Programme Specification for Undergraduate Programme
Leading to:
BSc/MDes (Hons) Design
BSc/MDes (Hons) 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 college/department/division	College of Engineering, Design and Physical Sciences / Brunel Design School
4. Contributing college/department/division /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	BSc (Hons) Design (FHEQ level 6) BSc (Hons) Design with Placement (FHEQ level 6) MDes (Hons) Design (FHEQ level 7) MDes (Hons) Design with Placement (FHEQ level 7)
7. Programme title	BSc / MDes Design
8. Programme type (Single honours/joint)	Single honours
9. Normal length of programme (in months) for each mode of study	BSc: 36 months FT; 48 months thick sandwich mode MDes: 48 months FT; 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 Design (FHEQ level 4) DipHE Design (FHEQ level 5) DipHE in Design with Placement (FHEQ level 5) BSc (Hons) (Product Design) (FHEQ level 6) BSc (Hons) (Product Design) with Placement (FHEQ level 6) MDes (Hons) (Product Design) (FHEQ level 7) MDes (Hons) (Product Design) with Placement (FHEQ level 7)
15. UCAS Code	MDes Design (4 year FT) – TBC MDes Design (5 year FSK – with placement) – TBC BSc Design (3 year FT) – H772 BSc Design (4 year FSK – with placement) – H776
16. HECoS Code	100182
17. Route Code	BSc Design – TBC MDes 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	UK Quality Code for Higher Education QAA Subject Benchmark Statement for Art and Design QAA Subject Benchmark Statement for Engineering The Framework for Higher Education Qualifications The Institution of Engineering Designers Accreditation Guidance Brunel University London Programme Approval Policy Brunel University London 2030 Brunel Placement Learning Policy, as published under the 'Placements' section of the 'Managing Higher Education Provision with Others' page.
19. Admission Requirements	Details of entry requirements are provided on the University's and College website. Levels of English for non-native speakers are outlined on the language requirements 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 4 and 5. The placement will be subject to the approval of the Brunel Design School 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.	To gain the accredited award, in line with IED/Engineering Council requirements, students registered for the BSc 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. Variation to SR2.16 for the L7 MDes Project, DM4002 MDes Dissertation (30 credits) instead of 40 credits. Approved on behalf of Senate on 23 July 2021.
22. Further information about the programme is available from the College website	BSc (Hons) Design

23. EDUCATIONAL AIMS OF THE PROGRAMME

The Design programme at Brunel University London aims to produce graduates who are well equipped for successful careers in design and creative industries. Graduates will have developed entrepreneurial mindsets and a blend of skills in digital, user-centred design and sustainable design, problem-solving, critical thinking, multidisciplinary teamwork, research and innovation. They will have become creative and research-led independent thinkers, with transferrable skills in research, project management, oral and written communication, and presentational techniques.

Specialising in Digital Design and Prototyping, Human Factors, and Sustainable Design (unique to the BSc Design programme), students will be challenged to devise innovative and sustainable solutions to complex design problems based on human needs and sustainability; they will apply acquired knowledge in research and concept generation, principles and practices of new designs, and design methodologies and philosophies. Graduates will possess confidence engendered by critical design and creative abilities which empower them to create impactful products and services.

Graduates will also have developed a solid understanding of design history, concepts, tools, technical design methods and processes through practical and theoretical learning. Knowledge and understanding is assessed via a range of tasks including individual and group projects, examinations, laboratory reports, written coursework, challenge-based and problem-solving exercises, oral presentations, and computer-based and visual media projects.

The programme has been designed to meet current industry needs and new developments in society, business, and technology. It provides students with ethical, aesthetic and business awareness combined with strong technical knowledge and a specialist understanding of human-centred aspects of design and sustainability.

