



Course Specification

BA (Hons) Automotive and Transport Design

Faculty of Art and Humanities/School of Art & Design
Academic Year: September 2018

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.

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1. Introduction

BA (Hons) Automotive and Transport Design course is strongly established in the School of Art and Design and maintains a global reputation and good employability opportunities. The studio-based learning environment is an inspiring and creative space for students and staff to explore and develop of ideas connected with the future of automotive and transportation design. The staff supporting the course have significant industry and research experience between them and many are connected to research centres within the University such as the NTDC (National Transport Design Centre/Centre for Transport and Mobility).

The course is normally studied in three years (four with Sandwich year) on a full-time basis. Students are taught subjects such as: critical & creative thinking, 2D & 3D visualisation, aesthetic & form development, user experience & human factors, demographic/social influences, global brand values, design feasibility and manufacturing, future trends in vehicle design, new and emerging technologies, materials and processes, integrated and intelligent mobility and, sustainable design. Students are encouraged to be investigative, analytical and innovative in relation to the design of exterior and interior vehicle design solutions and these can range from cars, motorbikes, boats, luxury yachts, construction/agricultural/service vehicles to public transportation and related systems.

During this course students will engage with a range of small, regular projects that build different skills, knowledge and capabilities through practice. The nature of project-based learning is that it is integrative, and students are required to investigate, create, prototype and create to varying levels of detail promoting a holistic approach to design learning. Students will progress to more significant and potentially industry-linked or research-inspired design assignments. Many projects have themes which reflect the global nature of automotive and transport design sectors and so to enhance this, the teaching team encourage collaborative student projects with international partners and visits overseas. Students are informed about brand values and cultural influences in different international settings, and through investigative techniques to understand how people live, work and travel in different habitats (e.g. urban/sub-urban, megacities, rural and the spaces between them).

Students are required to work individually and, at times, in teams to simulate professional dynamics. They are encouraged to develop an enquiring mindset through critical and creative dialogue, especially around future design opportunity. Presentation skills are core across all stages of the design process and so students will be taught how to convey ideas and outcomes confidently through a range of formats from pin-up critiques, formal visual & verbal presentation, 'the design pitch', written submissions and the use of alternative presentation media. Students also have access to superb facilities including a wind tunnel, robotic milling, laser cutting, rapid prototyping, 3D printing and excellent clay modelling facilities, industry standard computer aided design (CAD) and digital drawing tools.

The course has strong industry links that are advisory and collaborative, and so industry professionals and Alumni are regular visitors to our studios and often work closely with the course team on student projects and offering support in areas such as clay modelling, digital representation and ideation activities. The course benefits from regular special visiting lecturer talks where experts showcase their experiences, interests, business perspectives and provide encouragement for future career focus. Professional engagement and preparation is central to the course strategy and throughout the course students will get the opportunity to work on industry inspired or aligned projects. The course also encourages students to engage in short work experience opportunities, and live projects, and offers options to participate in a Professional Enhancement/International Enhancement Sandwich Year where placement or international study experience can be undertaken. By the end of the course students will become confident and professionally-focused creatives who have a strong design awareness. There is a positive track record of employment for graduates of the course and their ability to work across diverse range of job roles e.g. automotive stylists, design practitioners, automotive designers, transport designers, boat designers, digital model makers, visualisation and animation artists, clay model makers, colour & trim designers, creative leaders and design strategists. Graduates are also encouraged to further their study within the University and there is a range of discipline-related Level 7 courses that students can progress on to e.g. Automotive Design, Design & Transport, Industrial Product Design, Design Management and at a higher level to PhD study.

PART A Course Specification (Published Document)

BA (Hons) Automotive and Transport Design

2 Available Award(s) and Modes of Study				
Title of Award	Mode of attendance	UCAS Code	FHEQ Level	
BA (Hons) Automotive & Transport Design	3 years F/T	WHG3	Level 6	
BA (Hons) Automotive and Transport Design with Professional Enhancement	4 years F/T - SW			
BA (Hons) Automotive and Transport Design with International Enhancement	4 years F/T - SW			
BA Automotive and Transport Design	3 years			
DipHE Vehicle Design Studies	2 years			Level 5
CertHE Vehicle Design Studies	1 year			Level 4
3 Awarding Institution/Body	Coventry University.			
4 Collaboration	N/A			
5 Teaching Institution and Location of delivery	Coventry University			
6 Internal Approval/Review Dates	Date of approval/latest review: (03/2018) Date for next review: (Academic year 2027/2028)			
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 aligned to the Art and Design Benchmark Statement February 2017 http://www.qaa.ac.uk/en/Publications/Documents/SBS-Art-and-Design-17.pdf			
10 Date of Course Specification	January 2018			
11 Course Director	Alan Barrett			

