

# MA INDUSTRIAL DESIGN



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APPROVED

## MA Industrial Design

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	Central Saint Martins
<b>Programme</b>	Product, Ceramic and Industrial Design (L032)
<b>Course AOS Code</b>	CSMMAIND
<b>FHEQ Level</b>	Level 7 Masters
<b>Course Credits</b>	180
<b>Mode</b>	Extended Full Time
<b>Duration of Course</b>	2 years
<b>Teaching Weeks</b>	60 weeks
<b>Valid From</b>	2022/23
<b>QAA Subject Benchmark</b>	Art and Design
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	3D design and product design
<b>HECoS Code</b>	100050 - Product Design
<b>UCAS Code</b>	N/A
<b>PSRB</b>	N/A
<b>Work placement offered</b>	No
<b>Course Entry Requirements</b>	<p>The standard entry requirements for this course are as follows:</p> <ul style="list-style-type: none"><li>• An honours degree in a relevant field: For example, product design, 3D design, furniture design, service design, interaction design,</li></ul>

	<p>architecture, game design, creative computing, engineering, and led social innovation.</p> <ul style="list-style-type: none"> <li>• Applicants are also considered from disciplines as broad ranging as performance practice to physical and behavioural sciences. In this context, applicant portfolios must demonstrate some proficiency in industrial design skills, and that personal and professional aspirations are compatible with the aims of the course.</li> <li>• <b>Or</b> an equivalent EU/international qualification</li> </ul> <p><b>And</b> normally at least one year of relevant professional experience.</p> <p><b>AP(E)L – Accreditation of Prior (Experiential) Learning</b></p> <p>Exceptionally applicants who do not meet these course entry requirements may still be considered. 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"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> </ul> <p><b>Or</b> a combination of these factors.</p> <p>Each application will be considered on its own merit but cannot guarantee an offer in each case.</p> <p><b>English language requirements</b></p> <p>IELTS level 6.5 or above, with at least 5.5 in reading, writing, listening and speaking (please check our main <a href="#">English language requirements</a> webpage).</p>
<b>Selection Criteria</b>	<p>We select applicants according to potential and current ability in the following areas:</p> <ul style="list-style-type: none"> <li>• You can generate and communicate a range of ideas (Portfolio Review)</li> <li>• You can analyse a design problem from several perspectives and generate a range of design responses to a particular problem (Portfolio Review)</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrating your personal and professional aspirations are compatible with the aims and objectives of MA Industrial Design (Personal Statement/Interview)</li> <li>• You can demonstrate the necessary fluency in your design process to be able to benefit from the postgraduate course (Portfolio Review/Personal Statement/Interview).</li> </ul>
<p><b>Scheduled Learning and Teaching</b></p>	<p>Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online.</p> <p>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

Awards	Credits
Postgraduate Certificate (Exit Only)	60

### Year 2

Awards	Credits
Postgraduate Diploma (Exit Only)	120
Master of Arts	180

### Scheduled Learning Split by Level

Level 7	28%
<b>Total Scheduled Learning Split</b>	<b>28%</b>

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To enable you to develop your critical and reflective abilities such that you can adopt a strategic, empathic and proactive role, both academic and professional, within the discipline of industrial design.
Aim	To enable you to use the industrial design process to catalyse change through leveraging insights that inform new practices, discipline and industry.
Outcome	Understanding and engagement with key theories, contextual and critical discourses at the forefront of the discipline. (AC Knowledge)
Outcome	Ability to systematically implement and evaluate a range of theoretical approaches, research techniques, and methodologies in your practice. (AC Process)
Outcome	High level skills of self-direction, experimentation and informed decision making in identifying, setting, and addressing problems. (AC Enquiry)
Outcome	Ability to generate and translate insight into situated design responses and effectively present and communicate creative responses within defined constraints to both specialist and non-specialist audiences. (AC Communication)
Outcome	Ability to effectively locate yourself within the discipline and profession of Industrial Design by evaluating the impact of your practice on or beyond the discipline. (AC Process)
Outcome	Ability to work, contribute and participate professionally as part of a team, to learn from others to understand, relate to and be sensitive to others and to facilitate collaborative and participatory problem solving. (AC Realisation)

