BA (Hons) Product Design

Programme Specification

1. Programme title	BA Hons Product Design
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	Bachelor of Arts (Hons)
6. Year of validation **Year of amendment**	2017/18 2021/22
7. Language of study	English
8. Mode of study	FT / TKSW

9. Criteria for admission to the programme

Admission to the BA (Hons) Product Design programme will require 112 UCAS tariff points from a minimum of two A' levels (A*,A*) and a maximum of three (BBC) from a flexible range of creative and technical subjects.

All students will be required to attend an interview, either in person or online, and submit a portfolio of work for review. Guidance on the portfolio and interview can be found at http://www.mdx.ac.uk/courses/undergraduate/product- design .

In addition Middlesex University general entry requirements apply as outlined in the university's regulation B2. Applicants whose first language is not English are required to achieve 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University. The equivalence of qualifications from outside UK will be determined according to NARIC guidelines.

We welcome applicants with a wide variety of educational experience including: A/AS levels, AVCE, BTEC National Diploma, Access Certificates, Scottish Highers, Irish Leaving Certificates (Higher Level), International Baccalaureate and a large number of equivalent home and overseas qualifications. Application from mature applicants with suitable life skills and experiences are also welcomed.

10. Aims of the programme
This programme aims to produce professional and competent Product Designers capable of playing an active role in formulating, meeting the challenges and opportunities arising in contemporary industrial and commercial practice.

11. Programme outcomes	
A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of: 1. Contextual factors influencing product design practice and decision making – Philosophical, Political, Historical, Socio-Cultural, Environmental and Technological. 2. Contemporary product design methods and tools, both theoretical and practical. 3. A holistic view of design processes, from brief to manufacture, encompassing marketing, aesthetics, ergonomics, manufacturing, materials, commercial, technical and strategic aspects. 4. Reflective Practice and learner-centred pedagogy approaches. 5. The professional landscape of Product Design – responsibilities, sectors, employment, business, legislation, commerce and non-commercial value-exchange. 6. Dimensions of and approaches to innovation and design strategy.	**Teaching/learning methods** Students gain knowledge and understanding takes place through a combination of lectures, seminars, exercise classes, design build and test projects, forensic deconstruction, CAE and IT workshops and laboratory classes, delivered either online or on campus, industrial visits, group and individual project work, experimenting, constructing, analysing, assessing and discussing and self-study. **Assessment methods** Students' knowledge and understanding is assessed by technical reports, coursework assignments, essays, presentations, and practical in-class tests.
B. Cognitive (thinking) skills On completion of this programme the successful student will be able to: 1. Fully engage with creative and analytical (design) thinking processes. 2. Critically observe, record, organise and represent contextual input. 3. Analyse and interpret observations and gathered data, through use of tools and models, primary and secondary research. 4. Evaluate research findings, derive insights and construct coherent conceptual models from an evidence base. 5. Evaluate complex design solutions against conflicting constraints. 6. Reflect on and evolve their product design methods, approaches and practice.	**Teaching/learning methods** Students learn cognitive skills through design projects, problem solving activities and through report writing. **Assessment methods** Students' cognitive skills are assessed by the products and systems design, with particular reference to their engagement with the design process and by coursework comprised of reports and essays.

C. Practical skills On completion of the programme the successful student will be able to: 1. Identify, generate and develop meaningful product design opportunities and briefs. 2. Plan and manage complex product design projects. 3. Explore and apply technical knowledge and humanistic design methods and processes. 4. Apply appropriate technologies to develop and deliver high quality design projects. 5. Apply prototyping techniques - virtual and physical - to create, develop and validate design proposals.	**Teaching/learning methods** Students learn practical skills through design projects, specific skills inputs and set exercises. **Assessment methods** Students' practical skills are assessed by individual and group projects, lab reports, coursework assignments and practical tests.
D. Graduate skills On completion of this programme the successful student will be able to: 1. Demonstrate leadership skills and the ability to work effectively as a member of a team. 2. Communicate and present effectively in written, graphical and verbal formats. 3. Demonstrate effective decision making. 4. Develop autonomy in their learning and practice, and a commitment to continuing professional development. 5. Demonstrate compliance with codes of conduct, application of safe systems of work, and sustainable and ethical design practices.	**Teaching/learning methods** Students acquire graduate skills through design projects, competitions, problem solving activities, presentations, and through report writing. **Assessment methods** Students' graduate skills are assessed by coursework assignments including design reports, laboratory reports, other written reports, problems sheets, case studies, software programs, industrial placement, group and individual project reports.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

