Course Aim and Title	3D Design Certificate of Higher Education **(Cert HE) Level 4**
Intermediate Awards Available	
Teaching Institution(s)	BDC and UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	None
UEL Academic School	Architecture, Computing & Engineering (ACE)
UCAS Code	W513
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	Art & Design (Feb 2017)
Additional Versions of this Course	
Date Specification Last Updated	November 2022

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Provide an educational and creative framework that enables you to study a chosen 3D Design subject discipline (such as product or interior design).
- Progress with 120 Credits to a Level 5 qualification – this can include internal progression at BDC to study on the Dip HE programme, or, to UEL (or any other University)
- Explore existing and new fabrication techniques which you will use to design for potential users in an array of diverse scenarios.
- Learn many types of analogue and digital representation techniques as well as a theoretical and historical context that will prepare you for progression to Level 5 (at BDC or University) Level 6 (at a University) and/or employment.
- Experience professional practice and gain a solid understanding of the processes, practices and expectations of specific subject areas within 3D Design learning from office mentors and completing 'live projects' to further increase your access to the design industry.

The 3D Design Certificate of Higher Education (Cert HE) Level 4 programme will equip graduates with the tools to explore, experiment and find interesting solutions to complex problems as well as opening a world of new career opportunities that they can take advantage of. The curriculum will provide students with the relevant transferable skills required to be problem-solvers and creative design thinkers. These traits include having the ability to empathise, so that they understand who they are solving the problem for, and why and how it benefits society. Add to that the skills of radical brainstorming and experimentation, which require the maturity to

ideate productively, and the encouragement needed for students to be open to receiving ideas from other disciplines without preconceived notions.

What you will learn:

Knowledge

- Learn how to design with sustainable agendas and materials for future social expectations.
- You will develop your imagination, understanding of technology, experimentation and critical engagement with the end users' ultimate needs.
- You will understand the design process form researching the brief, concept generation, model making, through to completed final design proposal.

Thinking skills

- Recognise the need to reflect on feedback from the target audience to ensure design objectives are met.
- You will develop a comprehensive understanding of the key historical art and design movements that have influenced contemporary practice.
- You will understand how to design projects based on various clients' needs in order to develop an understanding of form, function and user experience using well-researched information.

Subject-Based Practical skills

- A digital skillset in two- and three-dimensions acquiring detailed knowledge of software such as Adobe Creative Suite and Solidworks.
- Using a variety of methods to produce prototypes and finished models with a combination of traditional workshops and state-of-the-art digital fabrication workspaces.
- Design and fabrication of quick prototypes and model making in different scales to express your ideas while presenting to a profession level.

Skills for life and work (general skills)

- Develop essential presentation skills – both visually and orally
- Critically reflect on own working relationships using teamwork and leadership skills, recognising and respecting different perspectives
- A full understanding of digital fabrication - applicable to various subject disciplines within 3D Design

Learning and Teaching

Knowledge is developed through:

- Lectures, workshop, and tutorial sessions.
- Apply learnt methods to explore a variety of ideas through experimentation, prototyping and testing.
- Knowledge-based activities with feedback.
- Demonstrate creativity and expertise in the use of specialist skills and technologies.

Thinking skills are developed through:

- Recognize the need to reflect on feedback from the target audience to ensure design objectives are met.
- Individual and group projects
- Indicate independent creative thinking and judgment in addressing complex design problems and issues.

Practical skills are developed through:

- Plan and manage a 3D Design project from inception to completion.
- Apply a wide range of design skills and techniques to produce and present design solutions to professional standard.
- Apply analytical research to complex design topics.

Skills for life and work (general skills) are developed through.

- Delivering presentations on a chosen design topic.
- Critically reflect on own working relationships and design methodologies developed through tutorials and feedback.
- Continually update knowledge of digital fabrication process and software, Appling them to the creative design development.

You are expected to complement formal teaching and assignments with self-directed research and testing out your skills using a variety of design approaches. Developing skills in time management, being able to make creative decisions, being able to prioritise certain strands of work and becoming more critical and reflective about personal project work are essential attributes of becoming a design professional. At the end of each academic year, students exhibit their work in groups as part of the end of year showcase.

Assessment

All the course modules are assessed at the end of each semester. Although each module is assessed separately against specific learning outcomes and criteria, the assessed work fits together in the form of an overarching academic portfolio.

Design studio work is assessed within a design portfolio and supporting studies are normally assessed in the form of a bound report or within the portfolio, although there are opportunities to assess more on-line and multi-media submissions as appropriate. There are no closed book examinations.

The course fosters a culture of continuous production and feedback at all levels. Formative feedback is given at tutorials and at critiques, summative feedback is given through portfolio reviews and following the end of each semester.

Knowledge is assessed by:

- Coursework
- Report writing
- Project work

Thinking skills are assessed by:

- Coursework
- Project reports
- Report writing
- Ability to undertake problem solving
- Observing presentations

Practical skills are assessed by:

- Project work
- Portfolio completion
- Visual display work
- Model making ability
- Computer presentations

Skills for life and work (general skills) are assessed by:

- Project work
- Group work
- Essays and reports
- Computer literacy
- Model making
- Verbal presentations

Students with disabilities and/or particular-learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed. One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
4 Equivalent in standard to the first year of a full-time undergraduate degree course.
5 Equivalent in standard to the second year of a full-time undergraduate degree course.
6 Equivalent in standard to the third year of a full-time undergraduate degree course.
7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The **module structure** of this course:

3D Design Certificate of Higher Education (Cert HE) Level 4					
Level	**Module Code**	**Module Title**	**Credit Weighting**	**Core/Option**	**Available by Distance Learning? Y/N**
4	AR4021 BDC	Material Integration 1	20	Core	N
4	AR4023 BDC	Design Resolution 1	20	Core	N
4	AR4024 BDC	Design Investigation 1	20	Core	N
4	AR4025 BDC	Technical studies and Representation 1	20	Core	N
4	AR4026 BDC	History and Theory 1	20	Core	N
4	AR4027 BDC	Mental Wealth Professional Life 1 *Professional Engagement*	20	Core	N

A core module for a course is a module, which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 120 credits at Level 4. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Typical Duration

The expected duration of this course is 1 Year full time for Level 4

Further Information

More information about this course is available from:

- New BDC programme link
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL validated courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

All students will be required to purchase a basic list of art materials and equipment for the academic year (approximately £50).

Students will be expected to cover their own costs for travelling to galleries and exhibitions in London which are scheduled at least once per term. There will also be the opportunity to engage in at least one overseas field trip per academic year. The cost of this will depend on the location and nature of the trip, however, most visits within the EU will be approx. £500 *(NB: attending overseas trips is not a compulsory requirement of the programme delivery).*

Additional Locations of Delivery

UEL Docklands Campus