



BACHELOR OF ARTS (HONOURS) IN PRODUCT DESIGN (TOP UP)

Awarded by : Coventry University, United Kingdom
Intakes : January, April, July, and October
Duration : 1 Year (Full-time)

Core Modules

Design Enquiry

This module provides the opportunity for a student to negotiate a project that will reflect their personal design direction, critically appraise their own practice and demonstrate their capability to undertake an investigative activity that illustrates the theoretical and research basis that underpins the work of designers.

Students will undertake research that encompasses topics including design practice, theory, management and the context of design such as historical influence, contemporary practitioners, political and commercial drivers, market trends, technological developments and societal issues.

Credit Points: 20

Product Design BA Final Major Project

This module is the culmination of the learning experienced during the BA Product Design course. For this project a student will need to revise and integrate their previous learning throughout the course. The module involves planning and managing a major design project on a topic of the student's own choosing. Students will be expected to integrate research and generate a product design specification. This specification will be the basis of the major piece(s) of individual product design work.

Credit Points: 80

Professional ID Studies 3

In this module, students will build on the skills and reflection developed in earlier years. They will continue to collect work and reflect on the relations, interpretations and context of their current practice. Students will be expected to consider their career aims and ambitions for both short and medium term timing.

The module will encourage students to consider their own body of work within the context of their chosen field. Also further analysis of the professional design employment field and its relationship to the skills of the student. The student will evidence synthesis of professional development throughout the module and demonstrate their professional suitability. Building on earlier professional analysis, students will relate themselves to design practice in various forms the focus on initial employment, both tactically and strategically. Although professional design focused, this module seeks to provide experience and practice in a wide variety of skills suitable for transfer into other professions.

At the conclusion of their final year, students present themselves and their work to their practice community and their peers. This presentation or its planning must be relevant, appropriate and



considered. Individual, group and class work may be presented and must be organized and coordinated.

Credit Points: 10

Elective Modules

Choose any 1 elective module



Elective Modules

Design Promotion

Students will be introduced to established methods of promoting design work. The use of public relations specialists, media agents, web based marketing and other promotional agencies will be discussed. The aim of the module is to introduce students to methods of promoting themselves and their work.

Credit Points: 10

Global Experience in Art and Design

This module is designed for students studying on courses within the School of Art and Design participating in a short-term international field trip (1 to 2 weeks) organised by the School of Art and Design. Students interested in this opportunity must look at the entry requirements section below for further information and application details.

In the increasingly global context of trade and recruitment, competition for graduate jobs has become fiercer than ever. Students and graduates with an international profile are favourably positioned to seize the best employment opportunities.

Coventry University aspires to be a global University both in terms of the students it recruits from around the world and the international experiences offered to students during and at the end of their course. Many students are able to participate in field trips, either as a formally accredited part of the degree course or as an additional option. These international experiences help students to broaden their horizons, become more culturally aware, understand how business is conducted in other countries, and develop language and other competencies that are sought in the global job market.

Students taking this module will reflect on their practice, experiences, and analyse and record the employability benefits gained by engaging in the experience and how this can be used to enhance their employability.

The module will help students to recognise, reflect on and articulate the important personal and professional development gained as a result of taking part in an international experience.

Credit Points: 10

How to set up a Freelance Business

The aim of this module is to gain the knowledge necessary to practice as a freelance professional especially in creative industries such as design. It will equip you with the skills to negotiate with clients and potential clients and help you develop skills to write a professional and workable business proposal. During this module you will write a proposal document for a creative client and create responses in answer to a business simulation. You will learn the relevant laws and regulations relevant to free-lance consultancy and learn about the preparation of business proposal development. You will also explore practical and analytical techniques for planning and analysis such as Gantt chart production and SWOT analysis/milestone programming. This module will be completed with a self-evaluation document to reflecting upon your understanding and experiences of preparing a professional and workable creative business proposal.

Credit Points: 10