



The Knowledge Hub
International University Institution of Egypt

partnered with



Course Specification

Part A

BA (Hons) Product Design (Four Year Degree)

TKHU018

School of Art & Design

TKH School of Design and Media

Academic Year: 2023/2024

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated. The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.



The Knowledge Hub
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Section A. 1 - Level 3

BA (Hons) Product Design

Section A.1

Level 3 Specification

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Part A.1 Course Specification Level 3 BA (Hons) Product Design

1. Introduction

Part A.1 of this document outlines Level 3 of the BA (Hons) Product Design degree, which is a shared year taught across the Faculty of Arts & Humanities.

Part A.2 outlines Levels 4, 5 and 6, which are specific to the BA (Hons) Product Design course.

Level 3 Year in Art, Design and Media

Level 3 is a Year in Art, Design and Media that will introduce all students in the School of Design and Media to the key concepts in the subject(s) they intend to study, as well as the academic study skills and language they will need to operate effectively at degree level. Level 3 consist of 80 credits of subject-specific modules and 40 credits of academic English skills modules. The year will be fully taught in English with embedded specialist English-language and study skills support to prepare students for Levels 4, 5 and 6 of the Coventry University degree course. Level 3 is typically for students who do not have English as their first language.

Sections 2-11

Basic Course Information Sections 2-11 can be found in the BA (Hons) Product Design Course Specification Part A.2

12 Outline and Educational Aims of Level 3 Outline

The Level 3 Year in Art, Design and Media is designed to foster a creative, critical and experiential approach to art, design and media practice with embedded general English and English for specific purposes. Students are encouraged to experiment with different creative methods, test ideas and engage in a process of critical reflection through creative approaches. The course supports students towards informed career choices, with awareness of their own creative strengths and knowledge of creative career pathways. Successful completion of the course enables access to appropriate degree-level study with Coventry University. The year includes embedded academic English and study skills support.

The Level 3 Year is structured in two parts:

Exploration (60 credits, Level 3). Through individual, group and collaborative working, students are exposed to a wide range of issues concerned with visual understanding and visual thinking, studio practice, audio/visual media production, narrative, material handling, careers, art/design/media histories, creative problem solving, skill acquisition, critical reflection and independent learning. Creative work is supported and enhanced by focused English for specific purposes, building key vocabulary, listening, comprehension and interpretation skills, and academic writing. Students are guided through project briefs focused towards a developing understanding of degree subject specialisms. The outcome of this stage is a portfolio of creative outcomes, both physical and digital. The 40 credit Art, Design and Media module is supported and enhanced by a 20 credit focused English for specific purposes to develop key vocabulary, verbal, comprehension/interpretation skills, group presentation skills, and academic writing through the development of personal statements and reflective consideration of context of their creative practice.

Transition (60 credits, Level 3). The second stage of the course prepares students for degree-level study in creative disciplines, through the development of a specialism-focused individual projects towards the final outcome, an exhibition/showcase of final projects appropriate to the professional practice approaches in their chosen creative pathway. The 40 credit Art, Design and Media module is

supported and enhanced by one 20 credit English for specific purposes modules, with emphasis on subject-specific academic writing, research skills, and the verbal and presentation skills.

Level 3 General Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Become familiar with the key concepts in their chosen subject area.
- Develop the language and subject-specific academic study skills necessary to study at university level.
- Manage their own learning and acquire transferable skills such as communication, initiative and problem solving that equips and orientates students for higher education.

Level 3 Specific Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Acquire a broad knowledge of current and historical concerns and concepts within art, design and media;
- Develop an understanding of research, processes and practical skills appropriate to art, design, and media, and apply these critically and imaginatively through subject-specific outcomes;
- Develop study skills and academic English language skills, specific to the subject areas of art, design and media;
- Learn to manage learning, and acquire transferable skills such as communication, presentation, visual and digital fluency, critical reflection, initiative and problem-solving that equips and orientates students for degree level study in art, design and media;
- Develop appropriate skills, understanding and experience for successful transition into appropriate degree-level study and professional pathways in art, design and media.

