

PROGRAMME SPECIFICATION

Bachelor of Design with Honours in Product Design and Digital Modelling

Awarding institution	Liverpool John Moores University
Teaching institution	LIVERPOOL JOHN MOORES UNIVERSITY
UCAS Code	W290
JACS Code	H700, W290
Programme Duration	
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Art & Design; and History of art, Architecture & Design
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Design with Honours in Product Design and Digital Modelling Bachelor of Design in Product Design and Digital Modelling Diploma of Higher Education in Product Design and Digital Modelling Higher National Diploma in Product Design and Digital Modelling Certificate of Higher Education in Product Design and Digital Modelling

Programme Leader

Educational aims of the programme

To provide graduates with a holistic view of the product development process within the context of product design.

To develop recognisable design and development skills (practical and academic) informed and enriched by an understanding of the key issues affecting product design and development process.

To provide knowledge and understanding of the business environment, user issues, the application of manufacturing technology and the impact such issues have upon product design.

To cultivate students creative and intellectual abilities, and the capacity to make informed critical judgements on a range of issues.

To provide an understanding of the professional practice of design through the opportunity for work placement and industry sponsored projects, and to prepare graduates for a range of career opportunities in design, consultancy or manufacturing within the creative industries.

To encourage the development of interpersonal and transferable skills throughout all levels of the programme.

Target award Learning Outcomes - Bachelor of Design with Honours

A student successfully completing the programme of study will have acquired subject knowledge and understanding as well as skills and other attributes.

Knowledge and understanding

A student who is eligible for this award will be able to:

- A1. Historical and cultural contexts of design practice
- A2. Design methodologies and their application
- A3. The impact and effect of technology upon design practice

- A4. Digital media tools for the development of virtual and physical outcomes.
- A5. Visual tools and processes used by designers
- A6. Ethical and social issues in design
- A7. Tools and equipment used in manufacturing small and large scale production

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Acquisition of knowledge is achieved through a broad range of teaching methods employed across the programme of study including formal lectures, seminars, tutorials, workshops, practical exercises, and the engagement in 'real-world' contemporary cultural and commercial issues. Specialist CAD resources (hardware and software) are provided in house.

Assessment

Assessment methods and strategies are specified in each module handbook. A range of assessment methods are utilised throughout the programme of study including individual and group coursework, visual and verbal presentations, reports, essays, physical and digital models, and portfolio assessment.

Skills and other attributes

Intellectual Skills

A student who is eligible for this award will be able to:

- B1. Integration of theory and practice
- B2. Synthesis of information from a variety of sources
- B3. Applying design concepts and principles to complex issues
- B4. Apply critical evaluation in drawing conclusions and recommendations
- B5. Demonstrate the skills necessary to conceive plan and deliver a programme of research

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Intellectual skills are developed through students' engagement in a variety of theoretical and practice based project work, tutorial work and coursework assignments. Practical project work assignments are designed to enable students to demonstrate achievement of all the learning outcomes in this category

Assessment

A variety of assessment methods are employed including, written assignments, presentations and the assessment of design briefs

Professional practical skills

A student who is eligible for this award will be able to:

- C1. Ability to work in a range of traditional and digital media for communicating design ideas
- C2. Handle tools and equipment for modelling design concepts and solutions
- C3. Ability to control and work in appropriate digital software applications
- C4. Present and conduct oneself in a manner appropriate to the professional environment
- C5. Ability to manage and deliver the new product development process

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Subject specific practical skills are developed progressively throughout each level of the programme, in alignment with module project aims and learning outcomes. Core 'basic' level skills are developed via practical demonstrations, workshop delivery, tutorial exercises and studio practice support enabling learning to be embedded.

Assessment

A variety of assessment methods are used to assess practical skills including practical workshop sessions, completion of tutorial tasks, presentations communicating processes and method, and the demonstration of appropriate professional practical skills within project assignments.

Transferable / key skills

A student who is eligible for this award will be able to:

- D1. Communicate via words, structures, spelling and grammar.
- D2. Communicate via visual and verbal techniques
- D3. Ability to problem solve
- D4. Ability to collate, record and interpret data
- D5. Process and evaluate the use of information technology
- D6. Ability to manage one's own learning and performance
- D7. Engage in collective goals and associated responsibilities
- D8. Evaluate professional aspiration

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Transferable skills (described as Graduate Skills) are mapped against all aims and assessable components within each module across the programme of study. This enables a full spectrum of transferable skills to be delivered as integral elements within the programme while still being identified and measurable.

Assessment

Assessment methods are aligned to module aims and the specified assessable components within each module. The mixture of transferable skills being assessed in each case are clearly identified and evidenced within the module's assessment and feedback mechanisms.

Programme structure - programme rules and modules

Programme rules

Level 6	Potential Awards on completion	Bachelor of Design with Honours
Core	Option	Award Requirements
6001PD Briefed Project (24 credits) 6002PD Self Directed Major Project (48 credits) 6003PD Personal and Professional Practice 3 (24 credits) 6004PD Research Project - Market Report (24 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5001PD Design Interactions (24 credits) 5002PD Design Prototyping & Production (24 credits) 5003PD Design in Context (24 credits) 5004PD Personal and Professional Practice 2 (24 credits) 5005PD Design Dialogues (24 credits)		120 core credits at level 5 0 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4001PD Introduction to Design Principles (24 credits) 4002PD Approaches to Design Practice (24 credits) 4003PD Human Factors In Design (24 credits) 4004PD Personal and Professional Practice 1 (24 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

The programme team encourages the engagement of work related learning opportunities throughout the programme of study, this may be in the form of self initiated student placements or formally arranged industry sponsored projects within the curriculum. Specifically at level five all students will have the opportunity to enhance employability via the core 24 credit work-based learning module. This module also provides the opportunity for student placements as an alternative means of achieving the module's learning outcomes.

At level 6 all programmes emphasise independent learning with professional study or placements giving students opportunities to develop their employability prospects.

All Product Design student benefit from the structured input of University WoW and Enterprise team support, providing a number of workshops and events across all levels of the programme.

Criteria for admission

A/AS Level

260 points to include Art/Design A level qualification in addition to 165 from Diploma in Foundation Studies

BTEC National Diploma

National Awards (6 units): Acceptable only when combined with other qualifications which must be in an Art based subject in addition to a Foundation course in Art and Design

National Certificate (12 units): 260 points in an Art based subject

National Diploma: 260 points in an Art based subject

Irish Leaving Certificate

260 points to include art subject in addition to 165 points from Diploma in Foundation Studies

Scottish Higher

260 points to include art subject in addition to 165 points from Diploma in Foundation Studies

International Baccalaureate

24 Tariff points to include an Art subject in addition to 165 points from Diploma in Foundation Studies

Access

QAA approved Access to HE Certificate with a pass of 60% or Pass in the Access to HE Diploma in Art/Design subject

Other

Applications are currently accepted Route B via UCAS.

Applications with a non standard entry qualification are normally given an advisory review that may lead to a formal interview.

Five subjects at Grade C or above including English Language and Mathematics or an equivalent qualification.

Those applying to Product Design programme at level 5 will be dealt with on an individual basis. Applicants should normally have completed the equivalent Produce Design course at Level four or acquired the requisite number of credits.

Students are not normally allowed to enter the programme at level six.

Mature entry

applications from mature students with appropriate experience are welcome.

Overseas qualifications

We welcome overseas applicants who will be considered in line with normal entry requirements, although English Language capability of IELTS 6.5 (6.0 in each subtest) or equivalent is required

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA). Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme

guides.