



**Bournemouth
University**

Industrial Design BA (Hons)

The School of Design, Engineering & Computing

Industrial design is a prominent feature of culture and society and is a continuing process for improving the quality of everyday life. This is achieved through the conception, planning and manufacture of industrially produced objects that could be anything from a teapot to a space rocket.

Duration:

4 Years with 40 week industrial placement

UCAS:

W242 BA/INDS

Entry Requirements:

For 2012: 300 tariff points typically from 3 A-levels or equivalent. AS qualifications may be considered in some cases. A minimum of DMM from a BTEC 18-unit Diploma.

We look at individual applications and make an offer based on your academic achievements, personal statement and relevant selection criteria. Offers may be subject and grade specific.

Preferred subjects:

Design, Technology, Art, Graphics, Psychology, Business Studies or Media Studies.

Recommended GCSEs:

4 at grade C minimum including English and Maths

International Baccalaureate:

Minimum of 31 points for 2011 entry (including 5 points from each of the 3 Higher Level subjects).

If English is not your first language:

IELTS (Academic) 6.0 or equivalent

Contact askBU:

Tel: 08456 501501 (BU does not profit from this service)
Tel: +44 (0) 1202 961916 (UK and International/EU alternative number)
Email: askBUenquiries@bournemouth.ac.uk

For more course information

www.bournemouth.ac.uk/courses/BAINDS

Overview

Industrial design is a prominent feature of culture and society and is a continuing process for improving the quality of everyday life. This is achieved through the conception, planning and manufacture of industrially produced objects that could be anything from a teapot to a space rocket.

Industrial design involves the use of ideas attitudes and values. It can communicate diverse ideologies from utility to luxury with an aim of improved quality of life.

The industrial designer provides the interface between the user and the machine through consideration of aesthetics, ergonomics, materials, manufacture and industrial production.

Design is an organised activity that integrates a breadth of criteria to arrive at a feasible design solution.

Application of design methods and techniques, team work and an appreciation of the design process are necessary for effective project management.

Development of both creativity and analytical skills, along with the ability to think both laterally and logically is essential. These apply throughout the development of a design and are reinforced through integrated design projects.

Application of digital media has progressed to a point where it is no longer a 'bolt on' feature of design and applies to the conception, development and planning stages of the design process. Computer design visualisation systems assist the industrial designer, providing a set of useful design tools.

This course has been accredited by the Institution of Engineering Designers (IED).



support
inspire
achieve

Course content

Year 1 - Level C

Design Methods and Projects (40 credits)

You will undertake a series of integrating design projects to apply creative design methods for industrial design. You will develop an individual design process through conceptual and detail design. You will present and communicate your designs through a range of design media, from freehand sketching and rendering to CAD modelling and visualisation.

Materials & Processing (20 credits)

You will gain the basic knowledge and skills necessary for the intelligent selection and specification of suitable materials and production techniques for design. You will learn about the important properties of various metals, plastics, ceramics and composites and why and how they are important in selecting materials and processing methods in product design. You will also learn about the energy and other environmental issues related to materials and their processing.

Design Media (20 credits)

You will learn to present two and three dimension drawings, renderings and designs using both manual and computer visualisation techniques. Further you will be shown how to present design media at a professional level in an industrial situation.

User Centred Design (20 credits)

This unit will teach you the psychology and physiology you need to know so that you can give full consideration to the people who will use your designs. Only by taking account of such factors as user capabilities and limitations, as well as likes and dislikes, can your designs be made both usable and pleasurable for the consumer.

Contextual Design (20 credits)

You will learn how design history, culture, environment and social issues influence the modern designer. This together with an awareness of future trends in technology, innovation, art and fashion assists the young designer to exploit ideas to produce good design. You will present your views and yourself through a personal development portfolio of a new media nature.

Year 2 - Level I

Design Projects (40 credits)

You will undertake a series of integrating design projects to further develop creativity and a professional approach to industrial design. You will produce design specifications from which to conceptualise, detail design and design for industrial production. You will present and communicate your designs through a range of CAD tools and digital media.

Design for Production (20 credits)

You will further enhance your appreciation of manufacturing and production techniques. This unit covers a broad range of topics from processing considerations to the planning and optimisation of production, and is particularly significant in preparing you for your third year in industry.

Design Visualisation (20 credits)

You will develop further understanding and application of the principles of design visualisation and presentation and use applied 3-D modeling techniques to aid the visualisation, realisation and presentation of your designs.

You will also gain the knowledge to support areas of the design process by use of computer and/or physical modelling and presentation skills and be able to apply an integrated workflow using a balanced range of tools and techniques. Finally, you will develop an understanding and application of colour, texture and light through use of computer and/or manual techniques.

Design Management & Commercialisation (20 credits)

You will be introduced to the aspects of business and management and will conclude in the final year with the Business Development unit. Students will have an understanding of how they can identify and exploit the company's strengths and evaluate the external opportunities for competitive products.

Interaction Design (20 credits)

You will study how to design for the aesthetic aspirations and ergonomic needs of people. You will apply semiotic methods to identify and create aesthetic image and style concepts. You will apply ergonomic methods and techniques to a range of designs and evaluate from an ergonomic viewpoint.

