



LEEDS
BECKETT
UNIVERSITY

Course Specification BA (Hons) Product Design

BAHPD

2020/21

Undergraduate Material Information

IMPORTANT INFORMATION FOR APPLICANTS

Version date: July 2020

Undergraduate Material Course Information **Summary**

Revised Course Structure and Delivery Information for Academic Year 2020/21 in Response to Coronavirus Covid-19 and Associated Public Health England Guidance as at 3 July 2020

PART 1 of 2: Important General Information about Course Delivery for Leeds Beckett University Awards in 2020/21 (Information Specific to Your Course is Provided in PART 2)

Introduction

This document contains important information about Leeds Beckett University's planned approach to course delivery and assessment in 2020/21. It provides an update to the information previously available in our online prospectus. You should read this document carefully so that you are aware of any changes that affect your course.

Information is provided in two parts:

The University is informed by Public Health England (PHE) Covid-19 advice and guidance for maintaining a Covid-secure learning and working environment. We have made arrangements to continue to provide a high-quality educational experience in a way that protects the safety and wellbeing of both students and staff. We are engaging closely with Leeds Beckett Students' Union to inform the arrangements and will also be informed by feedback provided by our individual students.

Public Health England guidance continues to evolve, so the arrangements for delivery of your course and use of the campus may need to change during the academic year to continue to protect students and staff.

The taught content advertised at each level of study, or its equivalent, will be delivered across the academic year 2020/21. We have identified an appropriate mix of blended learning – a mix of face-to-face, on-campus, online and digital content and teaching and learning for each subject, reflecting what will maximise learning as well as supporting more vulnerable learners and enabling the university as a whole to minimise transmission risk.

Covid-19 social distancing measures will be implemented during 2020/21 for teaching, learning, assessment and student support.

In the event of further government lockdowns, either local or national, we will prioritise digital and online learning and support to enable students to continue with their studies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice. We may revert to different proportions of on-campus learning and online learning delivery later in the academic calendar year or a later teaching block. Learning will remain accessible for students who are unable to attend on campus sessions.

How we will communicate with you

We have sent information to applicants who have accepted an offer by email on the plans for delivery of your course in 2020/21, the academic calendar (teaching block delivery or alternative) applicable for your course and on the options available to you as a prospective student, to enable you to make informed choices.

As the situation evolves, further information on local course delivery arrangements will be provided to you in emails from your School.

In addition to the course specific information set out in this document and the above communications, the University's Covid-19 microsite contains information for students and applicants, including information relating to University accommodation and University facilities and services. The Covid-19 microsite is regularly reviewed and updated as the situation, advice and planning evolve and is available at:

<https://www.leedsbeckett.ac.uk/COVID19/#tabplaceholder2>

Key terms and conditions

Further important information for applicants and students is available on our web site: <https://www.leedsbeckett.ac.uk/information-for-applicants-and-students/>. This includes information about the student contract, fees and funding, your rights of cancellation, the student protection plan and the University complaints process. It is essential that you read the information on this webpage carefully as it sets out the rights and obligations that will form the contract between you and the University upon accepting an offer and information about how to make a complaint.

Start dates

Our academic year will begin at the normal time. Start dates will be notified to direct applicants via their offer letter or for UCAS applicants, via UCAS Track. The length of the course is confirmed in the information about your course in Part 2 of this document below.

Location of delivery

In academic year 2020/21, it is planned that your course will be delivered via a blend of online and digital learning and on-campus teaching and learning, with the necessary Covid-19 social

distancing and other measures in place on campus informed by Public Health England advice and guidance.

Information on how blended teaching and learning will be delivered and the location of any on-campus delivery is provided in a subsequent section of this document entitled '**Teaching and Learning Activities**'.

Information on the delivery of placements and other off-campus learning opportunities is provided in a subsequent section of this document entitled '**Placements and Other Off-Campus Learning Opportunities**'

Course Fees

Your course fee is stated in your offer letter. The course fee published for 2020/21 on the University's Online Prospectus and included in your offer letter has not changed. Other additional costs remain as published on our original Online Prospectus information in addition to the areas of costs outlined below.

The course will be delivered via a blended approach that includes online teaching and learning, digital learning and on campus sessions. If a further lockdown is necessary then delivery will be continued and supported via online and digital learning. Students are advised that they will need a personal digital device for this purpose. The University's wide range of student support services available for students also includes a laptop loans scheme. Students may wish to bring an existing personal device or purchase or lease a laptop or similar device for their personal use, which would be an additional cost. The costs of this would vary depending on your individual requirements but can be in the region of £400-800 depending on the device.

