Why choose Design at Loughborough University?

There are so many ways that students can benefit from being part of our School of Design and Creative Arts.

Courses are taught by incredibly experienced academic staff, many of whom are at the forefront of leading research or are practicing artists at national and international level.

Our world-class facilities cater for a broad range of digital and material projects, providing artistic freedom and a high-quality learning experience to all students.

The School also boasts excellent, long-standing relationships with a huge variety of industry employers and not-for-profit organisations. These provide excellent placement and graduate opportunities for our students, enhancing their future employability. There is a unique sense of community spirit within the School that stimulates personal development, allowing students to embrace their creative potential in a fully inclusive environment.

Professor Cees de Bont
Dean of the School of Design and Creative Arts
Placement year
All our undergraduate level courses provide students with the opportunity to undertake a year-long professional work placement in industry. This takes place after the first two years of study and on completion students will gain the Diploma in Professional Studies (DPS) qualification.

Study abroad
All our students currently have the opportunity to spend time studying abroad as part of the Erasmus+ Exchange Programme. They can study for one semester at a partner university, followed by a six month work placement during Year 3 of their degree course. Studying abroad offers the opportunity to gain a Diploma in International Studies (DIntS) alongside your degree.

The School currently has exchange links with five partner universities across Europe, allowing Design students to spend part of their third year studying at one of the following universities:
• Bergische Universität, Germany
• Delft University of Technology, Netherlands
• Norwegian University of Science and Technology, Norway
• Middle East Technical University, Turkey
• Politecnico di Milano, Italy

For more information visit: lboro.ac.uk/departments/design-school/study/undergraduate/study-abroad
Knowledge and skills advancement are at the centre of everything we do, pushing innovation and creativity to its highest potential. Aiding us in our pursuit are our fantastic facilities. Industry specification machinery, spacious teaching areas and specialist laboratories provide a state-of-the-art learning and teaching environment for all our students.

The School is based within a purpose-built £21 million building, equipped with interconnecting workshops, studios, specialist technology and prototyping laboratories, display areas, and high specification computing facilities. Our specialist CAD/CAM facility includes 3 axis CNC milling machines, industry standard 3D printers, laser cutters, and waterjet cutting. We are also proud to offer cutting-edge research facilities and expertise in 3D scanning, motion capture, eye-tracking, and driving simulation.

Each year our final year students are invited to showcase their work in our annual degree show. It is a fantastic opportunity for potential employers, friends, family, industry and members of the public to see the projects which have been produced by our finalists and speak to them about their products and experience.

A selection of final year students also exhibit at the annual New Designers exhibition in London – the UKs premier graduate design exhibition, full of innovation and fresh thinking.
Design Alumnus Robin Spicer’s final year product wins the prestigious international RedDot award.

Robin, who graduated in 2015 with a BA in Industrial Design and Technology, designed the award winning Armis Helmet in his final year.

“The Armis Polo Helmet has had its fair share of success in the polo industry, but my background is heavily involved in design,” explains Robin “so to be recognised by the design industry is huge, and for it to be on the biggest industry stage is really humbling.”

In a sport where falling, being knocked unconscious and returning to the game shortly after is common, the helmet aims to reduce potentially long-term stress and neck injuries.

Robin’s product won the 2019 RedDot Award for Product Design after being launched onto the market in 2017. His design beat off over 5,500 other submissions from 55 countries.

“Loughborough Design has a fantastic framework to grow new talented designers. The comprehensive range of areas taught, teamed with the learning environment and industries connections produce well considered designs and have helped launch this product into production and grow it into the business it is today.”

And his advice for this year’s graduates? “Use your final year product as your personal job advert or take it into production, you have spent a year of development on it which real world companies cannot afford to do on every project, so make this investment count!”.

Award winning Alumni

Robin Spicer
Red Dot Award Winner 2019
International Symbol of Outstanding Design Quality

“Loughborough Design provides a challenging, yet supportive environment, which helps nurture the award-winning designers of the future.”

