BA (Hons) Design for Branded Spaces
Programme Specification 2021/22
<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of the Arts London</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td>London College of Communication</td>
</tr>
<tr>
<td>School</td>
<td>Design</td>
</tr>
<tr>
<td>Programme</td>
<td>Branding and Design Innovation (L064)</td>
</tr>
<tr>
<td>FHEQ Level</td>
<td>Level 6 Degree</td>
</tr>
<tr>
<td>Course Credits</td>
<td>360</td>
</tr>
<tr>
<td>Mode</td>
<td>Full Time</td>
</tr>
<tr>
<td>Duration of Course</td>
<td>3 years</td>
</tr>
<tr>
<td>Valid From</td>
<td>September 1st 2021</td>
</tr>
<tr>
<td>Course Entry Requirements</td>
<td>Home/EU/International</td>
</tr>
</tbody>
</table>

The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.

The standard entry requirements for this course are as follows:

80 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:

- A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences).
- Pass at Foundation Diploma in Art & Design (Level 3 or 4).
- Merit at UAL Extended Diploma.
- OR equivalent EU/International qualifications, such as...
International Baccalaureate Diploma at 24 points minimum

And 3 GCSE passes at grade 4 or above (grade A*-C).

**APEL - Accreditation of Prior (Experiential) Learning**

Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- A combination of these factors.

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

**English Language Requirements (International/EU)**

IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking (please check our main English language requirements page).

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.

**Selection Criteria**

The portfolio, along with the details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:

- Visual language: quality of structure, use of line, shape - 2D or 3D, form, scale, space, light, colour, texture and time.
- Ideas generation: quality of ideas and thought process, expression of design thinking.
- Research and its application (including images from sketch books): evidence of investigation and use of
appropriate resources.
- Materials, media exploration and experimentation; experimentation and testing of materials to achieve outcomes.
- Contextual awareness and its influence on the portfolio; understanding and application of subject knowledge and context.

| Scheduled Learning and Teaching | During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings. |
# Awards and Percentage of Scheduled Learning

## Year 1

<table>
<thead>
<tr>
<th>Percentage of Scheduled Learning</th>
<th>28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards</td>
<td></td>
</tr>
<tr>
<td>Certificate of Higher Education</td>
<td>120</td>
</tr>
</tbody>
</table>

## Year 2

<table>
<thead>
<tr>
<th>Percentage of Scheduled Learning</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards</td>
<td></td>
</tr>
<tr>
<td>Diploma of Higher Education</td>
<td>240</td>
</tr>
</tbody>
</table>

## Year 3

<table>
<thead>
<tr>
<th>Percentage of Scheduled Learning</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards</td>
<td></td>
</tr>
<tr>
<td>Bachelor of Arts</td>
<td>360</td>
</tr>
</tbody>
</table>
## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

