LEEDS BECKETT UNIVERSITY

Course information for applicants

This information applies to the course as it will be delivered to students starting the course in 2027/28.
Information provided here was confirmed on 16/10/2026

General information

Programme code
BAHPD

Target award
If you complete this course successfully you will be eligible for the award of:
BA (Hons) Product Design

Delivery mode
✓ On campus
☐ Distance learning

Where you will study
The majority of teaching will be at City campus but on occasion may be at Headingley campus.

Awarding body
Leeds Beckett University

Regulator
Office for Students

Level of qualification
Level 6 of the Framework for Higher Education Qualifications

Course duration
If you are made an offer of a place on the course, your offer letter will include the start date.

This course can be studied:
3 years full-time
4 years full-time with a placement year

Work placement
If you opt to undertake a full year placement and this is completed successfully you will have the words 'with placement year' added to the award title including for any contained awards that you are eligible for.

Summary
The optional placement year can be referred to as a 'sandwich year', 'internship' or 'work experience'. An industrial placement is an excellent opportunity to improve your employability and job prospects. Through practical work experience an industrial placement will help you acquire and evidence the skills employers want and make valuable contacts within the product design industry.
The industrial placement year involves sourcing and undertaking a placement between your second and third year of study, effectively making your degree 4 years in length. Whilst there is a support network in place to help you source and obtain a placement, you must take responsibility for your own placement and actively engage with the process.

Length

As a placement year student, you are expected to find employment in the product design industry/subject area for a minimum of 40 weeks. This may consist of up to three separate placements, although it is recommended that you complete the placement year with one company for the entire duration or two placements of approximately equal length.

Location

You are responsible for securing your own placement, with support and guidance available from the university. Your placement can be based in the Leeds area, elsewhere in the UK, or internationally, depending on your circumstances and the opportunities available.
When considering a placement location, you should take into account factors such as accommodation costs, travel expenses, and overall affordability. It is important to note that you will need to cover your own travel costs to and from your placement, so choosing a financially viable location is essential. Careful planning will help ensure a successful and manageable experience.

Entry requirements

Admissions criteria are available on the online prospectus entry for this course.

If you have previous relevant qualifications or experience, you could be exempt from certain parts of your course. Recognition of prior learning (RPL) allows you to start your course at a point appropriate to the learning and skills that you may have developed in a professional, vocational or community setting.

Find out more here: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning
If you have questions about entry requirements and admissions, contact AdmissionsEnquiries@leedsbeckett.ac.uk

Course fees

Course fees and a breakdown of any additional costs is included on the online prospectus entry for this course.

If you have questions about fees for this course, contact Fees@leedsbeckett.ac.uk

Timetable

You will receive your full timetable for the year during induction week.

What you will study

Course aims

The Product Design programme encourages creativity for purpose and for the fulfilment of human and environmental needs. 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. Students have the opportunity to complete a year in industry as part of the course. If they choose this route, they will gain invaluable experience of product design in real world contexts. By studying on this course students develop as creative product designers who focus on a particular area of specialism by the end of the course. The course will provide students with a varied and exciting educational experience that prepares them to pursue various career options upon graduation. The curriculum 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 Designers and Practitioners 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.
The aims of the course are to:
-Cultivate the ability to research and critically analyse diverse sources and methods, to inform your creative practice.
-Foster the development and realisation of your creative practice through sustained conceptualisation, experimentation, and critical evaluation.
-Enhance communication skills by developing methods to effectively present and articulate your creative practice to appropriate and diverse audiences.
-Encourage your critical reflection on personal and professional positioning within broader environmental, societal, and professional contexts.
-Promote independence, effective organisation skills, and meaningful engagement within your diverse course community and inclusive, specialist learning environment.

Teaching and learning activities

Our Art & Design subject area values inform everything we do and support the university's 3 graduate attributes, Digital Literacy, Enterprise and Global Outlook.

Future: By staying future-focused, we help you to develop the knowledge and skills needed to succeed in a rapidly changing, digital world. We support you in planning for your future and achieving your long-term goals.

Whole-self: We support you in being genuine and true to yourself, as this authenticity fosters trust and valuable connections. We strive to create a passionate community, where you can find joy and meaning in the work you make.

Curiosity: We encourage speculative and curious play, as this leads to deeper understanding and continuous growth.

