BA Hons Product Design

Dear Applicant,

Thank you for your interest in the BA Hons Product Design program.

Who is the course for?

This course is designed primarily for students from either an Art and Design or Technology and Design background who wish to follow careers as Designers or Designer Makers primarily within the disciplines of Product/ Industrial Design, Furniture Design, Designer Maker, Ceramics, Silversmithing and Jewellery, who wish to teach either Art and Design or Technology and Design related subjects or who wish to undertake further design related studies at Masters or Doctoral level.

The course provides stimulating and challenging practice based design education within a multidisciplinary studio environment with making at the core of what it does.

Workshops offer facilities to work in a wide range of materials and processes such as wood, metal, ceramics, silversmithing, fine metalworking, CNC machining, plasma and laser cutting as well as a range of 3D printing technologies in a range of materials.

Practice is informed and underpinned by a strong culture of contextual understanding and critical reflection. Students engage in multidisciplinary work based learning through collaborative projects and industrial placements underpinned by teaching in professional practice, strategic business thinking and entrepreneurship.

Our Goal is to produce graduates who are informed thinkers, fluent communicators and highly skilled makers that have the requisite technical, intellectual, creative and entrepreneurial skill sets to make a meaningful contribution within the context of the creative industries.

Dominic Logan
Course Director
BA Hons Product Design

Why do we ask for a digital portfolio?

We look at portfolios to help us in our selection process. Seeing your portfolio gives us an idea of your skills and helps us understand if you will enjoy studying with us, have the potential to thrive on the course and to make sure that BA Hons Product Design is the right course for you. Your digital portfolio is a way of presenting to us the collection of visual imagery and projects that you have made/created. The most successful portfolios show us your range of skills from your processes of initial sketches and ideas, to research, experimentation, use of materials and techniques to your developed creative outcomes. We are very keen to see these sorts of approaches to show us your commitment to generate great work. A good portfolio should contain quality work: it's not about quantity. Be selective about what to include and avoid repetition, we would recommended 15 to 20 pieces. Ensure that your work is clearly laid out and easy to look through. Be careful to create a document that we can open and that the resolution of your document isn't so large that it cant be easily emailed. A PDF is the best universal format.

What we're looking for?

Depending on whether you've been studying Art and Design, Technology and Design or indeed both your portfolio might look quite differently. Regardless of content we're looking for the same things:

A passion and basic understanding of for the subject area and and what is involved in studying it.

An enthusiasm for making that demonstrates your creativity and imagination

Drawing skills – in the broadest sense

Your ability to generate and develop your ideas within an exploratory theme or design brief

An experimental approach to handling and developing materials and processes

Who or what inspires you in in the field of Art and Design, particularly Product Designers Designer Makers, Craftspeople, Movements or Styles.

Who are you reading about, who inspires your work?

Above all, we are looking for your potential to learn and that you have ambitions for your own future within the creative industries.

What should your digital portfolio contain?

Drawings, Sketches, Sketchbooks

Your portfolio needs to demonstrate drawing skills in the broadest sense and should include any of the following: analytical, observational drawing, Life drawing, design sketching. If as part of your study you keep a sketchbook we would like to see examples from that that show how you think and develop ideas

Pages from your Sketchbooks reveal how you research and utilise imagery and how develop concepts to finished ideas through experimentation or by following a design process

They will show us how you approach a project as well as the subject matter that inspires you - think about reasoned development as well as your conclusion

You should if possible include some examples of primary and secondary research, source material, such as exhibition visits study trips abroad, artists' inspiration and your own interests

Include visual references to contemporary artists and designers, and references to contemporary and historical practices to that show your interests in crafts the widest sense

If you study TD were keen to see the sketch pages that underpin your final designs, show us how you frame a problem and then explore and resolve it through drawing

Making

Evidence that you enjoy designing and using materials. We want to see 2D to 3D design development and experimentation with materials. Bring two to three examples Photographs of your 3D work, maquettes, models and finished designs is helpful to see

Projects

We want to see how you develop an idea and how you research and respond to a project brief Show evidence of a project in your portfolio that demonstrates creativity, a deep involvement in your work and your conclusion or final idea. This could be any art or design project, either as part of your course or an independent project

Please feel free to include any projects you have taken on outside of your studies this shows you can work independently, without being driven by a brief or a deadline.