



**Course Specification
Part A**

**MA Product Design Innovation
AHT042**

**Faculty of Arts & Humanities
School of Art & Design**

**Academic Year: 2021/2022
Regulations Mode R**

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.

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.

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.

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.

PART A Course Specification

MA Product Design Innovation

1. Introduction

The Coventry University School of Art and Design is home to a vibrant and long-established FE, undergraduate, postgraduate teaching and learning community. Coventry School of Art and Design has taught art and design for over 150 years. It is a creative and studio-centric learning environment for a wide range of art and design related disciplines. The School has a continually growing Level 7 postgraduate portfolio of courses that embrace visual arts, making, creative processes and the critical and enterprising production of innovative artworks, artefacts and systems for a wide diversity of audiences and in line with specialist interests. MA Product Design Innovation follows a common framework for delivery and has its own specialist core of learning. There are common aspects of delivery in the postgraduate curriculum (7006AAD, 7008AAD) that provide space for PGT students across the School to collectively engage in a postgraduate community to: share cross-disciplinary experiences, collaborate in project-based learning, experience creative team working approaches similar to that of industry or professional practice, and acquire a consistent set of learning around key skills such as research methods, ethics, professional capabilities and project management.

MA Product Design Innovation prepares its graduates for global employment as creative, innovative and strategic problem solvers. Students on the course work collaboratively in an internationalised, cross-disciplinary and transcultural context. The focus of the course is on employing research and critical and creative thinking skills to solve complex 3D design problems with imagination and insight. The course attracts students from all design and technology-based disciplines including those who might be considering a change of direction as part of their personal and professional development. The course integrates collaborative cross-disciplinary and transcultural modes of working as a formal and essential course ethos. Research and critical and creative thinking are at the heart of all projects, as is ensuring students recognise sustainable and ethical approaches. Students are guided towards creative, imaginative and innovative ways of problem solving and investigation. Students are provided with multiple options for the expression of creative explorations, including academic writing, poster design, multi-media outcomes, model making, oral and visual presentations, digital portfolios and online content. Key features of the course are the opportunity for working with live client projects, and where possible Collaborative Online International Learning projects (COIL).

Professional Experience

During semester 1, students can apply for the extended route, which offers an opportunity to reflect upon and gain professional experience through three semesters of internship or placement* with a host of different organisations. Students can also undertake or participate in supervised, campus-based University projects. The professional experience supports the development of students' personal and professional skills, such as communication, team-working, self-management, project working and critical reflection to enhance their future employability. This experience will build up on students' previous learning and experiences and encourage them to reflect on their work and skill sets prior to undertaking the final sixty credits of M level study.

Professional experience placements may be paid or unpaid, and this will depend on what is being offered and agreed with the host organisation. Internships can be international, within the UK or may be internal, within the University. Students who secure appropriate campus-based professional experience, may undertake supervised projects, related research and activities designed to offer students the opportunity to develop and integrate curriculum related skills with an understanding of professional practice.

*Internships and placements are subject to competitive application, availability and additional fees.

Course Overview

During **Semester 1** students will focus on collaborative learning experiences and the development of a community of PG learning. It will focus on creative processes and contexts and provide a theoretical and practical introduction to academic standards of research and ethics which are core to level 7 study. This is parallel to the first specialist module where students will personally reflect on prior knowledge, experience and aspirations and think about future goals.

In **Semester 2** students will critically develop their specialist practice/interests and start to question where personal boundaries and creative activities can be furthered or built upon at PG level. Students will work closely with peers and consider their own practice in a professional context. Importantly students will through negotiation and mentorship begin to develop a clear and research inspired project focus for their Final Project that takes place in Semester 3.

In the Second Semester students will undertake a transnational development module which is designed to offer skills as encouraged by the Institute of Leadership and Management. This module also offers the choice to tailor professional skills from a menu focussing on leadership, transcultural communications and professional skills.

