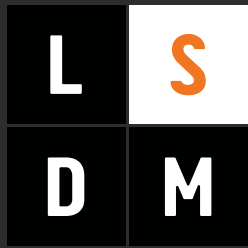


BA (HONS) DESIGN



LONDON SCHOOL
OF DESIGN
AND MARKETING

BA (HONS) DESIGN



**WHERE
PASSION
BECOMES A
PROFESSION**



PROGRAMME SPECIFICATION (ACADEMIC YEAR 2020/21)

The Bachelor's Degree in Design is intended for students, professionals, artists or freelancers with ambition or an established career in advertising (art directors, producers or designers), visual design, communication design, graphic design and interactive design (designers, producers, team leaders, art directors or creative directors). The students of our Bachelor's in Design will have the opportunity to work in visual agencies (advertising, design) or companies of product design, communication design, and interactive design, among others. This is a sample programme subject to change with the validating body.

Validating Body:	University for the Creative Arts
Final Award Title and Type:	BA (Hons)
Course Title:	BA (Hons) Design
Course Location:	Online

ACCREDITATION BY UCA

The University for the Creative Arts (UCA) is the #1 creative specialist university in the UK.

As the 2nd largest provider of creative education in Europe, with around 160 years of history, UCA graduates include Oscar-winning film makers and animators, world-renowned fashion designers, television presenters and Turner-Prize nominees.

- Ranked 13th out of all universities in the UK by the Guardian League Table (2020)
- Highest-ranked creative specialist university in all three league tables in the UK (2020)
- Placed 2nd among all modern universities by the Complete University Guide (2020)
- Named "Modern University of the Year" by The Times and Sunday Times Good University Guide (2019)
- Winner of the Teaching for Excellence Framework Gold Award (2019)

UCA accredits all of our degree courses: BA (Hons) Marketing, BA (Hons) Design, MA Marketing and MA Design.



COURSE OVERVIEW

The Bachelor's Degree in Design has been conceived for those who wish to acquire new skills, knowledge and find new solutions when developing new propositions for global issues in Design. Our course plan has been outlined based on a strategic decision through a multidisciplinary attitude in global markets.

LEARNING SKILLS

Our Bachelor's in Design prepares professionals for several Design areas, offering an advanced and comprehensive higher education, coordinated and supported by the latest developments in the scientific and technological fields. The course plan for LSDM's Bachelor's degree in Design has been developed and divided into three separate stages:

STAGE 1

The first stage, which corresponds to the first year of our course, aims to prepare LSDM's students for several Design areas through the contemporary and extensive comprehension of concepts, tools, history and design methods in general. It also aims to comprehend the links between the key areas of activity (such as communication, interaction and product design) through the development of a comprehensive overview of the topics associated with the design's mission, its interaction with the markets and its role in society.

STAGE 2

The second stage, which corresponds to the second year of our course, aims to instil solid skills for the development and implementation of projects. These skills are structured around the main areas of communication concept, interactive design and product design. The students will be able to:

- **Identify and analyse:** analyse the environment in which problem solving takes place, think creatively, identify the conditions and goals associated with problem solving and identify the necessary resources and skills;

- **Make choices:** make decisions, understand the associated uncertainties and risks, foresee future implications of the decisions and develop argumentative capacity;
- **Integrate:** processes and the diversity of interests simultaneously with the increase of flexibility and innovation;
- **Implement:** planning and organisation, creation of suitable environments, implementation and control, development of creative skills in the project design and execution stages.

STAGE 3

The third stage, which corresponds to the third year of our course, aims to establish the knowledge acquired in previous course units and progress with self-confidence, realism and entrepreneurship. In this stage, LSDM's students will develop their final course project through the following skills:

- **Flexibility:** being able to deal with a variety of design projects and adjust to changing circumstances as a multi-skilled professional and willing to work in a multidisciplinary team;
- **Empathy:** being able to understand and argue different points of view;
- **Realism:** making a quick assessment of their own skills and performance skills at any moment, relying on their own expertise and performance;
- **Entrepreneurship:** ability to create, develop and sell an idea, visual work, product or service.

TEACHING STAFF

Our teaching staff is composed of qualified, experienced and reputable teachers. Besides the Doctorate level academic degree, they present well-established professional careers, connecting the academic component with the job market.

TUTOR CENTRE

LSDM's students are supervised on a weekly basis through a Tutor Centre composed of a team of specialised tutors in Design, with Master's degrees and several years of proven experience. Our Tutor Centre is also available in English, Spanish and Portuguese.

COURSE STRUCTURE

The Bachelor's Degree in Design is 100% online, designed for learning in accordance with our students' availability, without a fixed timetable. In other words, LSDM's students can define when or where they can access our contents and carry out the evaluation assignments. Only the final assignments and specific presentations will be scheduled in a fixed timetable, which will be reported in due time to LSDM's students.