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 and 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)
4					
	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	N/A
		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	N/A
		Understand the mathematical ideas underpinning electronic engineering and demonstrate a basic ability to apply analytical tools to electrical and electronic engineering problems.	N/A	N/A	DMAAA1 (Core)

	C	Explain how human centred design contributes to the improvement and creation of user relevant, safe, effective and enjoyable products.	DM1003 (Core)	DMAAA2	DMAAA1 (Core)
	S	Observe all aspects of the design innovation process, using sketching, modelling, and making to develop solutions that respond to briefs and specifications, while selecting existing materials and manufacturing techniques at appropriate volumes (bespoke, match, and mass production).	DM1003 (Core) DM1002	DMAAA2	DMAAA4
		Outline concepts through 3D CAD models in a range of computer packages for visual comparison, production drawings, technical purposes, rendering and rapid prototyping; this to include reproduction of methods for visual research, creative and imaginative visualisation, utilisation of proof-of-concept prototypes and 3D models.	DM1003 (Core) DM1002	DMAAA2	DMAAA5
		Employ market research techniques to identify current and future needs and trends to inform new product design.	DM1003 (Core)	DMAAA2	DMAAA1 (Core)
		Utilise fundamental 2D and 3D aesthetic considerations and visual communication principles, methods and techniques, including visual balance, proportion, semiotics of colour, material, finish and application to design.	DM1003 (Core)	DMAAA2 DMAAA3	N/A
		Demonstrate design project management skills while collaborating and communicating across multidisciplinary teams; utilising differing terminology, tangible and intangible design concepts, and working methods, client requests will be integrated, and compromises reached when managing potential conflicts.	DM1003 (Core) DM1002	DMAAA2 DMAAA3	DMAAA5
5					
	K	Investigate design for sustainability principles and emerging materials to select relevant tools and techniques for integration into design processes considering environmental and socio-ethical challenges faced by communities.	DM2004 DM2005	DMBBB2	DMBBB4 (Core) DMBBB6
		Prioritisation of project elements to organise and manage the design process, time, data, IP management, design standards.	DM2004	DMBBB2	DMBBB4 (Core) DMBBB6
		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.	DM2005	DMBBB3	DMBBB4 (Core)
	C	Consider and select appropriate 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 DM2005	DMBBB2 DMBBB3	DMBBB4 (Core) DMBBB1
		Recognise user problems, improving the quality of human centric design interventions.	DM2004 DM2005	DMBBB2 DMBBB3	DMBBB4 (Core)

		Choose market research techniques to observe and analyse organisations, brands, and user opinions, to identify and effectively communicate current and future needs and trends to inform new product development.	DM2004 DM2005	DMBBB2 DMBBB3	DMBBB4 (Core)
	S	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.	DM2004 DM2005	DMBBB2 DMBBB3	DMBBB4 (Core) DMBBB1
		Arrange concepts through 3D CAD models in a range of computer packages for visual comparison, production drawings, technical purposes, rendering and rapid prototyping.	N/A	N/A	DMBBB6 DMBBB4 (Core)
		Consider creative technology principles, applications, models and methodologies to create human centred technological solutions.	DM2004	DMBBB3 DMBBB1	DMBBB4 (Core)
		Question and recognise design's socio-cultural, environmental, economic, political and technical domains that impact business, health, politics, technology, sustainability and ethical considerations.	DM2004 DM2005	DMBBB2 DMBBB3	N/A
Placement					
	K	Recognise and describe the commercial and economic constraints on a design project	N/A	N/A	DM2555 (Core)
		Apply design knowledge / tools / techniques in an organisational context	N/A	N/A	DM2555 (Core)
	C	Demonstrating reflective communication(s) describing professional development experiences	N/A	N/A	DM2555 (Core)
		Identifying personal and professional development opportunities and implementing a plan to maximise them	N/A	N/A	DM2555 (Core)
	S	Understand and explain effective project management and time planning	N/A	N/A	DM2555 (Core)
		Deliver self-reflective reports and presentation	N/A	N/A	DM2555 (Core)
6 (* indicates an elective module)					
	K	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.	DM3003*	DMCCC5*	DM3802 (Core) DMCCC4
		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.	DM3003* DM3004*	DMCCC5*	DM3802 (Core)
		Innovate existing or merging materials and manufacturing techniques at appropriate volumes (bespoke, batch & mass production) and develop detail design and processes to reflect these.	DM3004*	DMCCC5*	DM3802 (Core)
	C	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	DM3003* DM3004*	DMCCC5*	DMCCC7 DM3802 (Core) DMCCC1*