13 Level 3 Learning Outcomes:

On successful completion of Level 3 a student will be able to:

1. Demonstrate understanding of the fundamental concepts in art, design and media within international and social contexts, in an English-speaking learning environment;
2. Show evidence of development, problem solving and application of creative skills and approach;
3. Demonstrate the ability to use a range of creative media effectively, including digital tools, within art, design and media
4. Demonstrate the ability to communicate ideas effectively through research, analysis, interpretation and evaluation in both verbal and written academic English;
5. Demonstrate understanding of career pathways and professional contexts in art, design and media and;
6. Demonstrate the ability to critically self-evaluate, and transition to more independent research-informed learning at degree-level.

14 Level 3 Structure and Requirements, Modules, Credits and Progression

Level 3 Structure

Semester 1	Semester 2
KH3135AAD Art, Design and Media 1: Exploration (40 credits)	KH3136AAD Art, Design and Media 2: Transition (40 credits)
KH3109HUM Foundation Academic English 1 for Design and Media (20 credits)	KH3110HUM Foundation Academic English 2 for Design and Media (20 credits)

14.1 Entry Requirements to Level 3 Year in Art, Design and Media

1 AS Level grade D and 5 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure **OR** 8 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure) **OR** Tawjihiya/General Secondary School certificate with minimum 60% **OR** Pass grades in IB Diploma.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 5.5 (with no less than 5.0 in each component) or equivalent.

All equivalent qualifications are welcome, as are mature students with alternative experience.

Portfolio

Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Progression to Level 4

Students who pass Level 3 according to the regulations will be entitled to progress to Level 4. Level 3 marks do not contribute to the final degree award.

Modules within Level 3 and their credit value are identified in the table below.

Module Code	Title	Semester	Credit Value	Learning Outcomes
KH3135AAD	Art, Design and Media 1: Exploration	1	40	LO 1,2,3,4,5,6
KH3109HUM	Foundation Academic English 1 for Design and Media	1	20	LO 1,4,5,6
KH3136AAD	Art, Design and Media 2: Transition	2	40	LO 1,2,3,4,5,6
KH3110HUM	Foundation Academic English 2 for Design and Media	2	20	LO 1,4,5,6

Sections 15–18

Sections 15-18 can be found in the BA (Hons) Product Design Course Specification Part A.2



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Course Specification Part A.2

**BA (Hons) Product Design
– Level 4, 5 and 6**

**TKH School of Design and
Media**

Academic Year: 2023/2024

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PART A Course Specification (Published Document)
BA (Hons) Product Design

1. Introduction

Our Aspirations:

- To create a space for imagination and personal development;
- To develop confidence, independence and a positive attitude to problem solving;
- To support the aspiration to be the influencers and leaders who occupy the top jobs in their chosen industry;
- To apply a research-led, evidence-based approach to product design;
- To encourage the ambition to design products for a more sustainable future;
- To develop visual sensitivity combined with a keen appreciation of materials and volume manufacturing process in order to deliver user satisfaction;
- To design products which create surprise and delight in the users and recipients;
- To bring recognition to the University, credibility to the course and advance the theory and practice of Product Design.

The practice of Product Design primarily refers to the design of physical products for volume manufacture. The course aims to prepare students for the broadest practice as product designers in industry by embracing many of the transferrable skills which we have found to be desirable by other sectors of the creative industries and beyond. The way in which products are manufactured, the technologies involved, and the way products are distributed, used and recovered, continue to introduce new challenges to the discipline.

The safe disposal of unwanted and unrepairable products creating a growth in landfill has become a global challenge. Awareness of sustainability and ethical manufacture as well as environmental issues are expected to be at the forefront of student considerations. Our aspiration is to produce graduates well versed in social responsibility with the ability to design a more sustainable future.

Students graduating from the course will have the confidence that they will be well versed in creative techniques, generating design proposals using both analogue and digital skills for the manufacture, visualisation and presentation of their work. The development of form as a visual brand language supports the close links between product design and branding, while the introduction to 3D CAD informs the manufacture of future products.

The course celebrates the use of our design studios as a fundamental element of design training alongside the making of 3D objects as a means of testing prototyped ideas, of evaluating suitability for user and environment, and finally as a means of communicating finished design proposals and user experiences. The studio culture we promote will have prepared our students for working in professional design environments; able to contribute positively to discussions around design and how it is practiced. They will have been guided in the compilation of a portfolio of professional level work, supported in interview practice and the ability to publish their work digitally for a global audience of potential employers and collaborators.

