

## Course Specification

<b>Published Date:</b>	21-Sep-2020
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<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Wolverhampton School of Art		
<b>Course Code(s):</b>	AA037H01UV AA037H31UV	Full-time Part-time	3 Years 6 Years
<b>Course Title:</b>	BDes (Hons) Product Design		
<b>Hierarchy of Awards:</b>	Bachelor of Design with Honours Product Design Bachelor of Design Product Design Diploma of Higher Education Product Design Certificate of Higher Education Product Design University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	11/Oct/2017		
<b>Last Review:</b>	2017/8		
<b>Course Specification valid from:</b>	2017/8		
<b>Course Specification valid to:</b>	2023/4		

## Academic Staff

<b>Course Leader:</b>	Mr David Henley
<b>Head of Department:</b>	Ms Margaret Ayliffe

# Course Information

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<b>Location of Delivery:</b>	University of Wolverhampton
<b>Category of Partnership:</b>	Not delivered in partnership
<b>Teaching Institution:</b>	University of Wolverhampton
<b>Open / Closed Course:</b>	This course is open to all suitably qualified candidates.

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## Entry Requirements:

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Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

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### 2017 Entry

- CCC from 'A' levels
- BTEC QCF Extended Diploma grade MMM, BTEC QCF Diploma grade DD
- Successful completion of a Foundation Course in Art and Design
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction)
- If you've got other qualifications or relevant experience, please contact The Gateway for further advice before applying.
- Successful completion of the International Foundation Year in Social Sciences or International Foundation Year in Arts guarantees entry on to this course
- International entry requirements and application guidance can be found here
- Successful completion of the International Foundation Year in Social Sciences or International Foundation Year in Arts

## Distinctive Features of the Course:

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This course is assessed on 100% coursework.

The curriculum is delivered through a series of projects which will give you the opportunity to develop making and designing skills, conceptual ideas, contextual knowledge and understanding and experience of live industry briefs/ external projects in the public domain.

Studio and workshop culture is core to our courses and you will be encouraged to become part of the art and design community through time spent working in the studios, workshops and labs available to students across the week.

All courses in the School of Art are now available with a professional placement (sandwich year) option. A professional placement provides an opportunity for professional development in the work place and as such, greatly enhances the student's prospects of finding rewarding and relevant employment at the end of their studies.

The Product Design course in particular is distinctive in its approach because:

- The opportunity to participate in prestigious national and international design competitions.
- excellent links with industry
- Opportunities for work placements, career development and engagement with the University's Employability Award.
- well-equipped workshops supported by dedicated technicians
- extensive digital prototyping facilities for both large and small-scale work
- national and international study visits
- An optional placement year
- vibrant and lively creative studio environment
- Excellent opportunities to work closely with our industry partners on real product design projects.

### Educational Aims of the Course:

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BDes (Hons) Product Design excels in encouraging you to develop your own ideas and innovative concepts through our professionally focussed design course. The course delivers a commercial understanding and awareness of current design practice in aesthetics, design innovation, leading edge technologies, industrial practice, human factors and sustainability. Product realisation remains central to our design process and our team of enthusiastic, highly experienced staff are also active in commercial design industry. This course offers you a highly creative environment in which to develop your ideas. It provides you with opportunities for future careers in the creative industries across national and international markets.

Each level of the course has been planned to ensure progressive learning. Entry to level 4 studies provides an orientation and development of the skills concepts and creative thinking needed for a product designer. It is also designed to develop the fundamental principles of good design including drawing techniques, practical workshop skills, engineering, research skills, Computer Aided Design and Visualisation skills using the latest industry standard design tools. You will study design theory and identify the important role of the designer in a contemporary global society.

Level 5 is designed to further develop your understanding of your discipline with practical opportunities to apply the principles learned in your Level 4. You will be involved in a variety of tutor led and live design projects that you may choose to develop through design, engineering or advanced CAD modelling applications. The contextual aspects of design applied to society, technology, ecology and economics will underpin the development of design journey. It also consolidates the learning process developing the translation from design theory into a creative professional context.

