

School of Creative Arts

Title of Programme: Product and Industrial Design

Programme Code: CTBRPD

For Collaborative: Franchise at The British Higher School of Art and Design

Programme Specification

This programme specification is relevant to students entering:
01 September 2018

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

Signature



30 June 2018

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment
All	Amend 'Link Tutor' to 'Collaborative Partnership Leader' throughout
F Other Sources of Information	Replace link to A-Z guide to new link for Herts Handbook
All	Transfer to new version following 2016-17 periodic review of home programme on 14 December 2016 and include transitional arrangements – Note: transition to PID award for one year only – then the Design and Crafts programme will be implemented from September 2019

If you have any queries regarding the changes, please email AQO@herts.ac.uk

Programme Specification

Product and Industrial 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. Moscow
University/partner campuses	British Higher School of Art and Design. Moscow
Programme accredited by	Not applicable
Final Qualification	BA (Hons)
All Final Award titles	Product and Industrial Design
(Qualification and Subject)	
FHEQ level of award	6
UCAS code(s)	Not applicable
Language of Delivery	English

A. Programme Rationale

The School of Creative Arts, University of Hertfordshire Product and Industrial Design franchise programme at BHSAD provides a clear opportunity for the sharing and development of practice, ideas and teaching within the broad areas of product and industrial design.

The Programme is studio focused and the teaching team place the studio at the centre of the teaching and learning experience. Workshop practice and material knowledge are also key aspects of the programme. Students will be using contemporary tools for the design and realisation of products or services.

Within this studio led environment, students are able to develop a range of skills and knowledge that are important for their future external practice and industries; from the development of core design skills developed within the studio; to the practical making experience gained within the 3D workshop environment; these experiences are supported by focused lectures addressing material knowledge, user experience and other related aspects.

This unique award is taking the best components of two design disciplines, (Product Design and Industrial Design) and by putting it into one programme gives us the ability to develop graduates that have a wider range of knowledge and skills on the individual programmes and will allow students to have a more diverse learning. It is creatively focused with a strong emphasis on designing products, service and/or systems, proposals 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.

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

There are opportunities for groups of students to work with and present to professional company design teams. The overall aim is to prepare students to meet the expectations of professional design businesses, now and in the future, to help them to achieve a rewarding career.

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 / industrial design practices
- Foster a systematic understanding of key aspects of data driven product and industrial design including current national and international developments and debates around the discipline.
- Engage with industry within a professional context and develop awareness of contemporary and emerging design knowledge and practice.
- Encourage risk taking to address current and future challenges.
- 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 their associated disciplines and contribute creatively in a variety of roles.
- Enable students to communicate effectively to specialist and non-specialist audiences in oral, written and visual forms.
- Enable students to make reasoned judgments, frame appropriate questions and draw independent conclusions.
- Provide the opportunity, through Critical and Cultural Studies delivered as an integral part of studio projects, for students to develop critical insight into design practices and debates.
- Students will be able to locate their own work within a wider cultural context, with a clear understanding of the cultural, aesthetic and professional forces that shape contemporary design, using them to reflect on their own practice.
- Prepare students for further academic or professional study by equipping them to initiate and manage an independent course of study.

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 (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1-The critical, contextual, historical, conceptual and ethical dimensions of the discipline of product and industrial design.</p> <p>A2-The relationship of the practitioner with stakeholders, within a professional product and industrial design environment.</p> <p>A3-The implications and potential for their discipline(s) presented by the key developments of current and emerging media and technologies and of inter and multi-disciplinary approaches to contemporary practice in art and design.</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, studio-based work and workshops at all levels. Learning is instigated by set projects with tutorial support including small group tutorials.</p> <p>The Critical and Cultural Studies modules makes a particular contribution to the acquisition of cultural, historical and professional understanding throughout all levels of study. There is a requirement of written work at all levels and an extended essay at level 6.</p> <p>Additional support is provided by a personal tutor, tutorial surgery hours, a special needs and dyslexia support tutor.</p> <p>Throughout, the learner is encouraged to undertake 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>At level 6, students demonstrate their knowledge and understanding of a particular aspect of product and industrial design and design crafts through a programme of course work, much of which is determined by them with sufficient guidance.</p>	<p>Students' knowledge and understanding of their discipline is tested through in-course assessments of outcome submissions, presentations and essay assignments.</p> <p>Knowledge and understanding of the professional aspects of the discipline are tested through course work consisting of practical outcomes, case studies and written projects.</p>

Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1-Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs within product and industrial design.</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p>	<p>Intellectual skills are assessed by in-course assessments of outcome submissions and presentations.</p>

<p>B2-Fostering inquiry, critical thinking and curiosity in the processes of observation, investigation, speculative inquiry, visualisation and/or making applicable to product and industrial design.</p>	<p>Typically, the student's conceptual development will be evident in a design process which demonstrates creative thinking and problem solving, analysis and judgement in the development of solutions and a willingness to explore a range of media.</p>	<p>Typically, evidence will consist of work sheets, sketch books, research, design ideas, digital medium and proposals.</p>
<p>B3-Analyse information and experiences and formulate independent judgements articulating reasoned arguments for product and industrial design responses.</p>	<p>Conceptual development is an integral part of studio work and is fostered by set-briefs, in-course exercises, workshops, self-determined briefs, seminars and tutorial work.</p>	<p>Intellectual skills relevant to marketing are assessed through set and negotiated projects, surveys and case studies.</p>
<p>B4-Navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources applicable to product and industrial design.</p>	<p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	

Practical skills	Teaching and learning methods	Assessment strategy
<p>C1-Select, experiment with and make appropriate use of materials, processes and environment application in the fields of product and industrial design.</p> <p>C2-Develop ideas through to an appropriate outcome(s) fit for product and industrial design disciplines.</p> <p>C3-Source and research relevant material, assimilating and articulating relevant findings for product and industrial design disciplines.</p>	<p>Practical skills refer to the practical and professional skills employed in the production of design ideas and solutions.</p> <p>At levels 4, 5 and 6 these skills are developed through set briefs, exercises and workshops. At level 6, students are expected to demonstrate professionalism together with aesthetic and functional judgements in the presentation of their ideas.</p>	<p>Practical skills are evidenced in the production values of course work and are assessed through outcome submissions and presentations.</p>

Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1-Manage and make appropriate use of intention, process, outcome, context and the methods of dissemination appropriate for product and industrial design.</p> <p>D2-Be resourceful and entrepreneurial in the fields of product and industrial design.</p> <p>D3-Study independently, set goals, manage workloads and meet deadlines.</p>	<p>Transferable skills are developed throughout the programme.</p> <p>The skills of research, digital technology and self-management (D2, D3) are integral to coursework at all levels.</p> <p>Personal responsibility (D3) becomes an increasingly important skill as students progress to level 6 study.</p> <p>Communication skills (D5) are developed through oral presentations and in written work</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum. In-course assessment is by submission of a portfolio, presentations and written work.</p>

D4-Interact effectively with others, for example through collaboration, collective endeavour and negotiation within the disciplines of product and industrial design.

D5-Communicate and present ideas and work to audiences in a range of situations.

The ability to work flexibly with others (D4) is developed through group projects.

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

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 (6 years) modes and leads to the award of BA with Honours in Product and Industrial Design.

Entry is normally at level 4 with suitable entry qualifications as detailed in section G, 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 Level 5.

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').

In the case of a Medium Term Work Experience, the student will be de-registered from the chosen module and registered upon 5FTC1340 *Professional Work Experience 30: Design* instead.

The module that is approved within this Programme for work experience/placement is 5FTC1357 – Professional Design Studio (2) (30 credits):

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.

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 fulfil 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 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 Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Introduction to Core Design Skills (BHSAD)	4FTC1351	30	English	0	100	0	AB
Introduction to Design Principles (BHSAD)	4FTC1352	30	English	0	100	0	AB
Professional Design Studio 1 (BHSAD)	4FTC1353	30	English	0	100	0	AB
Design Theory (L4) (BHSAD)	4FTC1354	30	English	0	100	0	AB

Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Core Design Skills (2) (BHSAD)	5FTC1356	30	English	0	100	0	AB
Professional Design Studio (2) (BHSAD)	5FTC1357	30	English	0	100	0	AB
Design Theory (L5) (BHSAD)	5FTC1358	30	English	0	100	0	AB
Design Principles (PID) (BHSAD)	5FTC1339	30	English	0	100	0	AB

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Optional Modules – Placement Modules							
Professional Work Experience 30: Design (BHSAD)	5CT1340	30	English	0	100	0	AB

Students may have the option of taking 5FTC1340 as a substitute for Professional Design Studio (2) 5FTC1357.

Level 6

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Professional Design Studio (3) (BHSAD)	6FTC1230	30	English	0	100	0	AB
The Degree Essay (L6) (BHSAD)	6FTC1231	30	English	0	100	0	AB
Major Degree Project (PID) (BHSAD)	6FTC1232	60	English	0	100	0	AB

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.