12 Outline and Educational Aims of the Course

The educational aims for the course are in line with the University mission statement, which pertain to the School of Art and Design as a whole. They are aligned to the Art and Design Benchmark Statements 2017

The general aims of the Automotive and Transport Design course are:

- A. to develop knowledge and critical comprehension of the practices of the automotive and transport designer;
- B. to provide students with appropriate knowledge and understanding of the latest developments and drivers of design to prepare them for development of their personal, and future professional practice in the workplace;
- C. to encourage innovation, forward thinking, the novel application of new technologies/materials equipping graduates with a lifelong confidence to experiment and resolve problems;
- D. to enable students to develop enhanced presentation and communication techniques appropriate to a professional audience;
- E. to foster the qualities of self-awareness, independence, intellectual integrity and adaptability, and to enable a range of potential career routes;
- F. to cultivate critical analysis and creative synthesis, self-motivation, intellectual curiosity, speculative enquiry, imagination, and diverse thinking skills;
- G. to foster personal development in enterprise and interpersonal skills in order to be a competent collaborator, negotiator or leader when interacting with teams, professionals, users and specialist interest groups and networks, and to produce graduates that are ready to enter into the 'community of practice' of industrial design;
- H. to enable students to evaluate conflicting design solutions together with the social and environmental impact of their designs, balancing these issues with analysis of recognised desirability factors to produce viable and desirable outcomes;
- I. to enable students to respond to defined and self-initiated briefs in automotive and transport design, to propose innovative and resolved designs, and to take increasing responsibility in self-directed creative work, mirroring design consultancy practice.

13 Course Learning Outcomes

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

1. apply professionally-focused 2D and 3D visual communication and design skills, making appropriate use of materials, techniques, media and methods;
2. research, articulate and synthesise knowledge around the design of automotive and transport solutions in a global context;
3. demonstrate understanding of creativity techniques, processes and their application;
4. appreciate, anticipate and respond to current and emerging and future global, cultural, user, technological, economic, societal and environmental issues in a design context;
5. demonstrate individuality and curiosity, and explore cross-disciplinary opportunities through a variety of research-inspired, creative and investigative approaches;
6. evidence and maintain an awareness of the global automotive and transport design industry;
7. manifest a professional ethos and the capabilities to align with global communities of practice.

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

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value and pre/co requisites are identified in the table below.

Module Code	Module Title	Credit Value	Semester	Mandatory
4000AAD	Form Design and Visual Communication	30	1	M
4001AAD	Design Studio Methods and the Industries	20	1	M
ADD+1	ADD+vantage Level 1	10	1	M
4002AAD	Design Context	30	2	M
4003AAD	Design, Function and Users	30	2	M
5001AAD	Design Innovation	30	1	M
5002AAD	Design Application	20	1	M
ADD+2	ADD+vantage Level 2	10	1	M
5003AAD	Design and the Professions	30	2	M
5004AAD	Design Futures	30	2	M
5010AAD	International Enhancement Year	0	1+2	
or				
5011AAD	Professional Enhancement Year	0	1+2	
6000AAD	Concept Creation	50	1	M
ADD+3	ADD+vantage Level 3	10	1	M
6001AAD	Design Delivery	60	2	M

This is a full-time course normally studied over 3 years with an optional additional year for international study or professional placement.

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes	Pre-requisite
4	4000AAD	Form Design and Visual Communication	30	M	CLO 1,3	
4	4001AAD	Design Studio Methods and the Industries	20	M	CLO 2,7	
4	ADD+1	ADD+vantage Level 1	10	M	N/A	
4	4002AAD	Design Context	30	M	CLO 2,3,4,5,6	
4	4003AAD	Design, Function and Users	30	M	CLO 2,4,5	
5	5001AAD	Design Innovation	30	M	CLO 1,2,3,5	
5	5002AAD	Design Application	20	M	CLO 1,3,5,6,7	
5	ADD+2	ADD+vantage Level 2	10	M	N/A	
5	5003AAD	Design and the Professions	30	M	CLO 1,3,6,7	
5	5004AAD	Design Futures	30	M	CLO 2,4,5	
5	5010AAD	International Enhancement Year	0	O	CLO 4,6	
5	5011AAD	Professional Enhancement Year	0	O	CLO 6,7	
6	6000AAD	Concept Creation	50	M	CLO 1,2,3,4,5,6,7	
6	ADD+3	ADD+vantage Level 3	10	M	N/A	
6	6001AAD	Design Delivery	60	M	CLO 1,3,4,6,7	

