University of Sussex
Engineering and Design

product design

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Engineering & Design

‘By studying Product Design at Sussex we will help you gain the knowledge, skills and experience needed to become a commercially aware and creative professional designer.’

Diane Simpson-Little
Course Leader in Product Design

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www.createdbyusblog.com

What you learn

Product Design at Sussex is an exciting and progressive degree that focuses on adapting and shaping technology into useful products for real human and societal needs.

The course aims to meet the demands of 21st-century design by teaching a balanced blend of art, technology and science and offers students a chance to fuse their inspirational thinking with sound technological reasoning.

Subject areas encompass research, critical analysis, design engineering, brand development, interaction design and human-centred design, along with investigation into culture, psychology, ergonomics, art, science and commerce. This interdisciplinary knowledge base helps students explore their creative skills while considering all stages of the design process.

Students on the course are introduced to some inspirational and creative teaching methods that not only aid in the development of their design, mathematical and engineering skills, but also encourage an empathic understanding of the user and an awareness of society and sustainability.

Our product design courses at Sussex facilitate real-life experience and help build up valuable industry links. Here you will work alongside a school of enthusiastic tutors and industry experts who will help develop and guide your passion for product design.

BSc (Hons) Product Design (UCAS code: HW12)

BSc (Hons) Product Design with Industrial Placement Year (UCAS code: HW1F)

Course structure

Autumn term		Spring term	
YEAR 1			
Drawing for Design		Computer Aided Visualisation	
Materials and Manufacturing Processes		Applied Technology	
Mathematics for Product Design		Experience Prototyping	
Visual Communication		The Narrative of Design in Modern Culture	
		Global Design Challenge	
YEAR 2			
Design for Manufacture		Toy and Game Design	
Design Techniques in Practice		Interaction Design 2	
Interaction Design 1		Professional and Managerial Skills	
Human Factors and Design for Society		Design for Industry	
YEAR 3 applies to One Year Industrial Placement course only (UCAS code: HW1F)			
One Year Industrial Placement			
FINAL YEAR			
Business and Project Management		Thinking Big: The Five Senses	
Design Philosophy			
The role of Design in the Circular Economy			
Design Project: Design Show			

How you learn

Our Product Design courses involve a significant level of project-based work to allow students' skills to develop at a practical level. Our degrees also integrate with the engineering syllabus at several points enabling students to work in multidisciplinary teams.

Interpersonal and professional skills are developed through teamwork and business and project management. Students are encouraged to produce portfolios, reports, presentations and physical prototypes. Regular group and individual reviews with fellow students and tutors gives the necessary feedback to aid creative development. Product Design with an industrial placement year allows students to gain valuable experience for their future career while working in industry during their third year (see page 10).

Many of our design modules and projects are initiated and run in association with both design and industrial companies, broadening the learning experience.

Accreditation

Our Product Design courses are accredited to the highest level by the Institution of Engineering Designers (iED).

(right) First year students on the visual communications module, investigating the importance of their sensory channels when designing. This seminar is being held in our creativity zone.

touch one
touch two
touch three
touch four
touch
SOFT
Bench

Developing your skills

An essential role of the product designer is to thoroughly understand the subject area and the needs of the end user to produce innovative and feasible solutions that should not only look good but work well. They must be able to display and communicate this knowledge to a variety of people – from clients to manufacturers.

