

Programme Specification



Programme Details

1. Title of Programme	In English: Product Design In Welsh: Dylunio Cynnyrch
2. Name and level of award	BSc Product Design BSc Dylunio Cynnyrch
3. List of Intermediate or exit-point qualifications	In English: <ol style="list-style-type: none"> 1. At the end of HE Level 4: Certificate in Higher Education (120 credits) in Product Design 2. At the end of HE Level 5: Diploma in Higher Education (240 credits) in Product Design In Welsh: <ol style="list-style-type: none"> 1. Ar ddiwedd AU Lefel 4: Tystysgrif mewn Addysg Uwch (120 credyd) mewn Dylunio Cynnyrch 2. Ar ddiwedd AU Lefel 5: Diploma mewn Addysg Uwch (240 credyd) mewn Dylunio Cynnyrch
4. Full-time or part-time basis	Full time
5. Duration of the course (years)	3 years : No more than 5 years from the start of the course

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1. Awarding Institution	Bangor University
2. Teaching Institution	Bangor University
3. External accreditation body (where appropriate)	
4. Final Award	BSc(Honours) in Product Design
5. UCAS Code (where known)	W240 (English-medium) W241 (Welsh-medium)
6. Name of appropriate QAA Benchmarking Group	No distinct group of benchmark statements, but relevant groups include those for Art and Design (considerable overlap), Enterprise and entrepreneurship education and Engineering (considerable overlap)
7. Date when Programme Specification was produced or updated	September 2012
8. Main educational	Design stimulates the development of an enquiring, analytical and creative approach, and develops enterprising and entrepreneurial capabilities. It also

<p>aims of the programme</p>	<p>encourages the acquisition of independent judgement and critical self-awareness. Students work in studio environments supported by a wide range of workshops and other dedicated facilities.</p> <p>Commencing with the acquisition of an understanding of underlying principles and appropriate subject skills, students normally pursue a programme of staged development progressing to increasingly independent and personally-focused learning during the course.</p> <p>On successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Develop intellectual and practical learning by relating the manipulation of materials to the process of identifying design needs, researching, and generating ideas 2. Become reflective practitioners who are able to <ol style="list-style-type: none"> (i) analyse (ii) synthesise (iii) create (iv) apply and manage (v) evaluate 3. Develop the personal standards required of a newly qualified professional in the modern workplace 4. Develop <ol style="list-style-type: none"> (i) subject knowledge and understanding (ii) knowledge of planning, training, and management (iii) understanding of manufacturing processes and commercial practice (iv) understanding of other professional requirements 5. Extend and deepen their own expertise, as a basis for further professional development and to promote a business and entrepreneurial mindset
<p>9. Intended programme outcomes for each of the categories:</p>	<p>A. Knowledge and understanding</p> <p>The main programme outcomes are not only concerned with designing and manufacturing products but with giving students a broader view of manufacturing industry by enabling them to:</p> <ol style="list-style-type: none"> 1. Have a thorough understanding of the principles, concepts, and practice of Product Design and Technology as a discipline 2. Understand what is involved in the product design thinking process as a whole within modern organisations 3. Be aware of the scope and structure of manufacturing procedures 4. Understand the business, marketing and management structures of manufacturing companies and organisations 5. Have developed a systematic understanding of how to work effectively within a team 6. Have a good working knowledge of ICT 7. Be familiar with specific health and safety requirements in the workplace 8. Appreciate the social, environmental, ethical, economic and commercial considerations affecting the exercise of their judgement 9. Be aware of how to evaluate working practices to improve efficiency and the need to take responsibility for their own professional development 10. To extend students' knowledge of contemporary developments and design thinking in the field of Product Design and Technology

B. Subject-specific skills

11. Apply convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making for problem solving and generating well-informed critical viewpoints
12. Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity
13. Relate the manipulation of materials to the process of identifying design needs, researching and generating ideas as prototypes, models or proposals to promote intellectual and practical learning.
14. Develop the skills, knowledge, and processes of the subject within a meaningful and coherent context, not in isolation
15. Apply specialised ICT hardware and software related to Product Design and Technology effectively, including desktop publishing, web based media, computer-aided design and computer-aided manufacturing systems (CAD/CAM).
16. Be conversant with all practical elements of health and safety within the design and manufacture of products.
17. Make informed choices regarding social, ethical and environmental issues which are related to the processes of design and manufacture
18. Work effectively and in an organised manner within subject specific tasks
19. Develop the skills, qualities and attributes required for working independently, as a participating member of a team and across organizations, through the close working relationships between students, lecturers, and industrialists.
20. Appropriately implement the skills, knowledge, and understanding gained in both college and industrial situations

C. Cognitive (thinking) skills

21. Demonstrate creative and innovative ability in the synthesis of solutions and in formulating designs
22. Analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation
23. Source and research relevant material, assimilating and articulating relevant findings
24. Formulate reasoned responses to the critical judgements of others in the development or enhancement of their work
25. Have developed the appropriate learning skills that enable them to become reflective practitioners who identify personal strengths and needs and reflect on personal development.

