

School of Creative Arts

In partnership with The British Higher School of Art and Design

Title of Programme: Product Design

Programme Code: CTBRPD

Programme Specification

This programme specification is relevant to students entering:
01 September 2015

Associate Dean of School (Academic Quality Assurance):
Rob Wright



Signature

30 June 2015

Programme Specification Product Design

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	British Higher School of Art and Design
University/partner campuses	Moscow
Programme accredited by	Not applicable
Final Award	BA (Hons)
All Final Award titles	Product Design
FHEQ level of award	Honours (6)
UCAS code(s)	Not applicable
Language of Delivery	English

A. Programme Rationale

The School of Creative Arts, University of Hertfordshire Product Design franchise programme at BHSAD considers a rapidly changing world where new technologies are constantly emerging and users are becoming more demanding. The Product Design programme provides a clear opportunity for the sharing and development of practice, ideas and teaching within the broad areas of the discipline.

Product Design is creatively focused with a strong emphasis on designing product solutions for a changing world and understanding where these solutions sit within the context of consumer product design. As such, students will be taught using a traditional approach to design. Knowledge and understanding of the processes needed to design successful product solutions will be delivered through project based design activity.

The product design award makes extensive use of research methodologies and conceptual design processes. This will enable our students to adopt and adapt current best practice while investigating the possibilities of new methodologies and philosophies associated with design. The programme team, along with our industry partners, will strongly promote 'tools of the trade' that include research, development, evaluation communication, sketching, model making (both screen based and traditional), an essential part of any 3D designer's toolbox.

Design issues will be tackled using a traditional design project basis framework in which initial sketches are developed through the integration of traditional and digital tools within the student projects. Approaches to problem solving, the role of design research and justification are a key focus within the programme and these are best developed through the set design projects studied at year 2 and year 3. These include live projects where students also have the opportunity to work in teams.

The main focus of the delivery is through project based activity, where the students learn through the act of engagement in a set task. In addition, taught lectures supplement the studio based work and in these focused sessions the staff team address concerns relating to design and communication, design aesthetics, user needs and aspirations, employability, materials and processes, human factors, design for manufacture and issues surrounding preparation for the world of work. Students are also supported through group based tutorials as well as individual tutorial sessions. A key philosophy of the teaching team is the acknowledgement that students need to be encouraged to take responsibility for their own learning. This is encouraged through tutorial sessions and seminars but also, through self and peer based assessment of their own work.

Product Design provides an opportunity to experience and develop the skills and processes involved in the professional practice of product design. Approaches are centred around consumer goods, where issues surrounding everyday manufactured products are developed and explored. The degree investigates the cultural, technical and commercial factors which influence the development of innovative new products and it introduces the creative and professional strategies which underpin design. The Programme values the 'studio experience' as a valuable learning tool in which ideas are shared, supported by resource-based learning, alongside lectures and tutorials for research and critical studies.

Level 4

The student experience is focused on developing the basic design 'toolbox' skills required by product design students. Students will become familiar with design practices and processes including visual language, design and communication, materials, techniques, vision, function, construction, production, decision-making and challenges. Students will develop drawing, computer, workshop and presentation skills through focused project activity. A module in critical and cultural studies will enable the students to develop study skills and gain a broader knowledge of relevant cultural and historical matters.

Level 5

Students develop their design research and development approach through projects supported by professional skills and critical studies activities.

Level 6

This year is designed to prepare the student for the world of work. It focuses on developing and consolidating key skills and provides the student with opportunities to work on external projects. Through a series of projects, students will demonstrate their ability to design products that reflect their chosen area of specialism. All students work on a Major Project.

The Programme will produce graduates capable of working in the fields of product design and development and in other various roles within design consultancies, manufacturing organisations or as freelance designers, product developers or design strategists. They may also progress to advanced professional or academic study.

Students on the programme have access to a mix of facilities at BHSAD, being able to draw on art, design and media-related studios and workshops. Staff employed on the programme at BHSAD include practicing designers and theorists working across all areas of design practice. Their work and international outlook feeds back into and informs the programme.

The option to complete their final year of study at the University of Hertfordshire in the UK is guaranteed to any student meeting the requirements for progression from L5 to L6 study. Students may also choose to undertake their Level 5 studies at the School of Creative Arts in the UK (subject to meeting the requirements for progression from L4 to L5 study) and **either** return to Moscow, **or** remain in the UK to complete their final year of study. The student experience allows for a fully international experience, studying within a large UK university setting, drawing on the resources of the UK and London.

