

BA (Hons) Product Design

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Design
Main campus	Locksbrook Campus
Other sites of delivery	N/A
Other Schools involved in delivery	N/A
Name of award(s)	Product Design
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	No
Duration of award	3 years full-time
	4 years full-time (with Professional Placement Year)
	6 years part time

Modes of delivery offered	Campus-based
Regulatory Scheme ^[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	No
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	TT18 TT19 (with Professional Placement Year)
Route code (SITS)	FPDSIN (3 Year Course) FPDSINSW (4 Year Course)
Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (February 2017)
Date of most recent approval	June 2018
Date specification last updated	January 2025

^[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date
BA (Hons) Product and Furniture Design	Undergraduate Academic Framework	Exemption requested to depart from Framework Paragraph 1.4	Academic Quality Standards Committee, 12 December 2018

Programme Overview

The BA(Hons) Product Design programme is for individuals passionate about designing, making, and exploring a wide range of furniture, products, and objects. It aims to nurture creative and curious thinkers, resulting in confident and versatile graduates. Throughout the course, students will learn to develop ideas through the design process, enhance visualisation and making skills, employ new technologies, and adopt regenerative design approaches that prioritise the user and environment.

The programme emphasises a materials and processes approach to contemporary furniture and product design. Students are encouraged to experiment and apply their creative skills to various design briefs, fostering flexibility, problem-solving, and collaboration across disciplines.

The course begins by building a strong foundation in ideation, visual communication, technical drawing, workshops, traditional hand-making, CAD, digital fabrication, and prototyping. Students will also gain knowledge of manufacturing processes. As they progress through levels 5 and 6, the curriculum emphasises external and industry engagement while supporting an enterprising mindset.

Students are guided to develop their design direction and professional practice, with a focus on understanding design contexts, including audience, market, and production methods. The programme offers opportunities to develop professional skills in collaboration and project management. Critical Design Thinking modules are integrated into each year, culminating in a personal critical study that underpins the student's practice.

The curriculum addresses the future of design, incorporating additive manufacturing, local production, and new platforms for global markets. It encourages critical thinking and a strong stance on the social and ethical aspects of design and production.

Programme Aims

1. Offer a distinctive design education that foregrounds creative problem solving by making and understanding materials and processes
2. Produce thoughtful and enquiring designers, able to explore and develop creative design solutions within product and furniture design.
3. Develop critically aware and independent learners who put the human and environmental factors first and are empowered to excel as professionals

4. Provide learners with the making and technical skills and material sense and knowledge to realise physical outcomes and conceptual proposals for production
5. Create ethically and environmentally aware thinkers, prepared and able to adapt to the challenges of the changing global landscape.
6. Produce confident graduates with a thorough knowledge and understanding of the diverse practical and contextual factors that shape the designs we engage with within our environments.
7. Equip learners with individual, collaborative and transferable skills that will enhance their employability.

Programme Intended Learning Outcomes (ILOs)

A - Subject-specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	Critically employ making and manufacture processes to resolve ideas, recognising dialogue between material and idea	Applied knowledge of making and manufacture processes to design briefs, resolved three-dimensional outcomes to an appropriate technical standard	Realise ideas and problem solve through making, and produce three-dimensional outcomes
A2	Extend, consolidate and apply knowledge of material, identifying distinctive approaches, recognising and questioning material limitations	Employ appropriate materials within a specified context, through research and application	Employ a variety of materials, and use a range of making processes
A3	Systematic understanding of the key themes in the historical, social and cultural context for furniture and product design	Critical understanding of the historical, social, economic and political context for furniture and product design to contextualise practical work	Understand the traditions and cultural contexts for furniture and product design