The University is developing a means-tested Covid-19 Financial Assistance Package to support students to acquire a laptop should this be needed. Students may also apply for a living expenses fund for unexpected personal hardship as a result of the Covid-19 Crisis.

Students will need to follow the Public Health England advice and any specific national requirements for maintaining personal safety and hygiene to protect themselves and others from the Covid-19 risks. These personal safety measures such as the wearing of face coverings will be an additional cost that students need to consider.

Where PPE is an essential requirement for the nature of the course you are undertaking this will be detailed below.

Timetable Information

This course will be scheduled using a teaching block based delivery and will be specified in timetable information.

The 2020/21 academic calendar and term dates are available on our web site at:

<https://www.leedsbeckett.ac.uk/-/media/files/academic-calendars/2021-student-calendar-sept.pdf?la=en>

The academic year 2020/21 will start on the dates notified to you.

Taught sessions will normally be scheduled and included in your timetable. This will include on-campus sessions that you should attend. In 2020/21, depending on your course, this may also include scheduled online teaching and learning sessions where student engagement is required at a specified time and tutor pre-recorded lectures and scheduled discussion sessions. Module information will be made available online by the school for enrolled students.

Timetables will be made available to students during induction week via:

1. The course timetable on CAGD, our virtual learning environment.

You should discuss any difficulties relating to your engagement with timetabled sessions with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

Covid-19 social distancing measures will be in place for teaching, learning, assessment and student support in 2020/21. This means that there will be operational requirements and protocols in place for the way in which your course is delivered and the way in which University activities, facilities, and spaces operate which students and staff will need to follow.

In the event of further government lockdowns either local or national in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue with their studies. We may need to implement approved emergency Covid-19 pandemic academic regulations to take account of the impact of Covid-19 general extenuating circumstances.

Sandwich Placements, Other Placements and Other Off-Campus Learning Opportunities

Covid-19 response measures are likely to impact on the arrangements for placements, field trips, volunteering and other off-campus activities. If available, these are likely to operate with appropriate social distancing arrangements. Employers may reduce the availability of placement or volunteering opportunities due to the impact of Covid-19 on their operations.

The availability or type of placements with employers, study abroad or volunteering opportunities, may be restricted. The University follows the UK Government's Foreign and Commonwealth travel advice and is also informed by any specific in-country international travel restrictions or requirements.

The University's current position is that we will not facilitate outward (from UK) international/overseas placements, study abroad or volunteering activity in 2020/21. This is to protect students and minimise the risk of you being stranded abroad in the event of a lockdown and the introduction of national/local travel restrictions. We will only consider international placements for students whose domicile address is in the country of their placement.

Inward Exchange study (from other EU countries to the UK under this scheme) will be supported where these align with the teaching blocks academic calendar delivery dates. There may be other national or international travel restrictions or quarantine measures or specific work-place Covid-19 measures that impact on these opportunities.

Should the Covid-19 response and alert level be amended any activity may also be subject to Covid-19 employer, local or in-country requirements applicable at the time of the placement/activity. We will keep the position under review for teaching blocks 2 and 3 or semester 2, informed by Public Health England and the UK Government's Foreign and Commonwealth travel advice.

Students will have access to advice and support from the University careers and employability team during their studies via the online resources and support.

Further information on placements or other off-campus learning opportunities applicable to your course is provided below.

Professional Accreditation or Recognition Associated with the Course

We will prioritise face-to-face teaching and practical teaching to meet any requirements of relevant professional, statutory and regulatory bodies (PSRB) if your course includes these elements. This will ensure that your course retains its full professional status.

Specific information on applicable professional statutory or regulatory body recognition or requirements for your course is summarised below.

Teaching and Learning Activities

The way we will deliver this course and teaching, learning and assessment activities in 2020/21 will be informed by Public Health England advice and guidance on Covid-19 secure requirements and the need for social distancing for the protection of students and staff.

You will experience a blended approach to learning for 2020/21; this is a mix of face-to-face, on campus online, and digital content, teaching and learning.

We are working within the government 2 metre social distancing measures for Teaching Block 1 so we are not planning to deliver large-group teaching on campus throughout 2020/2021. This will ensure that maximum space will be available for small-group teaching.