Year 3- Level P

Industrial Placement - (minimum 40 weeks)

Year 4 - Level H

Final Design Project (60 credits)

You will undertake an individual design project consolidating all aspects of industrial design. You will design for the needs and requirements of people, industry and society. You will direct and manage an entire industrial design project through specification, conceptual and detail design, to present and communicate your design through CAD visualisation and digital media.

Commercial Design Project (40 credits)

You will undertake a design project specialising in commercial appeal, market, promotion and point of sale. You will identify and specify a consumer market and create a commercially viable design concept.

You will present and communicate your design through CAD visualisation and produce promotional material through internet and digital media.

Business Development (20 credits)

You will gain knowledge of the importance of strategic management and how it interacts with the business development process. Your approach to strategic management and thinking will be developed to heighten your entrepreneurial spirit and business acumen. This will enhance your capacity to recognise and capitalise on competitive and innovative opportunities in a changing business environment.

Nature of the course

This course aims to provide industry and society with commercial industrial designers who can apply themselves to design problems; to provide design solutions that can be industrially produced, as well as meeting user needs and requirements.

Emphasis is placed upon the priority of user centred design issues, interaction design, commercial design and design for industrial manufacture and production. The course also highlights the importance of the utilisation of digital media and computer design visualisation tools throughout the design process.

Distinctive Features

- a series of integrating design projects throughout;
- interaction design for user centred design issues
- generic design and basic design skills
- dynamic commercial design driving forces
- appreciation of design for industrial production
- cultural and contextual sensitivity and awareness
- application of design visualisation computer tools and digital CAD media
- exceptional design presentation and communication skills
- full time or sandwich mode of study (in any of the prospective careers below).

All students will display at the end of their final year at our annual Festival of Design & Innovation. Businesses, placement companies, family and friends are all invited to the four day event. Many of our students have received job offers from the show. You can view the type of work that our students produce by visiting www.bournemouth.ac.uk/festival

For BA (Hons) Industrial Design we are looking for applicants who can demonstrate:

- the ability to think both laterally and logically
- an interest in design history & futures, especially of Industrial Design
- an ability to communicate visually; 3-D form, composition, texture, pattern, graphics, etc
- an interest in learning and promoting the use of digital media and computer design visualisation systems as design modelling tools
- making technology serve people by leading the use of industrial methods, processes and materials.

We hear much about saving the planet and systems of consumption that end in unnecessary waste; the type of applicants we are looking for are people who see themselves becoming designers of a sustainable future, designing expressive, humane, but commercially viable products.

Industrial Designers typically are capable of handling a broad portfolio of consultancy work. For example the designer Santiago Calatrava is described as an artist whose medium is engineering. Consequently, we are looking for applicants whose studies have incorporated a combination of the following topics; Design, Technology, Art or Graphics, Psychology, Business Studies and/or a Philosophy, Literature, or Media Studies subject.

Career opportunities

Graduates may be employed in a manufacturing or production industry, a design consultancy or a commercial business organisation in any of the following areas:

- Industrial and Product Design
- Visual Media and Graphic Design
- Furniture and Interior Design
- Sales, Marketing and Commercial Design
- Packaging Design and Branding.

Entry Requirements

For 2012 entry: 300 tariff points. AS qualifications may be considered in some cases.

We look at individual applications and make an offer based on your academic achievements, personal statement and relevant selection criteria. Offers may be subject and grade specific.

GCSEs

This course requires a minimum of 4 GCSEs or equivalent at grades A* to C, including English and Maths.

BTEC National Diplomas

This course requires a Distinction, Merit, Merit from the 18 unit diploma.

Advanced/ Progression Diplomas

For entry requirement information on advanced / progression diplomas please visit www.bournemouth.ac.uk/courses/BAINDS and view the entry requirements section.

Access to Higher Education

BU welcomes Access to HE applicants. This course requires Access to HE normally with 21 Level 3 credits achieved at Merit, and 12 Level 3 credits achieved at Distinction.

Excluded Subjects

General Studies is not accepted as one of your A or AS levels. The grade achieved for Critical Thinking however, may be taken into account when considering whether or not to accept a candidate who has marginally failed to meet the conditions of their offer.

Interviews

Applicants for this course are required to attend an informal interview, where you will be asked to show a portfolio of your work to support your application.

Other qualifications

If you are studying a qualification that is not listed please contact us it may be that we can still consider it.

International Students

International students are very welcome at BU – we think that a bustling, cosmopolitan mix of students enhances the learning experience for everybody.

To find out more about how your qualifications relate to those in the UK, take a look at the NARIC website www.naric.org.uk. Your application will be processed by our dedicated International Admissions Team that is familiar with a wide range of international qualifications. We look at your entire application to see how you would benefit from the course, and how able you are to complete it successfully.

You will find our country-specific information www.bournemouth.ac.uk/international gives you clear advice about the entry requirements from a particular country. If your country is not listed, then contact our askBU Enquiry Service for further information.

Please note:

The University reserves the right to introduce changes to the information given, including the addition, withdrawal, relocation or restructuring of courses.

Last updated August 2011