A4	Apply a critical understanding of current professional design practice, audience and opportunities, to position practice or products and platform the work in public	Knowledge of current professional design practice, audience and opportunities to identify potential personal direction	Knowledge of the various forms of current practice in furniture and product design, and developing personal interests
A5	Communicate design practice information and solutions, through appropriate media, to specialist and non-specialist audiences including potential employers, collaborators and/or outworkers	Effectively communicate in appropriate media, digital and analogue, in two and three dimensions, to convey ideas to different audiences	Communicate ideas in two and three dimensions, employing analogue and digital methods
A6	Critically evaluate and accurately employ relevant digital technologies, independently and creatively	Accurately apply digital design and making skills, through relevant software and hardware, to set design briefs	Employ digital design and making technologies, with competency and relevant software
A7	Critically evaluate project management skills, demonstrating independence and the ability to adapt to new situations	Employ project management skills to plan and implement an individual or collaborative project	Knowledge of the principles of project management
A8	Ability to critically employ historical and theoretical perspectives, undertake critical evaluation of the creative process, and to engage in contemporary debates in visual and material culture and wider society	Ability to effectively employ historical and theoretical perspectives, reflect effectively on the creative process, and analyse contemporary issues in visual and material culture and wider society	Ability to investigate selected historical and theoretical connections and reflect on the creative process

B Cognitive and Intellectual Skills

Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
On Achieving Level 6		

B1	Manage experimental approaches and creative risk taking; independently generate and synthesise ideas	Evidence and reflect on creative risks and apply experimental approaches, as part of a defined enquiry	Respond to creative briefs through generated ideas and material experimentation
B2	Research strategically to expand and inform ideas and knowledge, and understanding of human experience	Research to inform, expand and challenge ideas, and to understand human needs and/or behaviours	Evidence 1st and 2nd hand research to inform and expand an idea or design
B3	Critically analyse and make judgements to inform direction, frame appropriate questions and identify a range of solutions	Evaluate and present criteria to analyse own and others' work	Analyse and reflect on own and others' work
B4	Construct informed arguments and contribute to current debates in furniture and product design	Critical reflection on selection and debate of information within a defined enquiry	Evidence gathering and selection of information from a variety of sources

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Work Independently Exercise initiative, independence and personal responsibility to manage your own learning and time.	Work Independently Exercise independence and personal responsibility to manage your own learning and time.	Work Independently Manage your own learning and time.

C2	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively	Work with Others Work collaboratively with others.
C3	Communicate with Impact Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	Communicate with Impact Communicate clearly and effectively with others.	Communicate with Impact Communicate accurately and reliably with others.
C4	Demonstrate Digital Fluency Use digital skills productively, critically and ethically to enhance creativity and communication.	Demonstrate Digital Fluency Use digital skills productively, critically and ethically.	Demonstrate Digital Fluency Use digital skills productively.

[3] i.e. the ability to review, direct and manage one's own workload

Programme Content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or combined award

BA (Hons) Product and Furniture Design				Status	
Level	Code	Title	Credits	Single	Joint
4	IDE4005-20	Introduction to Design Practices	20	C	
4	PDE4001-20	Communications - sketching and drawing in 3 dimensions	20	C	
4	PDE4002-20	Digital Making and CAD	20	C	
4	PDE4003-20	Production in Furniture and Product Design	20	C	
4	CDT4000-20	Wicked Problems: The Complexity of Critical Design Thinking	20	C	
4	PDE4004-20	Communicating and Externalising	20	C	
5	PDE5000-20	Sustainability	20	C	
5	PDE5100-20	Human Centred Design	20	C	
5	PDE5001-20	Industry Live	20	C	
5	PDE5002-20	Professional Practice	20	O	
5	PDE5003-20	Independent Project	20	C	
5	CDT5000-20	Critical Design Thinking and Contemporary Issues	20	C	
5	PPY5100-120	Professional Placement Year	120	C	
6	PDE6000-20	Defining your Practice	20	C	
6	PDE6001-20	Public Platform	20	O	

6	CDT6000-20	Design Futures: Independent Critical Project	20	C	
6	PDE6004-20	Portfolio	20	C	
6	PDE6003-40	Final Major Project	40	C	

Assessment Methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map, which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work Experience and Placement Opportunities

