

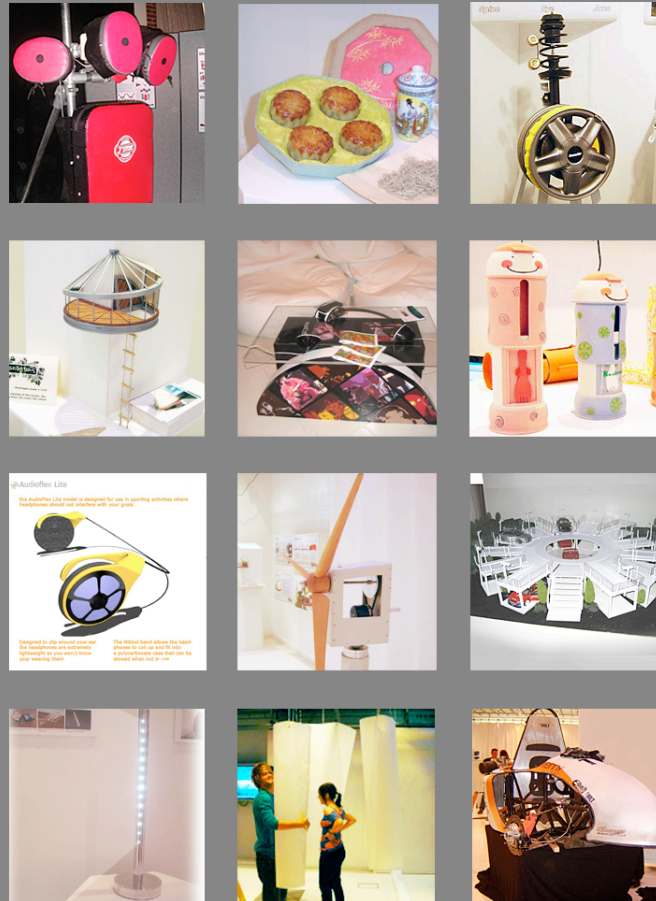
BSc Product Design

What kind of projects will I do?

A considerable proportion of the product design degree is assessed by means of project work, posters, portfolios and creative activities. Examples of typical subjects can be seen in the illustrations. Potential product categories range from sports, industrial or consumer products to full-size transport vehicles. You may be asked to arrive at original ideas for lighting, furniture or any kind of artifact.

There might be a technical or human factors issue to resolve without a prescribed product genre. It will be up to you to decide the kind of object, system or solution that will solve the problem. Sometimes the outcome might be a sculptural form or alternatively, an equation.

Communication of your ideas will always be key. Whatever your interests or career direction you should find projects that are of interest to you on the course. In your third year, you will be able to focus on a subject of your choice.



Images, top row from left:

- 1 Sports design by Tom Heyes
- 2 Cradle to Cradle design by Nora Feldmar
- 3 Tyre inflation system by Joe Grayston

Second row:

- 4 Tree house conservatory by Jack Appleby
- 5 Audio table by Mark Whaley
- 6 Lunch box by Wen Zhou

Third row:

- 7 Head phones by Aron Carroll
- 8 Environmental design by Laura Peacock
- 9 Smart Urban parking by Dominic Ballard

Fourth row:

- 10 Lighting by Seb Richards
- 11 Ergonomic design of an 'experience space'
- 12 Racing car by David Holroyd and Ben Bomford