The programme is part of a portfolio of courses run as a franchise partnership between the University of Hertfordshire and the British Higher School in Moscow. The course structure and modules are based on the UK programme. The student experience is intended to bring together a hybrid of the approach of UK art and design education with strengths drawn from the Russian creative industries context and educational traditions.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- encourage students to work innovatively and creatively using an understanding of the breadth of possibilities offered by product design practices;
- foster a systematic understanding of key aspects of product design including current national and international developments and debates in the discipline;
- engage with industry within a professional context and develop awareness of contemporary and emergent future design knowledge and practice through collaborations with design practitioners and researchers;
- work with external national and international organisations to develop learning and employment opportunities;
- foster the transferable and entrepreneurial skills which will enable students to respond to current and future career challenges;
- equip students with the skills to work professionally in product design and its associated disciplines and contribute creatively in a variety of roles, working independently and as part of multidisciplinary design teams;
- enable students to communicate effectively to specialist and non-specialist audiences in oral, written and visual forms;
- encourage students to work innovatively and creatively using an understanding of the breadth of product development practices;
- prepare students for further academic or professional study by equipping them to initiate and manage an independent course of study.

Alongside the core aims of the programme, specific aims are outlined as follows:

BA Product Design is concerned with 'futures, predictions and trends'. BA Students will focus on creative processes, design for market, social responsibility, brand identity and the end user. Essentially Product Design students will be taught how to research, evaluate and respond to the changing local and social, national and international needs.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2010 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p>A1-The conceptual and theoretical issues that support and inform the practices of Product Design.</p> <p>A2-Eco Design and materials in relation to current issues affecting the Product Designer.</p> <p>A3-The social context and wider purpose of the Product Designer and their contribution to society.</p> <p>A4-Professional practice and an awareness of the ethical issues affecting Product Design.</p> <p>A5-Current developments in the discipline of Product Design.</p> <p>A6-Cultural, historical and professional contexts of Industrial Design.</p> <p>A7-Visual languages, materials and techniques in the practice of Product Design.</p> <p>A8-A process of idea development and design realisation to standards of the professional Industrial Designer.</p> <p>A9-Audiences and requirements of professional practice in the Industrial Design industries.</p>	<p>The learning and teaching methods for A1 – A10 are a combination of lectures, workshops, demonstrations, group seminars, presentations, individual tutorials, critiques and independent and directed study.</p> <p>A1, A2, A3, A7, A8 and A9 are acquired through both the practice and theoretical modules of this programme. Emphasis is placed upon the value of working within studio groups as this encourages the dissemination of information.</p> <p>This strategy is employed in learning outcome A4, together with lectures, case studies and presentations, introducing the student's scope of product design practice and professional opportunities.</p> <p>Acquisition of knowledge and understanding for A1 – A10 is through a combination of lectures, workshops, demonstrations, group seminars, presentations, individual tutorials, critiques and independent and directed study.</p> <p>Throughout, the learner is encouraged to undertake directed and independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Testing of knowledge and understanding is through a combination of:</p> <p>a body of studio practice giving evidence of experimentation, research and development work; (A1, A2, A3, A7, A8 and A9)</p> <p>written assignments and documentation. (A2, A3, A4, A6, A9)</p> <p>Knowledge and understanding of market awareness is tested through course work consisting of case studies and written projects. (A10)</p> <p>The assessment of each module is holistic. All material for assessment is taken as a whole and a single mark is given. The set criteria used for this assessment informs the process, the individual criteria are not weighted.</p>

Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1-An ability to critically analyse and evaluate the practice of Product Design and Industrial Design.</p>	<p>Intellectual skills B1 to B9 are developed throughout the programme by a combination of tutorials, lectures, critiques, presentations, group discussions, seminars, reviews, written assignments and independent and directed study.</p>	<p>Testing of intellectual development is through a combination of:</p>