		models to test proportions, scale, details, finish, ergonomic, usability and user opinions.			
		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* DM3004*	DMCCC5*	DMCCC7 DM3802 (Core)
		Extend all aspects of the design innovation process, using sketching, modelling and making to develop creative, novel, innovative solutions that respond to self-directed briefs and self-authored specifications.	DM3003*	DMCCC5*	DM3802 (Core)
		Devise 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.	N/A	N/A	DM3802 (Core) DMCCC3* DMCCC6*
	S	Experiment with creative technology principles, applications, models and methodologies to create human centred technological solutions extending emergent technologies.	DM3004*	DMCCC5*	DM3802 (Core) DMCCC6*
		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.	DM3003* DM3004*	DMCCC5*	DM3802 (Core)
		Recognise 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.	DM3003*	DMCCC5*	DM3802 (Core) DMCCC4
7 (* indicates an elective module)					
	K	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 DM4002 (Core) DM4003 DM4004	DMDDD2 DMDDD1* DMDDD3* DMDDD4* DMDDD5* DMDDD6 DMDDD7	N/A
		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	N/A
	C	Create appropriate and practical design outcomes, to a professional or equivalent level, through reliable and strategic research approaches.	DM4001 DM4004	DMDDD2 DMDDD1* DMDDD3* DMDDD4* DMDDD5* DMDDD6 DMDDD7	N/A
		Effectively communicate design and research processes demonstrating sound reasoning with high visual quality.	DM4002 (Core) DM4003	DMDDD2 DMDDD1* DMDDD3* DMDDD4* DMDDD5* DMDDD6	N/A

		Manage complex issues both systematically and creatively, make sound judgements in the absence of complete data, or under unpredictable situations, and communicate conclusions clearly and confidently to specialist and non-specialist audiences.	DM4001 DM4002 (Core) DM4003	DMDDD4* DMDDD6 DMDDD7	N/A
		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	N/A
	S	Independently conceive, develop, and realise a self-directed professional portfolio.	DM4003 DM4004	DMDDD2 DMDDD1* DMDDD3* DMDDD4* DMDDD5* DMDDD6	N/A
		Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline.	DM4001 DM4002 (Core)	DMDDD4 DMDDD6 DMDDD7	N/A
		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	DMDDD2 DMDDD1* DMDDD3* DMDDD4* DMDDD5* DMDDD6 DMDDD7	N/A
		Demonstrate independent learning ability and self-direction to continue to advance knowledge and understanding, and to develop new skills to a high level.	DM4001 DM4002 (Core) DM4003	DMDDD1* DMDDD2 DMDDD7	N/A

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

The future-focused BSc/MDes Design programme ensures that graduates possess an entrepreneurial mindset with creative and innovative capabilities and a deep understanding of human needs and desires to solve real-world complex design challenges. The programme's learning outcomes are achieved through a combination of lectures and tutor-led activities; these include studio-based learning, group tutorials, team working, laboratory sessions, computing sessions, manufacturing workshops, and guided independent study. Students' knowledge and understanding is developed and assessed through a range of tasks including individual and team design projects, examinations, laboratory reports, written coursework, challenge-based and problem-solving exercises, oral presentations, and computer-based and visual media projects.

Cognitive skills and transferrable attitudes are developed concurrently through a teaching and learning programme that encompasses both theoretical and practical knowledge development, preparing students for successful careers in their chosen industrial settings. During their studies, students will enhance their critical thinking ability, and gain an appreciation of human needs and desires, sustainability, while developing an entrepreneurial mindset and skills in independent research, project management, oral and written communication, delivery of presentations, and teamwork. Practical design skills are developed at all levels of study through workshop-based activities which are taught by experienced technicians in a safe workshop environment. Other practical skills such as Computer-Aided Design (CAD), graphics, User Experience (UX), and digital analysis are taught using industry-standard software. At every level of study, students are encouraged to learn through discussion with tutors and peers. Presentation skills and team working abilities are developed through practical assignments and informal tutorial and peer-to-peer sessions. Writing skills are enhanced through regular feedback from written assignments such as reports, essays and dissertations. Lifelong skills, such as time and project management, are acquired through the completion of coursework and projects.