In most cases, the taught content will also be available online so you can still access it if you are not able to attend campus due to the pandemic (for example, due to self-isolation, shielding or travel restrictions). There will be digital content and recorded lectures available online to support students who may be unable to travel to campus. In some circumstances, other formal taught sessions may also be recorded.

In the event of a further government lockdown in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue with their studies and study towards achieving any specified professional statutory and regulatory body accreditation requirements where this applies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice (see Introduction section above).

Further information on local course delivery arrangements will continue to be available from your School.

Students will be kept up to date with new information when this is available via this University web site.

Learning Support

Our approach to delivering student support in 2020/21

Given the planned social distancing measures in place on campus for 2020/21 to ensure safe delivery of services for students and staff, some of the arrangements for student support will be accessible online.

We are committed to ensuring you continue to have opportunities to access the learning and wellbeing support that you need over the forthcoming year. General learning spaces, including access to libraries, will be available to be booked online; and where specialist space is needed, this will either be provided: as normal; created in newly adapted spaces; or replicated as part of an enhanced suite of online resources.

We want to provide a safe environment for students and staff, so on-campus delivery of student support services will be limited. This may mean that campus-based school offices will operate within defined core office hours. However, full access to advice, learning support and specialist services will be delivered via telephone, email, video calls and online live chat. The Students' Union will also be implementing social distancing arrangements for student advice services.

Access to Library support in 2020/21

The Library offers access to thousands of resources via MyBeckett or the Library website (<http://libguides.leedsbeckett.ac.uk/home>) which also provides full details of all our services.

In response to Covid-19, and the need for social distancing for the protection of students and staff, the libraries will be available via a booking system in 2020/21 for students to study, access PCs and laptops, printer/ copiers, and other equipment, and to use the books and journals.

The Library and Student IT Advice Service is available by online chat, email or phone, and provides support on using the University's online and digital services, finding information, borrowing, Office 365, MyBeckett, online meetings, saving your work, passwords, etc.

- online (including 24/7 chat): http://libguides.leedsbeckett.ac.uk/contact_us
- by phone - 0113 812 1000 (24/7 IT support)

The Library Academic Support Team can help you develop your academic skills such as critical thinking, academic writing and analysing data, and research skills such as how to find, use and evaluate information for your studies. The team liaises with your lecturers to provide the information resources you need for your subject and to arrange academic skills sessions to support you in your studies. They also have a wide range of short tutorials available on the Library's YouTube channel:

<https://www.youtube.com/channel/UCFFd5u75zmy00EnkM9F2zPQ>

Support from your School

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to university specialist support services as appropriate. They can also arrange for a confirmation of attendance letter, and a transcript on your behalf. You may also like to contact your Course Representative or the Students' Union Advice team for additional support with course related questions.

Student Advice and Support

If you have any questions about life at our University in general, you may contact the Student Advice Hub to speak to one of our Student Services Advisers. This team, consisting of recent graduates, are able to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. Our Student Advice Hub will be operating via live chat, video, telephone and email services. Telephone lines - 0113 812 3000 will open as usual 09.00-17.00 Mon-Fri. You can book an appointment via telephone or online video chat with an adviser via the link at: <https://www.leedsbeckett.ac.uk/studenthub/student-experience-team/>. This is where contact details for all specialist support services can also be found. You can also email the team at studentadvicehub@leedsbeckett.ac.uk.

Range of Support Services Available

There is a range of support for disabled or vulnerable students. Any student with a disability, who may or may not have declared this to the University and wishes to discuss their learning support for the year ahead or their status as a Covid-19 extremely vulnerable person, should contact their Disability Adviser for their School who is based in Student Services to discuss their support needs in the first instance. The service contact details are disabilityadvice@leedsbeckett.ac.uk or telephone 0113 812 5831. Students who are classed at Covid-19 Extremely Vulnerable (i.e. you have received a Shielding Letter from the NHS) but who do not regard themselves as disabled, and have not registered with the Disability Team, should discuss any support arrangements they may need, directly with their Course Director and if resident in halls, their Residential Life Team.

Once enrolled, you will have access to our virtual learning environment, MyBeckett. Within this system you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International

Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration. The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.

You can also access details of all University student support teams at our web A-Z of Services. This can be found at <https://www.leedsbeckett.ac.uk/studenthub/student-support/>. Here you can obtain further information including service contact details, access self-help resources or book an appointment with a range of support services.

In order to provide you with information on student services support in 2020/21 in response to the changing Covid-19 position, updated information will be provided on our University Covid-19 microsite.