Course Map - Level and Semester

	Semester 1	Semester 2	
Level 4	4000AAD plus Add+vantage	4002AAD	4003AAD
	4001AAD		
Level 5	5001AAD plus Add+vantage	5003AAD	
	5002AAD	5004AAD	
5010AAD International Enhancement Year			
or			
5011AAD Professional Enhancement Year			
Level 6	6000AAD plus Add+vantage	6001AAD	

Course Map	Sep	Jan	May	Sep	Jan	May	Sep	Jan
September Start	Level 4 4000AAD 4001AAD plus Add+vantage	Level 4 4002AAD 4003AAD		Level 5 5001AAD 5002AAD plus Add+vantage	Level 5 5003AAD 5004AAD		Level 6 6000AAD plus Add+vantage	Level 6 6001AAD
Rolling starts will run in the same sequence								

15 Criteria for Admission and Selection Procedure

Universities and Colleges Admissions Service (UCAS) entry profiles may be found by searching for the relevant course on the [UCAS website](#), then clicking on 'Entry profile'.

As part of the normal entry requirements students are expected to provide an applicant portfolio for review. The portfolio will include a cross-section of work highlighting different stages of the design process, personal skills and capabilities in relation to design. e.g. from investigative work, evaluation, sketching and drawing, technical drawing, concept sketching and other pieces of artwork that represent your skills e.g. fine art, prototyping and model making (photos) and other illustrative pieces. It is also advised that your portfolio includes some example of written work. It does not need to be exclusively transport design artwork.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Regulations](#)

17 Indicators of Quality Enhancement

The following are key indicators of quality and standards:

The course has been designed in accordance with the Quality Assurance Agency for Higher Education (QAA) benchmark statements for Art and Design for UG February 2017.

Courses and modules are regularly reviewed through module and course evaluation questionnaires, Course Quality and Enhancement Monitoring (CQEM) processes and regular reviews conducted within the course.

Automotive and Transport Design has maintained a high profile since the initiation as the first Industrial Design (Transportation) course in 1973 and the staff team has substantial industry and/or research experience. Many staff have studied design courses within the School before entering industry and have returned to academia to share their knowledge and experience. This reinforces the design community of practice and provides close links with industry. This also underpins good placement and collaborative project opportunities.

The international status of the course extends to academic collaborations and partnerships which are in continuous development. Core representatives from the course team make regular international visits to academic institutions helping to establish and engage in academic partnerships. In Coventry our students have opportunities to engage in international travel and participate in Online International Learning projects (OIL) with our academic partners.

The Automotive and Transport Design course has a very good reputation, locally and internationally, for industry engagement and embeds collaborative opportunities between staff, students and industry across all levels of the course. This underpins the currency and employability credentials of our courses and the benefits are mutual. Many links are with significant industry players and very senior representatives, but the course also closely connects with Small and medium-sized enterprises (SME) organisations. The course maintains a strong portfolio of placement and employment opportunities.

A number of research-focused staff rooted in Automotive and Transport Design and Faculty of Arts and Humanities (FAH) are aligned to University transport centres such as National Transport Design Centre (NTDC) and Centre for Transport and Mobility.

The course holds symposiums on the future of transport design as well as co-hosting events such as the international 'Coventry Car Day' (2012) which celebrated contribution to 20 years of Coventry University Achievement. Examples of conference events managed from within the Course include: the IMechE 'International Conference on Vehicle Aerodynamics 2016: Aerodynamics by Design' in September 2016, RINA conferences in 2011 and 2014, and the ITS-UK Automotive User Interest Group in 2013.

The staff team includes several members who have experience of external examining and external course validation at other Higher Education Institutions. Staff development strategies have provided colleagues with opportunities to develop their teaching and assessment expertise. A growing number of staff on the course have PhDs and are credited with Higher Education Academy (HEA) Fellowship or Senior Fellowship.

2016 The Destinations of Leavers from Higher Education (DHLE)

Scores and employment opportunities show a high first destination rate with many students going on to good graduate level posts.

BA (Hons) Auto and Transport Design - Transport

100%

Quality Assurance Agency for Higher Education (QAA) Review

The report of 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.

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.

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

Moodle Webs