

# **University of Plymouth**

Faculty of Arts, Humanities and Business

School of Art Design and Architecture

## **Programme Specification**

Award Title and Internal Code  
BA Hons Product and Furniture Design (7193)

Change of Award Title Approved: 17.7.19

Implementation Date: September 2020

Updated by Minor Change: 05.05.21

## 1. BA Hons Product and Furniture Design

### Final award titles

BA Hons Product and Furniture Design (Designer Maker)

BA Hons Product and Furniture Design (Designer for Industry)

BA Hons Product and Furniture Design (3D Designer)

### Level 4 Intermediate award title(s)

Certificate of Education

### Level 5 Intermediate award title(s)

Diploma of Education

### UCAS code: W243

### HECOS codes:

100048 (Design), 100050 (Product Design), 100633 (furniture design and making)

2. **Awarding Institution:** University of Plymouth  
**Teaching institution(s):** University of Plymouth

3. **Accrediting body** Chartered Society of Designers

Summary of specific conditions/regulations

Free membership of the CSD while studying on a course Accredited by the CSD Course Endorsement Programme

Date of re-accreditation

## 4. Distinctive Features of the Programme and the Student Experience

Taught by experienced professional designers and educationalists, Product and Furniture Design is pioneering, contemporary and offers a comprehensive approach to creative practice.

The unique opportunity to study in an interdisciplinary design environment where the specialisms of Designer Maker practice, Designer for Industry practice and Interior Design practice sit side by side in a dynamic open plan studio.

Learning is 'by doing', through project-based coursework, in a busy collegial studio environment, working individually and in small groups with tutorial support designed to mirror working in the real world.

Each student has a space to base their work from. Links with industry mean many opportunities for live projects leading to real life results.

Projects finish every 5-10 weeks, generating a good selection of portfolio work.

Students are encouraged to develop their own unique design personality, by developing areas of interest or particular directions they wish their careers to follow.

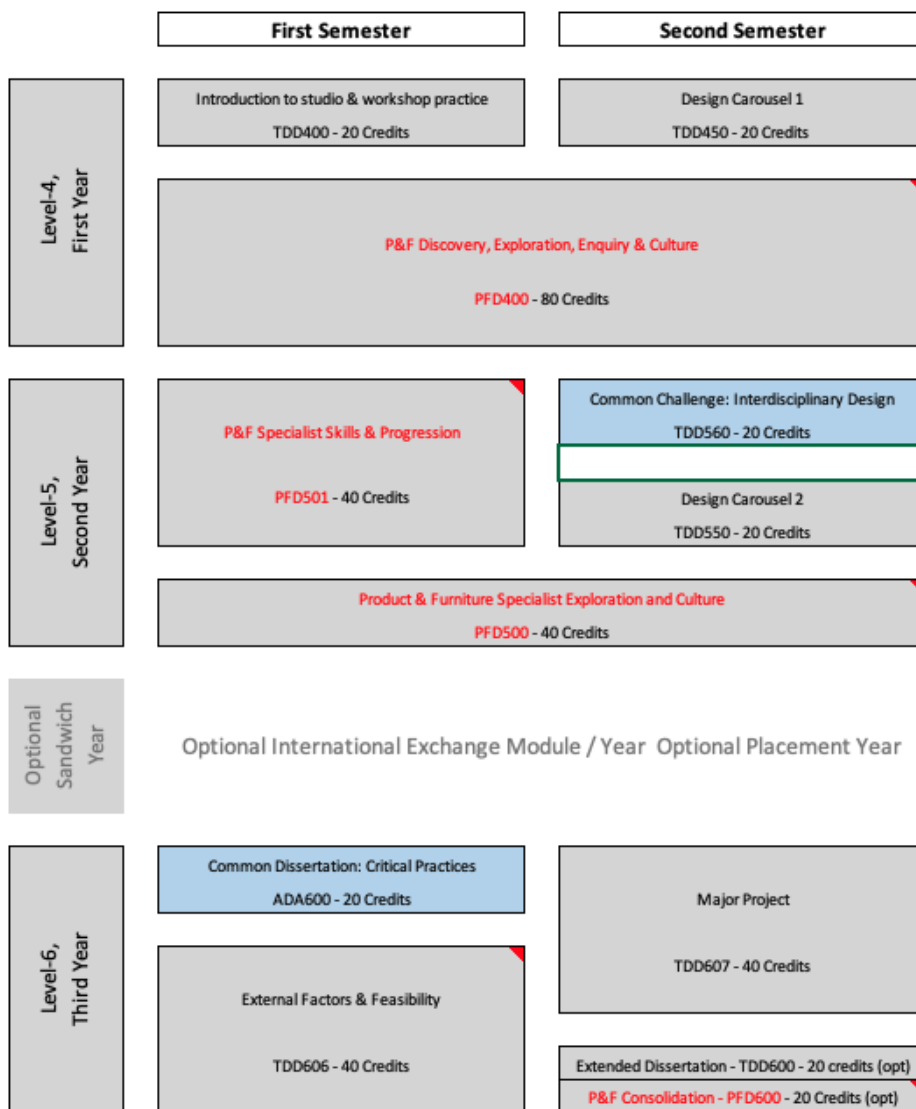
An optional sandwich year between stages 2 and 3 enables opportunities for International Exchange or Work Placement.