- Active external engagement is encouraged throughout the course
- There are professional practice opportunities in level 6 modules Defining your Practice and Public Platform
- There are regular projects and workshops led by industry professionals throughout the course
- The Professional Practice module in level 5 supports students in preparing for industry with opportunities for work experience within the module and preparing a cv and professional network
- External and industry engagement opportunities in Industry Live and Human Centred Design simulate professional experience
- Students have the option of a yearlong work placement between levels 5 and 6

In addition to the course and university supported external projects, you will have the opportunity to consider undertaking the Professional Placement Year (module PPY5100). This is coordinated and supported by the Careers and Enterprise team, and you will also be assigned a Professional Placement Year tutor.

In advance of starting a Professional Placement Year, the module preparation provides you with the opportunity to create a Development Plan, to identify, apply for, and secure the professional experience, normally comprising of 1-3 placements within a time period of 15 months.

During the Professional Placement Year, you would commit to working for the external organisation/s for a period of 9-13 months, between the second and third year of your course.

At the start of your final year, you return to university and submit a Placement Report detailing your development on placement. By successfully completing the module, you are entitled to the addition of “with Professional Placement Year” to your degree title, evidencing your work and outcomes in respect of your placement, and demonstrating your ability to secure and sustain graduate-level employment.

Additional Costs Table

There are no additional costs associated with this course.

Module Code & Title	Type of Cost	Cost

Graduate Attributes

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	<p>Reflective and evaluative approaches to learning, including constructive reviews with peers, staff and professionals.</p> <p>Teaching activities supporting you to identify your career direction.</p>
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	Collaborative learning opportunities that support self-awareness.
Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Working in collaborative but also live client – or competition projects that require learning independently and with peers.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Working with live clients or professional competition briefs to find design solutions to real-world problems.

Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	An explorative approach to design briefs, addressing social and environmental challenges.
Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	Developing strategic thinking skills and contextualising your interests within in product design.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	Projects that embed approaches to designing for environmental and social sustainability
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	Creating a thriving studio culture that our students can actively participate in, developing their creative thinking.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	Creating a positive and supportive learning culture, building your confidence through exploration.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	Developing skills in industry related design software, learning about new technologies and using new methods of processing and application.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
HAC6101-20	Visual and Material Culture - Final Study	New Module Descriptor	Approved by SQMC March 2022	2022/23
HAC4005-20	History and Context: Introduction to Material and Visual Culture	Changes to Module name and assessment item	Approved by SQMC March 2022	2022/23
PFD4001-20	Visual Research	New Module Descriptor	Approved by Chair's Action January 2023	2023/24
PFD5002-40	Personal and Professional Practice	Change to Module name	Approved by Chair's Action January 2023	2023/24

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Change to Programme Name	Approved at SQMC March 2022	2022/23
PFD5002-40 Independent and Professional Practice removed	Curriculum Approval Panel December 2023	2024/25
PFD5002-20 Professional Practice added as an Optional module	Curriculum Approval Panel December 2023	2024/25
PFD5003-20 Independent Project added as a Core module	Curriculum Approval Panel December 2023	2024/25

HAC5104-20 Furniture and Product Design: Contemporary Issues and Practice replaced with HAC5111-20 Design: Contemporary Issues and Practice	Curriculum Approval Panel March 2024	2024/25
HAC4005-20 History and Context: Introduction to Material and Visual Culture replaced with CDT4000-20 Wicked Problems: The Complexity of Critical Design Thinking	Approved by Curriculum Approval Panel December 2024	2025/26
HAC5111-20 Design: Contemporary Issues and Practice replaced with CDT5000-20 Critical Design Thinking and Contemporary Issues	Approved by Curriculum Approval Panel December 2024	2025/26
HAC6101-20 Visual and Material Culture: Final Study replaced with CDT6000-20 Design Futures: Independent Critical Project	Approved by Curriculum Approval Panel December 2024	2025/26
Change to Programme Name to Product Design	Approved by Curriculum Approval Panel Chair's Action Sept 2024	2025/26
Updates to Programme Overview and Aims	Approved by Curriculum Approval Panel December 2024	2025/26
PFD4000-20 Material Process and Workshops deleted.	Approved by Curriculum Approval Panel December 2024	2025/26
IDE4005 Introduction to Design Practices added	Approved by Curriculum Approval Panel December 2024	2025/26
FPD6002-20-60 Final Project deleted.	Approved by Curriculum Approval Panel December 2024	2025/26
PDE6003-40 Final Major Project added	Approved by Curriculum Approval Panel December 2024	2025/26
PDE6004-20 Portfolio added	Approved by Curriculum Approval Panel December 2024	2025/26

