

BA (Hons) Design for Branded Spaces
Programme Specification 2018/19

APPROVED

Course AOS Code	10260
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No. of Blocks	6
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FHEQ Level	Level 6 Degree
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QAA Subject Benchmark	Art and Design
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Course Credits	360
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Block Duration	15 Week(s)
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Valid From	September 1st 2018
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Programme	Branding and Design Innovation
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PSRB	
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No PSRB Assigned	
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UCAS Code	W2T5
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Work placement offered	Yes
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Collaboration	
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No collaboration	
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Course Entry Requirements	<p>Entry Requirements (Home/International/EU)</p> <p>The standard minimum entry requirements for this course are:</p> <p>64 new UCAS tariff points from one of the following or a combination of the following full level 3 qualifications (see accepted qualifications link here):-</p> <ul style="list-style-type: none"> • A Level: subjects studied may include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). Ideally your A levels will be achieved at Grade C or above. • One subject at A Level achieved at grade C or above PLUS Foundation Diploma in Art & Design (Level 3/4). • BTEC Extended Diploma • UAL Extended Diploma in Art and Design • Access to HE Diploma • International Baccalaureate Diploma • Equivalent EU or Non-EU qualifications <p>Additionally you will have achieved passes at grade C or above in at least three GCSE subjects.</p> <p>If English is not your first language you will also need an up to date English qualification. IELTS 6.0 (or equivalent) is required overall with a minimum of 5.5 in each of the four skills.</p> <p>Deferring an offer: Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2019/20 place deferred to 2020/21. International applicants should first meet any offer conditions and pay the deposit in order to defer. In all cases, deferred places will be</p>
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	<p>held for one year.</p> <p>Making a deferred application: Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2020/21 instead of to 2019/20. Immigration regulations prevent International applicants from making a deferred application.</p>
Selection Criteria	<p>Your application will be considered by the admissions tutors and your suitability will be assessed against the following criteria:</p> <ul style="list-style-type: none">• 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 subject knowledge and context.

Introduction and Outline

Summary and Aims

Introduction to Course

The BA (Hons) Design for Branded Spaces offers a distinctive curriculum where experiential design, digital technologies, virtual and augmented environments, provide stimulating experiences for consumers, customers and visitors of commercial, cultural and public brands. Branding is explored through brand identity, the multisensory characteristics of the brand, and the creation of brand experiences through people's interactions with physical and digital spaces. Brands and branding applications are conceptualised and enacted into spatial environments in a way that create perceptual, cognitive, emotional and behavioural connections between people (customers, visitors) and the brand. A rich interdisciplinary approach to design enables students to explore innovative applications, to reimagine brands and identity for the digital era, and create immersive, interactive, multi-sensory and experiential brand environments. Interdisciplinary integrations could include new and emerging practices in interaction and user experience design crossing traditional boundaries in spatial, retail, exhibition, pop up, installations or events design. Interdisciplinary design opportunities could include leisure and entertainment spaces, flagship and concept stores, workspaces, pop-up and event spaces, and more broadly tourist destinations and city environments. Studio practice is underpinned by fieldwork, framed by critical theory and the ideas produced disseminated through branded spaces projects, which engage with cutting edge digital technologies and processes. Within this framework, the course aims to be ethically, socially and environmentally engaged, reflective and future facing.

The course offers students an insight into the future of spatial professions and has a special interest in working with commercial and cultural institutions to leverage their tangible and intangible assets within a global design and digital context. Designing spaces and experiences for brands is a thriving economy. Businesses and organisations recognise the value of experience design as a strategic tool to engage with consumers and audiences for long-term viability. People are not only looking for entertainment but also for original experiences and destinations. Therefore, spatial thinking is used to solve real-world problems and to critique and question issues in relation to public and private branded realms. Students will learn to use design as a strategic tool to connect people and brands, and provide solutions to key challenges affecting the future of branded spaces across a range of commercial, retail, workplace, cultural and community environments. For instance, students are taught narrative and user centred techniques to shape the design of customers' and visitors' journeys to engage with their values and imagination. They also learn design fiction and speculative design techniques to develop intelligent ways to anticipate future needs and scenarios, and create a framework for exploration into the future of branded spaces.

Through practical design projects with a focus on digital visualisation, modelling and rendering tools, students envision their own branded designs and critically reflect on the ramifications of their creative output. Students will prototype and test small scale design applications, combining analogue making techniques with digital technologies while collaborations on live projects with external industry partners and design professionals provide access to the latest technologies and larger scale applications. The creative possibilities for spatial designers have expanded with the advent of technologies such as; the internet of things, smart devices, smart materials, locative media, projection mapping, augmented reality, virtual reality, holographic images, embedded informatics and the sensory control of parametric architecture. This context opens up new opportunities for spatial designers to collaborate with software developers, interaction and experience designers and ambient informatics specialists on projects in both the commercial and non-profit sectors. The course explores the impact of new information and communication technologies on the future of branded environments through a range of practical and theoretical research approaches.