Robin Spicer
Design School Alumnus

*Survey 2015 and 2017 – British Industrial Design Association. This was a survey of over 1000 design practitioners in the UK.
Placement opportunity Study abroad Additional award

Our expertise is built upon the key design principles of aesthetics, technology, and understanding the user and their environment.

We inspire our students to develop a wide range of skills and knowledge whilst nurturing them to become highly successful and responsible designers. We want each and every one of our students to graduate with the drive and determination to succeed in the creative industries, developing into the next generation of talented designers that are capable of effecting meaningful global change.

The BA Design (Hons) degree is a multi-disciplinary programme involving the design and experience of products, service systems, spaces, product styling, and use of a wide range of prototyping skills and technologies within design practice. The course embraces creative exploration and independent judgement to educate designers as responsible, persuasive facilitators of change within their chosen specialism. Graduates of the programme are able to enter the workplace as empathetic, creative instigators of sustainable responses to future design challenges.

Year 1
Areas studied include design practice ideation and concept development, the importance of design research and the role of the responsible designer, ergonomics and human factors in design, and fundamental interaction and experience design skills in storytelling, designing for future contexts, and low-fidelity prototyping.

Year 2
You will explore and apply the core theories, materials and technologies of Industrial Design, Experience Design, and Environments Design. There will be opportunity to specialise according to your interests as well as choose an elective module.

Optional placement/study year
Optional placement/study abroad year.

Final year
Working to a brief of your choosing you will demonstrate your skills in relation to the design development process, from initial research and concept generation, through to physical/digital product/service/space realisation and user testing. You will also explore and apply advanced user understanding and prototyping skills in relation to your chosen specialism. There will also be choices from a selection of optional modules.

Career prospects
Graduates in Design can pursue careers as design consultants, industrial designers, branding and retail designers, and user experience designers, as well as strategic roles as graduate design managers and design directors. Typical Loughborough Design graduate destinations have included AKQA, BBC, British Airways, Digital Bridge, IBM iX, IBM Design, Deloitte Digital, Goldman Sachs, Orange Bus, Microsoft, Lloyds Digital, BT, Sage, Snook, Tata Consulting, PA consulting, NHS digital, Unliver and Wilson Fletcher.

“The facilities are amazing. There is so much workshop and contact time, where we are taught skills that have a considerable impact on the quality of our work.”
Industrial Design
BA (Hons)

BA (Hons) DPS/DIntS*: 4 years full-time with placement year
UCAS code: H776
BA (Hons): 3 years full-time
UCAS code: H775

Typical offers
A level: ABB
IB: 34 (6,5,5 HL) with 6 at SL Maths or 5 in SL Maths Studies
BTEC Level 3 National Extended Diploma: DDM in Art and Design
GCSE: Maths grade 4/C

*Diploma in Professional/International Studies

Placement opportunity Study abroad Additional award

The BA Industrial Design is designed to inspire talented individuals with the drive and determination to succeed.

We provide a rich palette of opportunities to enhance your existing skills, including access to our multi-million-pound facilities, teaching from research active staff, contact with prominent contemporary industry links and superb entrepreneurial support.

This course embraces creative exploration and independent judgement to educate designers as responsible, persuasive facilitators of change within the practice of Industrial Design. It will equip you with the skills and understanding of product form, usability and interaction to develop and communicate design ideas, product styling, 3D designing, and the production and use of prototypes as a part of the design practise.

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Areas studied include design practice ideation and concept development, the importance of design research and the role of the responsible designer, ergonomics and human factors in design, and fundamental interaction and experience design skills in storytelling, designing for future contexts, and low-fidelity prototyping.

Year 2
You will explore and apply the core theories of Industrial Design in design practice, responding to user needs and speculative futures. You will also have the opportunity to choose an elective module that will help you to sculpt and support your chosen identity as an industrial designer.