FPD6001-20 Public Platform deleted	Approved by Curriculum Approval Panel December 2024	2025/26
PDE6001-20 Public Platform (new module) added	Approved by Curriculum Approval Panel December 2024	2025/26

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Product and Furniture Design

Single Honours	
Level 4	
Semester 1	Semester 2
Core Modules	
IDE4005-20 Introduction to Design Practices	PDE4003-20 Production in Furniture and Product Design
PDE4001-20 Communications - sketching and drawing in 3 dimensions	PDE4004-20 Communicating and Externalising
PDE4002-20 Digital Making and CAD	CDT4000-20 Wicked Problems: The Complexity of Critical Design Thinking
Rule Notes: N/A	
Level 5	
Core Modules	
PDE5001-20 Industry Live	PDE5003-20 Independent Project
PDE5000-20 Sustainability	CDT5000-20 Critical Design Thinking and Contemporary Issues
PDE5100-20 Human Centred Design	
Optional Modules	
	PDE5002-20 Professional Practice
Rule Notes: Students may choose to take PDE5002-20 Professional Practice or an Open Module outside of their subject.	
Optional Professional Placement Year 120 credits	
Level 6	
Core Modules	
PDE6000-20 Defining your Practice	PDE6003-40 Final Major Project
CDT6000-20 Design Futures: Independent Critical Project	PDE6004-20 Portfolio

Single Honours	
Optional Modules	
PDE6001-20 Public Platform	
Rule Notes: Students may choose to take PDE6001-20 Public Platform or an Open Module outside of their subject.	

Appendix 2: Map of Intended Learning Outcomes

[illegible]

5	PDE5001-20	Industry Live	C	x	x	x		x	x	x			x	x	x	x	x	x	x
5	PDE5002-20	Professional Practice	O				x	x		x	x		x	x	x	x		x	x
5	PDE5003-20	Independent Project	C	x	x	x	x	x	x	x		x	x	x	x	x		x	x
5	CDT5000-20	Critical Design Thinking and Contemporary Issues	C			x					x		x	x	x	x		x	x
5	PPY5100-120	Professional Placement Year	C				x		x	x			x	x		x	x	x	x
6	CDT6000-20	Design Futures: Independent Critical Project	C			x				x	x		x	x	x	x		x	x
6	PDE6000-20	Defining your Practice	C	x	x	x	x	x		x		x	x	x		x		x	
6	PDE6001-20	Public Platform	O				x	x					x	x		x	x	x	
6	PDE6003-40	Final Major Project	C	x	x	x		x		x	x	x	x	x	x	x		x	x
6	PDE6004-20	Portfolio	C				x	x	x				x	x		x		x	x

^[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

[illegible]

5	PDE5 002- 20	Professio nal Practice	O					x										
5	PDE5 003- 20	Independ ent Project	C					x										
5	CDT5 000- 20	Critical Design Thinking and Contemp orary Issues	C					x										
5	PPY5 100- 120	Professio nal Placemen t Year	C					x						x				
6	CDT6 000- 20	Design Futures: Independ ent Critical Project	C						x									
6	PDE6 000- 20	Defining your Practice	C					x										
6	PDE6 001- 20	Public Platform	O					x			x							

6	PDE6 003- 40	Final Major Project	C					x		x								
6	PDE6 004- 20	Portfolio	C					x										

^[5] C = Core; R = Required; R* = Required*; O = Optional