviced by a workshop for model making. The design projects and design critiques take place in the studios. Lectures are held in purpose built lecture rooms or the studios.

Students benefit from the programme's close links to the Product Design Lab and Knowledge Dock, the University's enterprise and support services for business and graduates.

Knowledge Dock facilities include a fabric print and design bureau and research centres.

### **Assessment**

Approximately half of the programme is taken up by the design project work which is subject to interim assessments and final presentations. Final year project work is assessed by the teaching staff, advised by external examiners. Other modules are either assessed by formal examination and course work or by coursework alone.

There is the opportunity to exhibit project work in an internal exhibition at the end of each year.

### **Work experience/placement opportunities**

Industry sponsored design projects, competitions and work placements give a real life context to the academic environment. Most recent project briefs have been set by Newton Engineering, Beyon office furniture, Magpie furniture, Kamihimo paper products, Mungo&Maud pet accessories, Daler Rowney drawing equipment, Bill Amberg leather goods and Albany sanitary ware .

Real life projects often lead to placements, publicity or other career opportunities.

The programmes offer the opportunity to do a placement in the third year. The Erasmus Foreign Exchange Programme enables students to study abroad for the latter part of the 2nd year. A particular successful link has been established with the product design course at the University of Braunschweig, Germany.

### **Project work**

The design projects provide the main forum for creating and evaluating new concepts for innovative products and services. Projects include team projects, design competitions and 'real life' projects set by business and industry. Each level of the programme sees the project work increase in complexity applying the skills acquired. The final year provides you with the opportunity to carry out a major design project from the stage of project selection and research right through to a developed design solution. This project is evaluated against professional and academic standards of practice by the teaching staff and external examiners.

## **IS THIS THE PROGRAMME FOR ME?**

**If you are interested in...**

- How products work and how they are made
- Why products sell
- What products look like and who they are for
- How products are used
- What happens to products we no longer need
- What products we need in the future

### **If you enjoy...**

Learning, drawing, thinking, sketching, computer modelling, brain storming, model making, investigating, researching, interviewing, debating, presenting, team working, competing, blue sky thinking, analysing...

### **If you want...**

- To make a difference to the environment of others
- To contribute to designing a sustainable future for ourselves
- To innovate the way we interact with products
- To create an inclusive future for those who are excluded
- To study in a cosmopolitan and multicultural environment
- To learn from practising designers and academics
- To tackle real issues with real clients
- To compete for prestigious design awards
- To design for a competitive market
- To benefit from the resources of a world cultural capital

### **Your future career**

Design skills are highly transferable and the product design education provides you with an excellent grounding not only in the product design area but also in many design related careers such as design management, research, consultancy and various teaching activities.

Students benefit from the programme's close links to the Product Design Lab and Knowledge Dock, the University's enterprise and support services for business, public and voluntary sector organisations as well as for students.

After the successful completion of the programme, students use the annual event 'New Designers' (a prestigious exhibition at the Business Design Centre Islington, London) as a platform to show their abilities and skills. With the support of the design tutors the students design their own exhibition stand and present their best project work. New Designers' attracts professionals and academics from the wider national and international design field. The event offers the opportunity for prize winning, publicity with the design press and recruitment.

Recent graduates have moved on to:

- Post graduate courses across the country
- Employment with British and overseas consultancies.
- Employment with design engineering firms
- Employment in website design
- Setting up consultancies with the support of Knowledge Dock

- Developing and marketing their project work with the support of ‘hot hatch’ and Knowledge Dock

### **How we support you**

All UEL students are eligible to receive support from the student advice centres for study skills, IT, career advice, learning resources, language support, health and personal advice. On the product design course we have a personal tutor system in place. Apart from lessons and tutorials teaching staff can be contacted via e mail. Web CT offers another platform for students and lecturers to engage in debate and teaching material. The design projects are reviewed with the lecturers either in small team or in individual tutorials.

### **Bonus factors**

- Close links with industry and business result in real life project experiences.
- Engaging in major design competitions opens the opportunity for our students to compete on national and international level. Most recent successes include the winner and runner-up at the RSA competition 2005 and 2007, winner and short list achievements in the international lighting competition 2003, 2005 and 2006.
- Close links with the Design Lab and Knowledge Dock, providing business links and opportunities for innovative ideas.
- Teaching staff on the programme are practising product designers or actively engaged in design research
- Well established links with foreign design courses like the University of Braunschweig give our students unique opportunities to study abroad for part of the second year
- There is the opportunity to undertake a one year industrial placement between year 2 and 3.