2 Available Award(s) and Modes of Study		
Title of Award	Mode of attendance	FHEQ Level
BA (Hons) Product Design	F/T 4 years	Level 6
Fallback Awards: BA Product Design	F/T 3 years	Level 6
Diploma of Higher Education in Product Design	F/T 2 years	Level 5
Certificate of Higher Education in Design	F/T 1 year	Level 4
3 Awarding Institution/Body	Coventry University	
4 Collaboration	Autonomous Franchise	
5 Teaching Institution and Location of delivery	Coventry University Branch at TKH The Knowledge Hub Universities Campus New Administrative Capital, Residential Area 7, R7, Cairo Governorate	
6 Internal Approval/Review Dates	Date of approval/latest review: 07/2021 Date for next review: Academic year 2027/2028	
7 Course Accredited by	Not Applicable	
8 Accreditation Date and Duration	Not Applicable	
9 QAA Subject Benchmark Statement(s) and/or other external factors	QAA Art and Design Benchmark Statement, 2017: qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf	
10 Date of Course Specification	May 2023	
11 Course Directors	Coventry University Course Directors: Kieron Mason The Knowledge Hub Course Director: TBA Link Tutor Level 3: Amy O'Donnell Link Tutor Levels 4, 5, 6: TBA	

12 Outline and Educational Aims of the Course

The educational aims for the course are in line with the Coventry University mission statement. They are aligned to the Art and Design Benchmark Statements 2017.

The overall aims of the BA (Hons) Product Design course are to:

- to provide students with appropriate critical knowledge and understanding of the latest developments and drivers of design to prepare them for development of their personal, and future professional practice;
 - to develop knowledge and critical comprehension of the practices of product design;
 - to develop within students enhanced presentation and communication techniques appropriate to a professional audience and provide opportunities to transfer these skills when presenting to more general spectators;
 - to foster an increasing responsibility in students to self-direct their creative work and prepare supporting material that enables sustained periods of independent and life-long study;
 - to foster self-awareness, intellectual integrity and adaptability, and to give students choice, independence and a range of potential career opportunities;
 - to cultivate critical analysis and creative synthesis, exhibiting self-motivation, intellectual curiosity, speculative enquiry, imagination, and divergent thinking skills;
 - to enable students to develop interpersonal skills; to work in teams, as a collaborator, conciliator or leader when interacting with clients, patrons, makers, users and specialist interest groups;
 - to enable the student to evaluate conflicting design solutions to optimise a cost/benefit compromise, social and environmental impact of their designs and balance these issues with analysis of recognised desirability factors;
 - to provide a learning experience systematically designed to induct individual students into the 'community of practice' of industrial design; able to recognise their strengths, specialisms and potential to contribute to society;
 - to develop an awareness of the best international practices of product design, development and manufacture to enable graduates of this programme to develop the future of their profession.
 - to encompass real-life scenarios, integrating knowledge of factors such as market forces, brand identity, user needs, production processes, product semantics and promotional methods.
 - to develop a global outlook with an awareness of cultural diversity.
 - to apply current guidelines on sustainability to design research and design proposals. (e.g. UN Sustainable Development Goals) The course aims state what the course is for and how the University is enabling students to achieve the intended learning outcomes.
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13 Course Learning Outcomes

The course outcomes have been mapped against the [QAA Framework for Higher Education Qualifications](#)

On successful completion of the course a student will be able to:

1. acquire and analyse contextual research and human insights to define and inform design opportunities;
2. generate and develop ideas, synthesise, test, evaluate and develop creative and appropriate solutions to a defined design opportunity;
3. optimise design solutions for commercially-viable, ethical and environmentally-sustainable manufacture;
4. evaluate and select techniques, tools and media to confidently visualise and communicate project outcomes;
5. demonstrate professional behaviours, attitudes and the ability to work both independently and collaboratively with resilience to changing local and global contexts;
6. develop curiosity and awareness of the wider context of product design and integrate into personal practice in order to enhance employability.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

14.1 Attendance

According to The Knowledge Hub Regulations.

Monitoring of Attendance

According to The Knowledge Hub Regulations.

