Taught by world leading experts, Lancaster’s distinctive approach to design reflects a department that is at the cutting-edge of the field. This degree moves beyond the limited scope of traditional disciplines such as graphic or product design, giving you the skills to tackle the complex cultural and social problems we will face in the future by combining creative thinking with innovation, technology, business and research. This will equip you for a range of exciting careers in new and emerging industries.

- The course covers four aspects of design: materials, people, products and places.
- History, theory and intellectual content are combined with creative design practice and design management.
- You’ll develop practical skills in drawing, prototyping, and presentation working in our purpose-built design studios and using specialist equipment.
- Through authentic projects and live briefs you’ll gain real world experience and prepare yourself for your future career. There is an optional year-long work placement.
- Guest speakers and external organisations provide insight into design and related industries.

### DEGREES AND ENTRY REQUIREMENTS

<table>
<thead>
<tr>
<th>Degree title</th>
<th>Duration</th>
<th>UCAS code</th>
<th>Typical offer</th>
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</thead>
<tbody>
<tr>
<td>BA (Hons) Design</td>
<td>3 years</td>
<td>W281</td>
<td>ABB</td>
</tr>
<tr>
<td>BSc (Hons) Marketing and Design</td>
<td>3 years</td>
<td>NW52</td>
<td>AAB</td>
</tr>
<tr>
<td>BA (Hons) Art and Design*</td>
<td>3 Years</td>
<td>TBC</td>
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Placement year and study abroad options are available with all of our degrees. Please check our website for details.

*Art and Design joint degree is a new course expected to be launched for 2019 entry.

The design modules I undertook were extremely hands-on and really aided real-life work development. We undertook several projects with numerous external clients that allowed us to experience first-hand how design projects work in the workplace. I work as an Assistant Brand Manager for Rowntrees and I can’t stress enough how my experience in the Lancaster Institute for the Contemporary Arts (LICA) has aided my development in this role. I have assisted heavily on presentations, visuals, pack design approvals and feedback to agencies based on the design background of my degree.

Emma Lindsay  
Assistant Brand Manager, Rowntrees (Nestle Marketing)  
BSc Hons Marketing and Design, graduated 2015
YOUR DEGREE

Year 1

In your first year, you will gain a broad knowledge of history and theory in design and the arts, coupled with group practical exercises. In the second year, you will gain first-hand practical experience via themed design interaction studio workshops, supplemented with courses in design thinking, design interactions theory, design management, and critical reflection. This leads on to your third year, where you will conduct a group-based consultancy project, an individual dissertation and themed design interaction studio workshops.

INTRODUCTION TO DESIGN
You will gain a coherent general picture of design as a multidisciplinary profession, an engine of innovation and creative thinking. This will include historical, theoretical, and practice-based perspectives. Within this general framework there will be a focus on:
- Design thinking (forecasting, multidisciplinary working)
- Design and business (marketing, innovation, business models for design, design in the organisation)
- Design and technology (science and new technology, innovation and R&D, product development)
- Design and society (service design, sustainability, cultural issues and social media and design)

THE ARTS AND CULTURE IN MODERNITY
You will examine the ideas and events underlying the revolutions in the arts which began about the end of the nineteenth century and continued throughout the twentieth. Influential works and thinkers in art, design, film and theatre will be examined, with particular emphasis on ideas of cross-over and integration between different art forms. This module enables a richer appreciation of the context for contemporary creative practice.

FLEXIBLE SUBJECT OPTION
- Film Studies
- Fine Art
- Drama, Theatre and Performance
- A subject offered by another department

Find out more: www.lancaster.ac.uk/fass-flexible-learning

BSc Marketing and Design students study a combination of design and marketing modules. Please see the website for more details.

CRITICAL REFLECTIONS (CONTEMPORARY ARTS THEORY)
You will learn about critical theory in the arts and its application to aesthetics and art. You will study: Form and Structure, Semiotics and Authorship, Phenomenology and Spectatorship, Sexuality and Gender, Race and Ethnicity, and Class and Society. Weekly plenary lectures make connections across the arts, and weekly two hour seminar/workshops allow students to work with each other on ideas and examples specifically tailored towards their discipline.

DESIGN MANAGEMENT
Provides an overview of the knowledge and expertise design management brings to organisations. Prepares you to work successfully with designers on strategic design issues such as developing innovative services that are delivered through technology, and the value of user experience design in the fashion-retailing sector.

DESIGN VISUALISATION
Introduces practical skills in 2D and 3D visualisation for developing design ideas, exploring options and proposing design solutions.