PRODUCT AND INDUSTRIAL DESIGN FULL TIME STUDY ROUTE (3 years)

Semester A	YEAR 1	Semester B
Introduction to Core Design Skills (BHSAD) 4FTC1351 30 Credits (L4)		
Introduction to Design Principles (BHSAD) 4FTC1352 30 Credits (L4)		
Professional Design Studio (1) (BHSAD) 4FTC1353 30 Credits (L4)		
Design Theory (L4) (BHSAD) 4FTC1354 30 credits (L4)		
Semester A	YEAR 2	Semester B
Core Design Skills (2) (BHSAD) 5FTC1336 30 Credits (L5)		
Design Principles (PID) (BHSAD) 5FTC1339 30 Credits (L5)		
Professional Design Studio (2) (BHSAD) 5FTC1357 Credits (L5)		
Design Theory (L5) (BHSAD) 5FTC1338 30 credits (L5)		
Semester A	YEAR 3	Semester B
Major Degree Project (PID(BHSAD)) 6FTC1232 60 Credits (L6)		
Professional Design Studio (3) (BHSAD) 6FTC1230 30 Credits (L6)		
The Degree Essay (L6) (BHSAD) 6FTC1231 30 Credits (L6)		

PRODUCT AND INDUSTRIAL DESIGN PART TIME STUDY ROUTE (6 years)

YEAR 1	
Semester A	Semester B
Introduction to Core Design Skills (BHSAD) 4FTC1351 30 Credits (L4)	
Design Theory (L4) (BHSAD) 4FTC1354 30 credits (L4)	
YEAR 2	
Semester A	Semester B
Introduction to Design Principles (BHSAD) 4FTC1352 30 Credits (L4)	
Professional Design Studio (1) (BHSAD) 4FTC1353 30 Credits (L4)	
YEAR 3	
Semester A	Semester B
Core Design Skills (2) (BHSAD) 5FTC1336 30 Credits (L5)	
Design Theory (L5) (BHSAD) 5FTC1338 30 credits (L5)	
YEAR 4	
Semester A	Semester B
Design Principles (PID) 5FTC1339 30 Credits (L5)	
Professional Design Studio (2) (BHSAD) 5FTC1357 Credits (L5)	
YEAR 5	
Semester A	Semester B
Professional Design Studio (3) (BHSAD) 6FTC1230 30 Credits (L6)	
The Degree Essay (L6) (BHSAD) 6FTC1231 30 Credits (L6)	
YEAR 6	
Semester A	Semester B
Major Degree Project (PID) (BHSAD) 6FTC1232 60 Credits (L6)	

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:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Product and Industrial Design	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate	Untitled	45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education	Untitled	120 credit points at level 4	4, 5	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education	Untitled	240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA	Product and Industrial Design	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A3 B1, B2, B3, B4 C1, C2, C3 D1, D3, D4

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- Module 6FTC1231 The Degree Essay (L6) **cannot** be substituted with equivalent credits from any level to improve the degree classification of the awards.

Course Code	Course Instance	Award Title	Modules (child instance codes and title)	Must be included in classification algorithm?
CTBRPID	PIDBR3F PIDBR5P	Product and Industrial Design	6FTC1231– The Degree Essay (L6)	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 transferring between Franchise Partners and UH:

In instances where a student has transferred between the UH and a Franchised version of this programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the 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 information relevant to the programme

- **Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, British Higher School of Art and Design and the University. The student may withdraw this consent at any time by contacting their programme leader or the School Admin. Office.

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

at BHSAD:

- 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:

- 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 Collaborative Partnership Leader responsible for day to day communications with BHSAD, academic quality and moderation processes.

Support

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 beginning of each new academic session.
- Academic Subject Group Leader 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 Student 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 Collaborative Partnership Leader who will meet students on a bi-annual basis.

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Herts Handbook](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at:

<http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

G. Entry requirements

The normal entry requirements for the programme are:

- 96 UCAS points.
- GCSE Maths and English Language at grade 4 or above.
- A levels/BTECs to include an art related art related, Design Technology or Engineering subject.
- IB - 96 points from a minimum of 2 HL subjects at H4 or above to include Visual Arts at SL or HL (with the remaining points to come from a combination of HL, SL and Core).
- Subject to portfolio interview.

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 Product and Industrial award 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 and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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

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or:

School of Creative Arts, University of Hertfordshire.

