Design today is about creative people solving complex business and societal challenges. Learn to work in a hybrid industry that requires technically able and creatively gifted professionals to tackle the complex problems we will face in the future.

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.
+ You'll develop practical skills in drawing, prototyping, and presentation while 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 are various work placement opportunities.
+ Guest speakers and external organisations provide insight into design and related industries.

For Art and Design
The Times and Sunday Times Good University Guide 2020

£1.8m investment in purpose-built design studios

For Graduate Prospects for Art and Design
Complete University Guide 2020

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. I work 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
Digital Innovation Specialist,
Rowntrees (Nestle Marketing)
Former BSc Hons Marketing and Design student
Your degree

In your first year, you will gain a broad knowledge of history and theory in design and the arts, coupled with group practical exercises and an introduction to studio-based teaching. 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, an individual dissertation, and 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, 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)

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

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.

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 the fashion-retailing sector.

Year 2

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

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.

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.

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.
Year 3

Dissertation
Design Studio: Things
Design Studio: Contexts

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.

Optional modules

Advanced Design Interactions
Design Research Consultancy Project
Innovation and Design

You will expand your knowledge and understanding of the theory and practice of design interactions via in-depth explorations of specialised areas. These include urban, sustainability, games, futures, virtual environments and citizen-led design.

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.

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.

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.

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 attain.

Assessment
We use a variety of assessment methods, these include: essays, presentations, project reports, dissertations, practical projects and examinations.
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 and 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 and dedicated modules, 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 3-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

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

Get in touch
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Important information
The information in this leaflet relates primarily to 2021/22 entry to the University and every effort has been taken to ensure the information is correct at the time of printing in May 2020. The University will use all reasonable effort to deliver the course as described but the University reserves the right to make changes after going to print. 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.