By nurturing your curiosity, you can unlock new opportunities and insights, while confidently taking risks and navigating uncertainty.

Engagement: Active engagement, responsiveness, and resilience are key to overcoming challenges and achieving success. We support you in staying engaged and motivated, even in the face of adversity. By building your confidence and resilience, you can navigate obstacles and continue to thrive.

Change: By integrating ethical and sustainable practices into the way we work, we aim to minimise our environmental impact. We are committed to social justice, and using our creative skills to promote fairness, equality, and respect for all individuals.

Belonging: Our commitment to equality, diversity, and inclusion is embedded in every aspect of our delivery. We strive to create an environment where everyone feels valued and respected, regardless of their background or identity. By fostering a culture of inclusivity and respect, we ensure that all voices are heard and that everyone has the opportunity to succeed.

Each module acts as an overarching framework for embedded projects that focus on the development of studio practice, contextual studies, and professional skills. Taught sessions will include lectures, workshops, seminars, and tutorials.

Through studio practice modules, you will learn ways in which to take an iterative approach through the exploration and testing of creative and technical concepts and processes. Through creative risk taking and ideas generation, you will develop skills in reflective practice through documentation and annotation, and the confidence to be proactive in your independent learning.

Lectures will facilitate your understanding of key cultural, social, and historical issues, and awareness of responsible, ethical, and socially engaged practices.

Your awareness of the industry and skills for employability will be supported by industry professionals through, for example, visiting practitioners, live projects, and industry visits.

Seminars and workshops will teach processes involved with selecting and evaluating information from a range of perspectives, critically analysing images, objects, information, and texts, and developing the principles of academic writing to essays and reports. You will understand how to research effectively, and why it is important.

Seminars and tutorials will support development of presentation techniques, and your organisational and project planning skills.

The notional hours of each module include a requirement for independent study which takes a blended approach to guided independent study through Learning Support Specialist support, and your own self- managed study.

Courses within the Art and Design subject area make use of MyBeckett and the bespoke VLE, CAGD. A new digital space is under development, which will allow for the ‘live’, individual and changing nature of learning to be captured. AI will support us to bring together multiple feedback moments and filter them into a ‘learning map’ for students and staff. It will track key learning moments and support our students to navigate and connect their whole learning

journey. It will be a progress record for staff, who will be able to see learning beyond the confines of a module and identify points of supportive intervention, as and when required. This development will work with existing platforms.

Course structure

This information is correct for students progressing through the course within standard timescales. If you have to repeat study or take time out during your course, you may be taught alternative modules which meet the overall course learning outcomes.

The option modules listed may vary. Those listed here are likely to be offered in a typical year.

Level 4

Compulsory modules

Module title	Credits	Semester/teaching period
4.1 Practice, Context, Professional: Exploration	60	1
4.2 Practice, Context, Professional: Experimentation	60	2
Total number of credits of compulsory modules:	120	

Level 5

Compulsory modules

Module title	Credits	Semester/teaching period
5.1 Practice, Context, Professional: Communities	60	1
5.2 Practice, Context, Professional: Situation	60	2
Total number of credits of compulsory modules:	120	

Placement year

Module title	Credits	Semester/teaching period
Art and Design Placement Year	120	Full Year
Total number of credits of compulsory modules:	120	

Level 6

Compulsory modules

Module title	Credits	Semester/teaching period
6.1 Practice, Context, Professional: Positioning	60	1
6.2 Practice, Context, Professional: Futures	60	2
Total number of credits of compulsory modules:	120	

Assessment and feedback

The balance of assessment may change depending on which option modules you choose.

Level 4
Level 4 is assessed entirely by coursework.

Level 5
Level 5 is assessed entirely by coursework.

Placement year
The placement year is assessed entirely by a coursework portfolio.

Level 6
Level 6 is assessed entirely by coursework.

Workload
You can expect to spend a total of 100 hours learning per 10 credits.

Typically, a student on this course can expect to divide their time like this:

Overall workload	Level 4	Level 5	Placement year (if chosen)	Level 6
Teaching, learning and assessment	360 hours	340 hours	X hours	320 hours
Independent study	840 hours	860 hours	X hours	880 hours
Placement study	X hours	X hours	40 weeks	X hours