

BA (Hons) Design Management

Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Branding and Design Innovation (L064)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2019
QAA Subject Benchmark	Art and Design
UAL Subject Classification	Communication and graphic design
JACS Code	W200 - Design studies
UCAS Code	N/A
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	<p>Home/EU/International</p> <p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply directly 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.</p> <p>The standard entry requirements for this course are as follows:</p> <p>80 UCAS tariff points for entry in 2020, or 64 UCAS tariff points for entry in 2019, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • 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, Pass, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing, Media).
- Pass at UAL Extended Diploma.
- Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing, Humanities and Social Sciences).
- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma.

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 for more information.

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

- A strong interest in and appreciation of the subject area: Design Management
- An understanding of the need for a critical and analytical approach to the area of study
- An approach suited to the demands of the course and the projected career futures
- Ideas generation: quality of ideas and thought process, expression of design thinking

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	27
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	26
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	13
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To provide you with the knowledge and skills to support your study of design management as a creative and dynamic activity.
Aim	To assist you in developing a personal methodology and enable you to speculate on new, innovative approaches to the subject.
Aim	To enable you to appreciate, explore, interrogate and challenge the existing forms of the subject through independent and collaborative enquiry and to develop a questioning approach to existing histories, theories and concepts.
Aim	To locate the subject of design management within a global, historical, social, cultural, managerial, professional and critical context building skills of critical analysis, evaluation, interpretation, research and communication.
Aim	To embed internationalisation in the curriculum by developing partnerships and exchanges with institutions in other countries, building on global links established through research and external examining activities and by creating opportunities for cultural exchange, conferencing and shared projects.
Aim	To address issues of sustainability and ethics relating to the production, distribution and reception/consumption of design artefacts in different spatial, social and temporal contexts.
Aim	To work with you in co-designing projects by creating effective learning environments in studios and workshops where you work with staff sharing experiences as partners in the learning process.
Aim	To support employability and employer engagement by developing both transferable and vocationally specific skills. During the course you will develop research, analytical, communication, business and management skills that are directed towards design management careers in a wide range of sectors.
Aim	To enable you to gain some hands on experience of a range of design practices and technical applications relevant to design management. This will enable you to understand the work of design professionals and creatives in more depth so that you can lead, commission, develop

	and deliver design projects more effectively.
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 design profession or postgraduate studies in Higher Education.
Outcome	Evaluate research material and apply critical analytical skills and judgement in the realisation of project work (Enquiry)
Outcome	Demonstrate proficiency in the application of design principles, methodologies and theoretical frameworks. (Enquiry)
Outcome	Demonstrate proficiency in the generation of ideas, concepts and proposals (Knowledge)
Outcome	Demonstrate efficient self-management, independent and collaborative working methodologies (Process)
Outcome	Apply knowledge of the global, cultural, historical and social context of the subject (Knowledge)
Outcome	Select and utilise appropriate materials, techniques, methodologies and media in the realisation of work (Realisation)
Outcome	Place your work within a professional context by marketing yourself and your work in preparation for professional practice (Process and Communication)
Outcome	Use visual, oral and written communication, presentation and information skills effectively (Communication)

	Distinctive Features
1	The BA (Hons) Design Management course offers a creative approach to the study of design business, global cultures and histories. Unlike other design management courses, which are mainly theoretical and taught through lectures and seminars, the BA (Hons) Design Management combines creative practice with academic study.
2	You will be introduced to critical and cultural theories and design research methods, which can be applied to live projects and collaborations in a learn-by-doing studio format. You will develop the core skills of creative and critical thinking, understanding context, entrepreneurship, communications and management skills to prepare you for practice in the real world. Practical work and academic study is supported by the development of technical skills to communicate ideas into a body of work to show potential employers.
3	This interdisciplinary course provides the opportunity to study business and management from an art and design perspective in a world leading institution located in central London, the home of numerous creative and cultural industries. Proximity to the creative and cultural industries in central London is maximized through active collaborations. The course is taught by research active academic staff and also by a range of professional practitioners and entrepreneurs.
4	Capitalising on its location within a world leading practice based institution the course is taught differently from other more traditional design management courses. The BA (Hons) Design Management curriculum is experienced through projects in which theory, practice and technical skills are integrated to promote interdisciplinary learning through research and collaborative work. A project led curriculum across all years allows you to customise the content of your learning by answering the briefs in relation to your own particular interests and career aspirations.
5	The course has a strong global emphasis through its cross-cultural and transnational approach to course content and projects and international partnerships. You will have the opportunity to participate in the Erasmus Programme, which is a European student exchange programme offering students the possibility of studying in another European country for one or two terms. We have an Erasmus agreement with the Cultural Management course at Metropolia University, Helsinki and are negotiating different modes of exchange with Paris College of Art and the Hong Kong Polytechnic University, School of Design. You will also be encouraged to undertake online collaborations with students at design institutions in other countries.
6	There is a focus on the role of design within the creative and cultural sectors and

