



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

Awarded by : Coventry University, United Kingdom
Intakes : January and July
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

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

Product Design Final Major Project Ideation

The module guides students towards the evaluation and validation of information generated and discovered in the preceding Design Enquiry module. The students will be exploring specific task /product areas and it will be important that design opportunities are identified and further documented before beginning the final major project. Establishing a viable proposal for project work is supported by a combination of individual and group tutorials, spot lectures, skills demonstrations and practice in professional presentation. Emphasis is placed on self- management of time and resources during project activity, students will establish the balance of activity to include 2D and 3D design development, realisation and presentation using analogue/digital techniques to professional standards as implemented throughout the international product design industry.

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: 60

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