

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BA (Hons) Product and Furniture Design
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0816 W243
3	<b>Awarding Institution</b>		Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)		
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		

6	Course Description
	<p>Our Product and Furniture Design course focuses on the design and development of creative, contemporary and innovative products and furniture, considering user centred design, social context and commercial understanding. Throughout your degree, you will be encouraged to explore materials, techniques and processes in relation to scales of manufacture, from one-off bespoke design to design for standardised mass production.</p> <p>You will learn a range of research and design methods alongside continual practical skills development. Live student projects take place throughout the course to enhance your employability, communication skills and professional practice.</p> <p><b>What's covered in the course?</b></p> <p>You will examine the process of designing and developing functional and desirable products and furniture, examining how social and cultural factors influence design decisions. You will develop knowledge and understanding of design in response to collaborative, professional, commercial and economic considerations.</p> <p>Alongside research and design development skills, you will also increase your practical knowledge through extensive hands-on exploration. Engaging with making from the outset enables you to fully realise design concepts and create convincing models and prototypes. Underpinned with strong contemporary design thinking, you will explore the breadth of scales of manufacture across product and furniture design to be able to position yourself within a global industry.</p> <p>By working on live projects, work placements and collaborative projects, you will explore how businesses operate at a commercial, technological, ethical and sustainable level. Second year students recently worked with Philips, developing user-centred lighting applications and third year students exhibited and sold work at Minima: one of Birmingham's key contemporary design showrooms. You'll also benefit from the insight of guest speakers from across the design spectrum from designer makers to industrial designers and product and furniture developers.</p>

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Bachelor of Arts with Honours Product and Furniture Design	6	360
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Product and Furniture Design	4	120
	Diploma of Higher Education Product and Furniture Design	5	240
	Bachelor of Arts Product and Furniture Design	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>		
	Not applicable		

<b>9</b>	<b>Delivery Patterns</b>		
	<b>Mode(s) of Study</b>	<b>Location</b>	<b>Duration of Study</b>
	Full Time	City Centre	3 Years
			<b>Code</b>
			US0816

<b>10</b>	<b>Entry Requirements</b>
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a> .

<b>11</b>	<b>Course Learning Outcomes</b>
	<b>Knowledge and Understanding</b>
<b>1</b>	Demonstrate a broad range of technical and design skills, methods & and approaches and their suitability in relation to consumers and scales of manufacture.
<b>2</b>	Design for a range of consumers and market levels in relation to product and furniture design and production.
<b>3</b>	Explore historical, critical and contextual factors related to Product & Furniture design.
<b>4</b>	Communicate design concepts and outcomes to specialist and non-specialist audiences.
	<b>Cognitive and Intellectual Skills</b>
<b>5</b>	Critique contextual issues pertinent to contemporary design and manufacture.
<b>6</b>	Demonstrate creative thinking skills and approaches to design problems and/or opportunities.
<b>7</b>	Critically evaluate and select appropriate design methods and processes for self-selected or client led design briefs.
<b>8</b>	Synthesise and apply research methods appropriately in order to inform design development.
	<b>Practical and Professional Skills</b>

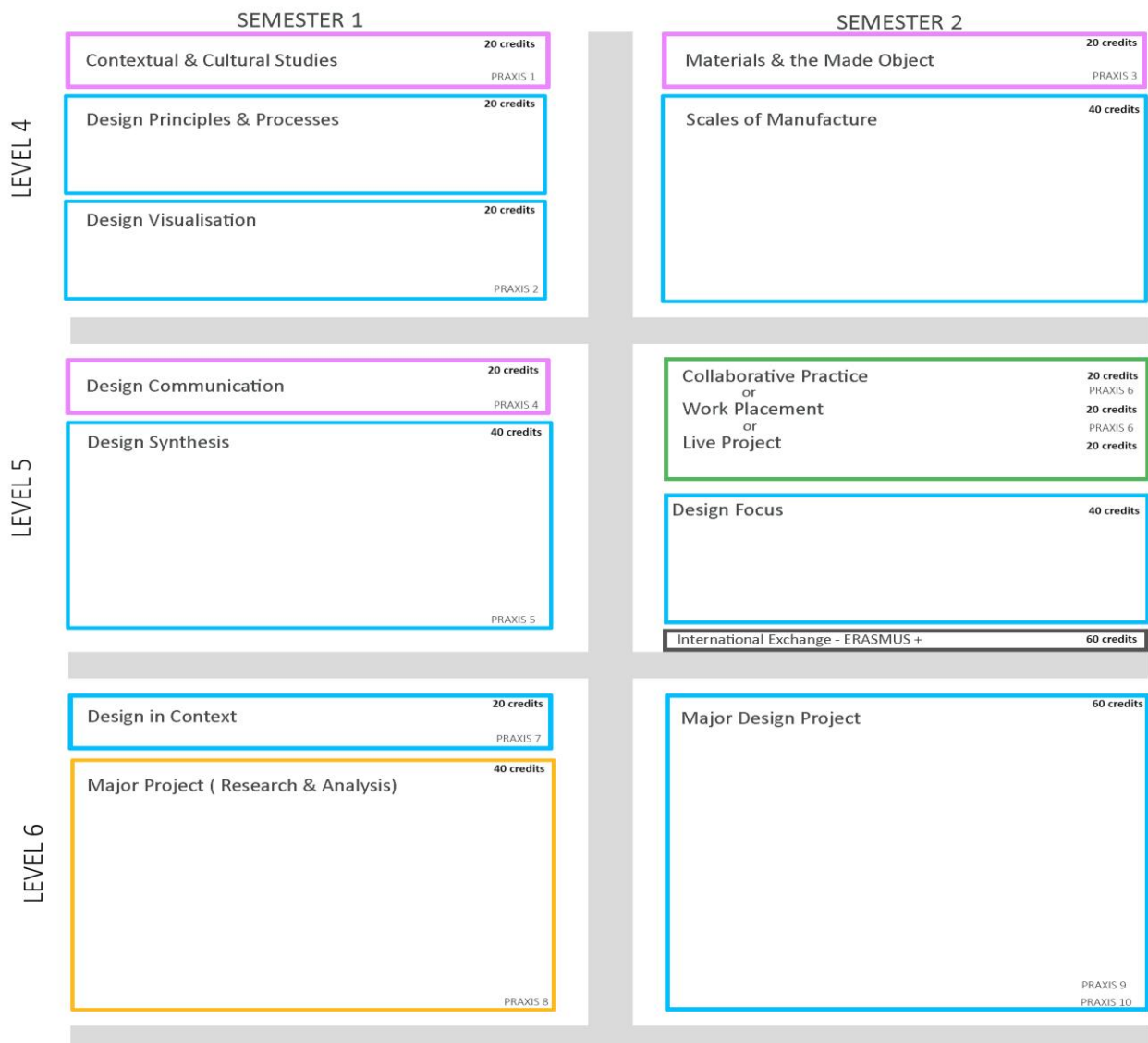
<b>9</b>	Apply practical and technical knowledge in the production of creative work, utilising industry relevant equipment and processes.
<b>10</b>	Demonstrate problem solving, creativity bounded by constraints and combined with hands-on practical manufacture.
<b>11</b>	Synthesise manufacturing knowledge and practice in relation to design decisions.
	<b>Key Transferable Skills</b>
<b>12</b>	Effectively communicate to a range of audiences using written, visual and oral formats.
<b>13</b>	Apply critical thinking and problem solving skills.
<b>14</b>	Collaborate with others and work effectively in a professional context.
<b>15</b>	Manage and develop own learning through reflection and self-evaluation.

