Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Design for Industry – Jewellery and Commercial Product
2	**Course Code**	US0744
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**
	If you are already qualified to Level 5 (DipHE / HND) with heritage craft skills in jewellery and silversmithing, our Design for Industry top-up course takes your skills to the next level through design-led technical innovation. Our aim is to inspire and drive the next generation of jewellery and product designers so will encourage you to find your own path into your chosen commercial field.While we include an all-important module in handmaking on this course, our aim is to empower you through industry-standard digital design and manufacture techniques and processes, keeping pace with continuous developments in technology. You will realise your potential through live and collaborative design-led projects which you can tailor towards your own career aspirations. Our course will immerse you in the world of digital design for commercial production, with an entrepreneurial business focus. While creating bespoke commercial jewellery, product and collections, you will consider key areas of business such as legal registration, tax commitments and benefits, insurance and registrations, target customer and target market, price point and reverse price pointing. You will create bespoke collections for your chosen target customers utilising new technologies and digital software. Our dedicated specialist CAD/CAM technicians are on hand to support your learning throughout the course and you will be trained on and have access to digital modelling technologies including: CAD/CAM packages, including Rhino 8, Matrix Gold and ZBrush; Specialist 3D Printers; Precious metal sintering; 3D scanners; laser metal cutter; laser metal marker; CNC milling; and machining. Our BA (Hons) Design for Industry – Jewellery and Commercial Products programme is kindly sponsored by Vipa Designs who are “one of the leading full-service jewellery manufacturing and design houses in the country”. Our course focuses on high levels of industry standard skills to enhance your career and on the development of entrepreneurialism. You will build your own individual branding to support your aspirations, whether that’s gaining employment or running your own business. Graduates who have gone on to be employed by others have done so in companies such as Cartier, Tiffany & Co., Stephen Webster, Shaun Leane, Bespoke Quarter and the Royal Mint, to name but a few.

	The course is supported by prize sponsorship and mentoring by industry specialists. Dedicated staff with live industry experience will offer advice, support and industry contacts. You'll be encouraged to enter national and international competitions, and you'll also have unrivalled opportunities to work on live projects with industry.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with honours in Design for Industry	*Level 6*	*120*
7b	**Exit Awards and Credits Awarded**		
	Bachelor of Arts with honours in Design for Industry	*Level 6*	*120*

8	**Variation from the University Regulations**
	Not applicable

9	**Delivery Patterns**			
Mode(s) of Study		**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full time		*Jewellery Quarter*	*1 year*	*US0744*

10	**Entry Requirements**	
	Home:	*The admissions requirements for this course are stated on the course page of the BCU website at http://www.bcu.ac.uk*
	EU:	
	International:	
	Access:	

11	**Course Aims**
	The BA (Hons) Design for Industry - Jewellery and Commercial Product equips students with industry-standard digital design and manufacturing skills, combining hands-on projects, entrepreneurship, and cutting-edge technologies like CAD/CAM, 3D printing, and Z-axis technologies. Our course nurtures creativity, professional expertise, and individual career paths, preparing graduates for roles in top-tier companies or as independent designers.

12	**Course Learning Outcomes**
	Skills and other attributes:

1	Construct an extensive professional network across industry and allied trades to support defined creative and commercial objectives
2	Initiate industry collaborations to enhance employability and professional impact
3	Generate original work that makes a distinctive and innovative contribution to the industry
4	Design creative outputs that integrate digital technologies and rapid prototyping methodologies
5	Direct professional communication with diverse industry audiences
6	Synthesize theoretical and practical knowledge within professional industry contexts
7	Evaluate live industry competitions and networking opportunities within professional practice
	Knowledge and Understanding:
8	Evaluate commercial principles within industry contexts
9	Justify sustainable practices in relation to environmental, social, and economic impacts
10	Formulate a coherent and realistic career strategy aligned with professional goals

13	**Level Learning Outcomes**
	Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:
1	Effectively Network
2	Design, produce and present a body of industry relevant work
3	Have an in-depth knowledge of the challenges and potential of the contemporary industry
4	Apply competency in digital technologies

14	**Course Learning, Teaching and Assessment Strategy**

Learning and Teaching Approaches:

Students are introduced to:

- Advanced Z-axis technologies
- 3D printing
- A range of Computer Aided Design software
- Business planning and commercial strategy
- Artificial Intelligence in industry and business practice
- Product development suitable for enterprise

Learning is a combination of scheduled, directed, private and professional studies, with tutors acting as mentors to support advanced development.

Industry-facing opportunities form a major component of this year. Students present to an industry employment panel and showcase work at prestigious events such as:

- Bright New Gems (The Jewellery Show)
- Paris Precious Rooms
- London Fashion Week
- New York Fashion Week
- Paris Fashion Week
- New Designers
- Mari Thomas Gallery
- Diana Porter Gallery

	These experiences provide direct engagement with employers, galleries and commercial platforms. **Learning Partnership and Expectations:** At Level 6, students are expected to: • Demonstrate professional independence and initiative • Engage proactively with industry opportunities • Develop commercially viable products and graduate plans • Integrate feedback into iterative refinement • Manage time effectively between scheduled learning and private study Live industry projects are embedded within modules to strengthen professional credibility and employability. **Assessment and Feedback:** Assessment reflects professional practice and may include: • Industry panel presentations • Business plans • Commercial product ranges • Professional portfolios Feedback continues through formative and summative points, alongside ongoing verbal and group critique. At this stage, feedback focuses on professional readiness, commercial viability and strategic positioning within the industry.

15	**Course Requirements**
15a	**Level 6:** ***In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):***

Module Code	Module Name	Credit Value
JEW6xxx	Advanced STEM Industries	20 credit
JEW6xxx	Advanced Technologies	20 credit
JEW6xxx	Contemporary Bespoke	20 credit
JEW6xxx	Graduate Entrepreneurship	20 credit
JEW6xxx	Creative Expansion	40 credit

15b	**Structure Diagram**

Level 6

Semester 1	Semester 2
Core JEW6xxx Advanced STEM Industries (20 credit) JEW6xxx Advanced Technologies (20 credits) JEW6xxx Contemporary Bespoke (20 credits)	Core JEW6xxx Graduate Entrepreneurship (20 credits) JEW6xxx Creative Expansion (40 credits)

Semester 1 is structured as a series of 20-credit module blocks delivered sequentially, with each module building on the knowledge and skills developed in the previous one. This progressive approach ensures a coherent learning journey, where concepts are reinforced and expanded over time.

In Semester 2, the structure shifts to a parallel delivery model, in which the 20-credit and 40-credit modules are taught concurrently. This allows students to integrate and apply their learning across modules.

16 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 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216 (18%)
Directed Learning	744 (62%)
Private Study	240 (20%)
Total Hours	1200 (100%)

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%

Exam	
In-Person	