Design today is about solving complex business and societal challenges. Learn to work in a hybrid industry that requires technically able, creative professionals who can identify and meaningfully address current and future problems. This degree 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.
+ Creative design practice is supported by historical, intellectual and theoretical content.
+ You will work in our purpose-built design studios to develop practical skills in drawing, prototyping, visualisation and presentation using specialist equipment and industry standard software.
+ Authentic projects and live briefs prepare you for your future career.
+ Guest speakers and external organisations provide insight into design and related industries.

For Art and Design
The Complete University Guide 2021

£1.8m investment in purpose-built design studios

#4

For Art and Design
The Complete University Guide 2021

#3

for Graduate Prospects for Art and Design
Complete University Guide 2021

A career for Emma

The design modules I took 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. Following graduation, I worked for Rowntrees and I can’t stress enough how my experience studying Design at Lancaster 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
Principal Innovation Consultant, Anthesis. Former BSc Hons Marketing and Design student

Degrees and entry requirements

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>UCAS code</th>
<th>Typical offer</th>
</tr>
</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) Fine Art and Design</td>
<td>3 years</td>
<td>W1W2</td>
<td>ABB, plus portfolio</td>
</tr>
</tbody>
</table>

Placement year degrees

Placement year degrees are available with most of our programmes. You will find further details and UCAS codes online: www.lancaster.ac.uk/placement-year

Study abroad degrees

A study abroad year is an option for many of our degrees and you can apply when you arrive at Lancaster. Find out more: www.lancaster.ac.uk/study-abroad

Please note that overseas opportunities may be impacted by international travel or Government border restrictions.

For information on other entry qualifications such as BTECs and International Baccalaureate, as well as fees, scholarships and any additional costs you might need to consider, please see our website: www.lancaster.ac.uk/study

About Covid-19

Our thoughts are with all who are affected by the coronavirus pandemic. For the latest information in relation to applying to Lancaster University, please visit: www.lancaster.ac.uk/coronavirus/applicants

For information on other entry qualifications such as BTECs and International Baccalaureate, as well as fees, scholarships and any additional costs you might need to consider, please see our website: www.lancaster.ac.uk/study
In your first year, you will be introduced to many practical design activities through studio-based teaching whilst developing a broad knowledge of the history and theory of design. In the second year, you will gain first-hand practical experience via themed design interaction studio workshops, supplemented with courses in design visualisation, design interactions theory, design management, and critical reflection. This leads on to your third year, where you will conduct a group-based consultancy project, write an individual dissertation, and participate in themed design interaction studio workshops.

### Year 1

- **Design Issues**
- **Fundamentals: Design Studio**
- **Minor Module**

You will gain a coherent, general picture of design as a multidisciplinary profession and an engine of innovation and creativity. This module emphasises design as a force for social good so you will learn about contemporary issues in design that relate to sustainability, health, and wellbeing across a range of contexts.

Through studio-based teaching, you will work both individually and collaboratively to develop your practical research and design skills. You will be introduced to a broad range of design methods and industry-standard software such as Adobe Photoshop and InDesign. You will learn how to critically evaluate designs, conduct user and context research, frame problems, prototype physical and digital solutions, visualise your ideas and present them to a professional standard.

This module will introduce you to the key methods, tools and critical concepts used in higher education. You will then move on to studio-based teaching, looking first at how designers incorporate user research and design ethnography. You will use digital and analogue skills to produce a design journal, incorporating concept development, iteration and relevant theoretical sources. In the summer term, you will work with other students on a collaborative design project.

There is a wide choice of optional modules including:

- Creative Writing
- Drama, Theatre and Performance
- English Literature
- Film Studies
- Fine Art
- History
- Media and Cultural Studies
- Marketing and more.

Availability is subject to any timetabling restrictions.

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

www.lancaster.ac.uk/study

### Year 2

- **Critical Reflections (Contemporary Arts Theory)**
- **Design Studio: People**
- **Design Studio: Materials**

**Critical Reflections** explores a number of key interdisciplinary philosophical and cultural concepts which will enable you to analyse, engage with, and reflect upon design practice.

The module usually covers six main areas:

- Aesthetics, Formalism and Beyond
- Phenomenology
- Semiotics, Structuralism and Deconstruction
- Class and Society
- Feminism, Queer Theory and Gender
- On Difference

**Design Studio: People**

You will focus 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 (individuals, community, young, old etc.) that may be both designed for and created with.