Social, cultural, environmental and economic issues are integrated into the programme to encourage a comprehensive and more holistic approach to Design.

## **5. Relevant QAA Subject Benchmark Group(s)**

Art & Design (2008)

## 6. Programme Structure



### Level 4

To achieve 120 credits at Level 4, students take modules: PFD400, TDD400 and TDD450.

### Level 5

To achieve 120 credits at Level 5, students take modules: PFD500, PFD501, TDD550 and TDD560

### Level 6

To achieve 120 credits at Level 6, students take modules: ADA600, TDD606, TDD607, plus one of the following options: Either PFD600, or TDD600

## **Exit Award requirements**

Students opting for the Designer Maker Award should confirm their Award choice with the Award Leader at the start of Stage 2 and select Designer Maker brief options from Module Briefing Documents for their Stage 2 and 3 modules.

Students opting for the Designer for Industry Award should confirm their Award choice with the Award Leader at the start of Stage 2 and select Designer for Industry brief options from Module Briefing Documents for their Stage 2 and 3 modules.

Students opting for the broader experience of the 3D Designer Award should confirm their Award choice with the Programme Lead at the start of Stage 2 and select either Designer Maker or Designer for Industry brief options from Module Briefing Documents for their Stage 2 and 3 modules.

## **7. Programme Aims**

The aim of this programme is to prepare students for a career in industry, education or postgraduate study. Students acquire design knowledge and develop a passion that enables them to comment and make a significant contribution to the world of three-dimensional design practice.

Key aims:

- To provide a transformative experience that develops students' understanding, design personality and approach to the world of three-dimensional design
- To instil a sensitivity and appreciation of the role of design allied with an awareness and responsibility to the holistic impact of productionisation
- To present a framework that fosters and encourages personal development through academic rigour and investigation, and a deeper understanding of applications of creative thinking
- To provide the appropriate stepping-stones for a career in design
- To help students understand the nature and importance of inter-disciplinary and trans-disciplinary design practice
- To understand the nature and application of specialist (artisan) skills and knowledge
- To develop an individual voice (point of view) and depth of know-how within a specialist area of three-dimensional design
- To develop a personal methodology towards design through the intimate and in-depth understanding of materials (Designer Maker)
- To understand the nature and sometimes conflict between desirability, feasibility and viability of product and furniture design development (Designer for Industry)
- To acquire professional skills that underpin both creative and theoretical thinking

## **8. Programme Intended Learning Outcomes**

### **8.1. Knowledge and understanding**

On successful completion graduates should have developed:

- 1) A wider historical, cultural, technical and professional aspects of design and allied fields and are able to make creative links between them.
- 2) Appropriate methods, technologies and materials with which to respond to the changing and interdisciplinary nature of contemporary culture, through the production of artefacts and alternative media.
- 3) Appreciation of the positions and roles of the designer in society and profession.
- 4) The ethical, social and cultural consequences of creative practice.

## **8.2. Cognitive and intellectual skills**

On successful completion graduates should have developed:

- 1) Critical, analytical and practical skills for problem solving.
- 2) Synthesise, interpret and evaluate information from a number of sources to gain a coherent understanding of theory and practice.
- 3) Question, research, explore and respond to: ideas, processes, materials and other stimuli.
- 4) Take risks and other speculative actions, to make constructive use of failure, and to recognise these as integral aspects of the creative process.
- 5) Critical understanding of, and ability to utilise, different concepts and terminology.
- 6) Rigorous self evaluation and critical reflection, persuasive argument, the ability to respond positively to informed criticism and to contribute an independence of view in the context of understanding others.