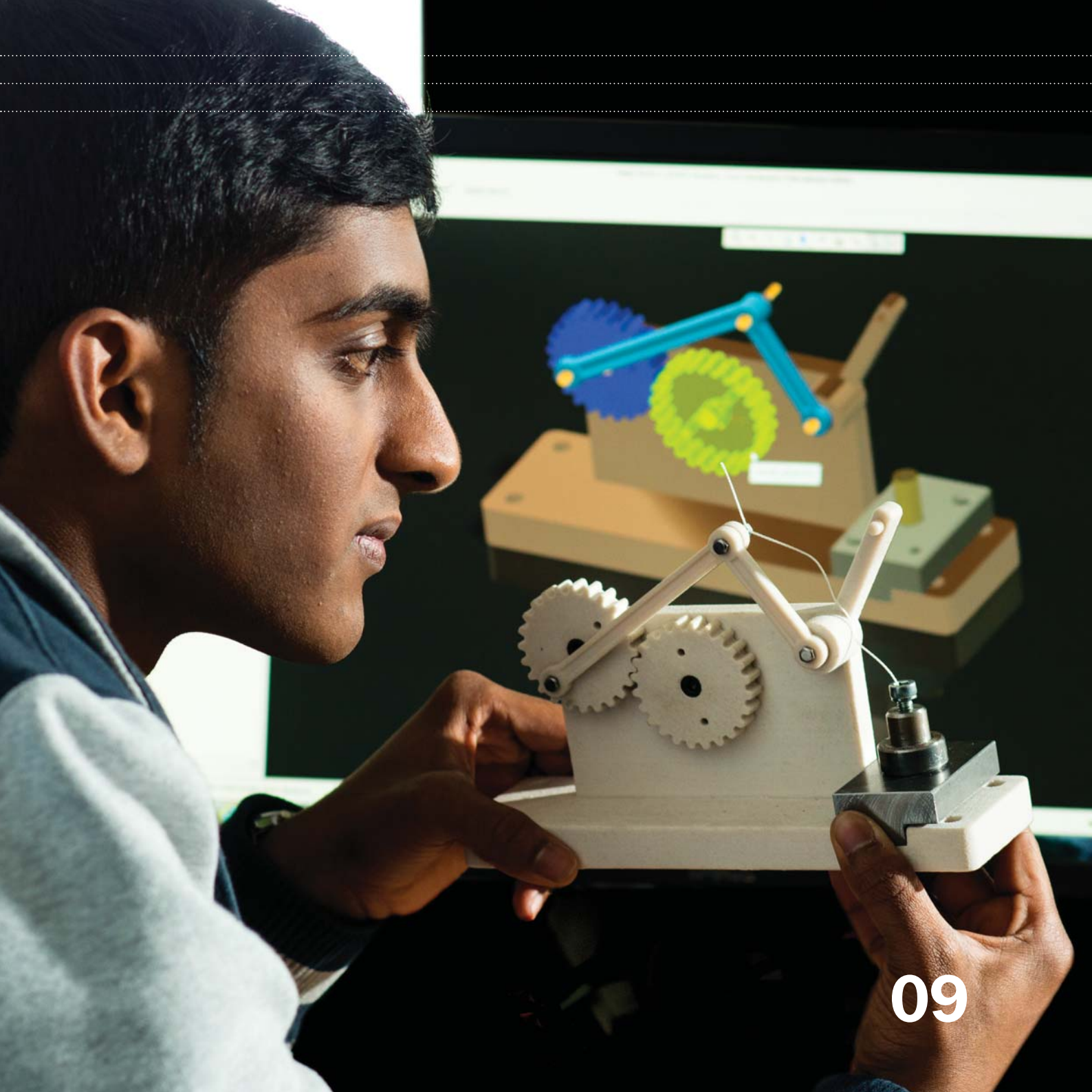
Our degree courses give students the opportunity to develop a portfolio of design projects that illustrates a broad range of their abilities and demonstrates their understanding of the user-centred design process. Students will have experience of communicating ideas to a multidisciplinary team using a variety of computer-based and free-hand techniques including 3D modelling, and converting a conceptual product into a fully specified design.

Our students will be fully equipped to manage their career development in preparation for further study, or the world of work.

Global Design Challenge

During the first year, you will take part in the exciting, school-wide Global Design Challenge: this gives all our students the opportunity to engage with a real-world design project in multidisciplinary teams.

(right) As part of the Design for Manufacture module, students make 3D-printed prototypes from CAD drawings.



Careers

Career opportunities

The understanding of industry, the creativity and the communication skills that Product Design students gain throughout their degree provide a wide range of exciting employment options. Our recent graduates are now employed as:

- Design Engineer at Dyson
- Design Manager at Mars
- Furniture Designer at Ben Whistler
- Senior Packaging Designer at John Lewis
- Product Developer at 20th Century Fox
- Surface Designer at Jaguar Cars

Industrial placement year

The Product Design (with an industrial placement year) degree allows students to gain valuable experience for their future career while working in industry during their third year.

During this year students apply their knowledge and skills to a project undertaken in a commercial environment and in so doing gain invaluable experience of the real-world applications of product design.