**Design Studio: Materials**

You will explore 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.

**Optional modules**

- **Design Interactions**
- **Design Visualisation**
- **Design Management**

You will gain a broad, historical and theoretical foundation as well as a general framework for designing interactions between people, products and places. You will also develop an understanding of the principles and processes for evaluating interactions.

You will develop practical skills in 2D and 3D visualisations for working up design ideas, exploring options and proposing design solutions. This module builds upon the practical skills you gained in using industry-standard software during the first year by further developing these skills and by introducing you to more software tools.

You will learn about the knowledge and expertise design management brings to organisations. This module will prepare you to work with designers on strategic design issues, such as developing innovative services that are delivered through technology and the value of user experience design in various sectors.

We keep our degree programmes under constant review, and regularly introduce and update modules. In any academic year, the modules offered may therefore differ from those presented here. Similarly, the structure of our degrees may change, in response to curricular developments and following consultation with students. Please check our website for the latest information: www.lancaster.ac.uk/study.
Teaching and learning

Design facilities and equipment
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.

Taught elements
You will have a combination of lectures and small-group seminars, as well as time spent in our design studio.

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

Year 3

Dissertation
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.

The dissertation can be a sustained piece of writing or a combination of writing and a practical output. In the past, topics have varied from minimalism in design to the role of luxury in the UK furniture industry.

Design Studio: Things
This themed studio aims to extend and supplement the previous studios and the theoretical courses in Design by considering the potential futures of a chosen emerging technology (e.g., Artificial Intelligence and Machine Learning, Robots, Diamond Batteries, Biomimetic Materials, etc.). You will create artefacts that concretise future worlds in which future technologies might exist by imagining a point of domestication. The studios will help establish your ability in critically evaluating the full implications of particular futures based on current weak signals in the present, and how to practically represent such futures to an external audience in a manner that is both plausible and engaging.

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

Optional modules

Advanced Design Interactions
You will learn about advanced, theoretical perspectives for design interactions, building upon the framework for designing interactive products and systems, introduced in the second year Design Interactions module. You will extend your knowledge and understanding of the theory, research and practice of design interactions into specialised areas, including human-computer, human-human, human-place and human-system interactions.

Design Research Consultancy Project
You will conduct a live, practical design research consultancy exercise requiring project management and execution. In doing so, you will develop the specific skills of problem definition, data collection, analysis, presentation and report writing.

Innovation and Design
You will advance 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.

Creative Enterprise
You will learn about the innovative ways in which creative practitioners produce and deliver their work. You will develop a working understanding of the key management and enterprise skills involved in delivering creative projects.
Your future 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 some are paid. Places are not usually guaranteed but we will help you prepare for the competitive application process.

The majority of our degrees are also available as placement year degrees that you can apply to via UCAS. With specialist support, you apply for a professional, paid work placement in Year 3 and return to Lancaster to complete your degree in Year 4. We also offer summer internships and school volunteering placements.

www.lancaster.ac.uk/fass-placements

Study abroad and vacation travel
You can apply for a study abroad year when you arrive at Lancaster. On our three-year study abroad degrees you spend Year 2 studying at one of our international partner universities.

There are also exciting possibilities for short vacation travel. These opportunities provide you with a chance to travel, experience new cultures, and make life-long friends.

www.lancaster.ac.uk/your-global-experience

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, places, services and systems. You will be equipped to enter a range of design careers such as:

+ Design consultant
+ Creative director
+ Service designer
+ UX/UI designer
+ Design futurist
+ Design ethnographer
+ Innovation consultant
+ Design researcher
+ Design manager

Throughout your degree a wealth of career guidance and support is available from the Department and the University’s 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

Get in touch
Lancaster University School of Design, Lancaster Institute for the Contemporary Arts (LICA), Lancaster, LA1 4YW, United Kingdom
E: lica-enquiries@lancaster.ac.uk
www.lancaster.ac.uk/design
Message a student: www.lancaster.ac.uk/chat

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Important information
The information in this leaflet relates primarily to 2022/23 entry to the University and every effort has been taken to ensure the information is correct at the time of publication in May 2021. The University will use all reasonable effort to deliver the course as described but the University reserves the right to make changes after publication. You are advised to consult our website at www.lancaster.ac.uk/study for up-to-date information before you submit your application. Further legal information may be found at www.lancaster.ac.uk/compliance/legalnotice.

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