DESIGN INTERACTIONS STUDIO: MATERIALS
Explores how an understanding of materials and technology informs and influences the development of design artefacts. You will consider how construction methods and associated technologies constrain and support the development of artefacts, both physical and digital in nature.

DESIGN INTERACTIONS STUDIO: PEOPLE
Focuses on people as both the recipients and potential creators of design interactions. You will apply methods and tools to gain insight, meaning and understanding of the diversity of user groups (the individual, community, young, old, etc.) that may be both designed for and with.

YEAR 2

DESIGN INTERACTIONS
Provides a broad historical and theoretical foundation and introduces a general framework for designing interactions between people, products and places.
Teaching and Learning

Taught Elements
You will have a combination of lectures and small-group seminars, as well as time spent in our design studio. Lancaster University has been awarded the highest possible score in the UK government’s 2017 Teaching Excellence Framework (TEF) ratings. Our TEF Gold rating is based on high quality teaching, excellent teaching facilities and the good careers our graduates go into.

Assessment
We use a variety of assessment methods, these include: essays, presentations, project reports, dissertations, practical projects and examinations.

Facilities
As a Design student at Lancaster, you will work in our purpose-built design studios, digital art lab, installation spaces and fully-equipped workshops. We have specialist fabrication equipment including laser cutters and 3D-printers, accompanied by access to industry-standard design software.

Year 3

Advanced Design Interactions
Extends the knowledge and understanding of the theory and practice of design interactions in specialised design areas such as Urban, Sustainable, Games, Futures, Service, Collaborative Tools, Virtual Environments, Facilitation and Citizen-led Design.

Design Research Consultancy Project
Conduct a live, practical design research consultancy exercise requiring project management and execution. Develop the specific skills of problem definition, data collection, analysis, presentation and report writing.

Innovation and Design
Develops your understanding of innovation as a discipline and how to identify and evaluate some of the different modes of innovation, such as incremental, radical and disruptive innovation.

Dissemination
You will complete an independent research project on a topic of your choice. Research skills are taught via lectures/seminars and you will be supported by means of one-to-one supervision.

In 2018, students chose topics as varied as Minimalism in design, through to the role of luxury branding within the UK furniture industry.

Design Studio: Contexts
You will consider contemporary issues (ecological sustainability, health and wellbeing) or ‘wicked problems’ through the exploration of a specific context (space, place or practice). You will develop a critical understanding of the problem context that enables appropriate design responses to be developed.

Design Studio: Things
Explores the role of things (artefacts, physical objects, virtual objects, hybrid products) in design interactions. The module focuses on researching and developing artefacts that enable novel interactions through design.

Design Research Consultancy Project
Conduct a live, practical design research consultancy exercise requiring project management and execution. Develop the specific skills of problem definition, data collection, analysis, presentation and report writing.

Innovation and Design
Develops your understanding of innovation as a discipline and how to identify and evaluate some of the different modes of innovation, such as incremental, radical and disruptive innovation.

Student Design Show 2018
HELLO FUTURE!

Throughout your degree we will support you in developing skills and gaining experience that will give you a head start in your chosen career.

**Placements and internships**

Placements and internships are great ways to gain work experience, make professional contacts and help you decide your career path. A wide range of opportunities are available and most are paid. Places are not usually guaranteed and we will help you prepare for the competitive application process.

You will have the option to extend your degree to four years and undertake a year-long work placement in Year 3. This will boost your employment prospects and help you decide on your future career direction. We also offer summer internships and school volunteering placements.

[www.lancaster.ac.uk/fass-placements](http://www.lancaster.ac.uk/fass-placements)

**Study abroad**

You can apply to spend your second year studying abroad at a partner institution; previous LICA students have studied in Australia, the United States and Canada. There are also exciting possibilities for short vacation travel; recent destinations have included China, the United States, India and Malaysia. These opportunities provide you with a chance to travel, experience new cultures, and make life-long friends.

[www.lancaster.ac.uk/global](http://www.lancaster.ac.uk/global)

**Careers**

Our graduates are at the cutting-edge of critical design thinking. They are able to respond creatively to the evolving business environment and have the skills and experience to design innovative products, services and systems. You will be equipped to enter a range of design careers such as:

- Design consultant
- Service designer
- Design futurist
- Creative director
- UX/UI designer
- Design ethnographer

Throughout your degree a wealth of career guidance and support is available from the department and the University Careers Service, which has subject specific Careers Consultants. We have connections with some of the world’s top graduate recruiters and employers across every sector, and organise careers fairs, workshops, and networking opportunities throughout the year.

[www.lancaster.ac.uk/careers](http://www.lancaster.ac.uk/careers)

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**GET IN TOUCH**

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