<p>B2-The ability to formulate and articulate independent critical judgements and arguments and respond to the critical judgements of others.</p> <p>B3-Identify strengths and personal direction and demonstrate independent and original thinking through the production of innovative work.</p> <p>B4-Ability to contextualise practice and articulate influences.</p> <p>B5-Exercise in a creative Industrial Design process analysis, selection and judgement.</p> <p>B6-Demonstrate a willingness to explore visual languages, materials and techniques.</p> <p>B7-Generate ideas, present arguments and draw conclusions independently.</p> <p>B8-Present a range of solutions to design problems in critical response to set briefs and/or self-determined projects.</p>	<p>B1 to B9 are developed during the student's individual programme of study through group discussions, cross referencing of concepts and practice, lectures and presentation are key to teaching and learning methods where issues of theory / context are disseminated. (B4)</p> <p>Written assignments allow further developments of these learning outcomes.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent and directed study.</p>	<p>a body of practical work demonstrating the interconnection and realisation; (B1 – B8)</p> <p>evidence of resolved work; (B1, B2, B3, B5, B6, B7, B8)</p> <p>written assignments; (B1, B2, B4)</p> <p>reflective self – evaluation. (B3, B7)</p>
<p>Practical skills - able to:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>C1-Demonstrate autonomous, reflective and professional use of media within a creative studio practice.</p> <p>C2-Demonstrate ability to draw on experience to progress work and realise ideas to a resolved outcome.</p>	<p>Practical skills are developed throughout the studio based modules as part of an ongoing exploration and expansion of individual practice. Health and safety issues are included in workshop and process teaching.</p> <p>C1 to C6 are developed through media support activities, demonstrations, seminars, tutorials, presentations and group discussions.</p>	<p>Testing of practical skills C1 to C6 is through a combination of:</p> <p>Experimental and development work, a body of resolved particle work, its selection and presentation.</p>

<p>C3-Develop practice by the use of speculative enquiry concerned with futures, predictions and trends.</p> <p>C4-Produce 2D imagery and 3D designs (both virtual and physical), for various professional/audience contexts.</p> <p>C5-Demonstrate professional competence in the realisation, presentation and communication of technically focused solutions.</p> <p>C6-Make aesthetic and functional judgements taking into account commercial and industrial constraints.</p>	<p>Throughout, the learner is encouraged to undertake directed study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>The assessment of each module is holistic. All material for assessment is taken as a whole and a single mark is given. The set criteria used for this assessment informs the process, the individual criteria are not weighted.</p>
<p>Transferable skills - able to:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>D1-Demonstrate a resourceful, enterprising approach to a range of professional contexts.</p> <p>D2-Articulate ideas and information comprehensively in both written and spoken English and visual forms, using academic conventions for referencing and acknowledging reference sources where appropriate.</p> <p>D3-Interact effectively with others though collaboration, dialogue and understanding the importance of professional networks.</p> <p>D4-Demonstrate the ability to work independently, with adaptability and responsiveness and to take on challenges in a committed and professional manner.</p>	<p>Communication is developed through all aspects of the programme (D2) with active participation in seminars, tutorials and debates encouraged and expected. Small group tutorials and seminars encourage relaxed and open communication and develop skills in articulation of ideas, self-presentation and critical reflection. (D2 – D9)</p> <p>Studio based activities normally include workshops, research, conceptual development, group discussions, peer self-evaluation and collaboration. (D1 – D10)</p> <p>D3 is developed through group project and assignment work.</p> <p>D7 is developed and promoted throughout the programme.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed throughout the programme; in studio practice modules, critical and cultural studies and the employability module:</p> <ul style="list-style-type: none"> ▪ a body of studio practice; (D1 - D9) ▪ a body of research and developmental work; (D1 – D9) ▪ written assignments and documentation. (D2, D4, D5, D6, D7, D8) <p>D3 and D7 are specifically assessed by review of an individual's progress during individual major project work.</p>

D5-Demonstrate skills in how to access information relevant to interests and aspirations.

D6-Research, organise and present information to a range of audiences.

D7-Learn effectively and independently in preparation for lifelong learning.

D8-Identify personal strengths and learning needs.

D9-Respond flexibly to change and in negotiation.

The assessment of each module is based on the fulfilment of the module aims, as evidenced by the Student's ability to demonstrate the learning outcomes as expressed on the Definitive Module Documents (DMDs).

Assessment methods are designed to reflect the learning undertaken within the course and the requirements outlined within the learning outcomes. Specific requirements are described in the DMDs.