<table>
<thead>
<tr>
<th>Aim/Outcome</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aim</td>
<td>To provide a creative and intellectually challenging educational experience that will enable you to develop a range of transferable, conceptual, critical and vocational skills necessary to progress onto a successful career in a relevant profession or postgraduate studies in higher education.</td>
</tr>
<tr>
<td>Aim</td>
<td>To support you in the development of a flexible, inclusive and responsive approach to your studies encouraging independent thinking, criticality and the ability to see things differently and challenge the status quo.</td>
</tr>
<tr>
<td>Aim</td>
<td>To prepare you for employment in the relevant design industries by enabling you to acquire a range of professional, entrepreneurial and transferable employability skills.</td>
</tr>
<tr>
<td>Aim</td>
<td>To enable you to acquire a range of creative practice and technical skills necessary for employment in your area of specialism.</td>
</tr>
<tr>
<td>Aim</td>
<td>To develop an innovative attitude, inspire through examples and anticipate future environmental, social, economic and political challenges by articulating, communicating and addressing wicked problems.</td>
</tr>
<tr>
<td>Aim</td>
<td>To respond to environmental and social issues relevant to the design industry and society as a whole, analysing reusability, lifespan and waste impact. The emphasis will be on sustainability in the design of branded spaces through considered specification and use of material and processes.</td>
</tr>
<tr>
<td>Aim</td>
<td>To respond to the growth in working across disciplines that has occurred in the creative industries in order to develop practitioners who can work in dynamic interdisciplinary teams and contexts, integrating stakeholder-centred and participatory inclusive approaches.</td>
</tr>
<tr>
<td>Aim</td>
<td>To locate the design of branded spaces within a historical, cultural and critical context in order to facilitate a stimulating learning experience. This will develop a creative, innovative and critical approach to your studies and chosen specialism, taking responsive actions by applying and evaluating anticipatory approaches.</td>
</tr>
<tr>
<td>Outcome</td>
<td>Use a variety of cognitive, creative and practical skills to identify and investigate appropriate primary and secondary sources relevant to design for branded spaces (Enquiry);</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Outcome</td>
<td>Examine and interpret research material and demonstrate this understanding in order to critically inform designed and written outcomes and challenge the status quo (Enquiry);</td>
</tr>
<tr>
<td>Outcome</td>
<td>Demonstrate an understanding of, and practically apply, contextual knowledge of design for branded spaces and its wider areas of influence, articulating, communicating and addressing wicked problems (Knowledge);</td>
</tr>
<tr>
<td>Outcome</td>
<td>Problem solve, take risks, challenge preconceptions, experiment and test ideas, making considered use of materials, media and processes appropriate to concept development (Process);</td>
</tr>
<tr>
<td>Outcome</td>
<td>Demonstrate design, theoretical, technical and media skills in the final execution of ideas appropriate to the project outcomes, analysing reusability, lifespan and waste impact (Realisation);</td>
</tr>
<tr>
<td>Outcome</td>
<td>Show clarity of purpose, appropriate selection of media, awareness of precedent and sensitivity to the needs of the audience in the production and presentation of ideas (Communication);</td>
</tr>
<tr>
<td>Outcome</td>
<td>Manage your learning through reflection, planning, self-direction, subject engagement, and commitment and be able to place your work in a professional and planetary health context, enabling inclusivity and shared intelligence across species (Process);</td>
</tr>
<tr>
<td>Outcome</td>
<td>Work independently or collaboratively with your peers and designers or with those from different disciplines to inspire through example (Process).</td>
</tr>
</tbody>
</table>
# Distinctive Features

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The BA (Hons) Design for Branded Spaces integrates the design of physical and visual branded spaces with digital technologies, spatial communication and experiential design, enabling students to create stimulating experiences and innovative brand interactions for customers and visitors of commercial, cultural and non-profit brands.</td>
</tr>
<tr>
<td>2</td>
<td>Students are immersed in a proactive professional context. Professional branding and marketing approaches within brand value strategic frameworks underpin design practices. Students will be able to understand how their designs provide unique solutions to businesses and organisations’ strategic and tactical aims, how to use design to demonstrate ingenious and sophisticated approaches to problem solving, and how to develop entrepreneurial skills such as effective pitching, trend spotting and crowd funding.</td>
</tr>
<tr>
<td>3</td>
<td>Students actively participate in the development of future branded spaces innovations by using design techniques such as speculative and design fiction to anticipate intelligent ways to develop future scenarios for brands, critique and question issues in relation to public and private branded realms. They engage with and solve real world problems through a unique combination of a solid foundation in design enhanced by the latest technological advancements and research oriented strategic thinking, to provide solutions to key challenges affecting the future of branded spaces across a range of commercial, retail, workplace, cultural and community environments.</td>
</tr>
<tr>
<td>4</td>
<td>Using real time making, experimenting and prototyping enables students to test their designs and strengthens their understanding of digital technologies applications for branded spaces. As part of their design practice, students have access to a range of tools and techniques such as; prototyping, imaging (computer modelling), coding technologies and projection mapping techniques, with an experimental makers space in the studio complemented by access to technical facilities such as the 3D workshop, the digital space and professional photography studios.</td>
</tr>
<tr>
<td>5</td>
<td>Students access technologies such as smart devices, smart materials, locative media, augmented reality, virtual reality, holographic images and create multi-sensory interaction and experiences for branded spaces through partnerships with developers and designers and trade shows. The strength of partnerships lies in their ability to provide cutting edge industry knowledge.</td>
</tr>
<tr>
<td>6</td>
<td>Students work on live and experimental briefs in collaboration with high profile experience, spatial and interaction design organisations and designers, who provide rich working expertise of current and future trends in experiential design</td>
</tr>
</tbody>
</table>
and communication for branded spaces, digital technologies applications and brand strategies.

