

Course Specification

Course Summary Information		
1	Course Title	<i>BA (Hons) Product and Furniture Design with Foundation Year</i>
2	Course Code	US0816F
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	N/A
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description (Marketing text for website)
	<p>BA (Hons) Product and Furniture Design with Foundation Year (4 Year Programme) BA (Hons) Product and Furniture Design with Foundation Year and Professional Placement Year (5 Year Programme)</p> <p>This Foundation Year has been specifically designed to allow you to undertake an additional year of study to build stronger creative footings that ensure successful progression through your chosen degree.</p> <p>Working in a friendly, lively and energetic environment, you will be given the freedom to expand your knowledge of practical skills, creative exploration and conceptual thinking, underpinned by broad critical understanding, academic writing and emerging theoretical principles.</p> <p>Dedicated Foundation tutors, BA staff and experienced technicians will support you throughout the year and work closely with you to prepare you for progression. There will be a range of opportunities to work on collaborative and individual projects, aimed to build your social skills and identify your role as a developing practitioner.</p> <p>Throughout the year you will be challenged with projects that question your current creative experiences and explore a breadth of experimentation to broaden your technical and critical understanding.</p> <p>You will be encouraged to analyse methods and materials appropriate for creative development and to question your position in relation to historical, contemporary and future world scenarios. Both practical and written research tasks will be supported by one to one tutorials and small discussion groups to help you constructively build academic and social confidence.</p> <p>The two first semester modules will form the building blocks for future work and will explore core principles of creative practice focussing on the development of technical confidence, study skills and productivity.</p> <p>The two final semester modules will encourage a positive integration between research and</p>

practice, challenging decision making and technical competency. This semester is designed to empower you with independent learning skills appropriate for your future BA studies.

On successful completion of the Foundation Year, you will have the flexibility to change direction and switch courses onto a related undergraduate degree programme within the College of Art and Design or the College of Digital Arts at BCU.

In order to progress onto your BA Programme, you must successfully pass all four core modules (totalling 120 credits).

BA (Hons) Product and Furniture Design (3 Year Programme)
BA (Hons) Product and Furniture Design with Professional Placement Year (4 Year Programme)

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.

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.

What's covered in the course?

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.

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.

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

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 Foundation Year		
	Bachelor of Arts with Honours Product and Furniture Design with Professional Placement	6	420
	Bachelor of Arts with Honours Product and Furniture Design with Foundation year and with Professional Placement		
7b	Exit Awards and Credits Awarded		
	Foundation Certificate Visual Arts and Communication	3	120
	Certificate of Higher Education Product and Furniture Design	4	120
	Diploma of Higher Education Product and Furniture Design Bachelor of Arts Product and Furniture Design	5	240
		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
	Full Time with Foundation Year	Foundation Year only City Centre, Margaret Street. 3 Year BA Parkside Campus.	4 Years	US0816F
	Professional Placement Year	City Centre	4 Years	US1298
	Full time with Foundation and Professional Placement year	Foundation Year only City Centre, Margaret Street. 4 Year BA with Placement Year, Parkside Campus	5 years	US1298F

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

11	Course Learning Outcomes	
	Knowledge and Understanding	
1	Demonstrate a broad range of technical and design skills, methods & and 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	<i>Individual levels below to be deleted where not applicable.</i>																			
	Level 3:																			
	<i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i>																			
	<table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>VIS3004</td> <td>Understanding Practice</td> <td>20</td> </tr> <tr> <td>VIS3001</td> <td>Creative Development and Production</td> <td>40</td> </tr> <tr> <td>VIS3002</td> <td>Perspectives on Practice</td> <td>20</td> </tr> <tr> <td>VIS3003</td> <td>Creative Realisation</td> <td>40</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	VIS3004	Understanding Practice	20	VIS3001	Creative Development and Production	40	VIS3002	Perspectives on Practice	20	VIS3003	Creative Realisation	40				
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ARC4017	Scales of Manufacture	40																		
	Level 5:																			

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
ARC5036	Design Communication	20
ARC5034	Design Synthesis	40
ARC5035	Design Focus	40

In order to complete this course, a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

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

Level 3 – Year 0	
Semester 1	Semester 2
VIS3004 Understanding Practice (20 credits) Core VIS3001 Creative Development and Production (40 credits) Core	VIS3003 Creative Realisation (40 credits) Core VIS3002 Perspective on Practice (20 credits) Core
Exit Award - Foundation Certificate Visual Arts and Communication (120 Credits)	

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

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 3

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	480
Directed Learning	480
Private Study	240
Total Hours	1200

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	