	<p>the networks, cultures and contexts that give design its multiple meanings. The inclusion of 'Cultures' in the title is significant because it refers to the many different understandings of culture that are addressed within your learning. We take a broad view of design management that includes an analysis of global cultures, technological cultures, subcultures and institutional cultures. Students are introduced to culture as a way of life, as a form of creative practice and as a dynamic and socially engaged process.</p>
7	<p>There is an emphasis on socially engaged design and real world projects. For example a project could involve collaboration with an organization like Age UK, 'the country's largest charity dedicated to helping everyone make the most of later life'. You would work to a brief given by the charity, which would be set in context by tutors. The kind of issues discussed could include: demographics and the growth in the over-60s population, different cultural and geographical perceptions of the elderly, the ways in which charitable organisations operate and are funded and philosophical considerations of what it means to 'be good' and volunteer. Students would examine the Age UK challenge from a human-centred perspective considering people's needs, apply design research methods and critical thinking, explore possibilities and test ideas in order to come up with a range of solutions.</p>
8	<p>Local partnerships are important to the course and we have a strong interest in supporting neighbouring organisations and enterprises through live projects. For example we are currently working with the Cuming Museum, a long standing partner, whose premises closed after serious fire damage in 2013. Using co-design methods and project management techniques we have created a brief with museum staff for an exhibition and related events to raise awareness of the museum and its role in the local community.</p>
9	<p>Collaboration is at the heart of the BA (Hons) Design Management. You will gain an understanding of working as part of a team which will prepare you for future roles which could include working with in-house or freelance design practitioners and external companies and institutions.</p>
10	<p>Uniqueness. This is the only Design Management course offered in the UK and internationally</p>
11	<p>The Diploma in Professional Studies. This unique year long optional course, offers students the opportunity to undertake up to three placements anywhere in the world. Students on BA (Hons) Design Management will be able to capitalise on this opportunity.</p>

Course Detail

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.

BA (Hons) Design Management is a unique course that offers a creative approach to the study of design business, global cultures and histories. You will study design management from the perspective of a communication, design and media institution. On this course you will apply critical thinking and design research methods to a range of projects and collaborations that address global, social, business and environmental needs. Design management is a relatively new profession for people who are passionate about design and creativity so on joining the course you will help shape the future of this exciting profession.

As a design manager, you will be able to work in many different sectors and disciplines.

The course will equip you to become a design management professional in a wide range of sectors including retail, luxury, leisure and entertainment, travel, media, PR, education, museums and galleries, healthcare and charities. Experience in design management demonstrates to potential employers that you are creative and innovative and have the skills to lead groups and employees on projects in many business settings. Professional roles that encompass design management include design department managers, creative directors, design directors, heads of design, design strategists, design researchers, design consultants and project managers in addition to executives with responsibility for making decisions about design.

Design managers can be in-house or external, act as clients or liaise with clients and oversee design teams and departments to create the optimum product presence, design or brand identity. The role can involve communicating with and commissioning a range of agencies, designers, creatives, account managers and planners. Design managers are responsible for the operation of corporate design functions and design agencies as well as

strategically championing design across an organisation as a means of innovation and differentiation. They create quality and consistency of studio output, and are required to have strong project management and communication skills.

Design management is considered as a social practice embedded in social, political, economic and cultural relations. You will apply critical thinking to management practices and go beyond an understanding of management as a technical activity by considering its ideological underpinnings. You will be introduced to business, management, global cultures, histories and theories, ethics and sustainability and the ways in which design can be used as a creative catalyst for positive change. The course covers a rich diversity of topics including design research methods, branding, marketing, public relations, trend forecasting, design for social needs and sustainability, entrepreneurship and innovation, design leadership, project management and the social, cultural, economic, political and global contexts in which art and design management and business operates. Learning is through studio projects where you will explore the relationship between design, cultures, business, management, creativity, technology, customers and audiences.

You will be educated as a design manager who commissions designers and creatives. The practical elements of the course will strengthen your knowledge and appreciation of design production processes, and enrich the future basis of your professional relationship with designed objects, spaces and other designers. You will be learning about global design and gain some hands on experience of a range of design techniques and practices. This will enable you to champion design, commission, and deliver successful projects working in collaboration with professional designers and creatives.

You will also have the opportunity to customise your course according to your own particular interests in relation to design management. We will equip you with a set of practical skills in communication and analysis, project management, enterprise, leadership, branding, strategy, marketing, events, PR, trend forecasting, on/offline publishing, critical writing, curating and display to help build your future career. Our global perspectives will help you develop international links with other students and organisations. Learning materials and unit content deliver international perspectives and students are encouraged to contribute their diverse cultural experiences to discussions. Teaching staff utilise global links established through research and external examining activities to enrich the course curriculum and set up opportunities for cultural exchange, conferencing and shared projects.

