

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Product and Furniture Design
2	Course Code	US0816
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 (Marketing text for website)
	<p>Product Design focuses on the design and development of creative, contemporary and innovative products, considering user-centred design, sustainability, social context and commercial understanding. From ideas to production, you will be equipped with specialist knowledge and skills to help you design and develop products that address real-world challenges and enhance user experience.</p> <p>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. 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>What's covered in the course?</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. 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>

7 Course Awards			
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Product and Furniture Design	6	360
	Bachelor of Arts with Honours Product and Furniture Design with Professional Placement	6	420
7b Exit Awards and Credits Awarded			
	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

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	3 Years	US0816
Professional PlacementYear	City Centre	4 Years	US1298

10 Entry Requirements	
Home:	<p>BBC at A Level or 112 UCAS tariff points from A/AS Level with a minimum of 2 A Levels</p> <p>BTEC National Diploma D*D* or combined with other level 3 qualifications to achieve a minimum total of 112 UCAS points</p> <p>BTEC Extended Diploma: DMM – 112 UCAS points.</p>
EU:	IELTS 6.0 overall with 5.5 in all bands
International:	<p>International Baccalaureate Diploma: For students who complete the full IB Diploma: Obtain a total of 14 points or above from three Higher Level Subjects For students who do not complete the full IB Diploma: Obtain a total of 16 points or above from three Higher Level Subjects</p> <p>In addition to the above, applicants will also need: English Group A - Grade 4 or above OR English Group B and Ab Initio - Grade 5 In addition to qualifications, international applicants will also need a good digital portfolio.</p>
Access:	Pass overall with 60 credits, 45 at Level 3 and 15 at Level 2. Must be in a relevant subject pathway

11 Course Learning Outcomes	
Knowledge and Understanding	
1	Demonstrate a broad range of technical and design skills, methods & approaches and their suitability in relation to consumers and scales of manufacture.
2	Design for a range of consumers and market levels in relation to product and furniture design and production.

3	Explore historical, critical and contextual factors related to product and furniture design.
4	Communicate design concepts and outcomes to specialist and non-specialist audiences.
	Cognitive and Intellectual Skills
5	Critique contextual issues pertinent to contemporary design and manufacture.
6	Demonstrate creative thinking skills and approaches to design problems and/or opportunities.
7	Critically evaluate and select appropriate design methods and processes for self-selected or client-led design briefs.
8	Synthesise and apply research methods appropriately in order to inform design development.
	Practical and Professional Skills
9	Apply practical and technical knowledge in the production of creative work, utilising industry-relevant equipment and processes.
10	Demonstrate problem solving, creativity bounded by constraints and combined with hands-on practical manufacture.
11	Synthesise manufacturing knowledge and practice in relation to design decisions.
	Key Transferable Skills
12	Effectively communicate to a range of audiences using written, visual and oral formats.
13	Apply critical thinking and problem-solving skills.
14	Collaborate with others and work effectively in a professional context.
15	Manage and develop own learning through reflection and self-evaluation.

12	Course Requirements																														
12a	<p>Level 4:</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"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ARC4020</td> <td>Design Principles & Processes</td> <td>20</td> </tr> <tr> <td>ARC4021</td> <td>Contextual & Cultural Studies</td> <td>20</td> </tr> <tr> <td>ARC4019</td> <td>Design Visualisation</td> <td>20</td> </tr> <tr> <td>ARC4018</td> <td>Materials & The Made Object</td> <td>20</td> </tr> <tr> <td>ARC4017</td> <td>Scales of Manufacture</td> <td>40</td> </tr> </tbody> </table> <p>Level 5:</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"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>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 indicative list of OPTIONAL modules.</i></p>	Module Code	Module Name	Credit Value	ARC4020	Design Principles & Processes	20	ARC4021	Contextual & Cultural Studies	20	ARC4019	Design Visualisation	20	ARC4018	Materials & 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
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Module Code	Module Name	Credit Value
ADM5006	Collaborative Practice	20
ADM5001	Work Placement	20
ADM5000	Live Project	20

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
ARC6109	Design in Context	20
ARC6120	Major Project: Product and Furniture Design	40
ARC6112	Major Design Project	60

Professional Placement:

Module Code	Module Name	Credit Value
PLA6003	Professional Placement	60

12b Structure Diagram
BA (Hons) Product and Furniture Design – Structure Diagram

Level 4 – First Year	
Semester 1	Semester 2
ARC4019 Design Visualisation (20 credits) ARC4020 Design Principles & Processes (20 credits) ARC4021 Contextual & Cultural Studies (20 credits)	ARC4018 Materials & the Made Object (20 credits) ARC4017 Scales of Manufacture (40 credits)
Exit Award – Certificate of Higher Education Product and Furniture Design (120 credits)	

Level 5 – Second Year	
Semester 1	Semester 2
ARC5036 Design Communication (20 credits) ARC5034 Design Synthesis (40 credits)	Optional Module: ADM5006 Collaborative Practice (20 credits) OR ADM5000 Work Placement (20 credits) OR ADM5001 Live Project (20 credits) ARC5035 Design Focus (40 credits)
Exit Award – Diploma of Higher Education Product and Furniture Design (240 credits)	

Level 6 – Third Year	
Semester 1	Semester 2
ARC6109 Design in Context (20 credits) ARC6105 Major Project (Research and Analysis) (40 credits)	ARC6112 Major Design Project (Development & Realisation) (60 credits)
Exit Award – Bachelor of Arts Product and Furniture Design (300 credits)	
Full Award – Bachelor of Arts with Honours Product and Furniture Design (360 credits)	

Professional Placement
Semester 1
PLA6003 Professional Placement (60 credits)
Full Award – Bachelor of Arts Product and Furniture Design with Professional Placement (420 credits)

13	Overall Student Workload and Balance of Assessment
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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
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

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
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

Level 6
Workload

20% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	200
Directed Learning	40
Private Study	960
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	