Year 1			
AY	PDE1300 Design and Studio Practice [60]	PDE1310 Prototyping [30]	PDE1350 Design Tools [30]
Year 2			
AY	PDE2360 Design Methods, Processes and Practice [60]	PDE2311 Advanced Prototyping [30]	PDE2351 Advanced Design Tools [30]
Year 3	PDE3250 - Thick Sandwich Placement (compulsory for TKSW only)		
Year 3/4			
AY	PDE3360 Design Projects and Professional Practice [60]	PDE3255 Design Manifestation [30]	PDE3330 Professional Context [30]

12.2 Levels and modules

Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.

Level 4 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: PDE1300 Design and Studio Practice [60] PDE1310 Prototyping [30] PDE1350 Design Tools [30]	N/A	Students must pass all level 4 modules to progress.

Level 5 (2)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: PDE2360 Design Methods, Processes and Practice [60] PDE2311Advanced Prototyping [30] PDE2351 Advanced Design Tools [30]	N/A	To progress on to a placement year or level 6 of taught study students must pass all modules at level 5.
Level 6 (3) TKSW mode only		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
TKSW mode only Students must take PDE3250 Thick Sandwich Placement (120 credits – for Diploma of Industrial Studies.)	N/A	N/A
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: PDE 3360 Design Projects and Professional Practice [60] PDE3255 Design Manifestation [30] PDE3330 Professional Context [30]	N/A	N/A

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
6	PDE3360

13. Curriculum map

See attached.

14. Information about assessment regulations

Please refer to the University Regulations. http://www.mdx.ac.uk/about-us/policies/university-regulations

15. Placement opportunities, requirements and support (if applicable)

Students on the TKSW mode take a placement (36 to 48 weeks) at the end of year 2. A dedicated Employability Advisor helps in the search for an appropriate employer and provides students with appropriate Placement. They also provide students with appropriate guidance and support in preparation for, during and after placement. The placement forms the basis for an assessed report based on the organisation. At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the project.

Students following a TKSW placement year are supported through the process of securing a placement, which includes the legal and QAA requirements for placement learning, via tutorial support and the University Employability office.

16. Future careers (if applicable)

As a BA Product Design graduate you will have excellent career prospects; the range of potential employers will be vast across the private, public and not-for-profit sectors.

Product Design graduates enter employment in a wide-range of sectors taking up positions including Industrial Designer, Service Designer, Designer/Craftsperson, Interaction Designer, Mechanical Designer, Experimental Designer, Product Designer, and more.

Increasing numbers are setting up their own businesses, and successful start-ups such as Casezo, ADZero (ADCreative), Airbrake, Mutant Bikes, Exceptional and Novo Consult.

To support students in this activity during their studies students are encouraged to develop a commercial approach to design engineering via supported live projects with industrial partners and industrial placements. They undertake contextual studies into the nature and contexts of the profession. They interact with a variety of guest lecturers with professional backgrounds. They are supported in developing their exit portfolio, a CV and a career entry plan.

Through these experiences they come to understand design in a commercial context, the nature of the design industries and to plan for their own career entry and development.

17. Particular support for learning (if applicable)

Meeting the learning outcomes of this programme requires active participation in the subject and all practical sessions, whether online or on campus. Supporting this level of active participation is achieved via regular contact with academic staff, productive and informed support from technical staff, supports provided by Graduate Academic Assistants (GAAs), Student Learning Assistants (SLAs) and the use of online learning materials where appropriate.

The subject provides extensive studio, laboratory and workshop facilities where students can engage with their coursework assignments in a supported and productive environment. These areas are shared with other subjects and programmes.

