

## Product Design and Innovation

University of Strathclyde

### Content

Product design is an exciting industry that continually evolves alongside technology, product advancements, the demand for quicker turnaround times, unique and personalised products and environmentally friendly supply chains and production.

Product design is about understanding people and their emotional connections with products, questioning existing ways of doing things and seeing opportunities to change things for the better.

Year 1: engage with design studio and classes in Innovation and Entrepreneurship, Technology and Production Management.

Year 2: further your design studio learning and take classes in Technology Manufacturing and Design Prototyping.

Year 3: advance your skills in creative, conceptual and user-centred design and experience new design methods, technologies and portfolio preparation; opportunity to spend a semester or year studying abroad in locations such as Australia, USA, Scandinavia and Singapore; pursue a summer industrial placement.

Year 4: develop your own new product and business strategy through an individual design project and the team-based design project with industry, and advance your technology and innovation skills.

### Start Date

October

### Qualification

Degree

### Study Method

Full time

### Award Title

BSc Hons

### UCAS Code

W240

### Course Length

4 years

## Faculty

Faculty of Engineering

## Department

Design, Manufacture and Engineering Management

## Entry Requirements

2027 entry requirements

Standard entry:

4 Highers at AAAB including Maths or Engineering Science or Physics plus English at National 5 (Higher preferred). Higher Art and Design, Design and Manufacture or Graphic Communication recommended.

Widening access entry:

4 Highers at BBBB including Maths or Engineering Science or Physics plus English at National 5 (Higher preferred). Higher Art and Design, Design and Manufacture or Graphic Communication recommended.

A Foundation Apprenticeship is accepted in place of a non-essential Higher.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

16 Richmond Street  
Glasgow  
Glasgow City  
G1 1XQ

## Website

[www.strath.ac.uk](http://www.strath.ac.uk)