

**Programme Specification for Undergraduate Programme**
**Leading to:**
**BA/MDes (Hons) Industrial Design**
**BA/MDes (Hons) Industrial Design with Placement**
*Applicable for all undergraduate students starting at FHEQ Level 4 in 2022*

Version No.	Date	Notes – QA USE ONLY	QA
2022-23 v0.1	27 July 2021	New programme and award approved by Senate (Chairman's action) on 23 July 2021. Programme to commence in September 2022.	JP

Undergraduate Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home school/associated institution	College of Engineering, Design and Physical Sciences/ Brunel Design School
4. Contributing school(s)/associated institution	Brunel Pathway College (BPC) for Foundation Year (see section 25).
5. Programme accredited by	To be submitted to the Institution of Engineering Designers (IED)
6. Final award(s) and FHEQ Level of Award	BA (Hons) Industrial Design (FHEQ level 6) BA (Hons) Industrial Design with Placement (FHEQ level 6) MDes (Hons) Industrial Design (FHEQ level 7) MDes (Hons) Industrial Design with Placement (FHEQ level 7)
7. Programme title	BA/MDes Industrial Design
8. Programme type (Single honours/joint)	Single honours
9. Normal length of programme (in months) for each mode of study	BA 36 months FT; 48 months thick sandwich mode MDes 48 Months; 60 months thick sandwich mode
10. Maximum period of registration for each mode of study	Normal or standard duration plus 3 years
11. Variation(s) to September start	None
12. Modes of study	Standard
13. Modes of delivery	Full-time; thick sandwich
14. Intermediate awards, titles and FHEQ Level of Award	CertHE Industrial Design (FHEQ level 4) DipHE Industrial Design (FHEQ level 5) DipHE in Industrial Design with Placement (FHEQ level 5) BA Design (Hons) (Industrial Design) (FHEQ level 6) BA Design (Hons) (Industrial Design) with Placement (FHEQ level 6) MDes Design (Hons) (Industrial Design) (FHEQ level 7) MDes Design (Hons) (Industrial Design) with Placement (FHEQ level 7)
15. UCAS Code	MDes Industrial Design (4 year FT) - TBC MDes Industrial Design (5 year FSK – with placement) - TBC BA Industrial Design (3 year FT) HW72 BA Industrial Design (4 year FSK) HWR2
16. HECoS Code	100182
17. Route Code	BA Industrial Design - W200UADESTCH MDes Industrial Design - TBC BPC route code: See Foundation in Design

18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	<a href="#">UK Quality Code for Higher Education</a> <a href="#">QAA Subject Benchmark Statement for Art and Design</a> <a href="#">QAA Subject Benchmark Statement for Engineering</a> <a href="#">The Framework for Higher Education Qualifications</a> <a href="#">The Institution of Engineering Designers Accreditation Guidance</a> <a href="#">Brunel University London Programme Approval Policy</a> <a href="#">Brunel University London 2030</a> Brunel Placement Learning Policy, as published under the 'Placements' section of the <a href="#">'Managing Higher Education Provision with Others'</a> page.
19. Admission Requirements	Details of <a href="#">entry requirements</a> are provided on the University's and College website. Levels of English for non-native speakers are outlined on the <a href="#">language requirements</a> page.
20. Other relevant information (e.g. study abroad, additional information on placements)	Students undertaking 'with Placement' awards will normally be expected to successfully complete at least 44 weeks industrial placement between FHEQ Levels 5 and 6. The placement will be subject to the approval of the Subject Area of Design and can be split between several institutions. At the discretion of the responsible Officer, a period of shorter duration than 44 weeks may be acceptable. Part of the placement can be an academic exchange at an overseas university, subject to approval of the Exchange Tutor in Design.
21. Programme regulations not specified in Senate Regulation 2. Any departure from regulations specified in Senate Regulation 2 must be stated here and approved by Senate.	<p>To gain the accredited award, in line with IED/Engineering Council requirements, students registered for the BA award can have no more than 30 credits at grade band E across the whole programme. For the MDes this restriction is changed to grade band D for level 7 only. Students not meeting the 30 credit maximum would transfer to the non-accredited award.</p> <p>Variation to SR2.16 for the L7 MDes Project, DM4002 MDes Dissertation (30 credits) instead of 40. Approved on behalf of Senate on 23 July 2021.</p>
22. Further information about the programme is available from the College website.	Course webpage