## **8.3. Key and transferable skills**

On successful completion graduates should have developed the ability to:

- 1) Have an awareness and understanding of her/his own aims and intentions, demonstrating honesty and integrity.
- 2) Organise and manage an effective pattern of work.
- 3) Negotiate and develop independent learning.
- 4) Utilise problem-solving skills in theoretical and practical contexts.
- 5) Evaluate her/his own abilities, achievement and understanding and reflect on her/his own learning.
- 6) Work in collaboration with others and demonstrate interpersonal skills in dealing with colleagues and outside agencies/professions.
- 7) Ability to demonstrate literacy through various forms of written work, reports, papers, essays, technical descriptions, dissertations.
- 8) Acquire confidence in communicating ideas and concepts.

- 9) Use digital technology and IT skills as a communication, realisation and a research tool.
- 10) Learn within a variety of external contexts.

#### **8.4. Employment related skills**

On successful completion graduates should have developed:

- 1) Ability to plan and execute a self-directed research project.
- 2) Ability to interact effectively within a team, providing leadership where necessary.
- 3) Ability to engage effectively in debate in a professional manner in the areas of design and business.
- 4) Capacity to make oral presentations, using appropriate media for a target audience.
- 5) Capacity to make written presentations using appropriate language for a target audience.
- 6) Confidence and flexibility in identifying and defining complex problems.

#### **8.5. Practical skills**

On successful completion graduates should have developed:

- 1) An understanding of the requirements of commercial and professional practice within their chosen field.
- 2) Utilise skills of visual observation, description and analysis.
- 3) Utilise a range of practical skills, processes and equipment in an effective and creative manner, in accordance with good professional practice and applied to a variety of situations and contexts.
- 4) Realise her/his intentions through the articulation of ideas and responses in appropriate visual and spatial forms.
- 5) Present work to an audience/client in a coherent and professional manner.
- 6) Complete an appropriate 'portfolio' of work suitable for practice with a broad range of design professions.
- 7) Contribute to contemporary culture through the application of skills, imagination, and inventiveness.

## 9. Admissions Criteria, including APCL, APEL and Disability Service arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

All applicants to be interviewed with portfolio.

Entry Requirements for BA Hons Product and Furniture Design	
A-level/AS-level	Normal minimum entry requirements is between 96 and 120 UCAS points from a minimum of two A levels, general studies accepted.
18 Unit BTEC National Diploma/QCF Extended Diploma	MMM-DDM (any subject, preferably Art & Design.
Access to Higher Education at level 3	Pass a named Access to HE Diploma with at least 33 credits at merit and/or distinction.
GCSE	Mathematics and English language grade C
International Baccalaureate	26-28 points If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all four components (listening, reading, speaking and writing)

### Selection by Portfolio and Interview

We aim to set the highest standards for entry and aim to be elite although not elitist in our student recruitment. Students will be offered places based on predicted attainment. If students have already attained 120 UCAS points and demonstrate aptitude for their subject, they will be offered unconditional entry.

However, we recognise that prior attainment may be influenced by social, economic or cultural factors or by issues of disability and access and may not necessarily reflect potential and aptitude for creative practice and scholarship. Where possible Product and Furniture Design will continue to evaluate UK undergraduate applicants on both their academic record and potential and also for their creative potential through the review of portfolio work and an interview. Students interviewed will be expected to demonstrate that they are inquisitive and creative and to demonstrate a sense of wonder, intellectual ambition and a high degree of self-motivation and personal ambition.

Therefore, the UK entry points tariff may be subject to a waiver if applicants demonstrate:

- Significant professional expertise or experience in their field.
- Significant aptitude, prowess or potential.

Such a waiver will be reviewed by a panel of peers and agreed by the Subject Leader together with the Head of School.



## **10. Progression criteria for Final and Intermediate Awards**

Applications from prior stages of credit rated HND, FdA and BA programmes, relevant to this subject area, within and outside them are processed according to merit giving accreditation of prior credits as qualification to enter an appropriate stage.

Special consideration is given to internal applications from University of Plymouth Art & Design South West partner colleges where appropriate modules may have been studied to enable direct transition from HND, FdA to BA levels of study.

Acknowledgement is given in such cases to the scale of general or specific credits previously undertaken, as well as the students' level of attainment in the final modules so as to determine the appropriate entitlement to transfer to a particular stage of named award.

## **11. Non Standard Regulations**

**N/A**

## **12. Transitional Arrangements**

**N/A**

## **Appendices**

**Programme Specification Mapping (UG) – core/elective modules**