D. Key skills

26. Communicate effectively in visual, oral and written forms in their college-based work, and with colleagues in the workplace whilst on industrial placements
27. Present and explain effectively to peer groups as well as to those for whom they provide a professional service in a range of situations
28. Have a sound working knowledge of relevant ICT and VLE systems
29. Use appropriate ICT to research, develop and present information for college-based work and the professional context of workplacement.

	<p>30. Show competence in the application of number through design and manufacturing and research contexts</p> <p>Wider transferable skills (improving own learning and performance, working with others and analytical and problem solving-skills) are also addressed as part of subject specific skills.</p>
<p>Please create tables to map the programme learning outcomes to the teaching & learning strategies and methods and to assessment methods, using the templates below.</p>	
<p>Teaching & Learning Strategies and Methods</p>	<p>The course is delivered by means of a range of teaching and learning strategies. The college-based components include direct teaching through lectures, as well as discussion in tutorials, seminars, and workshops, where student input is significant. During the Design and Manufacturing Subject Studies sessions there is special emphasis on practical activity.</p> <p>The Subject Studies modules will be shared with students pursuing the BSc Design and Technology programme that leads to qualified teacher status. Each student keeps a Progress File which is monitored at regular intervals via the personal tutoring system. The Progress File includes sections on learning and professional development, workplace experience, ICT development, and personal reflection and action planning.</p> <p>Students are expected to pursue their studies through independent study and research in addition to staff contact time. Directed independent study includes reading, preparation for seminars and workshops, work on assignments, and researching for Subject Studies project work. The balance between study that is supported by staff presence and directed study varies across the course components; for example, in the main subject component there is an emphasis on student participation supported by the expert practitioner, while on components such as professional studies undergraduates use more directed formal lectures to facilitate individual learning.</p>

Teaching & Learning Strategies and Methods	Programme Learning Outcomes																														
	Knowledge and understanding										Subject-specific skills										Cognitive skills					Key skills					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Lectures	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Tutorials								•										•	•			•	•	•	•		•				
Group work					•									•					•						•	•		•			
Practical sessions	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•		•	•	•
Self study	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Workplacements	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Seminars	•					•			•						•				•	•		•					•				

Module Code	Programme Learning Outcomes																														
	Knowledge and understanding										Subject-specific skills										Cognitive skills					Key skills					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
XUC/XUE 1043	•					•	•							•	•				•								•	•	•	•	
XUC/XUE 1044	•		•			•	•	•						•	•	•	•	•	•		•	•	•				•	•	•	•	•
XUC/XUE 1047	•	•		•		•	•	•		•							•	•	•			•	•				•	•	•	•	
XUC/XUE 1048	•	•	•	•	•	•	•	•		•			•				•	•	•	•			•	•		•	•	•	•	•	•
XUC/XUE 2043	•		•			•	•	•						•	•	•	•	•	•		•	•	•	•			•	•	•	•	•
XUC/XUE 2044	•		•			•	•	•	•	•				•	•	•	•	•	•		•	•	•	•			•	•	•	•	•
XUC/XUE 2047	•	•		•		•	•	•	•	•							•	•	•	•			•	•			•	•	•	•	
XUC/XUE 2048	•	•	•	•	•	•	•	•	•	•			•				•	•	•	•			•	•		•	•	•	•	•	•
XUC/XUE 3045	•		•		•	•	•	•	•	•				•	•	•	•	•	•		•	•	•	•			•	•	•	•	•
XUC/XUE 3046	•		•		•	•	•	•	•	•				•	•	•	•	•	•		•	•	•	•			•	•	•	•	•
XUC/XUE 3047	•	•	•	•	•	•	•	•	•	•							•	•	•	•			•	•			•	•	•	•	•
XUC/XUE 3048	•	•	•	•	•	•	•	•	•	•			•				•	•	•	•			•	•			•	•	•	•	•

