

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

The Bachelor degree programme Design comprises 240 ECTS credits (a first-year programme of 60 ECTS credits and a main phase programme of 180 ECTS credits).

The programme is composed of compulsory units and elective units and is professional development orientated:

Switchboard and other practical components, in addition to a graduation project, form an essential and compulsory part of this degree programme.

The degree programme equips the student with the competences required of a professional in the field of Design. These are:

- Creative ability: proceeding from a personal idea and vision, the designer can develop a concept and realise that concept.
- Skills in critical reflection: the designer can reflect on, analyse, interpret and evaluate his or her own work and that of others.
- Ability to grow and innovate: the designer is able to develop and deepen his or her personal expertise, arrive at a personal interpretation of the profession and of his or her artistry.
- Organisational ability: the designer can independently establish and maintain an inspiring and functional work environment.
- Communication skills: the designer can obtain a commission and interpret an assignment; he or she can present and explain the work effectively, and can negotiate with commissioners and other relevant parties.
- Contextual awareness: the designer is able to grasp relationships between his or her own work and that of others, and between his or her own work and the public.
- Ability to collaborate: the designer can make an active contribution to a team in the development and realisation of a product or process.

This student has completed the major **Product Design**.

The major **Product Design** focuses on developing autonomous objects and designs within the work field of product design. This major offers the student the possibility to develop designs by exploring and inventing new materials in a make environment. Students work with performative research methods in context of local and international industry.

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		50
▫ VGVP24GRA1 - Graphic & Interaction Design		10
▫ VGVP24ILL1 - Illustration & Animation Design		10
▫ VGVP24PDE1 - Product Design		10
▫ VGVP24SPD1 - Spatial Design		10
▫ VGVP24TBD1 - Time Based Design		10
□ Stream Theory + Practice		10
▫ VGVP24MKV1 - (Post-)modern Art & Design 1 & Professional Development		5
▫ VGVP24MKV2 - (Post-)modern Art & Design 2 & Professional Development		5
Year 2		50
□ SEMESTER 3		25
□ Stream Design & Research1		10
<i>selection of following courses</i>		
▫ VGVB24LPD1 - Laboratory 1 Product		10
□ Stream Design & Techniques1		10
<i>selection of following courses</i>		
▫ VGVB24SPD1 - Studio 1 Product		10
□ Stream Theory and Practice 1		5
▫ VGVB24THE1 - Theory 1+ Professional development		5
□ Semester 4		25
□ Stream Design & Research2		10
<i>selection of following courses</i>		
▫ VGVB24LPD2 - Laboratory 2 Product		10
□ Stream Design & Techniques2		10
<i>selection of following courses</i>		
▫ VGVB24SPD2 - Studio 2 Product		10
□ Stream Theory and Practice2		5
▫ VGVB24THE2 - Theory 2+ Professional development		5
Year 3		55
□ semester 5		25
□ Stream Design & Research3		10
<i>selection of following courses</i>		
▫ VGVB24LPD3 - Laboratory 3 Product		10
□ Stream Design & Techniques3		10
<i>selection of following courses</i>		
▫ VGVB24SPD3 - Studio 3 Product		10
□ Stream Theory and Practice3		5
▫ VGVB24THE3 - Theory 3+ Professional development		5
□ Semester 6		30
□ Practice 4		30
<i>one of following courses</i>		
▫ Minor		30
□ Exchange		30
<i>selection of following courses</i>		
▫ VGVB24SBEX1 - Switchboard Exchange		30
□ Internship		30
<i>selection of following courses</i>		
▫ VGVB24SBIN1 - Switchboard Internship		30
□ In House live Project		30
<i>selection of following courses</i>		
▫ VGVB24SBIH1 - Switchboard In House Live Project		30
□ Research Project		30
<i>selection of following courses</i>		
▫ VGVB24SBRP1 - Switchboard Research Project		30
□ Specialisation		30
<i>selection of following courses</i>		
▫ VGVB24SBSP1 - Switchboard Specialisation		30
□ Out There		30
<i>selection of following courses</i>		
▫ VGVB24SBOT1 - Switchboard Out There		30
□ Hybrid Arts Lab		30
<i>selection of following courses</i>		
▫ VGVB24SBHAL1 - Switchboard Hybrid Arts Lab (H.A.L.)		30
Year 4		60
□ Semester 7		30
□ Stream Design, Research & Techniques 5		20

▫ VGVB24LBS4 - Design Graduation Year - Laboratory 4 & Studio 4	20
▫ Stream Practice and Theory 5	10
▫ VGVB24PDT4 - Design Graduation Year - Professional Development 4 & Theory 4	10
▫ Semester 8	30
▫ Stream Design, Research & Techniques 6	30
▫ VGVB24GRP1 - Design Graduation Year - Graduation Project	25
▫ VGVB24FEP1 - Design graduation year - Final Exam Presentation	5
Offcourses	15
<i>electives</i>	

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