

Product Design

2017-18

Course Introduction



Welcome to

BSc (Hons) and HND Product Design

Our welcome week begins on 25 September 2017. During this week you will meet the course team and attend several talks to help you to settle in to your new and exciting environment here at the University of Northampton. The welcome week timetable is included at the back of this document.

The University of Northampton is situated on two campuses: Park Campus and Avenue Campus. It is large enough to provide a wide variety of courses and a good range of extracurricular activities to suit most tastes. At the same time it is small enough for every student to feel he or she is a significant member of the University.

We offer a relaxed and friendly atmosphere in which you may study and feel a part of the extended collegiate community.

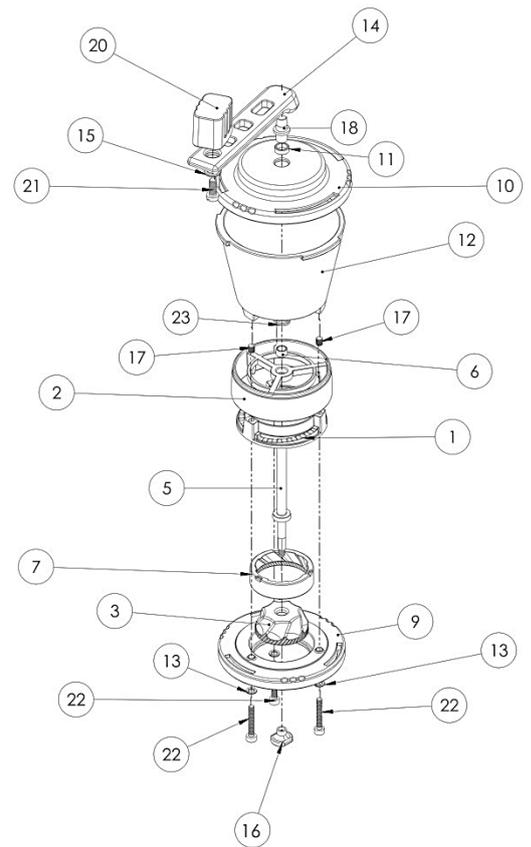
Avenue Campus is the Universities' major centre for Art and Design and occupies a 24 acre site overlooking the 'Racecourse' close to the town centre. Facilities include workshops, lecture rooms, library, computer rooms, art and drama studios and a Students' Union building, as well as purpose-built student accommodation. Product Design is situated at the Avenue campus and is part of the Faculty of Art, Science and Technology.

The Product Design programme is focused on developing professional design skills and an innovative approach to problem solving. Students are encouraged to ask fundamental questions about user needs and product functionality and combine these with a detailed understanding of materials and contemporary manufacturing technologies. The programme also explores how sustainability and different social contexts can inform the design process. This creative dynamic environment can lead to both innovative and realistic product design solutions. The mix of industry-centred projects, current technologies and visual thinking will enable students to develop the required skills for professional product design.

We hope you will enjoy studying with us and make full use of the opportunities and facilities that the University offers.

Our established curriculum integrates 'live' and 'theoretical' projects. This helps each student to refine their personal interests and aspirations through a range of design challenges that address the needs of very different markets. This involves industry visits, primary research, concept sketching, 3D computer aided design, presenting to client design teams, attending guest lectures from industry experts and 'proof of principle' modelling in our 3D workshop. Please see the 3D Design student led blog at www.3duon.co.uk for current and recent events.

The final year of the BSc programme is dedicated to building a personal portfolio of self-initiated projects. This also includes entry into a national competition, usually the RSA Student Design Awards, to develop research and analysis skills and the opportunity to promote your design abilities to the wider design industry.



The Staff Team

Our friendly programme tutors have many years' experience in industry and are engaged in current design practice or research. This is an essential element to the successful teaching environment at Northampton. Lecturers understand industry needs, have valuable contacts and can contribute insightful knowledge across a wide range of product design scenarios. We provide an environment where students can pursue, debate and prioritise issues to create original and rigorous project proposals. Key staff members include:

The Course Team are:

Steve McGonigal (Programme Leader)

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Friedemann Schaber

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Vicki Thomas

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Paul Tallon

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Jason Duggan

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Our External Examiner is:

Nigel Ball, Programme Leader Product Design at Sheffield Hallam University.

Course Structure

The following is a list of modules taught on the programme. Modules consist of design projects, lectures, tutorials, workshop practice and studio design work. HND students are required to study all year 1 and year 2 modules. BSc students will be required to study the modules in all three years.