Formative Assessments – ongoing progress review in critiques, presentation and tutorials. At regular points throughout the course, students' progress is monitored and reviewed by subject tutors and peers through critiques and presentations, when work in progress is seen and discussed and feedback is given.

Summative Assessments - assessment that directly contributes to module grade. In the main this happens at the end of the module. Within each module, specified elements of coursework are presented and marked.

Summative assessment normally takes place through critiques or presentations, when a selected portfolio of work is submitted for scrutiny. Students may be asked to provide a rationale for the work presented which forms the basis of self-assessment, alongside the tutor assessment and verbal and/or written feedback is given.

Teaching and Learning strategies at each level are designed to enable students to progress through their programme of study effectively.

Assessments on the programme serve to provide the students with the opportunity to demonstrate the appropriate learning outcomes to a standard suitable for the award of a pass grade in the module assessed; or ultimately, to demonstrate their eligibility for the final award.

Students with documented special learning needs are able to negotiate arrangements for the submission of work for assessment.

English Language

All aspects of the programme are delivered and completed in English. It is expected that all students will continue to build upon their level of English throughout the duration of their programme of study.

Students studying in Moscow at BHSAD are expected to commit to the ongoing development of their English language skills throughout all elements of their programme of study in order to maintain a comparable learning experience and level of achievement as their UK based, English speaking peers. For this to succeed, it is expected that students use English as their primary means of communication with their peers and tutors at all times. This is particularly important for the continued development of speaking and listening skills. Efforts should also be made to maintain a commitment to language development outside of timetabled activities although it is acknowledged that this will require additional efforts from the individual student.

In addition to general programme specific communication requirements, some modules have language specific communication requirements in place which will normally be highlighted within the DMD and/or other assessment documentation. Ineffective communication will inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

D. Programme Structures, Features, Levels, Modules and Credits

The programme is offered in full time (3 years) and part time (5 years) modes and leads to the award of BA with Honours in Product Design. Entry is normally at level 4 with suitable entry qualifications as detailed in section F, but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (September).

Work-Based Learning (Short and Medium Term Work Experience)

With agreement from the Programme Leader, a student negotiated work experience is available within this Programme at Levels 5/6.

This means that, with prior written agreement, a student may undertake:

- a work experience in place of *an assessed component within* one of the named modules below (referred to as a 'Short Term Work Experience'); or,
- a work experience *entirely in place of* one of the named modules below (referred to as a 'Medium Term Work Experience');

The module(s) that are approved within this Programme for work experience/placement are:

5FTC1075 – Professional Development and Employability (PD) (15 credits)

6FTC1064 – Design and Industry (15 credits) ('Short Term' only)

Students normally undertake their work placement *during* Level 5, with the assessment submission made during the period of the module, or alternatively may negotiate with the programme leader to allow a placement undertaken at a different time (for example, during a vacation or non-teaching period) to be accredited within the module running at Level 6 - with appropriate evidence submitted (including a reflective report).

Students (and staff when considering approval) should carefully consider any potential difficulties which may arise when attempting to undertake a work experience simultaneously with their academic study (for example, Timetable constraints for other modules). In terms of exemption from academic study whilst undertaking a work placement, a time equivalent to 30 credits is normally the maximum permitted. There is a maximum of 45 credits of professional Work Experience for any student within any year of University study.

Students will need approval of the programme leader or nominee for the work experience, to ensure that the scope and level of challenge / learning of the work submitted in reflection upon a work experience, is appropriate and as far as possible, matched in scope and level to any work being substituted.

The programme supports the student in opportunities to undertake live projects which may arise through their own endeavour and works to build such opportunities into the student's learning and assessment through negotiation of briefs and presentable outcomes. The term 'live projects' refers here to a range of activities that extends well beyond those that are primarily commercial and includes social enterprise projects undertaken in connection with community groups, arts organisations and other agencies. Where a student wishes to undertake a live project, it is a requirement that before it commences there is in place a learning contract that specifies clearly how it enables the student to fulfill the module Learning Outcomes; the materials to be submitted for assessment; the date of submission for that material; what the work means in terms of the student's attendance and workload and an appropriate strategy for supervision by a tutor. That contract has to be agreed by both the module tutor and the Programme Leader.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Full time; part time
Entry point Semester A

Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Product Design Skills L4 (BHSAD)	4FTC1035	30	English	0	100	0	AB
3D Creative Processes L4 A (BHSAD)	4FTC1033	15	English	0	100	0	A
3D Design Practices L4 A (BHSAD)	4FTC1034	15	English	0	100	0	A
3D Design Projects L4 B (BHSAD)	4FTC1032	30	English	0	100	0	B
C&CS L4 Product Design (BHSAD)	4FTC1147	30	English	0	100	0	AB

Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
* Professional Development and Employability L5 A (PD) (BHSAD)	5FTC1075	15	English	0	100	0	A
C&CS L5 Product Design (BHSAD)	5FTC1161	30	English	0	100	0	AB
CAD Modelling for Industrial Designers (BHSAD)	5FTC1238	15	English	0	100	0	A
Product Lifestyle and Futures L5 B (BHSAD)	5FCC0040	15	English	0	100	0	B
Design Materials and Technology L5 A (BHSAD)	5FTC1239	15	English	0	100	0	A
Product Design: Explorations L5 B (BHSAD)	5FCC0042	30	English	0	100	0	B

* Work experience may be undertaken in this module in part fulfilment of the 15 credit module, depending upon the nature of the work experience acquired.

Level 6

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Critical and Cultural Studies L6 A: Degree Essay/ Report (Design) (BHSAD)	6FTC1068	30	English	0	100	0	A
* Design and Industry L6 A (BHSAD)	6FTC1064	15	English	0	100	0	A
The Product Design Project L6 B (BHSAD)	6FTC1063	45	English	0	100	0	B
Critical Reasoning & Evaluation L6 B (BHSAD)	6FTC1062	15	English	0	100	0	B
Product Design Minor Projects (BHSAD)	6FTC1182	15	English	0	100	0	A

* Work experience may be undertaken in this module in part fulfilment of the module, depending upon the nature of the work experience acquired.

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6, including the final degree project appropriate to the award title.

Progression to levels 5 and 6 requires a minimum of 90 and 210 credits respectively and passes in all compulsory modules.

Progression to level 6 of the BA (Hons) Product Design at the University of Hertfordshire in the UK is guaranteed to any student who has passed 240 credits of study including at least 120 at Level 5.

The option to progress to Level 5 of study in the UK is also available to students who have passed a minimum of 90 credits at level 4 of study.

Students planning to take up either option should, in the first instance, contact their programme administrator and must also notify the School of Creative Arts Admissions Tutor in writing at the start of Semester B of their Level 4 or Level 5 of study, as appropriate.

Table1b (below) details the minimum requirements for all awards.

FULL TIME MODE (3 years)

LEVEL 4			
Semester A		Semester B	
3D Creative Processes L4 A (BHSAD) 4FTC1033 15 credits		3D Design Projects L4 B (BHSAD) 4FTC1032 30 credits	
3D Design Practices L4 A (BHSAD) 4FTC1034 15 credits			
Product Design Skills L4 (BHSAD) 4FTC1035 30 credits			
C&CS Level 4 Product Design (BHSAD) 4FTC1147 30 credits			
LEVEL 5			
Semester A		Semester B	
Professional Development and Employability L5 A (PD)* (BHSAD) 5FTC1075 15 credits		Product Lifestyle and Futures L5 B (BHSAD)* 5FCC0040 15 credits	
CAD Modelling for Industrial Designers (BHSAD) 5FTC1238 15 credits		Product Design: Explorations L5 B (BHSAD) 5FCC0042 30 credits	
Design Materials and Technology (BHSAD) 5FTC1239 15 credits			
C&CS Level 5 Product Design (BHSAD) 5FTC1161 30 credits			
LEVEL 6			
Semester A		Semester B	
Critical and Cultural Studies L6 A Degree Essay Report (Design) (BHSAD) 6FTC1168 30 credits		The Product Design Project L6 B (BHSAD) 6FTC1063 45 credits	
Design and Industry L6 A (BHSAD)* 6FTC1064 15 credits		Critical Reasoning & Evaluation L6 B (BHSAD) 6FTC1062 15 credits	
Product Design Minor Projects (BHSAD) 6FTC1182 15 credits			

INDICATIVE PART TIME STUDY ROUTE (5 years)

