

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	BA (Hons) Product Design
2	<b>Course Code</b>	US1510
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>Product Design focuses on the creation and development of creative, contemporary, and innovative products and furniture, 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, from one-off bespoke design to 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><b>What's covered in the course?</b></p> <p>You will examine the process of designing and developing functional, inclusive, and sustainable products and furniture, understanding how social and cultural factors influence design decisions. You will develop knowledge of design in response to collaborative, professional, commercial, and economic considerations.</p> <p>Alongside research and design development skills, you will 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. With strong contemporary design thinking, you will explore various 'scales of manufacture' to position yourself within a global industry.</p> <p>By working on live projects, work placements and collaborative projects, you will learn how businesses operate at a commercial, technological, ethical, and sustainable level.</p> <p><b>Furniture Design specialism</b></p> <p>All students will be introduced to core modules exploring the fundamentals of designing products and furniture. You will have the opportunity to focus exclusively on <b>Furniture Design</b> from semester 2 of your second year, starting with the Design Focus module, before specialising further in your final year.</p>

If you choose to specialise in **Furniture Design**, you will cover the same curriculum but opt for furniture-related project briefs. This option will suit those students who wish to develop and enhance their making skills through the design, development and production of furniture and related products. You will be able to explore furniture design across various production scales, from bespoke to mass manufacture. You will graduate with BA (Hons) Product Design (Furniture Design)

<b>7 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 Design	6	360
	Bachelor of Arts with Honours Product Design (Furniture Design)	6	360
	Bachelor of Arts with Honours Product Design with Professional Placement Year	6	480
	Bachelor of Arts with Honours Product Design (Furniture Design) with Professional Placement Year	6	480
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Product Design	4	120
	Diploma of Higher Education Product Design	5	240
	Bachelor of Arts Product Design	6	300
	Bachelor of Arts Product Design (Furniture Design)	6	300

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

<b>9 Delivery Patterns</b>			
<b>Mode(s) of Study</b>	<b>Location</b>	<b>Duration of Study</b>	<b>Code</b>
Full Time	Parkside	3 Years	US1510
With Professional Placement Year	Parkside	4 Years	US1511

<b>10 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 & 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"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>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"> <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 list of OPTIONAL modules:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <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"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ARC6109</td> <td>Design in Context</td> <td>20</td> </tr> <tr> <td>ARC6120</td> <td>Major Project</td> <td>40</td> </tr> <tr> <td>ARC61112</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	ADM5000	Work Placement	20	ADM5001	Live Project	20	Module Code	Module Name	Credit Value	ARC6109	Design in Context	20	ARC6120	Major Project	40	ARC61112	Major Design Project	60
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## 12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

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)

Level 5 – Second Year	
Semester 1	Semester 2
ARC5036 Design Communication (20 credits) ARC5034 Design Synthesis (40 credits)	<b>Optional Module:</b> ADM5000 Work Placement (20 credits) <b>OR</b> ADM5001 Live Project (20 credits) ARC5035 Design Focus (40 credits) <b>(Option to specialise in Furniture Design)</b>

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)

Professional Placement
Semester 1
PLA6003 Professional Placement (60 credits)

## **A17 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**

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

#### **Balance of Assessment**

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

### **Level 5**

#### **Workload**

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

<b>Activity</b>	<b>Number of Hours</b>
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