

**BA (Hons) Design Management
Programme Specification 2021/22**

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
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 2021
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, 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, Merit, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing, Media). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing, Humanities and Social

	<p>Sciences).</p> <ul style="list-style-type: none"> • OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum <p>And 3 GCSE passes at grade 4 or above (grade A*-C).</p> <p>APEL - Accreditation of Prior (Experiential) Learning</p> <p>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:</p> <ul style="list-style-type: none"> • Related academic or work experience; • The quality of the personal statement; • A strong academic or other professional reference; • A combination of these factors. <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English Language Requirements (International/EU)</p> <p>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.</p> <p>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.</p>
Selection Criteria	<p>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:</p> <ul style="list-style-type: none"> • A strong interest in and appreciation of the subject area: Design Management and Cultures • 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

	<p>the projected career futures</p> <ul style="list-style-type: none"> • Ideas generation: quality of ideas and thought process, expression of design thinking
<p>Scheduled Learning and Teaching</p>	<p>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.</p>

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	25
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	14
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, dynamic and inclusive activity.
Aim	To assist you in developing a personal methodology and enable you to speculate on new, innovative, sustainable and responsible approaches to the subject.
Aim	To enable you to appreciate, critically explore, interrogate and challenge the status quo of the subject through independent and collaborative enquiry.
Aim	To locate design management in diverse industries within a global, historical, social, cultural, managerial and professional context, building skills of critical analysis, evaluation, strategic thinking, sustainability, research and effective 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, shared intelligence and collaborative projects.
Aim	To address sustainability and ethics relating to the processes, production, distribution and reception / consumption of design in different contexts. This will help you articulate, communicate and address Wicked Problems and develop inclusive, stakeholder-centred and participatory approaches to design-led problem-solving and innovation.
Aim	To work with you in co-designing projects by creating 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, design, business and management competencies that are directed towards diverse design management roles and 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, intellectually challenging and inspiring educational experience that will enable you to develop competencies and mindsets necessary to progress onto a successful career in industry 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 aligning to LCC Design School's Responsible Design Framework (Realisation)
Outcome	Place your work within a professional context by marketing yourself and your work in preparation for professional practice (Process and Communication)
Outcome	Show clarity of purpose, awareness of stakeholders and understanding of social, cultural and environmental impact in using visual, oral and written communication, presentation and information skills effectively (Communication)

Distinctive Features	
1	The BA (Hons) Design Management and Cultures course offers a creative approach to the study of design business, global cultures and futures. Unlike other design management courses, which are mainly theoretical and taught through lectures and seminars, the BA (Hons) Design Management and Cultures combines creative practice and project-based collaborations with academic study.
2	You will be introduced to critical and cultural theories, design research methods and design processes which can be applied to live industry 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, social justice, sustainability and management skills to prepare you for practice in the real world. Practical work and academic study is supported by the development of technical design skills to communicate and prototype 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 benefiting from central London location and the numerous creative and cultural industries in its vicinity. Proximity to dynamic and expanding industries in central London is maximized through active collaborations. The course is taught by research and industry active academic staff and a range of professional practitioners and entrepreneurs.
4	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 BA Design Management at Paris College of Art and BA Global Design at IADE Lisbon, as well as an international exchange with BA Advertising at 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 cultural insight, the role of design and the networks, cultures and contexts that give design its multiple meanings. We embed different understandings of culture that are addressed within your learning, taking a broad

	view of design management that includes an analysis of global cultures, technological cultures, subcultures and institutional cultures. Students examine culture and cultural identity as a powerful, dynamic and socially engaged process.
7	There is an emphasis on social engagement and justice, sustainability 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.
8	Local partnerships are important to the course and we have a strong interest in supporting neighbouring organisations and enterprises through live projects. Previously we have worked with Southwark council on specific briefs around community building and their transport plan. As well as Cuming Museum, research and branding agencies, as well as start-up companies.
9	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 teams or freelance design practitioners and external companies and institutions.
10	Uniqueness. This is the only Undergraduate Design Management course offered in the UK
11	The Diploma in Professional Studies. This year long optional course, offers students the opportunity to undertake up to three placements anywhere in the world. Students on BA (Hons) Design Management have proven to be highly employable and able to capitalise on this opportunity

Course Detail

On BA (Hons) Design Management you will gain valuable insights into how design management is expanding in complex and changing contemporary contexts, while applying your skills and knowledge through a diversity of live projects.

The key areas of creative practice, business/management, and cultural research come together in this curriculum to develop innovative and critical thinkers.

You'll have access to the College's extensive range of resources; from academic support, student employment and UAL extracurricular opportunities, to technical workshops, like printmaking, 3D and digital media.

What can you expect?