YEAR 1 (75 credits)		Semester A	Semester B
Product Design Skills L4 (BHSAD) 4FTC1035 30 credits			
3D Design Practices L4 A (BHSAD) 4FTC1034 15 credits		3D Design Projects L4 B (BHSAD) 4FTC1032 30 credits	
YEAR 2 (75 credits)		Semester A	Semester B
3D Creative Processes L4 A (BHSAD) 4FTC1033 15 credits		Product Lifestyle and Futures L5 B (BHSAD) * 5FCC0040 15 credits	
Design Materials and Technology (BHSAD) 5FTC1239 15 credits			
C&CS Level 4 Product Design (BHSAD) 4FTC1147 30 credits			
YEAR 3 (75 credits)		Semester A	Semester B
CAD Modelling for Industrial Designers (BHSAD) 5FTC1238 15 credits		Product Design: Explorations L5 B (BHSAD) 5FCC0042 30 credits	
C&CS Level 5 Product Design (BHSAD) 5FTC1161 30 credits			
YEAR 4 (75 credits)		Semester A	Semester B
Professional Development and Employability L5 A (PD)* (BHSAD) 5FTC1075 15 credits		Critical Reasoning & Evaluation L6 B (BHSAD) 6FTC1062 15 credits	
Critical and Cultural Studies L6 A Degree Essay Report (Design) (BHSAD) 6FTC1168 30 credits			
Product Design Minor Projects (BHSAD) 6FTC1182 15 credits			
YEAR 5 (60 credits)		Semester A	Semester B
Design and Industry L6 A (BHSAD)* 6FTC1064 15 credits		The Product Design Project L6 B (BHSAD) 6FTC1063 45 credits	

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate	45 credit points at level 4	4
Certificate of Higher Education	120 credit points at level 4	4, 5
University Diploma [Named Award]	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education [Named Award]	240 credit points including at least 120 at level 5	5, 6
BA [Named Award]	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Hons) [Named Award]	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6

E. Support for students and their learning

Students are supported by:

- Advice at the admissions stage to ensure they have a clear picture of the programme, with access to further information by email.
- An induction at the start of each level of study.
- An Academic Level Co-ordinator to oversee and advise on programme related issues.
- A Programme Leader responsible for day to day management of the student experience, open days and selection processes.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Tutors to provide academic and pastoral support.
- Student representatives on Programme Committees.
- A designated Programme Administrator to deal with student enquiries.
- StudyNet use as part of the learning environment.
- Access to digital and print collections of information resources.
- Careers advice for all current students and graduates.
- A Link Tutor who will meet students on a bi-annual basis.

F. Entry requirements

The normal entry requirements for the programme are:

Admission to the BA (Hons) programme is normally through one of the following specified routes or equivalent:

- pre-degree year of art and design study;
- school study showing a good academic profile, including ability in art and design subjects;
- professional experience equivalent to a pre-degree year of study.

All students must have an IELTS score of 6 or equivalent.

Selection is usually by interview and portfolio inspection. BHSAD may specify that the applicant undertakes an entry exam.

Candidates for Level 4 should be able to show evidence of:

- a portfolio of work demonstrating a broad-based approach to visual language and media handling; related to product design;
- visual communications and problem-solving skills;
- an open-minded and questioning attitude to ideas and issues;
- a desire to engage in contextual debate in relation to product design practice;
- written and verbal communication skills.

Non-standard / Direct Applicants into Year 2

In the case of students seeking to transfer to the programme from either foundation degree courses or from another non BHSAD degree courses, applications will be looked at on a case by case basis.

Progression either to Level 5 or Level 6 of the BA (Hons) Product Design at the University of Hertfordshire in the UK is guaranteed to any student who, on completion of their Level 4 or Level 5 of study, has met the minimum requirements to progress to the next Level of Study. Candidates wishing to take up either of these options should, in the first instance, contact their programme administrator and will also be required to notify the School of Creative Arts Admissions Tutor in writing at the start of Semester B of their Level 4 or level 5 of study, as appropriate.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL)

Section 2

Programme management

Relevant QAA subject benchmarking statements	Art and Design	
Date of validation/last periodic review	April 15	(Previously April 11)
Date of production / last revision of PS	June 2015	(Previously June 2014)
Relevant intakes	All students entering September 2015	
Administrative School	School of Creative Arts / British Higher School of Art and Design	