The final year level 6 provides professional preparation – defining and refining individual creativity and also offers the opportunity to engage with industry clients. Lectures and seminars with professional designers allow you to explore your entrepreneurial aspirations. You will be encouraged to develop transferable skills that will equip you to be flexible and adaptable and to develop your career in a changing global economy. Self-directed projects will allow you to explore the design process in depth. You will also be able to create your own professional digital portfolio of your work enabling you to fulfil your potential and enter the workplace as a product designer.

### Intakes:

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September

### Major Source of Funding:

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Office for Students (OFS)

### Tuition Fees:

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Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be

published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

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None

Course Structure:

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## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4VA005	Contexts and Methods	60	YEAR	Core
4VA006	Studio Practice & Communication	60	YEAR	Core

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5VA005	Conceptual Development	60	YEAR	Core
5VA006	3D Design: Technical Understanding & Project Specification	60	YEAR	Core

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6VA005	Professional Practice & Career Opportunities	60	YEAR	Core
6VA006	3D Design: Personal Expression & Ambition	60	YEAR	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

## Learning, Teaching and Assessment

### Academic Regulations Exemption:

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AFRSC/17/6.2.3 FoA Undergraduate Arts Degree Portfolio.

Section 1.3.1 - Exemption to exceed normal module credits within the standard University Academic Framework allowing for use of all 60 credit taught modules (Level 3 to Level 6) delivered Year Long on the following programmes;

BA (Hons) Photography

BA (Hons) Fashion

BA (Hons) Fine Art

BA (Hons) Glass and Ceramics

BA (Hons) Graphic Design

BA (Hons) Illustration

BA (Hons) Painting and Printmaking

BA (Hons) Sculpture and Environmental Art

BA (Hons) Textiles and Surface Pattern

BDes (Hons) Furniture Design

BDes (Hons) Interior Design

BDes (Hons) Product Design

Effective date: September 2018.

APPROVED (by Chair's Action on 6/10/2017)

### Reference Points:

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Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including :

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

## [Subject Benchmark Statements](#)

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Art-and-Design-17.pdf>

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

## [University Policies and Regulations](#)

Equality Act (2010)

### Learning Outcomes:

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CertHE Course Learning Outcome 1 (CHECLO1)

"Demonstrate experience of working with a range of materials, processes and technologies associated with Product Design. "

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CertHE Course Learning Outcome 2 (CHECLO2)

Be experimental and show the ability to use speculative and reflective approaches to making and designing.

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CertHE Course Learning Outcome 3 (CHECLO3)

Research and respond to contemporary historical and cultural contexts and show the curiosity to develop personally focused research.

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CertHE Course Learning Outcome 4 (CHECLO4)

Evaluate and reflect on your performance and that of your peer group in relation to appropriate contextual references and audiences.

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CertHE Course Learning Outcome 5 (CHECLO5)

Document and communicate with others about how your ideas have evolved and explain your decision making in support of project outcomes.

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DipHE Course Learning Outcome 1 (DHECLO1)

"Demonstrate specialist skills, techniques, processes, technologies and material knowledge relevant and pertinent to contemporary practice in Product Design."

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DipHE Course Learning Outcome 2 (DHECLO2)

"Explore a range of creative, speculative and research methods in your work and use the knowledge to inform the development of your practice."

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DipHE Course Learning Outcome 3 (DHECLO3)

Understand the external contexts of Product Design and resolve projects through informed decision making in relation to these contexts.

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DipHE Course Learning Outcome 4 (DHECLO4)

"Research, identify and evaluate appropriate contextual knowledge relevant to Product Design through written and verbal presentations."

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DipHE Course Learning Outcome 5 (DHECLO5)

Develop an engagement with external communities and audiences and use appropriate forums to discuss and reflect on your practice.

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DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate a sustained commitment to discussion and engagement with your art and design community.

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Ordinary Course Learning Outcome 1 (ORDCLO1)

Demonstrate a sustained and independent approach to generating ideas and production of work in response to self-initiated or externally generated projects.