The course is interdisciplinary and opens up opportunities for collaboration with a wide range of courses at LCC, UAL and beyond. Students' knowledge and skills across spatial, communication and experiential design combined with an ability to work across physical and virtual environments enables them to seamlessly explore meaningful partnerships with other disciplines.

Sensory design and creating atmospheres for experiential environments provides a further focus for the course. Students benefit from expert workshops, innovative teaching practices informed by theories and brought into practice by research active staff along with practical applications in this area.

The practical component of the course is underpinned by critical interrogation where students analyse what is at stake for corporations, designers, cultural organisations and audiences in the creation of spaces that blur the boundaries between commerce and culture, public and private. The course critically engages with branded spaces by drawing on theories, terms and debates from art and design history, cultural studies, sensory ethnography and affects studies.

The course’s innovative interdisciplinary approach enables students to integrate practices across disciplines to design immersive, interactive and multi-sensory experiences that reimagine brands for the digital era within a spatial context. Interdisciplinary integrations could include new and emerging practices in interaction and user experience crossing traditional boundaries in spatial, retail, exhibition, pop up, installations and events design.
Course Detail

The course offers a distinctive opportunity to learn how to design experiential spaces, 3D installations and creative events. It is aimed at students who are interested in working as creatives in spatial experience design, brand experience design, event and production design, exhibition design and public art.

• You will experiment with creative technology, multi-sensory design, storytelling techniques, interaction principles to design experiential spaces and environments.
• You’ll incorporate sustainable and human-centred design principles to develop intelligent ways to communicate future needs and provide solutions to future challenges.
• Design and cultural theories underpin design practice to enable you to critically explore the global and local design and cultural contexts.

What can you expect?

Innovation, curiosity, creativity and the articulation of ideas through experimentation are central to the course experience. We’ll encourage you to see things differently and to design solutions that are unique to you both in concept and realisation.

You’ll develop your creativity and design knowledge through a range of practical and theoretical design practices. A lively studio culture is enhanced by contextual studies and the development of professional practice skills – essential in the competitive workplace.

You’ll be taught by an inspiring community of experienced designers and specialists, in addition to visits from guest professional designers. You’ll also benefit from key thinkers and practitioners working across boundaries and at the cutting edge of their disciplines.

Work experience and opportunities

Professional and collaborative practice is integrated into the course and offers an opportunity for you to work with live briefs and collaborate with students from other disciplines, designers and organisations.

Graduates find work as spatial experience designers, in a creative design or events agency, within a brand in-house design team, as designers in an interior or architectural practice, as independent designers for retail, exhibitions, events or public art or as part of a design collective, working with other creatives on projects across the world.

Examples of design for branded spaces in industry include YourStudio, Dalziel & Pow, Wonderland Agency, Greyworld, Bankside Urban Forest, Tinker, Snarkitecture, Mona Kim Design.

Some graduates will go onto to study at postgraduate level at London College of
Communication and beyond.

Between Years 2 and 3 of the course, you’ll also have the opportunity to undertake one of the following additional UAL qualifications:

Diploma in Professional Studies (DPS): An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking a variety of placements and industry experiences. Supported throughout the year by academics, you’ll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Diploma in Creative Computing: An optional, year-long opportunity which allows you to develop the computational skills that are shaping the future of the digital creative industries. After successfully completing the Diploma and the final year of your undergraduate degree, you’ll graduate with an enhanced degree title: for example, BA (Hons) Design for Branded Spaces (with Creative Computing).

Course structure

The academic year for this course is divided into 2 blocks.

The 1st block is of 15 weeks’ duration from late September to mid-February. In accordance with the University timetable, there will be a four week holiday in December.

The 2nd block is also of 15 weeks’ duration from mid-February to the end of June with a four week holiday for Easter.

Mode of study

BA (Hons) Design for Branded Spaces runs for 90 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

Course Units

In 2019, UAL declared a Climate Emergency. In response, LCC's Design School set an ambitious Sustainability Action Plan in place to fully embed responsible practices within the curriculum and in everything we do.