Year 1 (Level 4)

3DD1005: Design Projects 1	40 Credits	Compulsory
3DD1044: Materials and Processes 1	20 Credits	Compulsory
3DD1007: Visual Studies	20 Credits	Compulsory
3DD1054: Form and Colour 1	20 Credits	Compulsory
3DD1009: Contextual Studies 1	10 Credits	Compulsory
3DD1022: Professional Practice 1	10 Credits	Compulsory

Year 2 (Level 5)

3DD2009: Design Projects 2	40 Credits	Compulsory
3DD2056: 3D Modelling and Manufacture	20 Credits	Compulsory
3DD2046: Materials and Processes 2	20 Credits	Compulsory
3DD2065: Form and Colour 2	20 Credits	Compulsory
3DD2015: Contextual Studies 2	10 Credits	Compulsory
3DD2017: Professional Practice 2	10 Credits	Compulsory

Year 3 (Level 6)

3DD4003: Minor Design Project	40 Credits	Compulsory
3DD3018: Final Major Project 1	40 Credits	Compulsory
3DD3019: Final Major Project 2	40 Credits	Compulsory

Students studying the BSc (Hons) Product Design including a Foundation Year will be required to study the following modules in year 0 and year 1:

Year 0

FDN001: Subject Skills 1: Practical and Study Skills	40 Credits	Compulsory
FDN007: Research for Practice	40 Credits	Compulsory
3DD1044: Materials and Processes 1	20 Credits	Compulsory
3DD1007: Visual Studies	20 Credits	Compulsory

Year 1

FDN004: Subject Skills 2: Working with Ideas	40 Credits	Compulsory
3DD1005: Design Projects 1	40 Credits	Compulsory
3DD1054: Form and Colour 1	20 Credits	Compulsory
3DD1009: Contextual Studies 1	10 Credits	Compulsory
3DD1022: Professional Practice 1	10 Credits	Compulsory

Introductory Reading List:

You will be introduced to many books and resources whilst studying on the course. The following is a list of some examples:

Essential subject reading list:

- K. Eissen, Sketching: The Basics, 2013
- B. Hallgrímsson, Prototyping and Modelmaking for Product Design, 2012
- C. Lefteri, Making It: Manufacturing Techniques for Product Design, 2012
- D. Norman, Emotional Design: Why we love (or hate) everyday things. 2004
- A. Pipes, Drawing for designers, 2007

Highly recommended subject reading list:

- R. Banham, Theory and Design in the First Machine Age, 1980
- J. Berger, Ways of seeing, Pelican, 1995
- Forty, Objects of Desire: Design and Society 1750-1980, 1986
- Fuad-Luke, The eco-design handbook: a complete sourcebook for the home and office, 2004
- Lefteri: Materials for Design, 2014
- M. Lin, Drawing and designing with confidence, 2005
- S. Pheasant, Bodyspace, 1996
- Powell, Presentation Techniques, 1990
- R. Tilly, The measurement of man and woman. Human factors in Design, 2001.
- R. Thompson, Manufacturing Processes for Design Professionals, 2007



What you'll need:

Designers draw. You will therefore need to come prepared with some drawing equipment and materials of your own. We therefore recommend that you bring the following:

- Graphite pencils
- Chalk based pastels
- Colour pencils
- Tippex or white gouache
- Layout paper / marker pad (A3)
- Spraymount adhesive
- A sketchbook
- Eraser
- Pencil sharpener
- Simple compass
- Scissors
- Scalpel
- A4 cutting mat
- A3 Portfolio display book
- Coating spray (Fixative)
- Pritt stick
- 10-15 professional marker pens (e.g., Pantone, Letraset, Zig, Copic)

During the course you will also be asked to build models and prototypes of your designs. The workshop at the University has a full range of tools however your will find it beneficial if you also own some simple essential equipment. We therefore suggest that you purchase the following toolkit:

- Tool box and lock
- Ruler (stainless steel or aluminium)
- Screwdrivers (slotted and pozi-drive)
- Pocket calculator
- Fretsaw and blades
- 'Dremel' rotary cutting/sanding tool
- Needle files
- Digital calliper
- Combination square
- Craft knife
- Black fine-liner
- Cyano-acrylate adhesive (Superglue)
- Black marker pen
- Masking tape, double-sided tape
- HB pencil
- Wood glue
- Glue gun and glue sticks

The lists above are indicative and some items can be purchased when you arrive at University.

Welcome Week Timetable:

Our 2017 welcome week runs from 25th Sept. to 29th Sept. All first year students are required to attend.

3D Design

Welcome Week Timetable 2017

Product Design, Architectural Technology, Interior Design

	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	
Mon 25th Sept					Executive Dean Welcome		Lunch		Introduction to 3D design department and tour		Course specific introduction project									
					MR84 Maidwell Theatre				MB14		MB14									
					Avenue Campus				Avenue Campus		Avenue Campus									
Tue 26th Sept	Enrolment (if not already enrolled)		Freshers fair activities						Lunch											
	MB8 - Enrolment		Park Campus																	
	Avenue Campus										Northampton Event									
											2.00pm Library Induction - ID & AT			3D department Film Night & Pizza						
Wed 27th Sept			Introduction to Modules				Lunch				2.30pm Library Induction - PD			MB14						
			To be advised							Course specific introduction project						Avenue Campus				
			Avenue Campus																	
Thu 28th Sept	London Design Visits (Bring own lunch) Mandatory to all new students Look out for more information during the week																			
Fri 29th Sept			Health and Safety Induction to Workshop Practice	Fast Sizzle - Student and Staff BBQ					Course specific introduction project											
			MB15	Avenue Campus					MB14											
			Avenue Campus						Avenue Campus											