

# **Plymouth University**

Faculty of Arts & Humanities

School of Architecture, Design and Environment

## **Programme Specification**

BA 3D Design 4313

A handwritten signature in black ink, appearing to read 'S. C. Smith', followed by a long horizontal line extending to the right.

Approved by Minor Change Nov 2014

## 1. BA(Hons) 3D Design

### Final award titles:

BA Hons 3D Design

BA Hons 3D Design: Designer Maker

BA Hons 3D Design: Product Designer

BA Hons 3D Design: Spatial and Interior Designer

### Level X Intermediate award title(s)

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UCAS code W241

JACS code W241

2. **Awarding Institution:** University of Plymouth

**Teaching institution(s):** University of Plymouth

3. **Accrediting body(ies)** **CSD Chartered Society of Designers**

Summary of specific conditions/regulations

Students of the BA(Hons) 3D Design: Product Designer discipline will be awarded Fellowship of the CSD subject to passing all modules in their 2d and 3<sup>rd</sup> years?

Date of re-accreditation

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

- Taught by experienced professional designers and educationalists, 3D Design is pioneering, contemporary and offers a comprehensive approach to creative practice.
- The unique opportunity to study across three core disciplines of design, explore all three, and selecting (or combining) from a range of final degree awards:

BA Honours 3D Design: Product Designer

BA Honours 3D Design: Designer Maker

BA Honours 3D Design: Spatial and Interior Designer  
BA Honours 3D Design (combined)

Product Designer discipline is accredited by the Chartered Society of Designers.

- Learning is 'by doing', through project work in a busy collegial studio environment, working in small groups and personal tutorials designed to mirror working in the real world.
- Each student have a space to base their work from. Links with industry means that many are live projects leading to real life results.
- Projects finishes every 6 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.
- Options to go on Exchange or Work Experience in the 2<sup>nd</sup> year.
- Social, cultural, environmental and economic issues are integrated into the programme to encourage a comprehensive and more holistic approach to Design.

**5. Most relevant QAA Subject Benchmark Group**

Art & Design (2008)



Stage 2 (Level 5)

Affirmation and Validation			Experimentation and Exploration						
Semester 1			Semester 2						
Weeks 1 - 4	Weeks 5 - 8	Weeks 9 - 13	14	15	Weeks 16 - 19	Weeks 20 - 23	Weeks 24 - 28	29	30
TDD510 (20 credits) Maker Integrated Skills					TDD502 (20 credits) Design Culture 2				
		TDD511 (20 credits) Maker Aptitude and Progression			<i>plus 1 from the following 5 options</i>				
					TDD503 (40 credits) Exchange Module				
					<i>or</i>				
TDD520 (20 credits) Product Integrated Skills					TDD504 (40 credits) Work Experience				
		TDD521 (20 credits) Product Aptitude and Progression			<i>or</i>				
					TDD505 (20 credits) Carousel 2	TDD512 (20 credits) Maker Exploration			
					<i>or</i>				
TDD530 (20 credits) Spatial and Interiors Integrated Skills					TDD505 (20 credits) Carousel 2	TDD522 (20 credits) Product Exploration			
		TDD531 (20 credits) Spatial & Interiors Aptitude and Progression			<i>or</i>				
					TDD505 (20 credits) Carousel 2	TDD532 (20 credits) Spatial & Interiors Exploration			
					<i>or</i>				
					TDD501 (20 credits) Trans-Disciplinary Design				

1. All students must select TDD501 and TDD502
2. Students opting for the generic 3D Design award can pick one of TDD510, TDD520 or TDD530. They must also pick one of TDD511, TDD521 or TDD531. They additionally need to pick TDD503 or TDD504 or a pair of modules comprising TDD505 with one of TDD512, TDD522 or TDD532.
3. Students opting for the Designer maker award should select TDD510 and TDD511 with either TDD503 or TDD504 or TDD505 with TDD512.
4. Students opting for the Product Designer award should select TDD520 and TDD521 with either TDD503 or TDD504 or TDD505 with TDD522.
5. Students opting for the Spatial and Interior Designer award should select TDD530 and TDD531 with either TDD503 or TDD504 or TDD505 with TDD532.

