

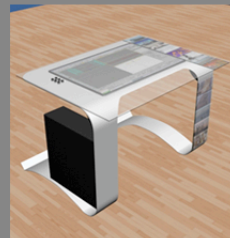
# BSc Product Design

## Why study Product Design at the University of Sussex ?

Product design is an exciting and important discipline that focuses on shaping technology into useful products for the needs of real people. The activity includes the use of inspirational processes that help to create original artefacts that are usable, attractive and commercially viable. The subject requires a balance of science and art for its success. Aesthetic qualities and function are equally crucial, alongside an understanding of methods of manufacture and ergonomics. A contemporary Product designer will also be aware of how to create Sustainable objects that minimize environmental impact.

We offer both a BSc in Product Design and a BSc in Product Design with a Sandwich Year; the latter allowing students to spend a year in industry gaining invaluable skills and contributing to the business concerned. Both courses are accredited by the Institution of Engineering Designers.

You will be at the forefront of the next generation of ideas, concepts and prototypes, and will develop your creativity and technical expertise.



Images, clockwise from top left:

1. Students brainstorming in the Creativity Zone.
2. Using the walls to sketch out ideas.
3. Computer Model by Paul Ferguson.
4. Prototype Lunch box by When Zhou.
5. Appearance model of street furniture.
6. A page of design sketches by Mathew Boulton.