

Lancaster
University



Design

Undergraduate Degrees 2027



Welcome

Designers increasingly address complex issues faced by businesses, governments and society, such as climate change and net zero, social inequalities, public health problems and rapid technological change. Creative, collaborative, agile designers are needed to design meaningful responses to these issues. At Lancaster University, develop your skills to work in an industry that designs impactful experiences in both our physical and digital worlds.

This degree prepares you for a wide range of exciting careers across established and emerging creative industries. You will develop:

- A forward-thinking design approach that empowers you to create innovative solutions and design for better futures.
- Practical skills in design research, ideation, making, visualisation, and presentation, using specialist equipment and industry-standard software.
- Experience of responding to a broad range of briefs and live projects, building creative agility and versatility across different areas of design practice.
- Hands-on experience working with real clients through a design consultancy module, building confidence and industry awareness.



for Art and Design

Complete University

Guide 2026





As a design student at Lancaster, you'll connect with staff from ImaginationLancaster, a globally-recognised design research lab exploring real-world challenges through creative experimentation and innovative research.

ImaginationLancaster works with a wide range of partners to develop new approaches to complex problems. This connection helps you broaden your understanding of design practice and supports you in developing ideas that respond to both current and future needs.

Degree title		Degree (Hons)	UCAS code	Course duration (years)	Typical A level offer
Design		BA	W281	3	BBB
Design (Placement Year)		BA	W282	4	BBB
Design (Study Abroad)		BA	W283	4	BBB
Fine Art and Design		BA	W1W2	3	ABB
Fine Art and Design (Placement Year)		BA	W1W3	4	ABB
Fine Art and Design (Study Abroad)		BA	W1W4	4	ABB
Marketing and Design		BSc	NW52	3	ABB
Marketing and Design (Industry)		BSc	NW53	4	ABB
Marketing and Design (Study Abroad)		BSc	NW54	4	ABB

Visit our website for more information on degree options, scholarships and entry requirements lancaster.ac.uk



Made for *learning*

Studying at Lancaster, you'll build strong design skills, learning a range of methods to explore, test, and develop ideas. You'll develop professional visualisation techniques used in contemporary practice, learning how to communicate the value and impact of design across a broad range of contexts. This will prepare you for a career in the creative industries and give you the confidence to define your own design direction.

Design facilities and equipment

During your degree, you will be taught in a dedicated studio space where you will collaborate with your peers. You will have access to a computer lab and a workshop space where you can develop your ideas through making and prototyping. You'll use industry-standard design software, as well as facilities for laser cutting and 3D printing to explore further.

Taught elements

Many of your modules will be studio and workshop-based, where you will spend time developing, making, visualising, and testing your ideas in response to project briefs. This hands-on approach is supported by lectures and tutorials to help you move your ideas forward and develop critical thinking skills.



Assessment

We use a range of assessment methods, reflecting our belief that design learning goes beyond memorising information. Through creative assessment, you will show how your ideas develop, from initial research through to final outcomes, alongside reflection on your process. Your work is therefore mainly assessed through design portfolios, which are complimented by some written submissions and presentations.

Student work

At the end of every year, our final-year students showcase their designs in a major degree show exhibition on the Lancaster University campus. The exhibition is open to the public, offering students an exciting opportunity to showcase their design work to family, friends and potential employers. See previous degree show work: lancaster.ac.uk/arts/degreeshow

“

I was encouraged to think more creatively and independently.

”



Millie, current student

BA Hons Design

Studying at Lancaster was an extremely valuable experience as it provided the opportunity to develop my design skills alongside understanding how design can be used to build better futures and address contemporary global challenges. Throughout the degree, I was encouraged and supported by tutors to think more creatively and independently which helped me to build my confidence, grow as a designer and create work that I'm proud of.

One aspect I particularly valued was the flexibility that the course provided, allowing me to tailor each project to my interests and build upon my passion in design for children. I was able to explore various projects surrounding children's learning, physical health, mental health and lifestyle while building my skills in graphic design, packaging design and branding. The ability to tailor the course to my interests has helped me to create a portfolio that reflects the design work I would like to do professionally.

Gain *real-world* experience

We know you want to graduate confident and ready to step into your career. That's why we make it easy to incorporate work and life experience into your time at Lancaster.

Your ambitions are important to us, and we will help you build the skills you need to succeed by offering a range of placement and internship opportunities as well as the chance to study abroad and see the world.