Table 3 Course structure

Course details					
Course code	Course description			JACS	
CTBRPD	BA (Hons) Product Design (BHSAD, Moscow)			W240	
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
PDBR1F	A	Product Design	1	BHSAD, Moscow	Full-time
PDBR2F	A	Product Design	2	BHSAD, Moscow	Full-time
PDBR3F	A	Product Design	3	BHSAD, Moscow	Full-time
PDBR1P	A	Product Design ((Part-time)	1	BHSAD, Moscow	Part-time
PDBR2P	A	Product Design ((Part-time)	2	BHSAD, Moscow	Part-time
PDBR3P	A	Product Design ((Part-time)	3	BHSAD, Moscow	Part-time
PDBR4P	A	Product Design ((Part-time)	4	BHSAD, Moscow	Part-time
PDBR5P	A	Product Design ((Part-time)	5	BHSAD, Moscow	Part-time

The programme is managed:

at BHSAD by:

- Head of British Programmes.
- A Deputy Director Academic Quality.
- Programme Leaders responsible for day to day management of the student experience, open days and selection processes.
- A designated Administrator to deal with day to day programme administration.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Programme Committees.

at UH by:

- Dean of School.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A designated Administrator to deal with day to day administration associated with the programme.
- A Link Tutor responsible for day to day communications with BHSAD, academic quality and moderation processes.

Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (UPR AS11, UPR AS12, UPR AS13 or UPR AS14) with the exception of those listed below, which have been specifically approved by the University:

- Module 6FTC1068 Critical and Cultural Studies L6 A: Degree Essay/Report (Design) **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award.

Course Code	Course Instance	Award Title	Modules (child instance codes and Title)	Must be included in Award degree algorithm
CTBRPD	PDBR3F PDBR4P	BA (Hons) Product Design	6FTC1068 C&CS L6 A: Degree Essay/ Report (Design) (BHSAD)	Yes

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival / departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.
- Students being considered for a final award within this Programme, will have their final degree classification calculated using the standard UH degree methodology, i.e. taking into account their L5 performance in addition to their Level 6 performance at UH, irrespective of the location of their final year of study

The programme operates a University-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

Other sources of information

- The British Higher School of Art and Design website:
<http://www.britishdesign.ru>
- Definitive Module Documents
- Module Guides
- Student Handbook
- A-Z guide
<http://www.studynet1.herts.ac.uk/ptl/common/support.nsf/support?ReadForm>
- University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:
<http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>
- Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
[The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](#)
- SEEC Credit Level Descriptors for Further and Higher Education 2010:
<http://www.seec.org.uk/wp-content/uploads/2013/seec-files/SEEC%20Level%20Descriptors%202010.pdf>
- External Quality Review report website:
http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.VCFXlha_hSU
- UNISTATS website:
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality website:
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:
<http://sitem.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and Graduate Attributes, UPR TL03:
<http://sitem.herts.ac.uk/secreg/upr/TL03.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:
<http://sitem.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:
<http://sitem.herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:
http://sitem.herts.ac.uk/secreg/upr_azlist_info.htm
- Information on Programme and Module External Examiners
<http://www.studynet1.herts.ac.uk/ptl/common/studentcentre.nsf/Teaching+Documents/184A221E5EECA6B780257A5C00250BA9?OpenDocument>

Other information relevant to the programme

None.

University policies relevant to the Programme

The University undertakes to use all reasonable endeavors to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects ([UPR RE01](#)) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.



Signed

Date 30 June 2015

Rob Wright
Associate Dean of School (Academic Quality Assurance)

If you would like this information in an alternative format please contact:

