

# Design for Industry BA (Hons)

## Based in Newcastle 4 Years Full Time

Design for Industry at Northumbria is not interested in producing design clones. There is no predictable 'Northumbrian Style'. We want to tap into your creativity and work with you to develop your own unique design identity. Using a project-led approach you will be given the opportunity to experience a wide range of design, from industrial to performance products, services to systems and packaging to blue sky research.

We pride ourselves on producing graduates that can hit the ground running where ever they go. Through our enviable international network of industry contacts during the second and third year of our course, you will have the opportunity to work with leading companies and consultancies through placements and live projects.

By the end of your four years with us you will have developed a strong design identity, the confidence to communicate your ideas and the skills to translate your concepts into reality. All of which culminates in your final year when you undertake two major projects which are then exhibited in Newcastle and London – a magnet for major industry players and trade press.

## UCAS Code: W240 BA/DI

### Your course in brief

#### Year 1

Contemporary Influences on Design  
Design Communication  
Industrial Design Theory  
Industrial Design Practice 1  
Learning Skills through Design for Industry  
Intro to the History of Design

#### Year 2

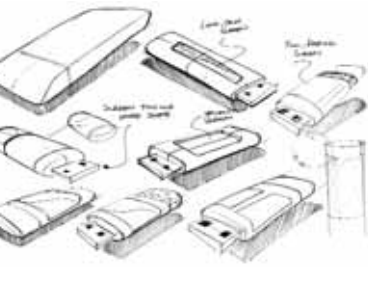
Computer Aided Design  
Contemporary Influences on Design  
Industrial Design Practice 2  
Industrial Design Practice 3  
Live Projects  
Work Placement 1  
Technology, Culture and Design

#### Year 3

Computer Aided Industrial Design  
Dissertation Presentation  
Contemporary Influences  
Industrial Design Practice 4  
Live Projects  
Work Placement 2  
Dissertation Preparation

#### Year 4

Dissertation:  
Contemporary Influences (option)  
Design History (option)  
Critical Justification or Graduate Enterprise  
International Competition  
Design Major Project



## Who would this course suit?

This degree is for those aiming to become professional designers of mass-produced products, interaction design, service design and futures design with a view to moving on to influential positions in the organisations that will shape the future.

## Did you know?

Through placements and live projects our students work with the best – including multinationals such as Unilever, Diagio, Philips, Masterfoods and Glen Dimplex and leading consultancies such as Kinnear Dufort and Matter.

Year on year our students win awards, this year alone 6 of our students received awards and recognition at international competitions including the prestigious RSA Design Direction Awards.

Following one collaborative project with Diagio, some of our students were flown to New York to present their concepts to their Head Office and advertising agency.

## Where our graduates work

Our graduates have an international reputation for delivering innovative design solutions in an imaginative way and as a result many of them are now working in leading design roles in internationally leading companies such as; Adidas, Black and Decker, Mars, Ford, Umbro, IDEO, Apple, Nokia, Philips, Samsung, Volvo, Hewlett Packard and Lego.

Our alumni include illustrious names in the design world who have gone on to shape the direction of the industry across the globe:

**Jonathan Ive**, Vice-President of Industrial Design at Apple and part of the team responsible for the iMac, iBook, iPod and iPhone

**Steven Kyffin**, Director of Global Research at Philips

**Tim Brown**, CEO of IDEO the world's leading design consultancy

**Mark Delaney**, Director connect design, Nokia Design

## What our students say

"I am learning more about myself as a designer and really expanding my horizons."

**Eunice Jang – Study Abroad Programme**

"The placements here were a real draw for me. This was the only programme that helps you to get a placement. Other Schools I considered just leave it entirely up to you – there's no support."

**Richard Malcolm – Placement – Jackel International, Hong Kong**

"The course helps you understand what design is all about. How people interact with design instead of just drawing shapes. It's what it's all about, being aware of how people use products and designing things that are intuitive to use."

**Thomas Woods**