At FHEQ Level 4, the programme provides students with an introduction to the knowledge required to develop innovative, human-centred, and sustainable solutions to real-world design challenges. Students develop practical understanding of design processes, research and ethics and an ability to complete independent and team study. At FHEQ Level 5, students develop their digital design and prototyping skills, unique to this programme, and enhance their knowledge of new product development process, computer-aided design, user experience, graphics, business, innovation and sustainability. At FHEQ Level 6, the core Human Factors and Sustainable Design modules develop students' empathy and expertise in understanding human needs and sustainable development from a design perspective, while the Design Major Project allows students to apply their independent research and critical thinking skills to design a unique, creative and innovative solution to an identified problem. Also, at FHEQ Level 6, students select specialisms to develop and extend their knowledge in other design disciplines; this provides a pathway to an MDes at FHEQ Level 7.

Finally, at FHEQ Level 7, students' 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 being completed. Elective modules, addressing specialised design areas such

as Inclusive Design, Sustainability, and Design Strategy and Entrepreneurship, aim to enhance graduates' contextual analysis and critical reflection skills, while informing their professional practice, leading to successful careers in industry. The MDes Project is either self-defined or undertaken in collaboration with external partners, with the Design Research module equipping students with advanced problem-framing, data collection and analysis, reasoning, and communication skills.

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

Knowledge and understanding is assessed through a range of tasks, including individual and team design projects, examinations, laboratory reports, written coursework, viva voce examinations, challenge-based and problem-solving exercises, oral presentations, and computer-based and visual media projects; these form the basis for assessment throughout the BSc Design 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, as appropriate to the relevant level of study.

Where practical skills are to be assessed, this will be via coursework demonstrating the application of skills developed e.g., workshop skills will be assessed through the production of various artefacts in wood, metal, plastic and digital technologies. Computing skills will be assessed through the generation of suitable programs or models, dependent on the software used for each module. Reports and oral presentations will assess written and oral communication skills. Self-organised learning is encouraged at all levels of study to enhance students' progress, although it is mainly demonstrated during the undertaking and completion of the major project at FHEQ Level 6. Team projects are used across modules to allow students to demonstrate their ability to work collaboratively. The ability of students to manage time and resources effectively is demonstrated through the submission of tasks by specified deadlines; late work is 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 and 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 DM3004 Innovation Solution Delivery	DMCCC5 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 block:** one in 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.
- **Optional block:** one in which students choose from an 'option range'. These will be listed in the right-hand column**.**
- **Core assessment:** an assessment identified within an assessment block or modular block (either compulsory or optional) 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 must 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.

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 in this way, students are required to pass the block by default. This will be identified as: 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.

L0 Foundation Level
The Foundation Level 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.

FHEQ Level 4	
Compulsory assessment block codes, titles and credit DM1002 Design Journal & Workshop Practice (20 credits) DM1003 Studio Practice and Portfolio (30 credits) - **Core: Block**	**Optional assessment block codes, titles and credits** None
Compulsory study block codes, titles and credit volume DMAAA2 Design Process & Research (30 credits) DMAAA3 Design Communication (20 credits)	**Optional Study block codes, titles and credit volume** None
Compulsory modular block codes, titles and credits DMAAA1 Electronics and Mathematics (30 Credits) - **Core: Block** DMAAA4 Materials and Manufacturing (20 Credits) DMAAA5 Introduction to CAD and Mechanics (20 Credits)	**Optional modular block codes, titles and credits** None
FHEQ Level 4 Progression and Award Requirements As per Senate Regulation 2 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.	
FHEQ Level 5	
Compulsory assessment block codes, titles and credits DM2004 Business & User Experience (20 credits) DM2005 Sustainable Design Communication (20 credits)	**Optional assessment block codes, titles and credits** None
Compulsory study block codes, titles and credit volume DMBBB2 Business, Innovation & Sustainability (20 credits) DMBBB3 UX Design & Graphics (20 credits)	**Optional Study block codes, titles and credit volume** None
Compulsory modular block codes, titles and credits DMBBB1 Digital Design & Prototyping (20 Credits) DMBBB4 Design Practice and Minor Project (30 Credits) - **Core: Block** DMBBB6 Design for Manufacturing & Advanced CAD (30 Credits)	**Optional modular block codes, titles and credits** None
FHEQ Level 5 Progression and Award Requirements As per Senate Regulation 2 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.	