- Seminars to investigate the role of design in society, networks, business, organisations, cultures and contexts that give design its multiple meanings.
- Practical projects and workshops, to provide immersive experiences of the design process: from research methods to defining and reframing problems, developing briefs, brainstorming, prototyping, testing, delivery and assessing effectiveness.
- Theory, frameworks and strategic tools drawn from a broad range of design, business and humanities disciplines mean that you'll build your practice with hands-on projects, crits and collaborations.
- Collaboration - live projects and collaborative involvement with industry.
- Management skills: communication, presentation, critical reflection, scoping briefs, live research and feedback, budgeting, time management, team working.
- Design principles: visual thinking, ideation, working with multiple mediums (print, objects, images, video, sound, web) and exhibitions.
- Student Exchanges – The course has a strong global emphasis through its cross-cultural approach to course content, 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 Design Management course at Paris College of Art and an international exchange with Hong Kong Polytechnic University BA Advertising Design and Study Abroad placements with Northeastern University in Boston, USA and others. You will also be encouraged to undertake online collaborations internationally.
- Industry Projects – There is an emphasis on strategic and socially engaged design and real-world projects with agencies, research and strategy organisations, non-profits and councils.

Work experience and opportunities

We are industry-focused and regularly set projects that enable you to work with

professionals, diverse organisations and companies.

Recent collaborations have included projects with Human After All, Rufus Leonard, Two Igloos, WaterAid, Southwark Council, Ourscreen and the BFI (British Film Institute), 11FS and Dulwich Picture Gallery.

Students have the opportunity to take part in initiatives such as Talent Works and 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 Management (with Creative Computing).

Design management embraces a multiplicity of roles including project manager, account manager, brand manager, researcher, strategist, studio and office manager, service designer, strategic designer; art director, business manager, as well as Public Relations communications, marketing, business development, human resources, Corporate Social Responsibility (CSR) and operational roles.

With highly employable students and graduates, we are organisers, designers, researchers, thinkers, doers and makers, motivators, facilitators, provocateurs, life-long learners, strategists, activists and entrepreneurs. Course structure

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

The 1st block is of 15 weeks' duration from early October 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

The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. Years

1 and 2 must be passed to enter into Year 3. Your degree is attained through full completion of the third year. To be awarded the BA (Hons) Design Management qualification, you need to accumulate a total of 360 credits.

You will be expected to commit an average of 40 hours per week to your course, including teaching hours and independent study.

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.

Year 1

Introduces foundational knowledge, essential skills and practices to explore the breadth of disciplines, connections and convergences of design, business and cultures. We position the discipline of design management in historical, socio-economic and cultural contexts.

Introduction to Design Management (20 units)
Creative Industries and Economy (20 units)
Design Principles (20 Units)
Contextual and Theoretical Studies 1 (20 units)
Locating Design Management Practices (40 units)

Year 2

The second year will consolidate and expand on your experience with a number of industry briefs that encourage collaborative working and development of professional competencies.

Gaining knowledge and learning through doing, you will explore design management roles and mindsets in a diverse range of social, cultural and industry contexts.

Professional Practices (20 credits)
Design Management and Change (20 credits)
Design Thinking and Doing (20 credits)

Contextual and Theoretical Studies 2 (20 credits)
Marketing Communications and Cultures (20 credits)
Interdisciplinary Projects and Practices (20 credits)

Diploma in Professional Studies

The Diploma in Professional Studies (DPS) is an optional year-long learning opportunity, allowing you to undertake a variety of internships and professional experiences for a whole academic year in Year 3, as part of a four-year degree.

Successful candidates are selected on a competitive basis from academic performance and studentship, successful completion of the DPS bridging studies and by portfolio and proposal.

Year 3

The final year allows you to self-direct and pursue your interests through supported independent study. It will encourage confidence and self-inquiry to choose your future path within the industry, or progress onto postgraduate study.

Contextual and Theoretical Studies 3 (40 credits)

This unit is a 8000-10,000 word thesis on a subject of your choice in negotiation with your tutor.

Leadership and Futures (20 credits)

In this unit, the class produces an industry facing event on a relevant contemporary theme. You consider your career path as you develop a professional profile, portfolio of work and action plan for the future.

Major Project (60 credits)

This unit is the culmination of your degree. It consists of two collaborative industry projects and a larger independent self-initiated project to enable you to develop greater rigour in the design process, project management skills, and delivery and presentation of your design project.

Learning and Teaching Methods

- Studio-based learning activities
- Workshop and seminar learning
- Lectures/large group learning
- Academic tutorials

- Self-directed learning
- Co-design and co-curation
- Outside speakers and visits
- Assessed assignments

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
- Portfolio

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

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															End of Block	Block 2																	
Intro to Design Management (20 credits)										S	CTS1 (20 credits)										S												
Creative Industries and Economy (20 credits)												S	Locating Design Management Practices (40 credits)								S												
Design Principles (20 credits)													S																				
Level 5 – Year 2																																	
Block 1																Activities Week	Block 2																
Professional Practices (20 credits)												S	CTS2 (20 credits)										S										
Design Management and Change (20 credits)												S	Marketing Communication and Cultures (20 credits)								S												
Design Thinking and Doing (20 credits)													S	Interdisciplinary Projects and Practices (20 credits)								S											
Level 6 – Year 3																																	
Block 1																	End of Block	Block 2															
CTS3 Route A (40 credits)													S	Leadership and Futures (20 credits)										S									
CTS3 Route B Practice and Theory (40 credits)													S	MP continued								S											
Major Project (60 credits)																																	

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

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