Placement year

You can opt to study your degree with a placement year (also known as a year in industry). On this degree you spend your third year working in a graduate-level, professional job in a sector of your choice before returning to complete your final year at Lancaster University. Securing a placement is a competitive process and we support you with personalised coaching and professional guidance provided via a series of preparatory workshops and 1:1 appointments with our Placements Team.

Faculty of Humanities, Arts and Social Sciences Internship Scheme

You'll gain sector-relevant work experience with these internships. Apply in all years of study for opportunities such as publishing assistant, content delivery manager or assistant events producer. The scheme offers you an opportunity to gain access to direct work experience while you study.

Study abroad

You can choose to study your degree with a study abroad year. On these four-year degrees, you spend your third year studying at one of our partner universities abroad. Our current partners are in Australia, Canada, and the USA, although availability of destinations varies each year.

Living in another country and studying design from a different perspective enhances your subject knowledge and develops resourcefulness for life after university.

Vacation travel

You can also discover the world during your vacations. Our Global Experiences team run vacation travel trips to Malaysia which include a mix of academic study and cultural discovery. These trips range from cultural exchanges to studying sustainable practices with world leading experts.

Overseas summer schools

During summer vacation, you can apply to attend a summer school at one of our international partner universities all around the world. Destinations are varied – from Singapore to Italy, Hong Kong to Canada. Explore where you could go: lancaster.ac.uk/overseas-summer-schools

Find out more at lancaster.ac.uk/your-global-experience

Follow us on Instagram @GlobalLancaster





Ryan, recent graduate

BA Hons Fine Art and Design (Placement Year)

I undertook a placement year, which was largely focused on design. I spent a year working on website design for Yell.com, in which I developed many skills, both specific to graphic design and also personal, workplace skills.

The placement developed my broader aesthetic skills and pushed how I view balance and form. This certainly informed my creative work back at university, paying closer attention to composition and balance.

The availability of the tutors at Lancaster was something I really valued; I appreciated having the opportunity to be able to receive feedback on my work and discuss possible routes forward. We often considered different ways of viewing the work, with a focus on how the final form would appear in the final degree show.

Lucas facial
on the iPhone X.

Design

BA (Hons)

This degree helps you develop the skills and mindset needed to respond to complex contemporary challenges through design. You'll build a solid foundation in creative practice, design research, futures thinking, and visual communication.

This reflects the reality of contemporary design practice, where flexibility, adaptability, and the ability to move between methods and contexts are highly valued.

In your first year, you will explore key processes of research, ideation, prototyping, making, and visualisation through studio-based work, alongside an introduction to contextual issues that inform and shape design practice.

In your second year, there is a strong emphasis on futures thinking, including sustainable, participatory, and speculative approaches to design, alongside the development of interaction and experience design skills and further refinement of your visualisation techniques.

In your final year, you will develop your understanding of design leadership and professional practice through a design consultancy project with an external client, alongside a major independent project that allows you to shape your own design direction and focus.

Enhancing your curriculum

We continually review and enhance our course curricula to ensure we are delivering the best possible learning experience, and to make sure that the subject knowledge and transferable skills you develop will prepare you for your future. Information within this publication with respect to courses and modules is correct at the time of publication, and the University will make every reasonable effort to offer courses and modules as advertised. In some cases, changes may be necessary and may result in new modules or some modules and combinations being unavailable, for example as a result of student feedback, timetabling, staff changes and new research.

Year 1

Core Modules

The Reflective Design Process

You will develop essential creative and analytical skills, and build your confidence in conducting research, generating insights, exploring possibilities, prototyping, testing, and refining ideas into innovative solutions.

Design Contexts

Through interactive lectures, practical activities and critical discussions, you will investigate how design responds to global challenges, drives innovation, and reflects societal change. From the Industrial Revolution to the Digital Age, this module covers design's evolving role in society, the economy, and the environment.

Visual Communication

Focusing on key forms of visual communication, you will explore a range of media through both conceptual and practical approaches. Through lectures, practical studio activities and video tutorials, you will develop the ability to translate complex ideas into clear and compelling visuals.

Design Through Making

Using our well-equipped workshop, you will explore a range of fabrication and prototyping techniques that support iterative design development, helping you test, refine and communicate your ideas throughout the creative process.

Design Sprints

Working on a series of intensive one-week projects, you will explore different ways to develop and present your ideas, helping you to build confidence in your own creative process. You will think critically, adapt to new challenges and communicate your ideas in weekly exhibitions and design reviews.

Year 2

Core Modules

Interaction and Experience Design

You will learn to design intuitive, engaging, and effective interactive experiences. Explore design methods including wireframing, prototyping (both paper-based and digital), and interactive testing. You will learn to identify interaction strengths and weaknesses to continuously improve your designs.