During **Semester 3** students will work on their self-directed specialist project. They will be required to conduct an in-depth critical investigation which reflects on their own discipline, investigates a specific creative issue or subject, and informs direction for a final project. Students will work to a personally inspired brief that has been negotiated with tutors. The completion of this work will result in creative artefacts, strategies or exhibitable outcomes.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
Master of Arts in Product Design Innovation Interim Awards: Postgraduate Diploma in Product Design Innovation Postgraduate Diploma of Higher Education (unnamed) Postgraduate Certificate in Product Design Innovation Postgraduate Certificate of Higher Education (unnamed)	FT 1 Year/2 years with professional experience placement/ PT 2 Years	N/A	Level 7

3 Awarding Institution/Body	Coventry University.
4 Collaboration	Not Applicable.
5 Teaching Institution and Location of delivery	Coventry University.
6 Internal Approval/Review Dates	Date of approval/latest review: February 2019. Date for next review: (Academic year 2024/2025).
7 Course Accredited by	Not Applicable.
8 Accreditation Date and Duration	Not Applicable.
9 QAA Subject Benchmark Statement(s) and/or other external factors	This course is informed by the QAA Subject benchmark Statement for Art & Design (2016) and to the QAA document UK Quality Code – Qualification Frameworks (2015) https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16
10 Date of Course Specification	February 2019 Updated 12/2019
11 Course Director	Course Director: Clive Hilton

12 Outline and Educational Aims of the Course

The Educational Aims for this course are to produce graduates who are creative, collaborative, professionally engaged and eager to extend their practice with academic rigour and an enterprising attitude. The goal is to further

students' capabilities, knowledge, focus and creative achievement. Students will critically and at times collaboratively explore contexts at the forefront of their discipline areas and be able to challenge and produce new insights, develop innovative ways of working or produce individually inspired, meaningful and imaginative responses.

These aims have been referenced against the QAA Subject Benchmark Statements for Art & Design:

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16

The broad aims of the MA in Product Design Innovation are to:

1. Create a learning environment in which students can critically and practically advance knowledge and skills in art and design and associated disciplines whilst engaging with themes, insights and contexts at the forefront of product design, innovation and professional practice;
2. Encourage experimentation and exploration with creative techniques and media related to product design and innovation in order to help pioneer imaginative proposals or advance scholarship in their field;
3. Promote the development of the skills required to create complex ambitious artefacts, services and/or projects for diverse audiences and contexts, encouraging critique, analysis and synthesis;
4. Foster collaboration, cross-disciplinary and trans-disciplinary engagement across peer groups, disciplines, courses, communities and international contexts;
5. Enable students to critically reflect on their personal skills and to achieve their goals in the context of a continuously and rapidly-changing and globally-significant professional design environment;
6. Inspire a creative and independent approach to research, learning and analysis and apply this to different contexts and situation both within and beyond the field of product design.

13 Course Learning Outcomes

The course outcomes have been mapped against the 6 pillars of the Education Strategy (2015-21):

- a) Creativity & enterprise
- b) Intercultural & international engagement
- c) Community contribution and responsibility
- d) Innovation & digital fluency
- e) Employability
- f) Research-inspired teaching

(Please note the relevant pillar has been referenced against each course outcome)

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

1. undertake research and evaluative reflection in order to synthesize and articulate an advanced knowledge of the theoretical and thematic concerns within product design and innovation practice; (a, d, f)
2. deploy skills, techniques and technologies with originality and imagination in relation to a defined discipline for continued product design and innovation practice at an advanced level; (a, d, e)
3. realise complex and ambitious artefacts/projects for identified and diverse audiences and contexts; (a, b, c, d, e)
4. contribute to the shaping of a global contemporary discourse by engaging with innovative, experimental, hybrid and creative approaches design practice; (a, b, c, d, e, f)
5. deploy advanced personal skills, judgement and critical awareness enabling problem-solving and innovation applicable to a wide range of creative, professional, social and collaborative contexts; (a, b, c, d, e, f)

6. critically and creatively engage industrial design insights and experience to manage innovative design activity and effective stakeholder/professional engagement; (a, c, e)
7. employ design thinking, conceptual design generation, lateral thinking and collaborative techniques to facilitate and manage the development of innovative product design solutions that are appropriate to context; (a, d, e, f)
8. demonstrate knowledge and understanding of the principles of entrepreneurship and the theories and practices of strategic leadership. (a, d, e)

These course learning Outcomes have been informed by the QAA Qualifications Framework Descriptors for Level 7 Programmes:

<http://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>.

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

Students engaging in this programme can study 180 Credits full-time or part-time. The MA course studied full-time and normally over three semesters. The part-time model of study is taught over 6 semesters. On this route students will take the same diet of modules but normally over a 6 semester period. Semesters 1 & 2 will be delivered out of sequence for January or May start students. Part-time students will engage in 30 credits worth of teaching each semester. See curriculum diagrams below.

As part of this course students will undertake a 10 Credit transnational development module (7001CGE Transnational Professional Development) which is designed to offer skills as encouraged by the Institute of Leadership and Management. This module also offers you the choice to tailor your professional skills from a menu focussing on leadership, transcultural communications and professional skills.