Telephone: 01707 285300

Email: ctaadmin@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 and Industrial Design

Table 2: Development of Intended 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				
			A1	A2	A3	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5
Module Title		Module Code															
Level 4	Introduction to Core Design Skills (BHSAD)	4FTC1351			X	X				X	X				X		X
	Introduction to Design Principals (BHSAD)	4FTC1352	X				X	X		X	X	X				X	
	Professional Design Studio (1) (BHSAD)	4FTC1353	X			X		X		X				X	X		
	Design Theory (L4) (BHSAD)	4FTC1354	X			X			X				X		X		
Level 5	Core Design Skills (2) (BHSAD)	5FTC1336	X		X				X	X		X		X	X		X
	Design Principals (PID) (BHSAD)	5FTC1339		X	X	X	X			X	X		X				X
	Professional Design Studio (2) (BHSAD)	5FTC1337		X		X		X	X			X					
	Design Theory (L5) (BHSAD)	5FTC1338			X		X		X			X	X		X		
	Professional Work Experience 30: Design (BHSAD)	5FTC1340		X											X		
	Professional Design Studio (3) (BHSAD)	6FTC1230		X	X	X			X		X	X	X	X	X	X	X
	Major Degree Project (PID) (BHSAD)	6FTC1232	X	X		X		X		X		X		X	X	X	X
The Degree Essay (L6) (BHSAD)	6FTC1231	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 e.g.

- A1. The critical, contextual, historical, conceptual and ethical dimensions of the discipline of product and industrial design.
- A2. The relationship of the practitioner with stakeholders, within a professional product and industrial design environment.
- A3. The implications and potential for their discipline(s) presented by the key developments of current and emerging media and technologies and of inter and multi-disciplinary approaches to contemporary practice in art and design.

Intellectual Skills e.g.

- B1. Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs within product and industrial design.
- B2. Fostering inquiry, critical thinking and curiosity in the processes of observation, investigation, speculative inquiry, visualisation and/or making applicable to product and industrial design.
- B3. Analyse information and experiences and formulate independent judgements articulating reasoned arguments for product and industrial design responses;
- B4. Navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources applicable to product and industrial design.

Practical Skills

- C1. Select, experiment with and make appropriate use of materials, processes and environment application in the fields of product and industrial design.
- C2. Develop ideas through to an appropriate outcome(s) fit for product and industrial design disciplines.
- C3. Develop ideas through to an appropriate outcome(s) fit for product and industrial design disciplines.

Transferable Skills

- D1. Manage and make appropriate use of intention, process, outcome, context and the methods of dissemination appropriate for product and industrial design.
- D2. Be resourceful and entrepreneurial in the fields of product and industrial design.
- D3. Study independently, set goals, manage workloads and meet deadlines.
- D4. Interact effectively with others, for example through collaboration, collective endeavour and negotiation within the disciplines of product and industrial design.
- D5. Communicate and present ideas and work to audiences in a range of situations.

Section 2

Programme management

Relevant QAA subject benchmarking statements	Art and Design
Type of programme	Undergraduate
Date of validation/last periodic review	April 15 (Previously April 11)
Date of production/ last revision of PS	June 2018 (Previously June 2017)
Relevant to level/cohort	Level 4 entering September 2018
Administrative School	School of Creative Arts British Higher School of Art and Design

Table 3 Course structure

Course details					
Course code	Course description				JACS
CTBRPID	BA (Hons) Product and Industrial Design (BHSAD, Moscow)				W240
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
PIDBR1F	A	BA (Hons) Product and Industrial Design	1	BHSAD, Moscow	Full-time
PIDBR2F	A	BA (Hons) Product and Industrial Design	2	BHSAD, Moscow	Full-time
PIDBR3F	A	BA (Hons) Product and Industrial Design	3	BHSAD, Moscow	Full-time
PIDBR1P	A	BA (Hons) Product and Industrial Design	1	BHSAD, Moscow	Part-time
PIDBR2P	A	BA (Hons) Product and Industrial Design	2	BHSAD, Moscow	Part-time
PIDBR3P	A	BA (Hons) Product and Industrial Design	3	BHSAD, Moscow	Part-time
PIDBR4P	A	BA (Hons) Product and Industrial Design	4	BHSAD, Moscow	Part-time
PIDBR5P	A	BA (Hons) Product and Industrial Design	5	BHSAD, Moscow	Part-time
PIDBR6P	A	BA (Hons) Product and Industrial Design	6	BHSAD, Moscow	Part-time