### 23. EDUCATIONAL AIMS OF THE PROGRAMME

The Industrial Design programme aims to produce graduates who are creative, curious, self-directed and ethical, proficient in the principles, methods and values of design. The programme has been designed in response to current and future industry needs, design research and theory developments, technological advances and local and global concerns. Industrial Design students, at the end of their course, will be able to combine ethical and aesthetic awareness with strong knowledge of creative processes and specialist understanding of business, technical, creative and digital aspects of design, perhaps leading to entrepreneurial outcomes.

Although sharing some modules with the Department's BSc Design and Product Design Engineering programmes, this particular programme follows a distinctive direction of technological understanding through a practice-led teaching philosophy and project-based learning. It aims to produce designers who have a high practical ability to realise their design solutions and a comprehensive understanding of practical and theoretical design concerns. A design process skill-base across a range of disciplines is offered, with final year projects requiring strong technological, human-centric and sustainable elements, generally comprising both aesthetic models and functional prototypes.

The programme has a strong philosophy of design synthesis, where students should develop a mastery of problem identification and framing, integrating creative, human-centred and innovation focused skills, applying user and market research to develop product and brand proposals, realised as tangible or intangible products through virtual or physical prototypes from workshop built or rapid manufacture. Students will be well prepared for employment in a range of settings within a variety of relevant industries, or for further professional and academic study.

## 24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

FHEQ Level	Category (K = knowledge & understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
<b>4</b>					
	K	Define how design for sustainability principles and tools can be integrated and used in different design processes and knowledge of the environmental and socio-ethical challenges	DM1003 (Core)	DMAAA2 DMAAA3	
		Choose existing materials and manufacturing techniques at appropriate volumes (bespoke, batch & mass production) and develop designs to reflect this	DM1003 (Core)	DMAAA2 DMAAA3	DMAAA4
		Recognise the historical origins and development of design, from craft to professional activity, including designers and movements of note across diverse cultures	DM1003 (Core)	DMAAA2 DMAAA3	
	C	Reproduce methods for visual research, creative and imaginative visualisation, utilising proof-of-concept prototypes and 3D models	DM1002	DMAAA2 DMAAA3	DMAAA5
		Explain how human-centred design contributes to the improvement and the creation of user relevant, safe, effective and enjoyable products	DM1003 (Core)	DMAAA2 DMAAA3	DMAAA6
		Outline market research techniques to identify current and future needs and trends to inform new product development	DM1002 DM1003 (Core)	DMAAA2 DMAAA3	
	S (Practical skills)	Reproduce all aspects of the design innovation process, using sketching, modelling and making to develop solutions that respond to briefs and specifications	DM1003 (Core)	DMAAA2	
		Observe creative technology principles, applications and methods to create human centred technological proposals	DM1003 (Core)	DMAAA2 DMAAA3	DMAAA6
	S (Transferable Skills)	Communicate tangible and intangible design concepts and outcomes to audiences using fundamental 2D and 3D considerations and visual communication principles	DM1002 DM1003 (Core)	DMAAA2 DMAAA3	DMAAA5 DMAAA6
		Demonstrate project management skills, including organising and managing the design process while collaborating and communicating across multidisciplinary teams	DM1003 (Core)	DMAAA2	
<b>5</b>					
	K	Prioritise project elements to organise and manage the design process, time, data, IP management, integrating design for sustainability principles and the environmental and socio-ethical challenges faced by communities	DM2005	DMBBB2	DMBBB4 (Core) DMBBB6
		Investigate existing or emerging materials and manufacturing techniques at appropriate volumes (bespoke, batch & mass production) and develop detail design to reflect these			DMBBB4 (Core) DMBBB6 DMBBB7
		Examine the historical origins and development of design, from craft to professional activity, including designers and movements of note across diverse cultures and appraise their influences and position within historical and current societal, cultural, political and ecological contexts	DM2004 DM2005	DMBBB2	DMBBB4 (Core)
	C	Consider and select methodologies, processes and techniques for visual research, utilising proof-of-concept prototypes and 3D models to test proportions, scale, details, finish, ergonomic, usability and user opinions	DM2004	DMBBB3	DMBBB4 (Core)