<b>Distinctive Features</b>	
1	Internationally recognised: Central Saint Martins' Product and Industrial Design courses were awarded the Queen's Anniversary Prize for Further and Higher Education, recognising their leadership in design education and contribution to industry, commerce and design professions, both in the UK and internationally.
2	Discipline (re)defining: The course provides a platform for you to question what industry is today. We continually reappraise design practices, addressing critical and socially-responsive design across market-led, societal and environmental contexts.
3	Collaborative and multidisciplinary: This course creates a culture not governed by a particular dogma but instead encourages diverse engagement and prototyping of the discipline itself. We apply intellectual development directly to design practice, expanding your strategic skills to initiate new approaches and helping you to thrive in multidisciplinary teams.
4	People-centred design: We strive to develop innovative approaches to better understand users. Recent innovations include methods informed by theatre and performance as well as storytelling and scenario-building techniques used as research, ideation and communication strategies.
5	Studio-based: The course adopts a studio-based approach to learning and teaching. Learning by doing is at the core of our teaching and we emphasise design as a form of situated action in the world.
6	Networked: The course maintains a network of links to the design industry through collaborative projects, staff practice and research activities, and significant outward-facing activities including participation in international exhibitions, publications, and competitions. Our network provides an extensive range of external practitioners as lecturers, mentors and collaborators ensuring a current and industry informed curriculum.

## Course Detail

Traditionally, industrial design is associated with the improvement of goods and services through creative intervention. However, as the nature of production and consumption has changed in the face of growing social, economic, environmental challenges and technological development so has the role of the industrial designer.

This places an emphasis on the strategic competencies within the design process and requires a set of responsive and critical skills that complement the creative processes and materially informed skill sets that gave rise to the discipline.

As a pioneering course in the field, MA Industrial Design adapts to these changes continually expanding the disciplinary purview of industrial design.

On the course, you will question how, why and for whom particular goods and services are produced. You will utilise Industrial Design to catalyse change and leverage insight to inform new practices, your discipline and industry. You will question the impacts of design practice and the role and agency of the industrial designer engaging in a broad range of problem contexts. We draw on current thinking and practice in other discipline areas, including the physical sciences, social, psychology, policy design, behavioural science and environmental studies.

The course is concerned with the continued development of industrial design as a discipline and profession and will encourage you to question what industry is today. You will continually reappraise the discipline, question and develop its relevance through critical and socially responsive approaches. You will explore the application of industrial design in both market-led and societal contexts. This constant review of what industrial design is creates a culture independent of a particular style or dogma. Instead, it encourages diverse engagement, reflection, negotiation and prototyping of the discipline.

MA Industrial Design applies this intellectual development directly to design practice. It will teach you to take on strategic sustainably informed roles, identify and respond to trends, initiate design approaches and thrive in multidisciplinary teams. While the course honours the traditional legacy of the subject, we continue to reframe what industrial design is and means.

## Course Units

The MA Industrial Design curriculum engages what we describe as emphases in practice. These locate forms of industrial design practice and allow you to challenge, question, and advance the discipline. Each emphasis promotes the view that people should be at the centre of the design process. The course

develops innovative approaches to understanding users and their wants and needs. Recently, this has included the development of design methods informed by theatre and performance, storytelling and scenario building; used as research, ideation and communication strategies. You will explore relationships between people, design, emerging technologies and behaviours and the impact and consequences of design work in different contexts. These approaches are embedded in studio projects, allowing you to work with anthropological design methods and processes informed by principles of sustainable development.

### **Industrial design for enterprise**

This emphasis positions industrial design as a commercial practice. Here, innovation and entrepreneurial thinking provide solutions which meet the needs of real people. It is responsive to new commercial conditions – from start-ups to established multinational businesses. As part of this area of study, you will question existing industrial paradigms, professional roles, opportunities for manufacture and routes to market.