Stage 3 (Level 6)

Consolidation			Celebration						
Semester 1			Semester 2						
Weeks 1 - 4	Weeks 5 - 8	Weeks 9 - 13	14	15	Weeks 16 - 19	weeks 20 - 23	Weeks 24 - 28	29	30
TDD610 (20 credits) Maker Consolidation					TDD601 (20 credits) Mini Major/Design Feasibility				
<i>or</i>									
TDD620 (20 credits) Product Consolidation							TDD602 (40 credits) Final Major		
<i>or</i>									
TDD630 (20 credits) Spatial & Interior Consolidation									
<i>plus either TDD603 with TDD604 or TDD605</i>									
					TDD603 (20 credits) External Factors				
<i>or</i>									
							TDD604 (20 credits) Design Culture 3		
<i>or</i>									
							TDD605 (40 credits) Design Culture Extended Dissertation		

All students must select TDD601 and TDD602

1. Students opting for the generic 3D Design award can pick one of TDD610, TDD620 or TDD630. They may also pick either TDD603 with TDD604 or TDD605.
2. Students opting for the Designer Maker award must pick TDD610. They may also pick either TDD603 with TDD604 or TDD605.
3. Students opting for the Product Designer award must pick TDD620. They may also pick either TDD603 with TDD604 or TDD605.
4. Students opting for the Spatial and Interior award must pick TDD630. They may also pick either TDD603 with TDD604 or TDD605.

## **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 design.

Key aims are across 3D design:

1. To provide a transformative experience that develops students' understanding, design personality and approach to the world of three-dimensional design.
2. To instil a sensitivity and appreciation of the role of design allied with an awareness and responsibility to the holistic impact of productionisation.
3. To present a framework that fosters and encourages personal development through academic rigor and investigation, and a deeper understanding of applications of creative thinking.
4. To provide the appropriate stepping-stones for a career in design.
5. To help students understand the nature and importance of inter-disciplinary and trans-disciplinary design practice.
6. To understand that nature and application of specialist (artisan) skills and knowledge.
7. To develop an individual voice (point of view) and depth of know-how within a specialist area of 3D Design
8. To develop a personal methodology towards design through the intimate and in-depth understanding of material (Designer Maker).
9. To understand the nature and sometimes conflict between desirability, feasibility and viability of product design development (Product Designer)
10. To acquire professional skills that underpin both creative and theoretical thinking (Spatial and Interior Designer).

## **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.
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- 5) Appreciation of the positions and roles of the designer in society and profession.
- 6) 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 honest 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 DAS arrangements**

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.  
All applicants to be interviewed with portfolio.

<b>Entry Requirements for XXXXXXXX</b>
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A-level/AS-level	Normal minimum entry requirements is 300 UCAS points from a minimum of two A levels.
BTEC National Diploma/QCF Extended Diploma	Candidates are interviewed before an offer is made. Grade: 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.
Welsh Baccalaureate	XX at A Level to include.....?? plus 120?? points from WB
Scottish Qualifications Authority	XXX points including..... ?
Irish Leaving Certificate	XXXXX at Higher Level, to include..... plus Ordinary Level Grade C Maths and English
International Baccalaureate	24 points. If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.
Progression from Extended Science	n/a

### **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 300 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 3D 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.

Current active progression programmes include:

FdA Contemporary Ceramic Practice Cornwall from Cornwall College

FdA Furniture: Design and Make from Cornwall College

FdA Ceramics from PETROC

FdA Interior Spatial Design from SCAT

FdA Three Dimensional Design from SDC

FdA Three Dimensional Design (Contemporary Crafts) from SDC

FdA Three Dimensional Design (Interior and Spatial Design) from SDC

## **11. Exceptions to Regulations**

n/a

## **12. Transitional Arrangements**

n/a

## **13. Mapping and Appendices:**

### **13.1. ILO's against Modules Mapping**

### **13.2. Assessment against Modules Mapping**

### **13.3. Skills against Modules Mapping**

### **13.4. Appendices**