

Course Specification

Course Summary Information		
1	Course Title	MA Product and Furniture Design
2	BCU Course Code	PT0794
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>This MA Product and Furniture Design course acknowledges and contributes towards Birmingham's vast industrial heritage and geographical position, maximising professional links, trade fairs and its transportation network.</p> <p>What's covered in the course?</p> <p>MA Product and Furniture Design challenges perceptions around 'alternative living', exploring what else might be possible in a world already full of things.</p> <p>You'll be prepared for a successful career in a wide range of product design related roles. You will also benefit from studying in a large, diverse and dynamic postgraduate community brought together through a well-equipped workspace at our City Centre Campus.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Product and Furniture Design	7	180
	Master of Arts Product and Furniture Design with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Product and Furniture Design Postgraduate	7	60
	Diploma Product and Furniture Design	7	120

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	City Centre	1 year	PT0794
	Full Time with Professional Placement	City Centre (and placement provider)	18 months	PT1464

10	Entry Requirements
<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/.</p>	
11	Course Learning Outcomes
Knowledge and Understanding	
1	Appreciate the historical development of models of design evolution and processes when applied to practical design and development outcomes.
2	Recognise the wider cultural influence of the 'digital and analogue design world' upon designers, and its effect upon design decisions made at local, national and international levels.
3	Apply established and radical methods of creative thinking and practice to facilitate innovative design outcomes.
4	Understand the key roles of strategic thinking, methodology, research methodology and synthesis in a successful design practice.
Cognitive and Intellectual Skills	
5	Interpret the wider influences acting upon the learner's specialisation, to either conform to or subvert expected industry practices and 'norms'.
6	Apply analysis and critical evaluation of alternative models of creative practice to propose challenging new design concepts and narratives.
7	Argue rationally and draw new independent design conclusions from a personally identified course of study based upon a clear, rigorous, analytical and critical approach.
8	Propose and develop innovative concepts and ideas expressed as design experiments and solutions through continuous evaluation, which form part of a personally identified course of study.
Practical and Professional Skills	
9	Apply the knowledge, skills and methodologies of the discipline(s) or field(s) of study to the analysis and solution of complex problems or to the expression of sophisticated ideas.
10	Develop creative thinking and practice through deconstructive and then reconstructive approaches to design.
11	Pursue a chosen field of study and practice with authority, working autonomously and accepting accountability, leading to the expression of a sophisticated and innovative design proposal.
12	Reflect upon the whole journey of personal practice and communicate both process and final outcome at a professional level.
Key Transferable Skills	
13	Objectify a complex situation and break it down into component issues and tasks.
14	Develop innovative, creative and contemporary digital and analogue design approaches to a design brief.
15	Manage and take responsibility for a project within agreed timescales.
16	Use a variety of forms of communication and employ them selectively, effectively and professionally according to the needs of the situation or context.

12	Course Requirements		
12a	Level 7: <i>In order to complete this course a student must successfully complete all the following CORE and OPTIONAL modules (totalling 180 credits):</i>		
	Module Code	Module Name	Credit Value
	ARC7444	Design Culture	20
	ARC7460	Realism and Conceptualism	40
	ARC7459	Co.LAB (Live Project)	20
	ARC7458	Exploratory Research Practices	40
	ARC7470	Major Project: Product and Furniture Design	60
	Level 6: <i>In order to qualify for the award of MA Product and Furniture Design with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i>		
	Module Code	Module Name	Credit Value
	PLA6003	Professional Placement	60

12b Structure Diagram

Structure Diagram – MA Product and Furniture Design	
Trimester 1 Sept – Jan (PG Cert)	
ARC7444 Design Culture Occurrence B Shared with: MA Interior Architecture and Design SUBJECT MODULE (20 credits)	ARC7460 Realism and Conceptualism Occurrence A MA Product and Furniture Design COURSE MODULE (40 credits)
Exit Award: PG Cert Product and Furniture Design	
Trimester 2 Jan – Apr (PG Dip)	
ARC7459 Co.LAB (Live Project) Occurrence B Shared with: MA Design and Visualisation OPTIONAL MODULE (20 credits)	ARC7458 Exploratory Research Practices Occurrence A MA Product and Furniture Design COURSE MODULE (40 credits)
Exit Award: PG Dip Product and Furniture Design	
Trimester 3 Apr – Sept (MA)	
ARC7470 Major Project: Product and Furniture Design Occurrence A MA Product and Furniture Design COURSE MODULE (60 credits)	
Full Award: Master of Arts Product and Furniture Design	
Trimester 1 Placement	
PLA6003 Professional Placement MA Product and Furniture Design with Professional Placement ONLY FACULTY MODULE (60 credits)	
Full Award: Master of Arts Product and Furniture Design with Professional Placement	

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13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g., coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	386
Directed Learning	1054
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	