School of Design | Lancaster University

Design

Undergraduate Degrees

2024

# Design
## at Lancaster

Designers increasingly address complex business and societal challenges relating to some of the big issues we face such as climate change, ageing populations, inequality, public health problems and rapid technological change. Learn to work in an industry that requires creative, collaborative agile designers capable of designing meaningful experiences in both our physical and digital worlds.

This degree will equip you for a range of exciting careers in existing and emerging creative industries.

+ Creative design practice is supported by historical, intellectual and theoretical content.

+ Work in our design studios to develop practical skills in design research, ideation, making, visualisation and presentation using specialist equipment and industry-standard software.

+ Real-world projects and live briefs prepare you for your future career.

+ Guest speakers and external organisations provide insight into design and related industries.

**4**th

**for Art & Design**
*Times Good University Guide 2023*

**7**th

**Joint 7th for Art & Design Graduate Prospects**
*Times Good University Guide 2023*

## £1.8m investment in purpose-built design studios

# Teaching and **learning**

## Design facilities and equipment

**As a Design student at Lancaster, you will work in our purpose-built design studios, digital art lab, installation spaces and fully-equipped workshops. We have specialist fabrication equipment including laser cutters and 3D-printers, accompanied by access to industry-standard design software.**

## Taught elements

**You will have a combination of lectures and small-group seminars, as well as time spent in our design studio.**

## Assessment

**We use a variety of assessment methods, these include: essays, presentations, project reports, dissertations, practical projects and examinations.**

# Your **degree**

In your first year, you will be introduced to many practical design activities through studio-based teaching whilst developing a broad knowledge of the theory of design.

During your second year, you will deepen your practical experience via intensive design studio modules focusing on design visualisation, materials and designing for people. You will also have opportunities to study optional modules in design interactions theory and design management.

During your third year, you will undertake design studio modules focusing on contexts and things, as well as conduct a design consultancy project with an external organisation and complete a major project/dissertation in an area of design that interests you.

## Year 1

### Design Issues

You will gain a coherent, general picture of design as a multidisciplinary profession and an engine of innovation and creativity. This module emphasises design as a force for social good so you will learn about contemporary issues in design that relate to sustainability, health, and wellbeing across a range of contexts.

Through studio-based teaching, you will work both individually and collaboratively to develop your practical research and design skills. You will be introduced to a broad range of design methods and industry-standard software such as Adobe Photoshop and InDesign. You will learn how to critically evaluate designs, conduct user and context research, frame problems, prototype physical and digital solutions, visualise your ideas and present them to a professional standard.

### Fundamentals: Design Studio

This is a two-part practical studio module designed to help you face the industry challenges of the future. You will study a mix of Human-Centred Design, Graphic Design, User Interactions and Experience (UI/UX). You will learn techniques to help you develop responses to user needs in changing industry contexts.

In the second part of the module, you will further develop your skills, and produce a portfolio and prototype. The project will incorporate user research, concept development, iteration, and relevant theoretical sources.

On completing this module, you will demonstrate knowledge of human-centred design and your ability to progress research into viable and meaningful design solutions.

### Minor Module

There is a wide choice of optional modules. Examples include:

+ Creative Writing
+ English Literature
+ Film Studies
+ History
+ Media and Cultural Studies
+ Marketing
+ Sociology
  … and more

Availability is subject to entry requirements and timetabling restrictions.

**OR**

### Joint Degree Module

If you are on a joint degree you will take the core module in your second subject (Fine Art or Marketing).

# Year 2

| Critical Reflections (Contemporary Arts Theory) | + | Design Studio: People | + | Design Studio: Materials | + | Design Studio: Visualisation |
|---|---|---|---|---|---|---|

Critical Reflections explores a number of key interdisciplinary philosophical and cultural concepts which will enable you to analyse, engage with, and reflect upon design practice.

The module usually covers six main areas:

+ Aesthetics, Formalism and Beyond
+ Phenomenology
+ Semiotics, Structuralism and Deconstruction
+ Class and Society
+ Feminism, Queer Theory and Gender
+ On Difference

You will focus on people as both the recipients and potential creators of design.

You will apply methods and tools to gain insights into the diversity of user groups (individuals, community, young, old, etc.) that may be both designed *for* and created *with*.

You will develop a deep awareness about the user experience by conducting research that includes gaining empathy with potential users, prototyping, testing and iterating potential design solutions.

You will develop your making skills using a range of different materials through experimentation and the development of design responses to particular problems. You will explore how an understanding of materials and technology informs and influences the development of design artefacts and how construction methods and associated technologies constrain and support the development of artefacts, both physical and digital in nature.

Through design studios and software labs, you will deepen your practical skills in using a range of industry standard 2D and 3D software so that you can visualise your design ideas to a high standard. You will also learn about the ways in which designers creatively use visualisation tools and visual thinking to develop their ideas, explore interventions and communicate possible futures to different audiences.

## Optional modules

| Design Interactions | Design Management |
|---|---|

You will gain a broad, historical and theoretical foundation for designing interactions between people, products and places. We support you in developing practical design skills and understanding how to evaluate interactions.

You will learn about the knowledge and expertise design management brings to organisations. This module will prepare you to work with designers on strategic design issues, such as developing innovative services that are delivered through technology and the value of user experience design in various sectors.