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Ordinary Course Learning Outcome 2 (ORDCLO2)

"Select and employ appropriately the materials, media, techniques, methods, technologies and tools necessary to resolve your practice."

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Ordinary Course Learning Outcome 3 (ORDCLO3)

"Identify, understand and reflect on the connections between intention, process, outcome and context in your work."

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Ordinary Course Learning Outcome 4 (ORDCLO4)

Demonstrate knowledge of the specific critical and contextual dimensions of your work and engage in the work of practitioners and theorists relevant to your final project.

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Ordinary Course Learning Outcome 5 (ORDCLO5)

Critically reflect on and benefit from engagement with others and utilise personal development planning effectively to progress your practice.

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Honours Course Learning Outcome 1 (DEGCLO1)

Think creatively to resolve your work to a professional standard within your discipline.

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Honours Course Learning Outcome 2 (DEGCLO2)

Demonstrate knowledge of the specific critical and contextual dimensions of your practice and engage in the work of practitioners and theorists relevant to your final project.

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Honours Course Learning Outcome 3 (DEGCLO3)

Employ models of professional presentation appropriate to the dissemination of your work.

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Honours Course Learning Outcome 4 (DEGCLO4)

Demonstrate a sustained ability to reflect on your work and use the information to develop new work and an informed understanding of your practice.

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Honours Course Learning Outcome 5 (DEGCLO5)

Understand and locate your work appropriately within the broad and specialist contexts of your subject and research appropriate personal and career objectives.

## Overview of Assessment:

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Module	Title	Course Learning Outcomes
4VA005	Contexts and Methods	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5, CHECLO6
4VA006	Studio Practice & Communication	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5, CHECLO6
5VA005	Conceptual Development	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5VA006	3D Design: Technical Understanding & Project Specification	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
6VA005	Professional Practice & Career Opportunities	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6VA006	3D Design: Personal Expression & Ambition	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

## Teaching, Learning and Assessment:

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Teaching is focussed in (though not limited to) a studio environment in which tutor-student engagement and peer-to-peer learning supports a creative, experimental, professional and independent approach to development from Level 4 onwards. Teaching, supervised practice and independent exploration also takes place in well-equipped material workshops and computer labs. Throughout the course students are encouraged to explore, develop and build material and technical competencies towards developing their own rich, challenging and distinct visual language as artists and designers.

The School of Art houses a range of purpose built studio spaces and workshops with an extensive range of professional equipment not available in schools and colleges. Students at the School of Art are taught by practicing artists and designers working in academic and technical roles. These specialist practitioners teach both fundamental skills, support experimental and speculative practice and ensure practice is underpinned by knowledge and awareness of contemporary contexts.

The course is structured over three years and each year is divided into two year-long 60 credit modules. This framework is designed to provide opportunities for full and part-time study and to allow students the time and space to develop their own specialist approach to Product Design over an extended time frame.

Students are assessed 100% on their coursework and are supported to progress and achieve their potential through careful tracking by staff in project feedback sessions, personal tutorials and formative assessment points. Each module has two points of formative assessment that provide key performance indicators for the student and staff teams to use in personal development planning. Assessment reviews and tutorials will be used to assess progress, galvanise the student to understand and map their own learning journey and to use this information to improve their indicative grades and project work. The assessment strategy has been designed to provide students with a number of opportunities throughout the year to test their work against the learning outcomes and to further develop aspects of their practice before receiving a final summative grade for the module. These formative reviews will also be used by staff to trigger university and subject support mechanisms for students who are not achieving at an appropriate level before summative results start to affect progression and achievement at each level.

Summative assessment takes place at the end of each module as an event in which students evaluate their own work and select work to present in a portfolio that best demonstrates their achievement over the year.