Structure of the Course:

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Level 4	Term 1 (16 weeks)															
	Visual Culture 10 credits							Assessment	Observation Drawing 10 credits							Assessment
	Science applied to Design 10 credits								Design & Creative Theory 10 credits							
	Design Lab A 20 credits							Design Lab A								
Level 4	Term 2 (16 weeks)															
	Visual Design and Communication 10 credits							Assessment	Visual Language 10 credits							Assessment
	Entrepreneurship 10 credits								Digital Drawing 10 credits							
	Design Lab B 20 credits							Design Lab B								
Level 5	Term 1 (16 weeks)															
	Product Design 10 credits							Assessment	Ergonomics 10 credits							Assessment
	Contemporary Design 10 credits								Spatial Design 10 credits							
	Design Lab C 20 credits							Design Lab C								
Level 5	Term 2 (16 weeks)															
	Industrial and Environmental Design 10 credits							Assessment	Multimedia Methods 10 credits							Assessment
	Colour & Light Design 10 credits								Moving Image 10 credits							
	Design Lab D 20 credits							Design Lab D								

Key

Assessment

Formative Feedback

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Level 6	Term 1 (16 weeks)															
	Design Interactions 10 credits							Assessment	3D Design 10 credits							Assessment
	Innovation and Design 10 credits							Assessment	2D Design 10 credits							Assessment
	Design Management 40 credits							Formative Feedback	Design Management							Assessment
Level 6	Term 2 (16 weeks)															
	Final Major Project 40 credits							Formative Feedback	Final Major Project							Assessment

Key

Assessment Formative Feedback

Teaching and learning methods used in this course:

- Taught in English, Spanish and Portuguese;
- Maximum of 3 units at the same time and a final project;
- The units' content is asynchronous and organised by weekly topics;
- Our Tutor Centre functions as a support and interaction tool for our students;
- Online resources (such as lectures, seminars and discussions, tutorials and feedback sessions, forums, online discussion groups and practical exercises).

OVERALL METHODS OF ASSESSMENT

Overall Methods of Assessment	Written Exams	Practical Exams	Coursework
Stage 1	8,3 %	8,3 %	83,3 %
Stage 2	16,7 %	16,7 %	66,7 %
Stage 3	0 %	0 %	100 %
Overall Learning & Teaching hours	Scheduled	Independent	Placement
Stage 1	30% - 360 hours	70% - 840 hours	0% - 0 hours
Stage 2	30% - 360 hours	70% - 840 hours	0% - 0 hours
Stage 3	30% - 360 hours	70% - 840 hours	0% - 0 hours
Mode of Study	Online Learning		
Language of Study	English / Spanish / Portuguese		

COURSE OUTCOMES

KNOWLEDGE

- Demonstrate knowledge and critical understanding of contemporary design practice, its audiences and clients.
- Explain reflective ideas processes, combining theoretical and practical skills to initiate design processes.

UNDERSTANDING

- Evaluate the role of designer within different creative environments.
- Distinguish communication of macro and micro environmental issues as they apply to design and creativity.

APPLICATION

- Create a framework of solutions and techniques of analysis and evaluation to implement design and project management.
- Work effectively in a professional context individually or in group environments.



ENTRY REQUIREMENTS

Candidates can apply for a Bachelor's Degree in Design through the following application options:

VIA SECONDARY EDUCATION

Applicants must have concluded Secondary Education in their country of origin attested by a certificate legally issued.

Documents:

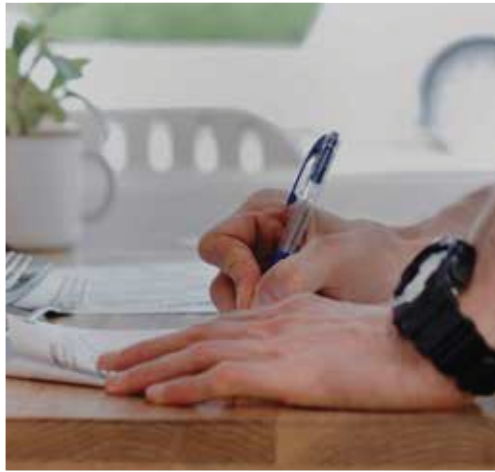
- Copy of the Identification Card (ID) or Copy of the Passport
- CV
- Secondary Education Certificate (bearing the Hague Apostille or equivalent)
- Portfolio (demonstrating appetite for the creative area or design)
- *Language Certificate (required only for students wishing to attend the course in a language that is non-native).

VIA PROFESSIONAL EXPERIENCE

Applicants must have relevant professional experience demonstrating their ability to study a Bachelor's degree in Design, subject to the approval of LSDM based on the affinity and relevance of the student's basic education, training and projects' experience. A portfolio will be asked to the candidates revealing their professional experience in the area of Design.

Documents:

- Copy of the Identification Card (ID) or Copy of the Passport
- CV and Motivation Letter
- Recommendation Letters and any other evidence of the applicant's professional experience
- Portfolio (demonstrating appetite for the creative area or the design area)
- *Language Certificate (required only for students wishing to attend the course in a language that is non-native.)



Students with Special Needs can also apply. An analysis will be carried out between the student and the responsible for the LSDM's student support regarding the specific needs of each case.

Mature students can also apply. There will be an analysis to the applicant's professional career, similar to the process carried out in the applications Via Professional experience.

LANGUAGE REQUIREMENTS

Language certificates are only requested for the students who wish to attend the course in a language other than their own. If a student wishes to attend the course in his own native language, he doesn't need to prove he masters the language. For non-native students who wish to attend the course in a different language, a certificate must be provided:

English - You must provide the IELTS Certificate with a grade equal to, or higher than, 6.

Spanish - You must provide the Cervantes Certificate (DELE).

Portuguese - You must provide the Camões Certificate (PLE of CAPLE).

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