Part 2: Important Information Specific to BA (Hons) Product Design for 2020/21

Award	Bachelor of Arts (with Honours) Product Design
Contained Awards	Bachelor of Arts, Product Design Diploma of Higher Education, Product Design Certificate of Higher Education, Product Design
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total). Exemption applies: Degree classification is based upon 100% Level 6.

Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 3 years (full time, campus based)
Starts 21st September 2020/ Ends June 2023
- 4 years (full time, with placement option)
Starts 21st September 2020/ Ends June 2024
- 6 years (part time, campus based)
Starts 21st September 2020/ Ends June 2026

For more information about part-time delivery contact your school

Timetable Information

This course will be taught via teaching block delivery. Details of on campus and other scheduled sessions will be confirmed in your timetable.

Further information on learning and teaching activities and your modules is provided in a later section of this document.

Placements and Other Off-Campus Learning Opportunities

Summary

Leeds Beckett is dedicated to improving the employability of our students and one of the ways in which we do this is to support our students to gain valuable work experience through work-based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles and the teams are dedicated to supporting students through every stage of the placement process. More information about the many benefits of undertaking a work placement, along with details about how to contact our placement teams may be found here:

<http://www.leedsbeckett.ac.uk/studenthub/placement-information/>

Length

The Sandwich Year placement can be up to 40 weeks, undertaken between Year 2 and Year 3 (Level 5 and Level 6).

Location

Dependent upon individual placement.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

BA (Hons) Product Design has one exemption. The degree classification is based upon 100% Level 6 credits.

Key Contacts

Your Course Director Lauren Moriarty

Your Academic Advisor Your Academic Advisor will be allocated to you at Induction

Your Course Administrator Your Course Administrator is Sarah Bowler and can be contacted on:
productdesignadmin@leedsbeckett.ac.uk

Course Overview:

The BA Product Design programme encourages creativity for purpose and for the fulfilment of human need. Our students become design thinkers who address real world challenges through creative input, technical capability, contextual insight and empathy for people. By working through a sequence of challenging design projects students acquire a wide range of creative and technical skills which enable them to realise the design of products from the stages of client/user consultation through to final presentation. The course provides students with a learning environment to conceptualise and validate their ideas by observing, challenging, questioning, suggesting and testing through iterative design processes. Through individual and group projects involving external stakeholders students determine their own design methodology and identity whilst building a portfolio of work that will locate them in their desired professional context. By studying on this course students develop as creative

product designers who focus on a particular area of specialism by the end of their final major project in the third year.

The course will provide students with a varied and exciting educational experience that prepares them to pursue various career options upon graduation. The programme is designed so that students gain all the necessary creative, technical, research, design and presentation skills needed to work within product design practice. Graduates of the course go on to work as Product Designers in a wide variety of roles in design studios, companies, design consultancies and freelance positions. Some set up their own studios and some will also progress to postgraduate study.

Aims

The aims of the programme are:

- to produce confident, enterprising, independent, self-aware and adaptable product design graduates (Course Learning Outcome 4)
- to enable students to achieve their full potential with the requisite skills to enter global product design practice (Course Learning Outcomes 1, 2, 3 and 4)
- to create graduates who will be able to challenge popular notions about product design and propose ethically and culturally responsive product solutions (Course Learning Outcomes 1, 2, 3 and 4)
- to develop students' skills in effective and compelling communication and presentation (Course Learning Outcomes 3 and 4)
- to create graduates who can operate effectively through the practice of design as a collaborative and participatory discipline (Course Learning Outcome 4)
- to develop effective, reflective, self-reliant and self-directed graduates capable of lifelong learning (Course Learning Outcome 4)

Course Learning Outcomes

1	<p>Human-centred design research (who, why)</p> <p>Explore, analyse, synthesise and apply primary and secondary design research to the design process to gain human insight into diverse design issues. Critically evaluate the impact and relevance of historical, contemporary and future design issues in the context of a defined and justified brief.</p>
2	<p>Design Thinking: design methods and creative and critical thinking skills (how)</p>

	Select, critically justify and apply appropriate design methods and iterative processes to initiate and support design development. Demonstrate creative design thinking within a reflective and evaluative process of learning through doing.
3	<p>Design Realisation: product design outcomes and communication (what)</p> <p>Deliver effective and significant product design outcomes communicated appropriately through physical and digital methods and critically reflect on how enterprising behaviour and practice can be developed through product design.</p>
4	<p>Operating as a designer: transferable skills (where, so what?)</p> <p>Respond to diverse real world design challenges through effective project management, appropriate communication and continual critical reflection as well as working ethically and responsibly either autonomously or as part of project teams.</p>

Teaching and Learning Activities and Your Modules

Summary

We will deliver teaching, learning and assessment activities which are informed by government guidance on COVID-19 requirements and the need for social distancing. Government COVID-19 guidance continues to change and this may mean that during the academic year, arrangements for teaching, learning and use of the campus may need to change.