Insight-led Design

You will explore methods such as workshop design for gathering and interpreting insights, alongside data-led processes and research. Emerging technologies, including AI, will be introduced to enhance insight generation. You will transform data into meaningful concepts, strategies, and narratives, ensuring your ideas are both informed and innovative.

Design Visualisation

You will engage with practical techniques for creating visualisations, including 3D modelling, rendering, generative AI, and data visualisations. You will also engage with contemporary issues in design visualisation, such as the ethical implications of using generative AI in design practice.

Design for Sustainability

You will engage with sustainability frameworks and ethical design principles to develop creative, impactful solutions. Whether designing tangible products, services or digital experiences, you will explore strategies like repair, reuse, regeneration, and material innovation to align your work with the growing need for sustainability.

Speculative Design

You will examine emerging innovations such as artificial intelligence, robotics, and biomaterials. You will develop skills that enable you to envision future scenarios through creating 2D and 3D prototypes that make speculative futures feel real and relatable.

Optional Module

- Visual Cultures
- Employability, Purpose and Social Impact
- Global Challenges and Collaborative Solutions
- Taking an Idea and Making it Happen

Final Year

Core Modules

Design Consultancy

In a team, you will tackle real business challenges, delivering creative solutions grounded in robust design research. Each project is unique, shaped through collaboration with your client to meet their specific needs. Your brief could cover new product development, brand strategy, user Experience (UX) research and/or design guidelines.

Design Independent Project

You will take full creative control and develop an independent project that reflects your interests and career goals. Dive deep into a topic you are passionate about; push your creative boundaries and refine the skills you have developed throughout your studies.

Design Leadership

As you prepare to graduate, you will learn key principles of design management, design and product development processes and tools for designing sustainable business models, to help you transform creative ideas into impactful solutions.

Optional Modules

- Audiences, Fans and Participatory Cultures
- Confronting the Climate Crisis
- People, Power and Collective Action
- Queer Futures

Study abroad degrees

You will study abroad at a partner university in your third year. The grades you achieve at your host university will be translated back and be credited to your Lancaster degree.

Placement year degrees

Your third year is spent in a graduate-level work placement and assessed via assignments reflecting on your experiences.

Combined honours degrees

You will find detailed course information for BA Hons Fine Art and Design and BA Hons Marketing and Design on our website.

Careers and *employability*

Careers service

Throughout your degree, there will be a wealth of career guidance and support available from your tutors and the University's Careers Service, which has specialist Careers Consultants. We have connections with some of the world's top graduate recruiters and employers, and organise careers fairs, workshops, and networking opportunities throughout the year.

The Lancaster Award

The Lancaster Award is a non-academic certificate developed in partnership with employers to help you make the most of your time at Lancaster and to demonstrate the skills you have developed along the way. It is designed to reward the wide range of volunteering activities and placements undertaken by many of our undergraduates. Potential employers increasingly value a profile that includes more than just strong academic results, and the Lancaster Award recognises and validates this.



Graduate destinations

Our graduates are equipped to respond creatively and critically to the changing needs of the public, private and third sectors. They have the skills to work in creative studios, agencies, in-house design teams, as well as in independent practice, designing innovative products, places, services and experiences.

You will be equipped to enter a range of design careers such as:

- Design consultant
- Brand designer
- Service designer
- UX/UI designer
- Graphic designer
- Visual merchandiser
- Innovation consultant
- Design researcher
- Design manager



“

I had the opportunity to tailor my third-year projects to UX, inspiring me to pursue a career in this field.

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Designer at Capgemini

Lancaster University



Lizzie Hockett

BA (Hons) Design,
graduated 2024

I am a User Experience Designer at Capgemini, a technology consultancy, working within the design team of the Customer Experience department. I consult with clients from both the public and private sectors to enhance their digital interfaces. My role allows me to dive into various aspects of UX, including user research, content design, UX/UI design, service design, and interaction design. I am loving the opportunities to work on different client projects and explore various areas of UX.

My passion for UX was sparked while studying on the BA Design course at Lancaster, where I had the opportunity to tailor my third-year projects to UX, inspiring me to pursue a career in this field.



lancaster.ac.uk/design

The information provided in this publication relates primarily to 2027 entry to the University and every effort has been taken to ensure the information is correct at the time of printing in June 2026. 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: lancaster.ac.uk/study for up-to-date information before you submit your application. Further legal information may be found at: lancaster.ac.uk/compliance/legalnotice.