		Observe organisations, product service systems, brands and user opinions to recognise user problems, improving the quality of Human Centric Design interventions	DM2004	DMBBB2 DMBBB3	DMBBB4 (Core)
		Choose market research techniques to analyse organisations, brands and user opinions to identify current and future needs and trends to inform new product development	DM2004	DMBBB2	DMBBB4 (Core)
	<b>S (Practical skills)</b>	Order all aspects of the design innovation process, using sketching, modelling and making to develop creative, novel, innovative solutions that respond to briefs and specifications			DMBBB4 (Core)
		Consider creative technology principles, applications, models and methodologies to create human centred technological solutions	DM2004	DMBBB3	DMBBB7
	<b>S (Transferable Skills)</b>	Appraise how to communicate tangible and intangible design concepts to diverse audiences considering communication principles, and develop CAD outputs for visual comparison, production drawings, technical purposes, rendering and rapid prototyping	DM2004	DMBBB3	DMBBB4 (Core) DMBBB6 DMBBB7
		Question design's socio-cultural, environmental, economic, political and technical domains that impact business, health, politics, technology, sustainability and ethical considerations	DM2004 DM2005	DMBBB2	
<b>Placement</b>					
	<b>K</b>	Recognising and describing the commercial and economic constraints on a design project			DM2555 (Core)
		Applying design knowledge / tools / techniques in an organisational context			DM2555 (Core)
	<b>C</b>	Demonstrating reflective communication(s) describing professional development experiences			DM2555 (Core)
		Identifying personal and professional development opportunities and implementing a plan to maximise them			DM2555 (Core)
	<b>S</b>	Understanding and explaining effective project management and time planning			DM2555 (Core)
		Delivering self-reflective reports and presentation			DM2555 (Core)
<b>6</b>					
	<b>K</b>	Extend design for sustainability principles and innovate relevant tools for integration into different design processes and characterise cause and effect on environmental and socio-ethical challenges faced by communities	DM3004	DMCCC5	DMCCC4* DM3804 (Core)
		Plan entrepreneurial and project elements to organise and manage the design process, time, data, IP management, design standards, laws and regulation, arranging and costing materials, manufacture, logistics and validation	DM3004	DMCCC5	DM3804 (Core)
		Innovate existing or emerging materials and manufacturing techniques at appropriate volumes (bespoke, batch & mass production) and develop detail design and processes to reflect these	DM3004	DMCCC5	DM3804 (Core)
	<b>C</b>	Devise methodologies, processes and techniques for visual research, creative and imaginative visualisation and their relevance to the design process, utilising proof of concept prototypes and 3D models to test proportions, scale, details, finish, ergonomic, usability and user opinions	DM3003	DMCCC5	DMCCC6* DM3804 (Core)
		Analyse / Innovate organisations, product service systems, brands and user opinions to identify current and future needs and trends and emergent user problems, improving the quality of Human Centric Design interventions in new product development processes in new domains	DM3003	DMCCC5	DMCCC7 DM3804 (Core)
	<b>S</b>	Extend all aspects of the design innovation process, using sketching, modelling and making to develop creative,	DM3003 DM3004	DMCCC5	DM3804 (Core)