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

Course Units

The BA (Hons) Design Management course is comprised of three main components. This includes the study of design management where you will explore issues, debates, contexts and research methods in relation to the design industries and professional practice; design cultures where you examine global histories, theories and research methods in relation to material and visual culture and build skills of critical analysis, evaluation, interpretation, research and communication; and design practice which supports the design management components by introducing you to creative, technical and production skills. Design practice is embedded in the other units and provides you with the skills required for the visualisation and presentation of your own project work in addition to an understanding and some hands on experience of the work of the design professionals you will be leading, collaborating with and commissioning in your future career.

The BA (Hons) Design Management is structured to provide you with an introductory year where you gain the essential skills and knowledge practices required for your discipline. This includes an introduction to design management, the creative industries and design professions, and an exploration of design cultures and its relationship to a variety of spheres –global, commercial, technological, subcultural and institutional. The course supports the development of critical thinking and writing skills to express yourself; technical and design skills to communicate your ideas and management and professional skills to locate them in the public realm. In year two you undertake a collaborative project with other courses and external institutions and there will be an increased emphasis on participatory and cooperative design approaches, global perspectives, research methods and the development of your personal vision and career outcomes. In the third year you will complete an extended piece of written work and embark on an individual major project, which you will promote using your knowledge of marketing communications.

BA (Hons) Design Management Units Year 1

Introduction to Design Management (20)

Creative Industries & Economy (20)

Design Principles (20)

Contextual and Theoretical Studies 1 (20)

Locating Design Management (20)

Ideation to Implementation (20)

Year 2

Professional Practices (20)

Design Management & Change (20)

Design Thinking and Doing (20)

Contextual and Theoretical Studies 2 (20)

Marketing Communication (20)

Interdisciplinary Projects & Practices (20)

Year 3

Major Project (60)

Leadership & Futures (20)

and

ROUTE A: Contextual and Theoretical Studies 3 (40)

or

ROUTE B: Contextual and Theoretical Studies 3
(40)

Learning and Teaching Methods

The courses outcomes are taught using the following learning and teaching methods:

- Studio-based learning activities: the majority of taught sessions will take place in course designated studios. You will be introduced to relevant theories and design research methods, which can be applied to live projects and collaborations in a learn-by-doing studio format.
- Workshop & seminar learning: practical sessions that will enable the student to experiment with a skill or technique relevant to the area of study. Students will be able to share their understanding with others and obtain guidance from lecturers to identify solutions to practical or theoretical problems.
- Lectures/large group learning: some of the key areas of theory and its practical applications will be covered in a planned series of tutor-led sessions.
- Academic tutorials: individual assistance is provided by lecturers to assist all students in their understanding and practical application of theories and skills. This is important for monitoring academic progress, identifying any additional support needed and for clarifying the requirements for assessed work.
- Self-directed learning: independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding. This can be undertaken at home or using college facilities.
- Co-design and co-curation: the process of involving students as active participants and partners in the design of curriculum content, delivery, projects and assessment.
- Outside speakers and visits: these provide students with a perspective of contemporary issues and recent events.
- Assessed assignments: these assess the students' attainment of the learning outcomes and develop the key skills that will form an important aspect of their learning.

Assessment Methods

The programme outcomes are assessed using the following assessment methods:

- Practical project work and digital 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. This is an edited collection of your work which may contain a number of different activities including written and/or practical work. A portfolio can be digital or physical and will consist of a selection of research, developmental and final work and visual data/documentation. This could include reports, reflections, journals, digital files, photographs, models, films, drawings, videos, audio, infographics, data collected through interviews and surveys, mappings, etc. The specific requirements for your portfolio will be outlined in the relevant assignment brief.

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

Course Diagram

BA (Hons) Design Management																																						
BLOCK-BASED STRUCTURE																																						
Block 1																Block 2																						
	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	week 31				
YEAR 1	Intro to Design Management (20 credits)											S	Christmas Break					CTS1					Easter Break	CTS 1 con't (20 credits)										S				
	Creative Industries and Economy (20 credits)														S			Locating DM						& Cultures (20 credits)					S									
	Design Principles (20 credits)															S		Ideation to						Implementation (20 credits)					S									
YEAR 2	Block 3																Christmas Break					CTS2					Easter Break	CTS2 con't (20 credits)										S
	Professional Practices (20 credits)													S				Marketing Communication					& Cultures (20 credits)					S										
	Design Management & Change (20 credits)														S			Interdisciplinary					Projects & Practices (20 credits)					S										
YEAR 3	Block 5																Christmas Break					Leadership					Easter Break	& Futures (20 credits)										S
	CTS 3 Route A (40 credits)														S			Project					(60 credits)					S										
	CTS 3 Route B Practice and Theory (40 credits)														S																							
Major Project (60 credits)												Major																										

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

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