Ms Katie Parkash, Senior Student Administrator, School of Creative Arts

Telephone: 01707 281298

Email: k.parkash@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

BA (Hons) Product Design

Table 2: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																																	
		Knowledge & Understanding									Intellectual Skills								Practical Skills						Transferable Skills										
Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	D7	D8	D9		
Level 4	Product Design Skills L4 (BHSAD)	4FTC1035	X			X		X			X					X			X			X	X				X	X	X						
	3D Creative Processes L4 A (BHSAD)	4FTC1033	X								X								X	X						X	X	X							
	3D Design Practices L4 A (BHSAD)	4FTC1034	X		X						X	X							X	X					X		X								
	3D Design Projects L4 B (BHSAD)	4FTC1032	X	X	X						X	X							X	X					X	X	X	X							
	C&CS L4 Product Design (BHSAD)	4FTC1147	X		X			X				X							X	X				X		X	X								
Level 5	Professional Development and Employability L5 A (PD) (BHSAD)	5FTC1075	X	X	X	X					X	X	X	X						X						X	X		X						
	CAD Modelling for Industrial Designers (BHSAD)	5FTC1238				X		X	X						X	X		X				X	X		X			X	X	X			X		
	Product Lifestyle and Futures L5 B (BHSAD)	5FCC0040	X	X	X						X	X		X					X	X					X	X		X							
	Design, Materials and Technology (BHSAD)	5FTC1239				X		X	X						X		X	X				X	X	X		X	X		X	X					
	Product Design: Explorations L5 B (BHSAD)	5FCC0042	X	X	X	X					X	X	X	X					X	X	X				X	X		X							
C&CS L5 Product Design (BHSAD)	5FTC1161	X	X							X	X		X												X	X	X								
Level 6	Critical and Cultural Studies L6 A: Degree Essay/ Report (Design) (BHSAD)	6FTC1068	X	X							X	X													X	X	X		X						
	Design and Industry L6 A (BHSAD)	6FTC1064				X	X	X	X	X					X	X	X	X				X	X	X		X				X	X	X			
	Product Design Minor Projects (BHSAD)	6FTC1182	X	X	X	X					X	X	X	X					X	X	X				X		X	X	X						
	The Product Design Project L6 B (BHSAD)	6FTC1063	X	X	X	X					X	X	X	X					X	X	X				X	X	X	X	X						
	Critical Reasoning & Evaluation L6 B (BHSAD)	6FTC1062	X	X	X	X					X	X	X	X											X	X	X	X	X						

Key: Learning Outcome which is assessed as part of the module



Key to Programme Learning Outcomes

Knowledge and Understanding

- A1. The conceptual and theoretical issues that support and inform the practices of Product Design.
- A2. Eco Design and materials in relation to current issues affecting the Product Designer.
- A3. The social context and wider purpose of the Product Designer and their contribution to society.
- A4. Professional practice and an awareness of the ethical issues affecting Product Design.
- A5. Current developments in the discipline of Product Design.

- A6. Cultural, historical and professional contexts of Industrial Design.
- A7. Visual languages, materials and techniques in the practice of Product Design.
- A8. A process of idea development and design realisation to standards of the professional Industrial Designer.
- A9. Audiences and requirements of professional practice in the Industrial Design Industries.

Intellectual Skills

- B1. An ability to critically analyse and evaluate the practice of Product Design and Industrial Design.
- B2. The ability to formulate and articulate independent critical judgements and arguments and respond to the critical judgements of others.
- B3. Identify strengths and personal direction and demonstrate independent and original thinking through the production of innovative work.
- B4. Ability to contextualise practice and articulate influences.
- B5. Exercise in a creative Industrial Design process analysis, selection and judgement.
- B6. Demonstrate a willingness to explore visual languages, materials and techniques.
- B7. Generate ideas, present arguments and draw conclusions independently.
- B8. Present a range of solutions to design problems in critical response to set briefs and/or self-determined projects.

Practical Skills

- C1. Demonstrate autonomous, reflective and professional use of media within studio practice.
- C2. Demonstrate ability to draw on experience to progress work and realise ideas to a resolved outcome.
- C3. Develop practice by the use of speculative enquiry. concerned with futures, predictions and trends
- C4. Produce 2D imagery and 3D designs (both virtual and physical), for various professional/audience contexts.
- C5. Demonstrate professional competence in the realisation, presentation and communication of technically focussed solutions.
- C6. Make aesthetic and functional judgements taking into account commercial and industrial constraints.

Transferable Skills

- D1. Demonstrate a resourceful, enterprising approach to a range of professional contexts.
- D2. Articulate ideas and information comprehensively in both written and spoken English and visual forms, using academic conventions for referencing and acknowledging reference sources where appropriate.
- D3. Interact effectively with others through collaboration, dialogue and understanding the importance of professional networks.
- D4. Demonstrate the ability to work independently, with adaptability and responsiveness and to take on challenges in a committed and professional manner.
- D5. Demonstrate skills in how to access information relevant to interests and aspirations.
- D6. Research, organise and present information to a range of audiences.
- D7. Learn effectively and independently in preparation for lifelong learning.
- D8. Identify personal strengths and learning needs.
- D9. Respond flexibly to change and in negotiation.