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. Indicative themes include:

- Brands, professional branding, marketing and the creation of intangible values

- Place-marketing and regeneration, using the Elephant and Castle redevelopment and LCC as case studies
- The Experience Economy, from object to experience through customer experience management
- The rise of McDonaldisation, rationalisation, re-enchantment, simulation, hybrid consumption and theming, the Society of the Spectacle (cities not as skylines but as 'brandsapes' and buildings not as objects but as advertisements and destinations)
- The commodification of culture and aestheticisation of everyday life referring to the growing significance of aesthetic perception in processes of consumption and consuming
- Cultural and creative industries
- Globalisation and cultural appropriation/imperialism
- Performative and immaterial labour, interactions in space and spatial experience, creation of dynamic spaces and places

The course helps students prepare for work as part of their studies and after graduation. Students benefit from professional practice and entrepreneurial units in year 2 and 3 respectively. Students can also apply for a Diploma of Professional Studies and spend a year working in industry between year 2 and 3. This approach enables students to gain experience, develop professional networks and actively prepare for their progression after graduation. Designing Branded Spaces is a thriving industry and the choice of progressions routes is broad. Students progress onto industries across commercial, cultural and public design practices (retail, leisure, hospitality, offices, showrooms, exhibition, trade shows, events, installations, public interiors, set and stage design). Students may work for a design consultancy, an architectural or interior design practice, an in-house design team for a specific brand or set up their own business, working in collaboration with other independent designers. Students will graduate with a rigorous forward facing portfolio of outputs that showcases work across branded spaces, interior architecture, experience design, interaction design and urban futures. The projects will evidence a critical understanding of digital innovation and a high level of conceptual engagement with digitally enhanced branded spaces.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Distinctive Features

	Distinctive Features
1	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.
2	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.
3	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.
4	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.
5	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.
6	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 and communication for branded spaces, digital technologies applications and brand strategies.
7	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.
8	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.
9	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.
10	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.

Years

Year 1			
Credits	0	Percentage of Scheduled Learning	28

Exit Awards Certificate in Higher Education (Exit Only)

Year 2			
Credits	0	Percentage of Scheduled Learning	24

Exit Awards Diploma in Higher Education (Exit Only)

Year 3			
Credits	0	Percentage of Scheduled Learning	15

Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	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.
Aim	To support you in the development of a flexible, inclusive and responsive approach to your studies encouraging independent thinking and the ability to see things differently.
Aim	To prepare you for employment in the relevant design industries by enabling you to acquire a range of professional, entrepreneurial and transferable employability skills.
Aim	To enable you to acquire a range of creative practice and technical skills necessary for employment in your area of specialism.
Aim	To develop an innovative attitude and anticipate future environmental, social, economic and political challenges through technologically rich designs.
Aim	To respond to environmental and social issues relevant to the design industry and society as a whole. The emphasis will be on sustainability and inclusivity in the design of branded spaces.
Aim	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.
Aim	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.
Outcome	Use a variety of cognitive, creative and practical skills to identify and investigate appropriate primary and secondary sources relevant to design for branded spaces (Research) ;
Outcome	Examine and interpret research material and demonstrate this understanding in order to inform designed and written outcomes (Analysis) ;
Outcome	Demonstrate an understanding of, and practically apply, contextual knowledge of design for branded spaces and its wider areas of influence (Subject Knowledge) ;
Outcome	Problem solve, take risks, challenge preconceptions, experiment and test ideas, materials and media appropriate to concept development (Experimentation) ;
Outcome	Demonstrate design, theoretical, technical and media skills in the final execution of ideas appropriate to the project outcomes (Technical Competence) ;

Course Diagram | BA Design for Branded Spaces

	week 0	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						
YEAR 1	Block 1: Introduction to Design for Branded Spaces															Block 2: Fundamentals of Design for Branded Spaces																								
	Introduction to Design for Branded Spaces Unit (20 Credits)										Winter Break	S					BSI (40 credits)					Spring Break	Branding & Spatial Identity					S												
	Interactions in Branded Spaces (40 credits)											IBS					S						CTS 1 (20 credits)					CTS1					S							
Block 3: Immersion into Design for Branded Spaces Interdisciplinary Practices															Block 4: Integration of Design for Branded Spaces Interdisciplinary Practices																									
YEAR 2	Professional Practices (20 Credits)										Winter Break	PP					S					Collaborative Projects					Spring Break	CP (20 credits)					S							
	Spatial Experiences and Narratives											SEN					S					BSF (20 credits)						Branded Spaces Futures					S							
											CTS 2 (20 Credits)										CTS 2 (Options)										S									
Block 5: Consolidation of autonomous Interdisciplinary Practices															Block 6: Expansion of autonomous Interdisciplinary Practices																									
YEAR 3	DBS Major Project (60 credits)										Winter Break	S					DBS Major Project					DBS Major Project					Spring Break	DBS Major Project					S							
												CTS 3 A										S						Entrepreneurial Practice					(20 credits)					S		
	CTS 3 Route B Practice and Theory Based (40 Credits)										CTS 3 B										S																			

S = Summative Submission point

Block 1 Induction into Design for Branded Spaces
Block 2 Fundamentals of Design for Branded Spaces
Block 3 Immersion into Design for Branded Spaces Interdisciplinary Practices
Block 4 Integration of Design for Branded Spaces Interdisciplinary Practices
Block 5 Consolidation of autonomous Interdisciplinary Practices
Block 6 Expansion of autonomous Interdisciplinary Practices