In order to achieve a named PG Certificate in Product Design Innovation (60 Credits) module 2028AAD Product Design Innovation Specialism 1 must be passed. Without this a PG Certificate of Higher Education will be awarded.

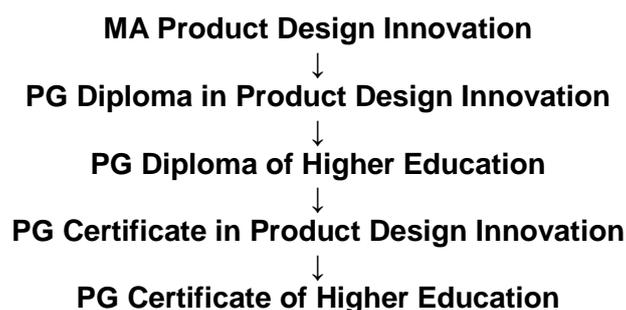
In order to achieve a named PG Diploma in Product Design Innovation (120 Credits) then module 7029AAD Product Design Innovation Specialism 2 and 7028AAD Product Design Innovation Specialism 1 must be passed.

Professional Experience

During semester 1, students who have expressed an interest in undertaking a work placement or internship should begin the application process for these opportunities. Students have the responsibility for securing a placement/internship. They will be supported throughout the application process by a specialist employer engagement team. The university will work with employers to identify opportunities. Subject to securing a placement/internship, the International Student Support team will work with international students to obtain UK study visa extensions. Visas required to work in other countries will be the responsibility of the student.

The course is structured so that students complete two semesters of taught modules and then could spend three semesters on professional experience placement. During this time students would be enrolled onto modules 7000AAD, 7048AAD, and 7057AAD. The modules are zero credit and do not contribute to the classification of the award but must be passed to complete the placement. Upon completion of the work placement, students would return to Coventry to complete the final semester during which time they undertake their project module which may be informed by the learning acquired during the professional experience.

Cascade of Awards:



Modules within the course, their status and the levels at which they are studied, and their credit value are identified in the table below. The indicative course structure is:

Credit level	Module Code	Title	Semester	Credit Value	Mandatory or Optional	Course Learning Outcomes
7	7006AAD	Collaboration in Practice	1	30	M	1, 2, 5, 7
7	7028AAD	Product Design Innovation Specialism 1	1	30	M	2, 3, 4, 5, 6, 7
7	7008AAD	Professional Context	2	20	M	5, 6
7	7029AAD	Product Design Innovation Specialism 2	2	30	M	2, 3, 5, 4, 6, 7
7	7001CGE	Transnational Professional Development.	2	10	M	8
7	7058AAD	Product Design Innovation Specialist Investigation	3	30	M	1, 3, 4, 5
	7030AAD	Product Design Innovation Final Project	3	30	M	1, 2, 3, 4, 5, 6, 7

Credit level	Module Code	Title	Credit Value	Mandatory/Optional	Course Learning Outcomes
Subject to securing an appropriate placement opportunity and fulfilling the selection requirements, students will be transferred to the two-year course and the zero credit modules listed below are to be taken.					
7	7000AAD	Extended Masters AD Professional Experience Module A	0	Optional	
7	7048AAD	Extended Masters AD Professional Experience Module B	0	Optional	
7	7057AAD	Extended Masters AD Professional Experience Module C	0	Optional	

The work placement is to be taken over three semesters and prior to the final dissertation/project that must be taken in the final semester of the course.

September Starter

Semester 1 (September)	Semester 2 (January)	Semester 3 (May)
Collaboration in Practice (30)	Professional Context (20)	Product Design Innovation Specialist Investigation (30)
Product Design Innovation Specialism 1 (30)	Product Design Innovation Specialism 2 (30)	Product Design Innovation Final Project (30)
	Transnational Professional Development.(10)	

There is an option for January, May and Part/Time intake subject to recruitment.

15 Criteria for Admission and Selection Procedure

General requirements will normally be in line with University policy

Applicants should ideally hold a good honours Degree 2.2 or above (or its international equivalent) in any design related discipline subject.

No portfolio will be required if the academic qualifications in the subject area are met.

If a portfolio is required, it should evidence creative problem-solving abilities. The portfolio should demonstrate a good range of design skills, including confident, imaginative and expressive freehand sketching skills and simple

prototyping. It should feature a variety of product design projects. There should be evidence of a capacity to solve problems backed up by research processes. There should be evidence of design development processes. CAD is not essential, but desirable. Projects should be introduced with a brief explanation in English. Portfolios or equivalents from applicants with a non-design background (such as engineers, for example) will be considered on individual merits.

