



**Welcome new Undergraduate Students 2021/22**

Dear Student:

It is a pleasure to welcome you to our Product Design programme and the School of Engineering and Informatics.

Over your course of study, you will be supported in developing new abilities and discovering new insights about yourself and your work, in a forward-thinking, inclusive and friendly environment. You'll explore how to design for the future and make a difference - helping to solve real world problems with creativity, integrity and research. These, and many more are the design principles and strategies that have earned our Product Design programme its reputation for excellent, innovative design education.

We are committed to guiding you throughout your academic journey – helping you develop new skills, explore emerging technologies and welcoming you into the next generation of multidisciplinary 'makers' and creative practitioners. Now more than ever, design really can change the world!

We very much look forward to meeting you at our welcome week events.

Yours sincerely,

Claire Potter  
Product Design Course Convenor

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