

# 3D Design BA (Hons)

## Based in Newcastle 3 Years Full Time

Focusing on design and making, 3D Design at Northumbria has a reputation for producing informed, fluent communicators and highly skilled manufacturers who redefine everyday objects and make directional contributions to the design industry. During your time with us you will experiment with a wide range of materials and techniques. Through a variety of studio and workshop projects including collaborations with industry, you will learn how to work in teams and respond to specific briefs.

Throughout the course we study function; looking at how each product or piece of furniture is used and examining its purpose. We then help you to investigate the user experience and how you can enrich it. We do this in a number of ways not least of which is by experimenting with materials and processes and finding new and innovative ways to apply these.

UCAS Code: W260 BA/3DDFP

## Your course in brief

### Year 1

Introduces you to the fundamentals including workshops, studios and design methodologies where you will begin to develop a personal understanding of the design process.

Design Communication  
Design Theory  
Design Practice  
Learning Skills through 3D Design  
Designing and Design History 1 + 2

### Year 2

Develops your individual approach to solving complex design problems whilst also building high-level workshop skills.

Detail Design Development  
Workshop Processes  
Design for Production 1 + 2  
Design Analysis and Innovation  
Computer Aided 3D Design  
Design History and Context



## Year 3

Allows you to plan and direct your own learning via a programme of study that embodies your understanding and engagement with the design, theoretical and contextual issues relevant to your chosen area of study.

3D Advanced Design Practice  
Design Research Proposal  
3D Major Design Project  
Critical Design Evaluation  
3D Design Practice Competition  
Design History Dissertation Presentation

## Who would this course suit?

Graduates from our course mainly practise in the professional areas of furniture, product design and interiors, but increasingly they are also finding their way into other related fields such as education, management, retailing, museums and galleries.

## Did you know?

We offer graduates the chance to become Designers in Residence – a 2 year programme that gives newly qualified designers the time and support they need to hone their skills, develop their designs and build their brand.

An award winning course, our students have won the product innovation award at New Designers for 4 out of the 5 years it ran. This year they picked up two awards from Habitat and 100%.

As part of our course students are given the opportunity to visit New York and meet with key retailers and manufacturers.

## Where our graduates work

At the end of your three years with us we are confident that you will be able to choose from an exciting array of career options as this list of recent graduates shows:

Dan Ziglam and Elliot Brook –  
**Deadgood Design**

James Harrison – **Habitat Furniture Designer**

Ed Stewart Wood – **Established and Sons Furniture and Product Designer**

Georgina L'anson – **Moooi/Marcel Wanders Furniture and Product Designer**

Max Lamb – **Furniture and Product Designer**

John Reeves – **Furniture Designer for Heals, Osbourne & Little**

Simon Miller – **Herman Miller Projects Manager**

## What our students say

"It's very industry driven but not in a dry way. It looks at how you market products not just making them. You have to examine the context for each design, the cultural references. You can't just make something because you like it – you have to justify it." **James Churchill**

"The facilities are really good. The workshops and studios encourage people to work together. You can bounce off each other creatively and that breeds teamwork." **Ian Pratt**

"The tutors are amazing. They seem able to tap into your creative mind. They draw you out and help you to arrive at your best ideas." **Helena Bancroft**

"The fact that the staff are all still practitioners is very important. Things change all the time and you need to know that they are current." **Graham Bayne**

"I can't believe what we've learned over the past two years. I personally never thought I'd be able to do some of the stuff I've done in the last 6 months." **John Aspinall**