Employability is core to the ethos of the School of Art's learning and teaching, and Product Design provides opportunities from Level 4 to experience and engage with professional and industrial contacts. At Level 4 students are encouraged to encounter and experience all aspects of their specialist area and further embed themselves into the subject through visits and speakers. At Level 5 students will have the opportunity to experience professional practice and will work on subject-specific briefs led by external clients/organisations. At this level there will also be an emphasis on off-site/live projects/placements that offer opportunities for interdisciplinary collaborative practice. Level 5 is designed to give students the opportunity to risk take and



experiment within their subjects but also to meet and network with other students across the School of Art. Level 6 emphasises self-negotiated projects and provides students with the time and support to develop their individual voices as artists and designers. There is also provision for interdisciplinary teams working together on ambitious final outcomes where appropriate, and student will be supported to maintain placement learning and external networks established at Level 5. In addition, the University offers a Career Development Week each year, which is intended to provide cross-curricula activities that enable students to extend or galvanise their skill and employability goals.

The modules embed theoretical and contextual practice within studio-based teaching. We have an extensive and specialist library collection, supported by a subject librarian with whom staff and students work closely. Level 4 provides opportunities for exploring these resources and is structured around a range of contextual learning opportunities from traditional lectures to creative thinking workshops, mirroring the breadth offered in studio practice. Levels 5 and 6 provide opportunities for students to develop their own trajectories in a way that reflects their practice in the studio through a choice of theoretical and theory-practice combined projects. External visiting speakers and staff research projects and practice contribute to a thriving contextual diet; Students can experience staff working, and gain additional insight into the importance of ideas, research and conceptual experimentation to creative production.

In addition the School of Art provides many opportunities throughout the year for students to join study visits to UK and European destinations. These visits underpin student learning by providing an opportunity for students to see professional practice in their field, engage with new ideas, materials, sites and scale, consider display and presentation strategies and explore other roles associated with art and design such as curation, marketing, education. The visits also provide opportunities for students to spend time in an expanded community of their own peers to support interdisciplinary and cross year support and collaboration.

### Assessment Methods:

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At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)  
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)  
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

### Student Support:

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General University support:

The university has an extensive range of support options for students. For Art and Design students this begins with Arts Support Central, an online resource through which academic study support, careers and enterprise, counselling, enabling services, Chaplaincy services, nursery and carer support, financial services and distance learning can all be accessed. Students can access student advisors and mentors and there is support and representation also offered by the Students' Union and can also find support based on whether they are International students, TNE students, research students, mature students or students with families.

### Course Specific Support

The course has a personal tutor system in which students see a tutor assigned to them regularly throughout the year and this provides them with pastoral support outside of their immediate academic studies on specific modules.

There is a specialist Art and Design librarian who works closely with the staff team to support the subject-specific research and writing skills of students at all levels. This support is situated within the library, which

has an extensive and long-standing collection of printed materials and monographs that can be accessed 24 hours a day in term time. Students can also access a range of texts and journals electronically both on campus and at home.

## Employability in the Curriculum:

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Preparing our students for work and employability is one of the main aims of the course. This is reflected in the practical nature of the course as a whole with learning activities that are designed to ensure that our students are well prepared by the time they graduate. The opportunities that exist for graduates studying Product Design are varied and extensive. This course prepares students for employment working with national and international companies. You will have the opportunity to become a product designer or freelance designer either working within a company or a design consultancy. You may become an independent designer-maker, model-maker, graphic designer, multi-media designer or work in the design marketing and business industry. You will also be equipped for further advanced study or teacher training in Design and Technology. You may continue your studies to postgraduate level on our MA programmes:

All of our students have the opportunity to engage with an additional 'Employability Award' associated with their degree, and a high percentage of our students achieve the gold standard as a result of our employment-focused curriculum.

All courses in the School of Art are now available with a professional placement option (Sandwich Year). A professional placement provides an opportunity for professional development in the work place and as such, greatly enhances the student's prospects of finding rewarding and relevant employment at the end of their studies. The school assists students in securing work placements, undertaking live briefs, engaging directly with employers and developing key employability skills. The School is committed to raising student awareness of the opportunities that exist post-graduation.

International students will need to apply for Product Design with professional placement before joining the course to ensure visa requirements are met.