## **Outcomes**

### **Programme aims and learning outcomes**

#### **What is this programme designed to achieve?**

This programme is designed to give you the opportunity to:

- prepare for a career in the Product Design field by providing an educational experience which balances learning essential technical design skills with developing the critical and conceptual capacity of the individual student.
- raise your awareness of the evolving role of product designers and the changing context of design practice.
- understand the approaches and strategies enabling a flexible response to practice and career paths now and in the future

#### **What will you learn?**

### **Knowledge and understanding**

- Design principles
- Design for manufacture
- Product science
- Principles of materials
- Design evaluation
- Principles of commerce
- Design history
- Human interface

### **'Thinking' skills**

- Analysis
- Comparative ability
- Decision making
- Data manipulation
- Design brief development
- Design brief interpretation
- Research evaluation

### **Subject-Based Practical skills**

- Model making
- Design skills
- Computer aided design
- Drawing, sketching and rendering
- Design research skills
- Costing and evaluation
- Market research
- Exhibition design

### **Skills for life and work**

- Decision making
- Model making
- Drawing
- Visual and verbal presentation
- Computer literacy
- Research skills
- Team work
- Self promotion
- Client liaison

## **Structure**

### **The programme structure**

#### **Introduction**

All programmes 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:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

### **Credit rating**

The overall credit-rating of this programme is 360 credits.

### **Typical duration**

The typical duration of this programme is 3 years full-time or 4 years part time.

### **How the teaching year is divided**

The teaching year is divided into two semesters of roughly equal length. A typical full-time student will study three 20 credit modules per semester.

The teaching year begins in September and ends in June, but some programmes also allow students to join at the start of Semester B, in February. A typical full-time student will study the equivalent of 120 credits over the year.

### **What you will study when**

This programme is part of a modular degree scheme. A typical full-time student will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one subject with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of modules across the University

The following are the core and optional requirements for the single and major routes for this programme

LEVEL	MODULE CODE	TITLE	CREDITS	BSc (Hons) Product Design
1	ME1610	Design For Manufacture	20	Core
1	ME1609	Projects	40	Core
1	ME1613	Contextual and Business Studies	20	Core
1	ME1612	Projects Skills	20	Core
1	ME1611	Product Engineering Science	20	Core
2	ME2614	Design for Manufacture	20	Core
2	ME2615	Product Engineering Science	20	Core
2	ME2619	Project and CAD	40	Core
2	ME2617	Contextual and Business Studies	20	Core
2	ME2609	Project	20	Core
3	ME3612	Design for Manufacture	20	Core
3	ME3614	Contextual and Business Studies	20	Core
3	ME3603	Project	40	Core
3	ME3609	Major Design Project	40	Core

### Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

### **Degree Classification**

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\text{The arithmetic mean of the best 100 credits at level 3} \times 2/3 + \text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3} \times 1/3$$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% Third Class Honours
- 0% - 39% Not passed

## **Assessment**

### **Teaching, learning and assessment**

#### **Teaching and learning**

#### **Knowledge and understanding is developed through**

- Attending lectures
- Attending project briefings
- Attending project critiques
- Personal research
- Private study
- Visiting museums and galleries
- Using Learning Resources and the internet

#### **'Thinking' skills are developed through**

- Tutorials
- Critiques
- Problem solving

- Analysing data

### **Practical skills are developed through**

- Model making
- Sketching & drawing
- Rendering
- Use of computers

### **General skills are developed through**

- Model making
- Use of computers
- Report writing
- Practical project work
- Personal and team presentations
- Exhibitions and displays

### **Assessment**

#### **Knowledge and understanding is assessed by**

- Examinations
- Coursework
- Report writing
- Project work

#### **'Thinking' skills are assessed by**

- Ability to undertake Problem solving
- Observing presentations
- Ability to analyse data

#### **Practical skills are assessed by**

- Visual display work
- Model making ability
- Computer presentations

#### **General skills are assessed by**

- Essays and reports
- Computer literacy
- Model making
- Verbal presentations

## **Quality**

### **How we assure the quality of this programme**

## **Before this programme started**

Before the programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

## **How we monitor the quality of this programme**

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, course teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the University's Quality Standing Committee. Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

## **The role of the programme committee**

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the University's quality assurance procedures.

## **The role of external examiners**

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

### **Listening to the views of students**

The following methods for gaining student feedback are used on this programme:

- Module evaluations questionnaires
- Student representation on programme committees (meeting at least 2 times year)
- Project critiques and tutorials

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme noticeboard

### **Listening to the views of others**

The following methods are used for gaining the views of other interested parties:

- Conferences and research
- Consultancy
- School and college visits

## **Further Information**

### **Alternative locations for studying this programme**

<b>Location Which elements?</b>	<b>Taught by UEL staff</b>	<b>Taught by local staff</b>	<b>Method of Delivery</b>
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### **Where you can find further information**

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The student handbook
- UEL Manual of Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- [Current External examiners](#)

- External examiner reports (available from UEL virtual learning environment (UELPlus or Moodle))