	<b>(Practical Skills)</b>	novel, innovative solutions that respond to self-directed briefs and self-authored specifications			
		Validate concepts through 3D CAD models in a range of computer packages to communicate with various stakeholders across the design process for visual comparison, production drawings, technical purposes, rendering and rapid prototyping			DMCCC6* DM3804 (Core)
		Experiment with creative technology principles, applications, models and methodologies to create human centred technological solutions extending emergent technologies			DMCCC6* DM3804 (Core)
	<b>S (Transferable Skills)</b>	Compare fundamental 2D and 3D aesthetic considerations and experiment with visual communication principles, methods and techniques including visual balance, proportion, semiotics of colour, material, finish and application to design	DM3004	DMCCC5	DM3804 (Core)
Evaluate design's socio-cultural, environmental, economic, political and technical domains that impact business, health, politics, technology, sustainability, ethical considerations and the potential short, medium and long term impact				DMCCC4* DMCCC6* DMCCC7 DM3804 (Core)	
<b>7</b>					
	<b>K</b>	Demonstrate the use of a range of tools and techniques to research and investigate complex challenges and problems; discover design opportunities and define, validate, and articulate project briefs.	DM4001 DM4003 DM4004	DMDDD1* DMDDD2* DMDDD3 DMDDD4* DMDDD5* DMDDD6 DMDDD7	
		Demonstrate a critical understanding of methodologies, design knowledge, and awareness of contemporary issues informed by the forefront of social and technology development and the professional practice of design.	DM4001 DM4002 (Core)	DMDDD6 DMDDD7	
	<b>C</b>	Create appropriate and practical design outcomes, to a professional or equivalent level, through reliable and strategic research approaches.	DM4001 DM4003 DM4004	DMDDD1* DMDDD2* DMDDD3 DMDDD4* DMDDD5* DMDDD6 DMDDD7	
		Effectively communicate design and research processes demonstrating sound reasoning with high visual quality.	DM4002 (Core) DM4003	DMDDD1* DMDDD2* DMDDD3 DMDDD4* DMDDD5* DMDDD6	
		Critically evaluate and justify methods and techniques applicable to specific design research topics and develop critiques with sound reasoning.	DM4001 DM4002 (Core)	DMDDD6 DMDDD7	
	<b>S (Practical Skills)</b>	Justify appropriate research methodologies and demonstrate an ability to apply both qualitative and quantitative techniques for data collection and analysis.	DM4001 DM4002 (Core)	DMDDD6 DMDDD7	
		Independently conceive, develop, and realise a self-directed professional portfolio.	DM4003 DM4004	DMDDD1* DMDDD2* DMDDD3 DMDDD4* DMDDD5* DMDDD6	
	<b>S (Transferable Skills)</b>	Demonstrate originality in the application of knowledge with a practical understanding of how established	DM4001 DM4002 (Core)	DMDDD1* DMDDD2* DMDDD3	

		techniques of research and enquiry can be used to create and interpret knowledge in the discipline.		DMDDD6 DMDDD7	
		Demonstrate self-direction and originality in identifying opportunities and tackling and solving problems, and to act autonomously in planning and implementing tasks at a professional level.	DM4003 DM4004	DMDDD1* DMDDD2* DMDDD3 DMDDD4* DMDDD5* DMDDD6 DMDDD7	

**Learning/teaching strategies and methods** to enable learning outcomes to be achieved, including formative assessments

The modules studied at FHEQ levels 4 and 5 are focused on providing a sound academic foundation of subject knowledge. At FHEQ level 6 students study subjects considered central to design, choosing 20 Credits worth of further subjects from a pool of modules and undertake a Major Design Project. Knowledge and understanding are acquired through a combination of lectures and other tutor-led activities such as group tutorials, crit sessions, computing sessions, manufacturing workshops, and guided independent study.

**At FHEQ Level 4**, the programme provides students with an introduction to the knowledge required to develop design solutions. The technological content is introduced and the knowledge is applied to simple mechanical and electronic systems. Also, at this level, an understanding of the design development process is acquired through a range of modules structured to promote graphical, creative and communication skills.