18. JACS code (or other relevant coding system)	W240 Industrial Product Design
19. Relevant QAA subject benchmark group(s)	Creative Arts and Design Engineering

20. Reference points

The following reference points were used in designing the programme:

- QAA Engineering subject benchmark statement (2015)
- QAA Art and Design subject benchmark statement (2008 revised in 2016)
- QAA Framework for Higher Education Qualifications in England, Wales and Northern Ireland;
- Middlesex University Regulations;
- Middlesex University Learning and Quality Enhancement Handbook;
- UK Standard for Professional Engineering Competence;
- Chartered Engineer and Incorporated Engineer Standard, Engineering
- Council UK, 2014;
- The Accreditation of Higher Education Programmes, Engineering Council UK, 2014;
- IED Engineering Design Specific Learning Outcomes for EC(UK) Accredited Degree Programmes.

21. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map for *BA Hons Product Design*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme outcomes																								
A1	A2	A3	A4	A5	A6		B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5		D1	D2	D3	D4	D5		
Highest level achieved by all graduates																									
6	6	6	6	6	6		6	6	6	6	6	6	6	6	6	6	6		6	6	6	6	6		

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	Contextual factors influencing product design practice and decision making – Philosophical, Political, Historical, Socio-Cultural, Environmental and Technological.	C1	Identify, generate and develop meaningful product design opportunities and briefs.
A2	Contemporary product design methods and tools, both theoretical and practical.	C2	Plan and manage complex product design projects.
A3	A holistic view of design processes, from brief to manufacture, encompassing marketing, aesthetics, ergonomics, manufacturing, materials, commercial, technical and strategic aspects.	C3	Explore and apply technical knowledge and humanistic design methods and processes.
A4	Reflective Practice and learner-centred pedagogy approaches.	C4	Apply appropriate technologies to develop and deliver high quality design projects.
A5	The professional landscape of Product Design – responsibilities, sectors, employment, business, legislation, commerce and non-commercial value-exchange.	C5	Apply prototyping techniques - virtual and physical - to create, develop and validate design proposals.
A6	Dimensions of and approaches to innovation and design strategy.	C6	

Cognitive skills		Graduate Skills	
B1	Fully engage with creative and analytical (design) thinking processes.	D1	Demonstrate leadership skills and the ability to work effectively as a member of a team.
B2	Critically observe, record, organise and represent contextual input.	D2	Communicate and present effectively in written, graphical and verbal formats.
B3	Analyse and interpret observations and gathered data, through use of tools and models, primary and secondary research.	D3	Demonstrate effective decision making.
B4	Evaluate research findings, derive insights and construct coherent conceptual models from an evidence base.	D4	Develop autonomy in their learning and practice, and a commitment to continuing professional development.
B5	Evaluate complex design solutions against conflicting constraints.	D5	Demonstrate compliance with codes of conduct, application of safe systems of work, and sustainable and ethical design practices.
B6	Reflect on and evolve their product design methods, approaches and practice.	D6	

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Design and Studio Practice	PDE1300	Y	Y	Y				Y	Y	Y	Y					Y		Y	Y	Y			Y
Prototyping	PDE1310							Y								Y	Y	Y					Y
Design Tools	PDE1350							Y								Y	Y	Y					Y
Advanced Prototyping	PDE 2311						Y	Y				Y	Y			Y	Y	Y			Y	Y	Y
Advanced Design Tools	PDE2351							Y				Y	Y			Y	Y	Y					Y
Design Methods, Processes and Practice	PDE2360	Y	Y	Y			Y	Y	Y	Y	Y	Y	Y	Y		Y		Y	Y	Y	Y	Y	Y
Industrial Placement	PDE3250			Y	Y	Y		Y					Y	Y		Y		Y	Y	Y	Y	Y	Y
Professional Context	PDE3330	Y		Y	Y	Y	Y	Y	Y	Y	Y		Y		Y					Y	Y	Y	Y
Design Manifestation	PDE3255		Y					Y	Y			Y	Y		Y	Y	Y	Y					Y
Design Projects and Professional Practice	PDE3360	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y