<b>12</b>	<b>Course Requirements</b>																																																						
<b>12a</b>	<p><b>Level 4:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ARC4020</td> <td>Design Principles &amp; Processes</td> <td>20</td> </tr> <tr> <td>ARC4021</td> <td>Contextual &amp; Cultural Studies</td> <td>20</td> </tr> <tr> <td>ARC4019</td> <td>Design Visualisation</td> <td>20</td> </tr> <tr> <td>ARC4018</td> <td>Material &amp; The Made Object</td> <td>20</td> </tr> <tr> <td>ARC4017</td> <td>Scales of Manufacture</td> <td>40</td> </tr> </tbody> </table> <p><b>Level 5:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ARC5036</td> <td>Design Communication</td> <td>20</td> </tr> <tr> <td>ARC5034</td> <td>Design Synthesis</td> <td>40</td> </tr> <tr> <td>ARC5035</td> <td>Design Focus</td> <td>40</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM5006</td> <td>Collaborative Practice</td> <td>20</td> </tr> <tr> <td>ADM5000</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>ADM5001</td> <td>Live Project</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 6:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ARC6109</td> <td>Design in Context</td> <td>20</td> </tr> <tr> <td>ADM6005</td> <td>Major Project</td> <td>40</td> </tr> <tr> <td>ADM6XXX</td> <td>Major Design Project</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	ARC4020	Design Principles & Processes	20	ARC4021	Contextual & Cultural Studies	20	ARC4019	Design Visualisation	20	ARC4018	Material & The Made Object	20	ARC4017	Scales of Manufacture	40	Module Code	Module Name	Credit Value	ARC5036	Design Communication	20	ARC5034	Design Synthesis	40	ARC5035	Design Focus	40	Module Code	Module Name	Credit Value	ADM5006	Collaborative Practice	20	ADM5000	Work Placement	20	ADM5001	Live Project	20	Module Code	Module Name	Credit Value	ARC6109	Design in Context	20	ADM6005	Major Project	40	ADM6XXX	Major Design Project	60
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## 12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

### BA (Hons) Product & Furniture Design



**Programme Modules**  
 specific for programme and delivery

**Subject Modules**  
 specific but shared between cognate disciplines

**Optional Modules**  
 broaden students' field of study, offering new perspectives and approaches to the primary discipline

**Faculty Modules**  
 collaborative between cognate disciplines / external partners; work experience, 'live' projects and study abroad

**International Exchange**  
 The exchange takes place during Semester 2 and is worth a total of 60 credits

PRAXIS- 10 STEPS TO EMPLOYABILITY- \*

- 1- ACADEMIC WRITING SKILLS
- 2- DRAWING SKILLS
- 3- PRACTICAL SKILLS
- 4- SOFTWARE SKILLS
- 5- PROBLEM SOLVING

- 6- COLLABORATION
- 7- PRESENTATION SKILLS
- 8- RESEARCH SKILLS
- 9- INDEPENDENT STUDY SKILLS
- 10- PROFESSIONAL COMMUNICATION SKILLS

### 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 4

##### Workload

##### 40% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	430
Directed Learning	50
Private Study	790
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

#### Level 5

##### Workload

##### 35% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	278
Directed Learning	100
Private Study	822
<b>Total Hours</b>	<b>1200</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	72%
Exam	0
In-Person	28%

**Level 6**
**Workload**

**20% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	200
Directed Learning	40
Private Study	960
<b>Total Hours</b>	1200

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	100%
Exam	0
In-Person	0