**At FHEQ Level 5**, the design project offers students a first opportunity to demonstrate mastery of the technical, creative and personal skills acquired during the programme. The technological content is extended and the knowledge is applied to a range of mechanical and electronic systems.

**At FHEQ Level 6**, Major Project allows students to conduct an individual research and development project of their choice. It is intended to provide students with an opportunity to demonstrate the integration of their technical abilities and creative skills together with abilities in project planning, management and communication. Also at FHEQ Level 6, the options develop and extend knowledge and understanding of management practices in new product development, and develop knowledge of the professional and ethical responsibilities of creative designers. Students can select further modules to extend their knowledge in other design disciplines. This will also provide a pathway to an MDes at FHEQ Level 7.

**At FHEQ Level 7**, all the design knowledge and skills are synthesised at a higher level, with systematic training of research methods and in-depth exploration of human-centred design theories and practices, with other elective modules addressing specialised design areas which aims to enhance the graduates' contextual analysis and critical reflection skills and enhance their professional practice. MDes Projects will be either self-defined or in collaboration with external partners. Design research will equip graduates with advanced problem-framing, data collection and analysis, reasoning and communication skills required for masters of design.

Cognitive skills are developed concurrently with knowledge and understanding, through the teaching and learning programme outlined above. As students' progress through the latter half of the programme they are given greater freedom to direct their own study areas within a guided framework. They are also encouraged to take their knowledge from the different subject domains and apply it in a holistic approach to problem solving. The practical, professional and transferable skills are developed throughout the programme. Workshop-based skills are taught by experienced teaching technicians in a workshop environment providing the hands-on practise required. Other practical skills such as graphics, computing, and computing analysis skills are also taught with a high level of hands-on experience, in the majority of cases using industry-standard software. At every level the students are encouraged to learn through discussion with tutors and their peers. Presentation skills are developed through practical assignments and more informal tutorial session. Written skills are mainly developed through feedback from written assignments. Time-management is learned through the experience of meeting pre-notified coursework deadlines.

**Summative assessment strategies and methods to enable learning outcomes to be demonstrated.**

Knowledge and understanding are tested by means of a range of assessment tasks including written and viva voce examinations, laboratory reports, written coursework, individual and group design projects, problem solving exercises, structured assignments, oral presentations, and visual media projects.

The range of assessment methods listed above will form the basis for assessment throughout the programme. Students will be expected to discuss or demonstrate their approaches and methods used to solve design problems, as well as their final solutions. In written activities students will be expected to have researched and critically analysed the material gathered, appropriate to the level.

Where practical skills are taught on the programme these will be assessed by coursework requiring the application of that skill, e.g. workshop skills are tested by the production of various artefacts in wood, metal and plastic and digital technologies.

Computing skills will be assessed by generation of suitable programs or models depending on the software used. Reports and oral presentations in various modules assess written and oral communication skills. Self-organised learning is encouraged at all levels of the programme and increases as students' progress, but is mainly demonstrated through the undertaking and completion of the major project. Group projects are used in various modules to allow students to demonstrate their ability to work in teams. The ability of students to manage time and resources is demonstrated by requesting the submission of work by specified firm deadlines, with late work being penalised in the mark awarded.

Linkages with study and assessment blocks will ensure that learning outcomes are not duplicated, but instead enhanced to allow students to make connections, apply and draw references from those study blocks. The assessment blocks and associated study blocks are:

Assessment Block	Associated Study Block
DM1002 Design Journal & Workshop Practice	DMAAA2 Design Process & Research DMAAA3 Design Communication
DM1003 Studio Practice & Portfolio	DMAAA2 Design Process & Research DMAAA3 Design Communication
DM2004 Business & User Experience	DMBBB2 Business, Innovation & Sustainability DMBBB3 UX Design & Graphics
DM2005 Sustainable Design Communication	DMBBB2 Business, Innovation & Sustainability DMBBB3 UX Design & Graphics
DM3003 Innovation Opportunity Identification	DMCCC6 Advanced Design innovation
DM3004 Innovation Solution Delivery	DMCCC6 Advanced Design innovation
DM4001 MDes Design Process	DMDDD6 Design Research DMDDD7 MDes Project
DM4002 MDes Dissertation	DMDDD6 Design Research DMDDD7 MDes Project
DM4003 Professional Portfolio	DMDDD1 Design Strategy & Entrepreneurship DMDDD2 Design for Sustainability Innovation DMDDD3 Inclusive Design DMDDD4 Independent Study DMDDD5 New Technologies DMDDD6 Design Research
DM4004 Reflective Portfolio	DMDDD1 Design Strategy & Entrepreneurship DMDDD2 Design for Sustainability Innovation DMDDD3 Inclusive Design DMDDD4 Independent Study DMDDD5 New Technologies DMDDD6 Design Research

## 25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- **Compulsory modular/study/assessment block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block) which must be passed (at grade D- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments will be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at D- or better, but not necessarily all elements, then the block itself is core.

e.g. AB3000 Project (40)  
Core: Block

Where only some elements of assessments are required to be passed at D- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)  
Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXXX Title (XX credits)  
Core: All, Block

- A **non-core assessment** does not have to be passed at grade D- or better, but must be better than a grade F, in order to progress and to be eligible for the final award.

<b>Foundation Level</b>	
The Foundation year structure available to international students is specified in document “Validated Programme Element Specification for BPC Foundation Year in Design”. These documents also specify the admission and progression requirements.	
<b>FHEQ Level 4</b>	
<b>Compulsory assessment block codes, titles and credit</b> DM1002 Design Journal & Workshop Practice (20 Credits) <b>DM1003 Studio Practice &amp; Portfolio (20 credits)</b> <b>Core: Block</b>	<b>Optional assessment block codes, titles and credits</b> None
<b>Compulsory study block codes, titles and credit volume</b> DMAAA2 Design Process & Research (30 credits) DMAAA3 Design Communication (20 credits)	<b>Optional Study block codes, titles and credit volume</b> None
<b>Compulsory modular block codes, titles and credits</b> DMAAA4 Materials & Manufacturing (20 credits) DMAAA5 Introduction to CAD & Mechanics (20 credits) DMAAA6 Creative Engineering Practice (30 credits)	<b>Optional modular block codes, titles and credits</b> None
<b>FHEQ Level 4 Progression and Award Requirements</b> <a href="#">As per Senate Regulation 2</a>  A maximum of 30 credits in a Bachelors or integrated Masters degree programme can be compensated (failed at grade band E) for an accredited award – see box 21 above.	
<b>FHEQ Level 5</b>	
<b>Compulsory assessment block codes, titles and credits</b> DM2004 Business & Contextual Studies (20 credits) DM2005 Sustainable Design Communication (20 credits)	<b>Optional assessment block codes, titles and credits</b> None
<b>Compulsory study block codes, titles and credit volume</b> DMBBB2 Business, Innovation & Sustainability (20 credits) DMBBB3 UX Design & Graphics (20 credits)	<b>Optional Study block codes, titles and credit volume</b> None
<b>Compulsory modular block codes, titles and credits</b> DMBBB7 Technical Design Applications (20 credits) <b>DMBBB4 Design Practice and Minor Project (40 credits)</b> <b>Core: Block</b> DMBBB6 Design for Manufacturing & Advanced CAD (30 credits)	<b>Optional modular block codes, titles and credits</b> None
<b>FHEQ Level 5 Progression and Award Requirements</b> <a href="#">As per Senate Regulation 2</a>  A maximum of 30 credits in a Bachelors or integrated Masters degree programme can be compensated (failed at grade band E) for an accredited award – see box 21 above.	
<b>FHEQ Level 5 – Placement</b>	
<b>Compulsory assessment block codes, titles and credits</b> None	<b>Optional assessment block codes, titles and credits</b> None
<b>Compulsory study block codes, titles and credit volume</b> DMBBB5 Preparation for Professional Practice (0 credits)	<b>Optional study block codes, titles and credit volume</b> None
<b>Compulsory modular block codes, titles and credits</b> This modular block is only a requirement for the ‘with Placement’ awards.  DM2555 Professional Practice Industrial Experience (120) <b>Core: Block</b>	<b>Optional modular block codes, titles and credits</b> None
<b>FHEQ Level 5 Placement Progression and Award Requirements</b> <a href="#">As per Senate Regulation 2</a>  For BA (Hons) Industrial Design with Placement, DM2555 will contribute 25% of the FHEQ Level 5 profile and hence 8.3% of the overall degree calculation.	