Optional placement/study year
An opportunity to undertake an optional year-long work placement, or a six month placement combined with international study, facilitated by the support of a dedicated placements team.

Final year
Working to a brief of your choosing you will demonstrate your skills in relation to the industrial design development process, from initial research and concept generation, through to physical realisation and user testing. You will also apply advanced technology and prototyping skills across a range of activities. There will also be choices from a selection of optional modules.

Career prospects
We’ve got fantastic links with leading employers who value the skills honed in our graduates. Studying a degree in Industrial Design at Loughborough opens up a variety of career paths and options – it provides a great foundation for a really exciting and rewarding career.

Studying our Industrial Design degree provides you with expert training to engage with a wide number of industries immediately after graduating. Example graduate positions include Industrial Designer, UX Designer, Interaction Designer, Packaging Designer, Brand Consultant, User Experience Consultant, Design Researcher, CAD Visualiser, Start-up Entrepreneur.

“Academics in the design school are active in the industry and research, and the teaching quality is always reflective of the ‘real-world’. Learning an adaptable skill set was beneficial when taking the transition from university to full-time work.”

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The BSc Product Design and Technology aims to educate and energise the next generation of product designers with skills that enable the definition of new product opportunities, defined through applied research, tested through working prototypes, and detailed in terms of design for manufacture.

The course is underpinned by the concept of responsible design which is embodied through the consideration of ethical interaction with users and clients, and design which is inclusive and sustainable. Our course takes a technological innovative approach to the design and creation of beautiful, ingenious, functional and viable products.

Year 1
Areas studied include design practice ideation and concept development, the importance of design research and the role of the responsible designer, ergonomics and human factors in product design, and digital technologies and prototyping skills such as Computer Aided Design, electronics, mechanics, and workshop skills.

Year 2
Areas studied include the use of digital design and manufacturing technologies, consideration of materials and sustainability within the role as a responsible product designer, design communication techniques, and design practice featuring advanced technology and prototyping skills, plus the option to choose an elective module.

Optional placement/study year
Optional placement/study abroad year.

Final year
Working to a brief of your choosing you will demonstrate your skills in relation to the design development process, from initial research and concept generation, through to physical/digital product/service/space realisation and user testing. You will also apply advanced technology and prototyping skills across a range of activities. There will also be choices from a selection of optional modules.

Career prospects
Studying this course provides you with expert training to engage with a number of industries immediately after graduating. Possible career paths include consumer product design, product design consultancy, digital design and 3D printing, design engineering, product interface designer, chief design officer, product technologist, CAD/CAM, entrepreneur, product buying and technical sales. Recent destinations include McLaren Racing, PriestmanGoode, Dyson, Joseph Joseph, Gravity Industries, Williams Racing, Crux Product Design, Princess Yachts, Deloitte Technology Consulting, IBM iX, Smallfry.

“I can’t recommend Loughborough highly enough for this course. It will put you in the best possible position as a graduate, when looking to enter a highly rewarding career in design.”

BSc (Hons) DPS/DIntS*: 4 years full-time with placement year
UCAS code: HJ79
BSc (Hons): 3 years full-time
UCAS code: HJ7X

Typical offers
A level: ABB including Maths or Physics
IB: 34 (6,5,5 HL) including 5 in HL Maths or Physics
BTEC Level 3 National Diploma: DD plus B in A level Maths or Physics
GCSE: Maths grade 4/C

*Diploma in Professional/International Studies
*Please note that you can move between the three- and four-year versions of the same course once enrolled.
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This brochure was written several months in advance of the academic year to which it applies (2021). Every effort has been made to ensure that the information contained within is accurate at the time of publishing, but updates (for example to course content) are likely to occur due to the time between publication and the course start date. It is therefore important to visit our online prospectus at www.lboro.ac.uk/study before applying to check for any updates, as this will be the most up-to-date repository of information.