Programme

Qualification awarded
Bachelor of Arts

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Full-time

Language
Dutch, with parts in English, English

School
Minerva Art Academy

Locations
Groningen

Design, Major Product Design

Profile of the programme

This is a Bachelor degree with a professional orientation. The programme targets curious students with talent and ambition to become experimental designers with an 'open mind,' who provide visual answers to questions from various specific contexts and who are able to operate within an interdisciplinary and global environment. The programme has a generalist focus and in addition gives students the opportunity to specialise in one of the following fields:

- Graphic & Interactive Design
- Illustration & Animation
- Spatial Design
- Time Based Design
- Product Design.
- Students can also opt for a combination of the above majors in the “Off Road.”

The main subjects in the programme are all aspects of professional design, visual arts and theory. Applied research and entrepreneurial behaviour are integral parts of the courses covering the main subjects.

Learning outcomes

The graduate of the Bachelor degree programme in Design can demonstrate their mastery in the following learning outcomes:

Creative capacity
The student can make authentic visual work that stems from research and which demonstrates artistic vision. The visual work creates meaning and results from the designer’s personal ambition.

Capacity for critical reflection
The student is able to research his own work and working methods, as well as those of others, through contemplating it, analysing, problematizing, positioning, and assessing it.

Capacity for growth and innovation
The student is able to continue to develop and deepen his own work and method of working, and in doing so provides a contribution to the development of the profession, the field, culture, and society.

Organisational capacity
The student can set up and maintain an inspiring and professional work situation.

Communicative capacity
The student can formulate his ideas, concepts, work, method of working, and artistic vision to professionals and the public in and outside of the field.

Environmental focus
The student is able to relate actively and critically to the context he finds himself in with his work.

Capacity to cooperate
The student is able to actively contribute to the realisation of an artistic product or process by working independently within a collaborative setting.

Programme

Design, Major Product Design	**credits**
Year 1	60
Stream Design, Techniques & Research, Practice	*50*
VGVP21GRA1 - Graphic & Interaction Design & professional Development	*10*
VGVP21ILL1 - Illustration & Animation Design & Professional Development	*10*
VGVP21PDE1 - Product Design & Professional Development	*10*
VGVP21SPD1 - Spatial Design & Professional Development	*10*
VGVP21TBD1 - Time Based Design & Professional Development	*10*
Stream Theory	*10*
VGVP21MKV1 - (Post-)modern Art & Design 1	*5*
VGVP21MKV2 - (Post-)modern Art & Design 2	*5*
Year 2	50
SEMESTER 3	*25*

- Stream Design & Research and Practice 1 *10*
  - VGVB21LPD1 - Laboratory 1 Product + Professional Development *10*
- Stream Design & Techniques and Practice 1 *10*
  - VGVB21SPD1 - Studio 1 Product + Professional development *10*
- Stream Theory and Practice 1 *5*
  - VGVB21THE1 - Theory 1+ Professional development *5*

Semester 4 *25*

- Stream Design & Research and Practice 2 *10*
  - VGVB21LPD2 - Laboratory 2 Product + Professional Development *10*
- Stream Design & Techniques and Practice 2 *10*
  - VGVB21SPD2 - Studio 2 Product + Professional development *10*
- Stream Theory and Practice 2 *5*
  - VGVB21THE2 - Theory 2+ Professional development *5*

Year 3 55

Semester 5 *25*

- Stream Design & Research and Practice 3 *10*
  - VGVB21LPD3 - Laboratory 3 Product + Professional Development *10*
- Stream Design & Techniques and Practice 3 *10*
  - VGVB21SPD3 - Studio 3 Product + Professional development *10*
- Stream Theory and Practice 3 *5*
  - VGVB21THE3 - Theory 3+ Professional development *5*

Semester 6 *30*

- Practice 4 *30*

  one of following courses
  - Minor *30*
  - International Exchange *30*

    selection of following courses
    - VGVB21SBEX1 - Switchboard Exchange *30*
  - Internship *30*

    selection of following courses
    - VGVB21SBIN1 - Switchboard Internship *30*
  - In House live Project *30*

    selection of following courses
    - VGVB21SBIH1 - Switchboard In House Live Project *30*
  - Research Project *30*

    selection of following courses
    - VGVB21SBRP1 - Switchboard Research Project *30*
  - Specialisation *30*

    selection of following courses
    - VGVB21SBSP1 - Switchboard Specialisation *30*
  - Individual Program *30*

    selection of following courses
    - VGVB21SBIP1 - Switchboard Individual Program *30*

Year 4 60

Semester 7 *30*

- Stream Design, Research & Techniques 5 *20*
  - VGVB21LBS4 - Laboratory 4 & Studio 4 *20*
- Stream Practice and Theory 5 *10*
  - VGVB21PDT4 - Professional Development 4 & Theory 4 *10*

Semester 8 *30*

- Stream Design, Research & Techniques 6 *30*
  - VGVB21FEP1 - Final Exam Presentation *5*
  - VGVB21GRP1 - Graduation Project *25*

Offcourses 15

selection of following courses

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