## Student work

Every year our final year students showcase their films in a major degree show exhibition, that is open to the public.

**www.lancaster.ac.uk/lica/degreeshow**

# Year 3

## Dissertation + Design Studio: Things + Design Studio: Contexts + Design Consultancy

**Dissertation**

You will complete an independent research project on a topic of your choice. Research skills are taught via lectures/seminars and you will be supported by means of one-to-one supervision.

The dissertation can be a sustained piece of writing or a combination of writing and a practical output.

**Design Studio: Things**

This speculative design studio considers the potential futures of emerging technologies (e.g. Artificial Intelligence and Machine Learning, Robots, Diamond Batteries, Biomimetic Materials, etc.).

You will create a range of artefacts that concretise future worlds in which future technologies might exist. You will learn to critically evaluate the implications of particular futures and learn how to visualise such futures to an external audience in a manner that is both plausible and engaging.

**Design Studio: Contexts**

You will consider contemporary issues, such as environmental sustainability, health and wellbeing and other 'wicked problems', through the exploration of a specific context (i.e. space, place or practice).

You will conduct design research to develop a critical understanding of the problem context and apply practical design skills that respond to the findings of your contextual analysis.

**Design Consultancy**

You will learn what design consultancy is and how to become a design consultant through undertaking a practical design consultancy project with a real-world client.

During this module, you will develop skills in problem definition, data collection and analysis, design conceptualisation, visualisation or making, presentation and report writing.

Projects vary in nature since they respond to the client's needs but may take the form of a design audit, a new product development, design guidelines, brand positioning/strategy or UX research.

## Optional modules

**Advanced Design Interactions**

You will learn about advanced, theoretical perspectives for design interactions, building upon the framework for designing interactive products and systems, introduced in the second year Design Interactions module. You will extend your knowledge and understanding of the theory, research and practice of design interactions into specialised areas, including human-computer, human-human, human-place and human-system interactions.

**Innovation and Design**

You will advance your understanding of innovation as a discipline and how to identify and evaluate some of the different modes of innovation, such as incremental, radical and disruptive innovation.

Furthermore, you will practically explore the relationship between innovation and design by developing design concepts that employ 'innovation' thinking.

**Creative Enterprise**

You will learn about the innovative ways in which creative practitioners produce and deliver their work. You will develop a working understanding of the key management and enterprise skills involved in delivering creative projects.

# Degrees and
# **entry requirements**

| Degree | Duration | UCAS code | Typical offer |
|---|---|---|---|
| BA (Hons) Design | 3 years | W281 | ABB |
| BSc (Hons) Marketing and Design | 3 years | NW52 | AAB |
| BA (Hons) Fine Art and Design | 3 Years | W1W2 | ABB, plus portfolio |

✈ Study abroad options

💼 Placement year options

Visit our website for more information on degree options, scholarships and entry requirements (such as BTECs).
**www.lancaster.ac.uk**

# Charlie's career

I am working as a product designer for Formation Lighting, a service driven organisation specialising in bespoke lighting solutions. I am part of a growing design team working on refining the organisation's process for designing and manufacturing custom lighting while also working on new product development.

During my time at Lancaster, I developed an interest in sustainability and the BA Design course was flexible enough to allow me to direct many of my assignments towards sustainable design.

I am now gaining fantastic product design experience working with a company that is committed to developing sustainable lighting solutions by increasing energy efficiency, reducing waste through retrofitting and engaging with the circular economy.

**Charlie Gliddon**
BA (Hons) Design, graduated 2021

# Your future
# career

## Placements and internships

Placements and internships are great ways to gain work experience, make professional contacts and help you decide your career path. A wide range of opportunities are available and some are paid. Places are not usually guaranteed but we will help you prepare for the competitive application process.

The majority of our degrees are also available as placement year degrees that you can apply to via UCAS. With specialist support, you apply for a professional, paid work placement in Year 3 and return to Lancaster to complete your degree in Year 4. We also offer summer internships and school volunteering placements.
**www.lancaster.ac.uk/fass-placements**

## Study abroad and vacation travel

We partner with institutions around the world to provide exciting opportunities to travel, study and work abroad. Potential destinations currently include Australia, Canada and the USA.

Altenatively, we run short trips to destinations such as China, Germany, Ghana, India and Malaysia during the Easter and summer vacation. The trips include meeting local students and businesses as well as some academic study and cultural discovery.

**www.lancaster.ac.uk/your-global-experience**

## Careers

Our graduates are at the cutting-edge of critical design thinking. They are able to respond creatively to the evolving business environment and have the skills and experience to design innovative products, places, services and systems.

You will be equipped to enter a range of design careers such as:

+ Design consultant
+ Brand designer
+ Service designer
+ UX/UI designer
+ Graphic designer
+ Design ethnographer
+ Innovation consultant
+ Design researcher
+ Design manager

Throughout your degree a wealth of career guidance and support is available from the Department and the University's Careers Service, which has subject-specific Careers Consultants. We have connections with some of the world's top graduate recruiters and employers across every sector, and organise careers fairs, workshops, and networking opportunities throughout the year.

**www.lancaster.ac.uk/careers**

## Get in touch

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recycle me

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## Important information