<b>FHEQ Level 6</b>	
<b>Compulsory assessment block codes, titles and credits</b> DM3003 Innovation Opportunity Identification (20 credits) DM3004 Innovation Solution Delivery (20 credits)	<b>Optional assessment block codes, titles and credits</b> None
<b>Compulsory study block codes, titles and credit volume</b> None	<b>Optional study block codes, titles and credit volume</b> None
<b>Compulsory modular block codes, titles and credits</b> DM3804 ID Major Project (40 credits) <b>Core: Block</b> DMCCC6 Advanced Design Innovation (40 Credits) DMCCC7 Integrated Human Factors (20 Credits)	<b>Optional modular block codes, titles and credits (20 credits from the following:)</b> DMCCC4 Advanced Design for Sustainability (20 credits) DMCCC6 Advanced UX & Interaction Design (20 Credits)
<b>FHEQ Level 6 Progression and Award Requirements</b> <a href="#">As per Senate Regulation 2</a>  A maximum of 30 credits in a Bachelors or integrated Masters degree can be compensated (failed at grade band E) for an accredited award – see box 21 above.  For the award BA (Hons) Industrial Design with Placement, DM2555 will contribute 25% of the FHEQ Level 5 profile and 8.3% of the overall degree classification. Module DM2555 must be undertaken between Levels 5 & 6.  <b>BA (Hons) in Industrial Design 360 credits - FHEQ level 6</b>	
<b>FHEQ Level 7</b>	
<b>Compulsory assessment block codes, titles and credits</b> DM4001 MDes Design Process (30 Credits) DM4002 MDes Dissertation (30 Credits) <b>Core: Block</b> DM4003 Professional Portfolio (30 Credits) DM4004 Reflective Portfolio (30 Credits)	<b>Optional assessment block codes, titles and credits</b> None
<b>Compulsory study block codes, titles and credit volume</b> DMDDD3 Inclusive Design (15 Credits) DMDDD6 Design Research (30 Credits) DMDDD7 MDes Major Project (45 Credits)	<b>Optional study block codes, titles and credit volume</b> Choose 2 options from: DMDDD1 Design Strategy & Entrepreneurship (15 credits) DMDDD2 Design for Sustainability Innovation (15 credits) DMDDD4 Independent Study (15 credits) DMDDD5 New Technologies (15 credits)
<b>Compulsory modular block codes, titles and credits</b> None	<b>Optional modular block codes, titles and credits</b> None
<b>FHEQ Level 7 Progression and Award Requirements</b> As per Senate Regulation 2  A maximum of 30 credits in a Bachelors or integrated Masters degree can be compensated (failed at grade band E in levels 4-6 or at grade band D at level 7) for an accredited award – see box 21 above.  <b>MDes (Hons) Industrial Design 480 credits - FHEQ level 7</b> <b>MDes (Hons) Industrial Design with Placement 600 credits – FHEQ level 7.</b>  For the award MDes (Hons) Industrial Design with Placement, DM2555 will contribute 25% of the FHEQ Level 5 profile and 5% of the overall degree calculation. Module DM2555 must be undertaken between Levels 5 & 6 or 6 & 7.	

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a 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 and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.