FHEQ Level 5 – Sandwich Placement	
Compulsory assessment block codes, titles and credits None	**Optional assessment block codes, titles and credits** None
Compulsory study block codes, titles and credit volume DMBBB5 Preparation for Professional Practice (0 credits)	**Optional study block codes, titles and credit volume** None
Compulsory modular block codes, titles and credits This modular block is only a requirement for the 'with Placement' awards. DM2555 Professional Practice Industrial Experience (120 credits) - **Core: Block**	**Optional modular block codes, titles and credits** None
FHEQ Level 5 Placement Progression and Award Requirements As per Senate Regulation 2 For BSc (Hons) Design with Placement, DM2555 Professional Practice Industrial Experience will contribute 25% of the FHEQ Level 5 profile and 8.3% of the overall degree calculation.	

FHEQ Level 6	
Compulsory assessment block codes, titles and credits None	**Optional assessment block codes, titles and credits** DM3003 Innovation Opportunity Identification (20 credits) DM3004 Innovation Solution Delivery (20 credits)
Compulsory study block codes, titles and credit volume None	**Optional study block codes, titles and credit volume** None
Compulsory modular block codes, titles and credits DM3802: Design Major Project (40 credits) – **Core: Block** DMCCC7: Integrated Human Factors (20 credits) DMCCC4: Advanced Design for Sustainability (20 credits)	**Optional modular block codes, titles and credits** Choose 40 credits from: DMCCC1: Product Design Engineering Analysis (20 credits) DMCCC3: Embedded Systems for Product Design (20 credits) DMCCC5: Advanced Design Innovation (40 credits) DMCCC6: Advanced UX & Interaction Design (20 credits)
FHEQ Level 6 Progression and Award Requirements As per Senate Regulation 2 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. For BSc (Hons) Design with Placement, DM2555 Placement will contribute 25% of the FHEQ Level 5 profile and 8.3% of the overall degree classification. **BSc (Hons) in Design 360 credits - FHEQ level 6** **BSc (Hons) in Design with Placement 480 credits – FHEQ level 6**	

FHEQ Level 7	
Compulsory assessment block codes, titles and credits DM4001 MDes Design Process (30 credits) DM4002 MDes Dissertation (30 credits) - **Core: Block** DM4003 Professional Portfolio (30 Credits) DM4004 Reflective Portfolio (30 Credits)	**Optional assessment block codes, titles and credits** None
Compulsory study block codes, titles and credit volume DMDDD2: Design for Sustainability Innovation (15 credits) DMDDD6: Design Research (30 credits) DMDDD7: MDes Project (45 credits)	**Optional study block codes, titles and credit volume** Choose 2 options from: DMDDD1: Design Strategy & Entrepreneurship (15 credits) DMDDD3: Inclusive Design (15 credits) DMDDD4: Independent Study (15 credits) DMDDD5: New Technologies (15 credits)
Compulsory modular block codes, titles and credits None	**Optional modular block codes, titles and credits** None

FHEQ Level 7 Progression and Award Requirements
As per Senate Regulation 2

A maximum of 30 credits in a Bachelors or integrated Masters degree programme 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.

For MDes (Hons) in Design 480 credits – FHEQ level 7
For MDes (Hons) in Design with Placement 600 credits – FHEQ level 7

For MDes (Hons) Design with Placement, DM2555 Placement 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 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.