As part of this initiative, we've shaped our courses around social and environmental sustainability principles that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values to foster a more sustainable planet. Our aim is to change the way our students think, and to empower you to work towards a sustainable future.
In common with all courses at the University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Design for Branded Spaces qualification, you need to accumulate a total of 360 credits.

**Year 1**

*Introduction to Design for Branded Spaces (20 credits)*  
*Brand Space Design (40 credits)*  
*Contextual and Theoretical Studies 1 (20 credits)*  
*Interactions in Branded Spaces (40 credits)*

In the first year, you’ll learn the principles of spatial experience design, brand identity, software skills, making and new technologies, alongside essential skills and knowledge to navigate through the course and College environments.

You’ll be introduced to key research and design methods, analogue and digital design tools and techniques, and the contexts that will give you the confidence to generate and articulate design solutions.

**Year 2**

*Spatial Experiences and Narratives (40 credits)*  
*Professional Practices (20 credits)*  
*Collaborative Projects (20 credits)*  
*Contextual and Theoretical Studies 2 (20 credits)*  
*Branded Spaces Futures (20 credits)*

The second year provides you with the opportunity to apply and expand your practical and critical skills to collaborate and work on live projects while developing your knowledge of professional practices.

You’ll further extend your knowledge of spatial experience design into narrative space and use forecasting tools and techniques to learn how to anticipate future scenarios where design is a catalyst for change.

You’ll also develop a broader knowledge and understanding of historical, social, practical, theoretical and cultural developments.

**Year 3**

*Design for Branded Spaces Major Project (60 credits)*  
*Entrepreneurial Practices (20 credits)*
Contextual and Theoretical Studies 3 (40 credits) OR Contextual and Theoretical Studies 3 with Practice (40 credits)

The third year aligns with your desired progression after the course. You’ll apply creative design, critical thinking, technical knowledge and the skills developed in years one and two into an extended personal design project.

You’ll apply your knowledge and analytical skills related to culture and critical theory to the realisation of a self-initiated piece of written work, with the option to integrate with practice. You’ll also expand your knowledge of professional practices.

Learning and Teaching Methods

- Collaboration
- Self-directed learning – independent study on and off site
- Research
- Interactive lectures
- Large group learning
- Hands-on workshops
- Peer-led seminar learning
- Individual and group tutorials
- Guest speakers
- Study trips
- Technologies to enhance learning

Assessment Methods

- Practical project work
- Computer based activities
- Prepared writing
- Responses to case studies
- Oral presentation
- Personal presentations of prepared work
- Simulations and role plays
- Workshop based activities
- Written research projects
- The creation of a portfolio of collection of work, which may contain a number of different elements

Reference Points

The following reference points were used in designing the course:
• UAL's Learning, Teaching and Enhancement Strategy 2015-2022 [about-the-exchange/teaching--learning-strategy/]
• The College and Design School policies and initiatives [http://www.arts.ac.uk/lcc/about-lcc/school-of-design/]
• QAA Benchmark statements [http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements]
• UAL Creative Attributes Framework [http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework/]
### Course Diagram

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 | Week 15 | Week 16 | Week 17 | Week 18 | Week 19 | Week 20 | Week 21 | Week 22 | Week 23 | Week 24 | Week 25 | Week 26 | Week 27 | Week 28 | Week 29 | Week 30 | Week 31 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |

**Level 4 – Year 1**

**Block 1**

- Introduction to DBS (20 credits)  
  - S
- Brand Space Design (40 credits)  
  - S

**Level 5 – Year 2**

**Block 1**

- Professional Practice (20 credits)  
  - S
- Spatial Experience and Narratives (40 credits)  
  - S

**Level 6 – Year 3**

**Block 1**

- DBS Major Project (60 credits)  
  - S
- CTS3 Route A (40 credits)  
  - S

**Block 2**

- IBS (40 credits)  
  - S
- Interactions in Branded Spaces  
  - S
- CTS1 (20 credits)  
  - S

**Block 1**

- DBS MP Continued  
  - S
- Entrepreneurial Practice (20 credits)  
  - S

S = Summative Assessment
The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable.

© 2021 University of the Arts London