### **Industrial design for publics**

This emphasis applies industrial design processes to societal issues. It considers the dynamic challenges that require new ways of thinking and doing. Industrial design for publics applies co-design and participatory design methods. Problem stakeholders are engaged in the design process to jointly frame and tackle such challenges. It is a form of design-led social innovation. In this context, we encourage the development of links with social enterprises, government, local authorities, charities, and NGOs.

### **Industrial design for service**

This emphasis explores the discipline from a strategic perspective. You will work with different disciplines and explore processes for the service and interaction design sectors. Taking a user-centred and systemic view, you will focus on the design and evaluation of multi-media, multi-modal and multi-platform interactions that support user experience through physical, digital, and hybridised products.

### **Industrial design for discourse**

This emphasis explores design as a form of critique and speculation within disciplinary, scientific, and societal frames. In this context, designers reflect on the role of design in society. In doing this, designers challenge established discourse, presenting alternatives for the field. In this emphasis you will question the discipline itself and how it engages in processes of critique and world making.

## **Industrial design horizons**

This emphasis explores signs of important developments in industrial design practice. This is done through an examination of potential threats and opportunities. It explores novel and unexpected disciplinary developments including matters at the margins of current professional and disciplinary thinking. The aim is to develop strategies for anticipating future developments and thereby gain lead time providing learning experiences, research and knowledge exchange activities that are at forefront of disciplinary practice. Examples might include regenerative design, computational technologies, and Industry 5.0.

MA Industrial Design consists of three units, each of which is structured around studio projects. They are devised to allow you to adopt a strategic and proactive role within the discipline.

### **Unit 1: Methodological and Critical Approaches to Design**

This unit is made up of a series of projects which vary in length. These will introduce you to a variety of research methods and issues relevant to the discipline. These are implemented in the realisation of design work.

### **Unit 2: Positioning and Professional Practice**

Unit 2 reviews professional design practice by engaging external agencies and expertise. You will reflect on this activity through design practice.

### **Unit 3: Self-Directed Design Research**

This unit requires you to specify, manage, implement, and evaluate a self-directed design project informed by themes and issues identified in Unit 2.

### **Mode of study**

MA Industrial Design is offered in extended full-time mode which runs for 60 weeks over two academic years. You will be expected to commit 30 hours per week to study, which includes teaching time and independent study.

The course has been designed in this way to enable you to pursue studies, while also undertaking part-time employment, internships, or care responsibilities.

### **Credit and award requirements**

The course is credit-rated at 180 credits.

On successfully completing the course, you will gain a Master of Arts (MA degree).

Under the Framework for Higher Education Qualifications, an MA is Level 7. All units must be passed to achieve the MA, but the classification of the award is derived from the mark for the final unit only.

If you are unable to continue the course, a Postgraduate Certificate (PG Cert) will normally be offered following the successful completion of 60 credits, or a Postgraduate Diploma (PG Dip) following the successful completion of 120 credits.

### **Learning and Teaching Methods**

The learning and teaching methods devised for this course include:

- Learning through doing
- Project work
- Collaborative work
- Learning through making
- Prototyping and manufacturing
- Design theory
- Performance methods
- Research and ideation

### **Assessment Methods**

- Critiques
- Personal tutorials
- Individual design work (2D, 3D, 4D)
- Group design work (2D, 3D, 4D)
- Presentations
- Planning documents
- Reflective portfolio
- Video submission
- Critical texts

### **Reference Points**

The following reference points were used in designing the course:

- The Learning and Teaching Policies of University of the Arts London
- College Policies and Initiatives
- HE (Higher Education) Level Descriptors

- United Nations Sustainable Development Goals: Learning Objectives
- External consultation with design professionals and organisations.

## Course Diagram

**MA Industrial Design** – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

LEVEL 7 - Year 1																														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Unit 1: Methodological and Critical Approaches to Design (60 credits)																				S	Unit 2: Positioning and Professional Practice (60 credits)									
LEVEL 7 - Year 2																														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Unit 2 continued										S	Unit 3: Self-Directed Design Research (60 credits)																		S	

*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*