10. List of modules for each year of the Scheme	Level	Module Code	Module name	Credits	Core / Optional	New / Revalidate
<p>indicating level (4-7) and credit rating, those that are Core or Compulsory and any that are new. Please also identify any co- or pre-requisites</p>	4	XUE 1047 XUC 1047	Professional Practice1 Arferion Proffesiynol 1	30	Core	Revalidate
	4	XUE 1048 XUC 1048	Workplace Experience 1 Profiad yn y Gweithle 1	30	Core	Revalidate
	4	XUE 1043 XUC 1043	Design and Communication Dylunio a Chyfathrebu	30	Core	Revalidate
	4	XUE 1044 XUC 1044	Design and Manufacture 1 Dylunio a Gwneuthuriad 1	30	Core	Revalidate
	5	XUE 2047 XUC 2047	Professional Practice 2 Arferion Proffesiynol 2	30	Core	Revalidate
	5	XUE 2048 XUC 2048	Workplace Experience 2 Profiad yn y Gweithle 2	30	Core	Revalidate
	5	XUE 2043 XUC 2043	Design and Manufacture 2 Dylunio a Gwneuthuriad 2	30	Core	Revalidate
	5	XUE 2044 XUC 2044	Design and Manufacture 3 Dylunio a Gwneuthuriad 3	30	Core	Revalidate
	6	XUE 3047 XUC 3047	Professional Practice 3 Arferion Proffesiynol 3	30	Core	Revalidate
	6	XUE 3048 XUC 3048	Workplace Experience 3 Profiad yn y Gweithle 3	30	Core	Revalidate
	6	XUE 3045 XUC 3045	Design and Manufacture 4 Dylunio a Gwneuthuriad 4	30	Core	Revalidate
	6	XUE 3046 XUC 3046	Design and Manufacture 5 Dylunio a Gwneuthuriad 5	30	Core	Revalidate

Module Code	Programme Learning Outcomes																															
	Knowledge and understanding											Subject-specific skills											Cognitive skills					Key skills				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
XUC/XUE 1047	•	•		•		•		•		•	•					•		•			•							•	•	•	•	
XUC/XUE 1048	•	•	•	•	•	•	•	•	•	•	•				•		•	•	•	•	•	•				•	•	•	•	•	•	•
XUC/XUE 1043	•		•			•	•					•		•	•		•	•	•	•								•		•	•	•
XUC/XUE 1044	•		•			•	•	•	•			•	•	•	•		•	•	•	•	•				•	•		•		•	•	•
XUC/XUE 2047	•	•		•		•		•	•	•	•			•			•		•								•		•	•	•	•
XUC/XUE 2048	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
XUC/XUE 2043	•		•			•	•	•	•			•	•	•	•	•	•	•	•	•	•	•						•	•	•	•	•
XUC/XUE 2044	•		•			•	•	•	•			•	•	•	•		•	•	•	•	•	•						•	•	•	•	•
XUC/XUE 3047	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
XUC/XUE 3048	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
XUC/XUE 3045	•		•		•	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
XUC/XUE 3046	•		•		•	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Exit Awards	Please list core/compulsory/optional modules for each exit award
Award Cert HE	Certificate in Higher Education in Product Design XUC 1047 or XUE 1047 Core XUC 1048 or XUE 1048 Core XUC 1043 or XUE 1043 Core XUC 1044 or XUE 1044 Core
Award Dip HE	Diploma in Higher Education in Product Design XUC 2047 or XUE 2047 Core XUC 2048 or XUE 2048 Core XUC 2043 or XUE 2043 Core XUC 2044 or XUE 2044 Core
Award BSc	BSc in Product Design XUC 3047 or XUE 3047 Core XUC 3048 or XUE 3048 Core XUC 3045 or XUE 3045 Core XUC 3046 or XUE 3046 Core
11. Criteria for Admission	200-220 UCAS points at GCE level and a grade C or above in Product Design or related A level subject. A levels in Scotland/ Ireland with 200-220+ points (with one A level in a relevant subject). BTEC National Diploma with both Distinction and Merit in relevant

	<p>subjects.</p> <p>Access to HE qualification, with a minimum of 60 credits, with at least 45 at level 3.</p> <p>Mature students with relevant work experience / professional qualifications will be considered on individual merit.</p> <p>International Students should have equivalent overseas qualifications and are required to provide evidence of English language ability, the minimum scores required are: IELTS 6.0</p>
<p>12. Student employability & career opportunities.</p>	<p>80% of those students who completed their course in June 2011 have been employed as a design/engineer or are in posts related to design and manufacturing.</p>