Final Year Project profile

'The brief was one I set myself: "to design a large format camera that is easy to use and very accessible". I set the brief because of a fear that large format photography could dwindle due to the high price of new cameras and the availability of second hand cameras.

I wanted to make a tool that people could have easy access to and didn't limit their creative freedom as a photographer. This led me to the concept of open source, and I started experimenting with manufacturing methods that leant themselves to the open source movement. This resulted in me designing a camera made entirely from laser cut and 3D printed components.

I hope to launch the product on Kickstarter soon and, if I am lucky enough to be successful, produce and share the camera.'

Maxim Grew
BSc (Hons) Product Design 2014

The Intrepid Large Format Camera, a redesign of the traditional large format camera, attracting new passionate photographers despite the technology being over 100 years old.
www.theintrepidcamera.co.uk

Harry with his final year project, Nautilus Eco – Automated Marine Habitat, a self-contained eco system to support marine life native to coral reefs.

Student profile

'Ambassadors from the University visited my sixth form. The way the students spoke about their experiences lead me to look at Sussex, and when I attended an Open Day for the Product Design course I just knew it was for me!

Product Design at Sussex educates students in the complete design process. We experience all of the thought processes used in real life industrial practices to design and redesign innovative new products.

I loved my course all the way through from the first year right to the end. The variety of modules and topics has genuinely inspired me, and I feel I have been given all the information I could possibly need to begin a career in design and product development.

The dedicated lecturers really made the course a pleasure to be on. I loved the way that, no matter what the module or assignment set, students were always allowed to express themselves and explore areas that interested them rather than being forced to adhere to standard approaches.'

Harry Hummerstone-Pope
BSc (Hons) Product Design 2014

What qualities do we look for in a student?

We look for applicants with **enthusiasm**, **imagination** and a **curiosity** about how things work and how to make them better. Students should not be afraid of a **challenge** and have a **logical** mind that can order and organise thinking.

We also look for a combination of **technical** ability linked to **creativity** and the ability to work independently. Drawing skills will also be an advantage in order to **visualize** and **communicate** ideas.

How to apply

For entry to our degree courses, you must apply through the Universities and Colleges Admissions Service (UCAS). The easiest way to apply is online through the UCAS Apply service with help from your school or by visiting **www.ucas.ac.uk**.

Full information about the application and selection process is included in the small print section of the University of Sussex Undergraduate Prospectus (obtainable online from **www.sussex.ac.uk/study/ug** or by phoning **+44 (0)1273 876787**).

UCAS codes

The UCAS code for the University of Sussex is SUSX S90.

UCAS course codes are:

- BSc (Hons) Product Design: UCAS code HW12
- BSc (Hons) Product Design (with an industrial placement year): UCAS code HW1F

Entry requirements

- Typical A level offers (or equivalent), which must include art or a science or design subject, are in the range: ABB–BBB.
- Successful applicants will also need GCSE (or equivalent) mathematics and a relevant science subject, both at grade B.
- For applicants whose first language is not English: IELTS 6.5 overall, with not less than 6.0 in each section.

Specific entry requirements can be found at: **www.sussex.ac.uk/engineering/ugstudy**

Applicant visit days

All applicants who receive an offer and meet the advisory UCAS applications deadline are invited to attend an applicant visit day. You'll get a first-hand impression of what it's like to study here, a fuller picture of your chosen degree course and an idea of life as an undergraduate. There will be general and departmental talks, tours and demonstrations plus plenty of opportunities to meet lecturers and current students.

Visit us

To help you decide whether to apply, you can attend one of our Open Days in the summer or autumn, or arrange for a campus tour at any other time. To book a place, go to www.sussex.ac.uk/study/visitus or phone **+44 (0)1273 876787**.

Contact us

General or course enquiries are welcomed. Please see contact details on the back cover of this booklet.

Disclaimer

The information presented in this booklet is correct at the time of going to print (January 2016) but modules running in future academic years may be subject to change. The reason for this is that Product Design is a constantly developing area and so we regularly review and update our modules and options to reflect this and give you the best student experience. Please refer to our web pages for the most up to date information on courses and modules: www.sussex.ac.uk/engineering/ugstudy

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