14.2 Professional Enhancement Year

Students successfully completing Level 5 of their course will be permitted on the optional Professional Enhancement Year route, which allows students to spend a year on a professional placement between Level 5 and Level 6 of their course.

Students opting to take this route will secure and undertake a work placement and will register on 5011AAD. 5011AAD is a zero-credit module and will be assessed as pass/fail only. It cannot replace any course credits in the final award or be included in the overall award classification. Students who successfully complete the assessment associated with this module will receive the addition of "with Professional Enhancement" on their degree title.

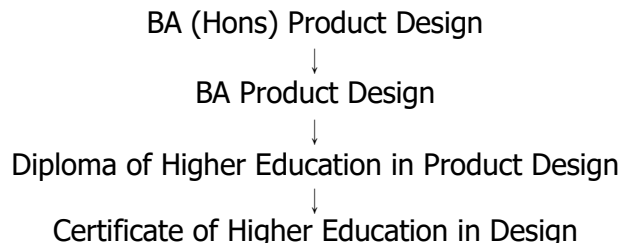
14.3 Semester of Study at Coventry University (Optional)

The course structure and timing of delivery at The Knowledge Hub shall be aligned with the equivalent course at Coventry University to enable a student to complete a semester of study/one academic year at Coventry University as part of their studies. The marks achieved at Coventry University will be used in the assessment of the student's performance at the end of each level and used in the calculation of the final degree classification.

Typical pattern of delivery for full-time attendance

	<i>Semester 1</i>		<i>Semester 2</i>	
<i>Level 4</i>	Design Exploration (20 credits)	Design Visualisation (20 credits)	Design Context (20 credits)	Design Experience (20 credits)
	Design Enquiry (20 credits)		Design Reflection (20 credits)	
<i>Level 5</i>	Visual Language (20 credits)	Design Practice (20 credits)	Research-Informed Design (20 credits)	Product Development (20 credits)
	Professional Development (20 credits)		Design for Manufacture (20 credits)	
<i>Level 6</i>	Final Major Project: Definition (20 credits)	Final Major Project: Research (20 credits)	Final Major Project: Ideation (20 credits)	Final Major Project Resolution: Development (60 credits)

Cascade of Awards



Credit and outcomes map

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit values are identified in the table below.

Credit level	Module Code	Title	Learning Credit	Assessment credit	Mandatory Optional	Course Learning Outcomes
4	KH4063AAD	Design Exploration	20	20	M	2, 4, 5, 6
4	KH4064AAD	Design Visualisation	20	20	M	2, 4, 5, 6
4	KH4065AAD	Design Enquiry	20	20	M	1, 2, 4, 5, 6
4	KH4066AAD	Design Reflection	20	20	M	1, 2, 4, 5, 6
4	KH4067AAD	Design Context	20	20	M	1, 2, 3, 4, 5, 6
4	KH4068AAD	Design Experience	20	20	M	1, 2, 3, 4, 5, 6
5	KH5068AAD	Visual Language	20	20	M	1, 2, 4, 5, 6
5	KH5069AAD	Design in Practice	20	20	M	1, 2, 3, 4, 5, 6
5	KH5070AAD	Professional Development: Product Design	20	20	M	1, 4, 5, 6
5	KH5071AAD	Design for Manufacture	20	20	M	1, 2, 3, 4, 5, 6
5	KH5072AAD	Research-informed Design	20	20	M	1, 2, 4, 5, 6
5	KH5073AAD	Product Development	20	20	M	2, 3, 4, 5, 6
5	KH5011AAD	Professional Enhancement Year	0	0	O	
6	KH6061AAD	Final Major Project: Definition	20	20	M	1, 4, 5, 6
6	KH6062AAD	Final Major Project: Research	20	20	M	1, 4, 5, 6
6	KH6064AAD	Final Major Project: Ideation	20	20	M	2, 4, 5, 6
6	KH6063AAD	Final Major Project: Resolution	60	60	M	1, 2, 3, 4, 5, 6

15 Support for students and their learning

Induction

At enrolment, all students attend an Induction. The induction consists of:

- An overview of the Knowledge Hub and Coventry University
- An overview of the course in terms of programme learning outcomes and course structure
- Detailed information about each module they will study and the assessment strategy.

Module guides

Students are provided with module guides to support their learning which include features such as aims, module learning outcomes; readings; (and where appropriate) additional readings; teaching schedule and activities to be undertaken.