Applications from candidates with relevant experience will also be considered on an individual basis and they may be eligible to apply for advanced standing Accreditation of Prior Learning or Prior Experiential Learning, [APEL] up to 120 Credits. International applicants must also hold a minimum of 6.5 score in the IELTS test for English language (with a minimum score of 5.5 across all skills).

IELTS 6.0 may be considered with additional pre-sessional English Support. Applicants must provide a convincing portfolio of relevant Art and Design work. This must be presented at interview or submitted by post/online for international applicants.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Academic Regulations](#) Postgraduate Mode R

For students with disabilities course teams work in liaison with the student and Student Services to agree reasonable adjustments. However, in most situations students can normally be well accommodated within Art and Design. There may be issues concerning use of machinery in workshops or some field trip activities but adjustments will be made where feasible.

17 Indicators of Quality Enhancement.

- The Course is managed by the Art & Design Board of Study of the Faculty of Arts and Humanities.
- The Programme Assessment Board (PAB) for Art & Design is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.
- The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.
- External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.
- Students are represented on the Student Forum, Board of Study and Faculty Board, all of which normally meet two or three times per year.
- Student views are also sought through module and course evaluation questionnaires.

The QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards;
- quality of student learning opportunities;
- quality of the information about learning opportunities;
- enhancement of student learning opportunities.

Quality Enhancement:

- Excellent links with local employers/ industry practitioners, regular meetings with employers, provide input to course management and development.
- Prize winning outcomes for students and past Alumni e.g. RED DOT (Excavator project), BAFTA.
- Student Linked industry collaborations e.g. BMW Mini two projects, MTC, Nissan Design UK, Jaguar Advanced Design, SAIC Advanced Design UK, Land Rover SVO Design, CAD/CAM, Quanta (dialysis machine), Charterhouse Priory - promotional material Shanghai Automotive Industry Corporation – Art Car, Horiba Mira, Belgrade Theatre - poster exhibition, Vaccine Nation.
- Students are encouraged to engage in course-related visits locally and internationally (e.g. international trips to Amsterdam, Berlin, Geneva Motor Show, Cité de l'Automobile, Lisbon -Mulhouse, France, Venice, Milan) also gallery visits, London, Birmingham, Hull, Liverpool.
- We maintain excellent links with industry e.g. BMW, Imagination).
- At least 4 PG staff have been awarded pedagogic research funding in relation to their teaching and learning activities and related innovations. e.g. Project - Creative Hothaus Coventry.
- Some staff are conducting PhDs in the areas of design thinking, research informed teaching and pedagogy related to internationalisation of the curriculum. These research studies have direct influence on the student experience.

- COIL Project activity: e.g. COIL with Zhejiang University of Media and Communication (ZUMC and Product students which involved innovative teaching and communication approaches. Vaccine Nation an online international learning project (COIL) connecting students from Coventry University UK, Western University and the University of Alberta in Canada, and Yerevan Brusov State University in Armenia addressing global decision-making in relation to vaccination.
 - **Research Excellence Framework (REF) rating**
The School of Art and Design entered 34 FTE members of staff for REF 2014 under Unit of Assessment 34, 'Art and Design: History, practice and theory'
The results were very successful, with 31% of research outputs deemed 'World Leading', compared to 5% in the Research Assessment Exercise (RAE) 2008, and a total of 71% at 4* and 3* (World Leading and Internationally Excellent research), compared to 60% in RAE 2008. There was a Grade Point Average (GPA) of 2.98 (on a scale from 1 the lowest to 4 the highest) – significantly this is used for the league table metrics and was previous 1.7. The School was also ranked No. 6 in the UK for Research Impact (THES) out of 84 and 11th in the Research Power ranking (THES - takes account of research quality combined with the percentage of staff submitted). The overall combined ranking was 26 in the UK on GPA (Guardian). One of the notable changes to this Unit of Assessment was the inclusion of History of Art for the first time which now includes many research-intensive Universities. This has led to submissions which are significantly more selective and competitive. Therefore, our performance is particularly pleasing and whilst our ranking overall hasn't changed greatly, we have been able to hold our own in an extremely challenging Unit of Assessment.
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18 Additional Information

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

Faculty/School Handbook

Student Handbook

Module Guides

Module Information Directory

Study Support information

Aula Learning Experience Platform