We aim to provide access to

- excellent teaching, learning and support via a blend of online and on-campus learning where this can be delivered safely
- specialist facilities and equipment for the course where this can delivered safely
- opportunity for time on campus as soon and as much as practical, based on the need to manage the campus safely

In the event of a further government lockdown in response to COVID-19, we will prioritise remote delivery and support to enable students to continue with their studies.

We plan to deliver group sessions, lectures and seminars online and smaller group activities (practical/tutorials) where possible on-campus with appropriate social distance measures in place.

All studies are supported by guided independent study, which may include secondary and/or primary research, experimentation/exploration and testing/evaluation as appropriate to module and assignment.

Support for Online Learning

Along with all courses in Leeds School of Arts, this course uses CAGD as its VLE. The course makes extensive use of the CAGD virtual learning environment enabling students to upload work progressively, work remotely where appropriate, receive feedback and communicate with the larger student community within the school. The website also allows staff to contact students, communicate course information, publish calendar events and disseminate documents in support of module content. It has a number of valuable features appropriate to and exploited by the course including:

- the ability to handle multimedia information and large file sizes
- openness and equality (with built in and optional privacy functions) across the school including equity between students and staff
- access to the site's designers, administrators and developers so that it can continue to grow and improve in response to need and actual usage.

The course makes use of the following CAGD functionality:

repositories and showcases for staff and student work - both on-going and completed

communication of course related materials e.g. module hand-outs, lecture notes and presentations, reading lists, links to sites of interest

presentation and submission of students' work for feedback and summative assessment purposes

formative and summative feedback

- documenting of tutorial/seminar notes
- reflections
- communications/networking /messaging
- course level, year group or custom group announcements
- calendar of events and structured time tabling

The VLE is in continual use across all modules and beyond the formal curriculum delivery.

We ask students to check CAGD daily for updates.

Your Modules

Level 4	
Teaching Block 1	Core Y/N
P4.1 Introduction to Product Design and Design Thinking (20 credits)	Y
P4.2 Designing Through Modelling (20 credits)	Y
IAD/P4.3 Critical and Contextual Studies 1 (20 credits)	Y
Teaching Block 2	

P4.2 Designing Through Modelling (continued)	Y
IAD/P4.3 Critical and Contextual Studies 1 (continued)	Y
P4.5 Human Centred Design Research (20 credits)	Y
Teaching Block 3	
P4.4 The Design Process (20 credits)	Y
P4.6 Responsible Design (20 credits)	Y

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided individually on CAGD in this case.

Level 5 Core Modules (2021/22 for FT students and 2022/23 and 2023/24 for standard PT students)

P5.1: External Context Brief 1 (20 credits)

P5.2: Design for Manufacture (20 Credits)

IAD/P5.3: Critical and Contextual Studies 2 (20 credits)

P5.45: External Context Brief 2 (40 credits)

P5.6: Design Futures (20 credits)

Level 6 Core Modules (2022/23 for FT students and 2024/25 and 2025/26 for standard PT students)

P6.12: Design for the Real World (40 credits)

P6.345: Final Major Project (60 credits)

P6.6: Product Launch (20 credits)

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than 1 component of assessment.

All levels of the course are assessed by coursework predominantly.

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	240 hours	240 hours	205 hours
Independent Study	960 hours	960 hours	995 hours
Placement	-	-	-

Learning Support Arrangements

Students will be able to access the university learning support team and will be able to access online and onsite resources and facilities. Students on this course will have access to specialist resources and this will be communicated during induction.

Students will also be designated an Academic Advisor and/or Personal Tutor. Your Academic Advisor/Tutor will be the first port of call for all issues relating to your learning experience and will be able to offer advice and support relating to your studies.

Social distancing and PPE are required to be adhered to in keeping with the government guidelines. These may include masks, gloves, individual responsibility for cleaning workstations and one-way systems around buildings. Students will be informed of the requirements and any changes via email.