Coventry University Collaborative Student Portal

Students have access to Coventry University Collaborative Student Portal which provides a convenient virtual platform for students to access academic information including academic writing skills, referencing style guide, useful links to learning English as well as regulations, policies and principles of teaching and learning adopted by Coventry University

Library and Coventry University Partner Student E-Resources

In addition to the Library resources available at the Knowledge Hub students have access to Coventry University Partner Student E-Resources.

16 Criteria for Admission and Selection Procedure

Design and Media applicants must have a minimum cumulative Grade Point Average (GPA) of 3.0, and score **1100** in **SAT 1** (no less than 550 in each band), or to take **2 APs** with a minimum score of **3.0**.

For Design and Media Programmes: One Math course is required to be taken during the last years of study.

A level	BBC
Pearson BTEC Level 3 National Extended Diploma (first teaching from September 2016)	DMM
Access to HE Diploma	The Access to HE Diploma. Plus GCSE English at grade 4 / C or above.
International Baccalaureate Diploma Programme	29 points
GCSE/National 4/National 5	5 GCSEs at grade 4 / C or above to include English
IELTS	6.0 overall with a minimum of 5.5 in each component OR equivalent

Non-standard applications will be reviewed on a case by case basis by the Link tutor.

17. Method for evaluating and enhancing the quality and standards of teaching and learning

The Programme is managed by the School of Art and Design Board of Study of the Faculty of Arts & Humanities.

The results of student assessment on each module are considered and approved by a Subject Assessment Board (SAB). The Programme Assessment Board (PAB) will consider the overall results for each individual student. Any mitigating circumstances affecting them are considered prior to PAB and the Board will be informed of which students have had a deferral of their assessment approved. An Examinations Board (comprising SAB and PAB) should include the External Examiner, a representative of the Faculty of Arts and Humanities at Coventry and representatives of staff who teach on the programme and is held twice each year to fully determine the student module results and awards. The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the programme.

External Examiners report annually on the programme and their views are considered as part of the annual quality monitoring process, known as CQEM (Collaborative Quality Enhancement Monitoring). Details of the CQEM process can be found on the Registry's web site.

Student views are also sought through module and course evaluation questionnaires.

Link Tutors

A Link Tutor will be appointed by the FAH.

18. Regulation of Assessment

Academic staff will set and mark student assessments on the programme. Draft briefs for coursework assignments will be submitted to Coventry University and be commented upon by subject advisors from the Faculty of Arts and Humanities and by the External Examiner who is appointed by Coventry University. The final version will be collected by the Programme Coordinator who will check the comments written by the moderators to ensure that the briefs have been properly modified.

The role of the External Examiner at module level is to ensure that academic standards are in line with national norms for the subject. External Examiners undertake the moderation of examination papers and assessment tasks, and view representative samples of work for the modules for which they have responsibility. At programme level, External Examiners help to ensure fairness in the consideration of student progression and awards. They have the right to comment on all aspects of the assessment system and participate as full members of the assessment boards.

This Course conforms to the [Regulations for the delivery of Coventry University Undergraduate awards at the Coventry University Branch at The Knowledge Hub, Egypt.](#)

Any changes to the Academic Regulations at Coventry University will also be reflected in the documentation.

The Pass mark for all modules is 40%. This overall module mark may comprise more than one component (e.g. coursework and exam). The individual module descriptors give the precise pass criteria and the weighting of the component marks that contribute to the overall module mark.

On Undergraduate programmes, the Honours classification boundaries for First Class, Upper Second Class, Lower Second Class and Third Class are 70%, 60%, 50% and 40% respectively.

19. Indicators of Quality Enhancement

The following are key indicators of quality and standards:

- The programme has been designed in accordance with the QAA benchmark statements for Art and Design 2017

The UK's Quality Assurance Agency undertook the Higher Education Review of Coventry University in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University.

- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.

The course has been designed in accordance with the Quality Assurance Agency for Higher Education (QAA) benchmark statements for Art and Design for UG February 2020 https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_22

20. Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Academic Course Director(s) who are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters;_
 - Student Handbook;
 - Module Descriptors;
 - CCQEM Reports;
 - The Knowledge Hub Study Support Information.
-