

Transportation Design BA (Hons)

Based in Newcastle 4 Years Full Time

Transportation Design at Northumbria has an enviable record for producing outstanding graduates who move into key jobs in their chosen field. Throughout your time here you will be exposed to all aspects of transportation design, from interior and exterior design projects, collaborative projects with automotive manufacturers, concept and evaluative projects, automotive branding, trend forecasting, understanding what vehicles say to consumers, to performance enhancing products.

Alongside this you will be afforded the time to hone your practical design skills, such as sketching, line quality, form development, design sensitivity, clay modelling, Photoshop and Alias are core disciplines within the course alongside complementary automotive design practices all of which help to diversify your portfolio. You will also benefit from our cultural visits, projects and work placements with high profile brands such as, Pininfarina, Ford, Bentley, Fiat, IDEA Institute and Lotto.

So that by your final year you will be confident to choose which aspect of transportation design best suits you and deliver projects that best reflect your own design identity. All of which culminates when you undertake two major projects which are then exhibited in Newcastle and at New Designers in London – a magnet for major industry players and trade press.

UCAS Code: WJ29 BA/TD

Your course in brief

Year 1

Contemporary Influences on Design
Design Communication
Industrial Design Theory
Industrial Design Practice
Learning Skills Through Transportation Design
Intro to the History of Design

Year 2

Computer Aided Design 1 & 2
Contemporary Influences on Design 2
Transportation Design Practice 1, 2 & 3
Technology Culture and Design
Design History Dissertation Preparation

Year 3

Work Placement Preparation
Work Placement 1
Work Placement 2
Design History Dissertation Preparation



Year 4

Major Project Options:

- Evaluation Design
- Concept Design

Dissertation Options:

- Contemporary Influences
- Design History

Critical Justification or Graduate Enterprise

International Competition

Who would this course suit?

If you've got a real passion for design and a deep-seated desire to discover innovative solutions to today's mobility challenges or a natural desire to design fantastic vehicles, then this is the course for you. This is a fabulous opportunity for you to develop your sketching, rendering and modelling skills in the fascinating field of exterior and interior transportation design.

Did you know?

Simon Butterworth the Director of Design at Ford Australia is a School of Design Graduate.

Recent graduates Andrew Hear-Barron and Jean-Paul Gregory are now working for advanced design studios in major manufacturers in Europe such as VW and Bentley.

Thanks to the strength of our industry links our students enjoy hands on projects with companies such as CarMen helping them to develop new vehicle architectures and strategic plans for the future face of ecological automotive design.

A transportation design student from the Shangdon Province of China won the coveted Interior Motives Design Award beating off stiff competition from postgraduate designers.

Where our graduates work

Our graduates have a reputation for making an impact so it's not surprising that some of the best are now working around the globe at big brands and smaller independent companies,

or have used the confidence and skills they have learned here to successfully set up their own consultancies.

A transportation design degree from Northumbria University will not limit your choice of careers. The knowledge and skills you will acquire are very transferable and will equip you for a variety of career opportunities to move into sectors such as design for film, computer games and footwear.

What our students say

"Design thinking is one of the biggest strengths on this course and one of the biggest benefits. I could see when I went on my placement how this approach gave me a head start on fitting in with industry." **Kris Mahboobani**

"Interaction is encouraged through group work between students on the same course and even students from different disciplines. Because the school has all the design disciplines under one roof I can bounce ideas off students on the fashion or graphic courses, which helps stimulate ideas and creativity." **Matthias Lingner**

"The transportation design course at Northumbria is structured in a flexible way with a well composed lecturing team focused on nurturing your personal strengths and improving weaknesses to make you a more rounded designer by the time you graduate.

A big part of the course which helped improve my skills greatly was the industrial placement offered in the third year of the course. It is an amazing opportunity to get some real design experience and improve your skills in a professional environment."

David Fearnley, now a junior designer within Fiat Professional, part of Fiat Centro Stile in Turin, Italy

