



Idea

is your spark, your observation and intuitive response created by a desire to communicate.

IMO

Material

is your exploration of process and construction, a visceral response through physical creation.

This course is aimed at the individual who is interested in taking a philosophical and purposeful approach to the act of designing and making. Through investigation into design of the physical, you will interrogate: ideas, materials and objects, exploring the principles of economic, social and ecological sustainability.

A new wave of thinking in digital technologies is reshaping the creative industries. This course tackles

these issues head on, balancing the practical exploration of craft, design and material with a deeper understanding of how to communicate and distribute your work to a global audience using a range of web based technologies alongside the traditional routes of gallery and exhibition.

Outcomes encompass one off craft artefacts and bespoke solutions through to batch produced objects, across areas such as lighting,

Object

is your exploration of the formal and spatial, and consideration of its contextual relationship.

tableware, furniture and product; domestic and commercial, interior and exterior. The programme will engage with creative and industry partners through 'live' projects offering experience of a professional working atmosphere in a safe environment.

In 2012 the best student work will be exhibited at Design Shows in London. We expect our graduates to shape their individual career paths as they enter the ever changing future of

interdisciplinary design, with graduates becoming designer-makers, in-house designers, gallery owners, curators, entrepreneurs equipped to create many more new possibilities.



BA (Hons) Three Dimensional Design: Idea Material Object
combining craft and technology to create objects as yet unseen

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