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). Over four years, students will learn everything they need to work as a designer.
All courses, except for the final exam, within the Design programme are assessed by awarding either a V (voldoende – pass) or O (onvoldoende – fail).

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

- In the first year, students will develop a broad view of design in a general sense. The year consists of five periods. Each period focuses on one of the majors.
- During the main phase, students will choose their own route. This can be a route focused on a particular medium, where they can choose from 6 majors. In the 6th profile ''Offroad'' student can combine a maximum of three profiles into a multidisciplinary profile.
- In the third year, students will also test their individuality in practice during a six-month period of one of the following options: an internship, an international exchange, practical projects, a research project, or a minor.
- The fourth year is the graduation year in which they further position themselves and graduate as a designer. they will work towards a joint exhibition with the work of all other exam candidates.

The degree programme equips the student with the competences required of a professional in the field of Design as mentioned below:

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

1. ARTISTIC CREATION
The student can initiate a visual work process and create work in which practice-oriented research has a place. With the work and with a working method, the student creates meaning.

2. RESEARCH AND REFLECTION
The student is able to critically and from multiple perspectives consider their own work and working method and that of others. This allows the student to deepen their own design or artistry, make it more layered and position.

3. CONNECTING WITH THE ENVIRONMENT
The student takes position as an artist/designer, both in terms of content and relation, in the (international) contexts in which they work.

4. WORKING IN A PRACTICE
The student is able to create conditions for his or her own work practice, in line with his/her own positioning. To this end, the student is able to organize and communicate with others.

Programme

Design, Major Product Design	**credits**
Year 1	60
Block 1	*15*
VGVP25SLGI1 - Studio-Lab/Graphic & Interaction Design	*5*
VGVP25SLIL1 - Studio-Lab/Illustration Design	*5*
VGVP25PDTGI1 - Professional Development/Theory-Student Guidance GI	*5*
Block 2	*15*
VGVP25SLSD2 - Studio-Lab/Spatial Design	*5*
VGVP25SLPD2 - Studio-Lab/Product Design	*5*
VGVP25PDTSP2 - Professional Development/Theory-Student Guidance SP	*5*
Block 3	*15*
VGVP25SLTB3 - Studio-Lab/Time Based Design	*5*
VGVP25SLFA3 - Studio-Lab/Film-Animation Design	*5*
VGVP25PDTTFA3 - Professional Development/Theory-Student Guidance TFA	*5*
Block 4	*15*

- VGVP25SMC4 - Studio/Major of Choice 5
- VGVP25LMC4 - Lab/Major of Choice 5
- VGVP25PDTMC4 - Professional Development/Theory-Student Guidance MC 5

Year 2 50

- Semester 3 25
  - VGVB25SPD1 - Studio 1 Product 10
  - VGVB25LPD1 - Lab 1 Product 10
  - VGVB25PDT1 - Professional Development/Theory-Student Guidance1 5
- Semester 4 25
  - VGVB25SPD2 - Studio 2 Product 10
  - VGVB25LPD2 - Lab 2 Product 10
  - VGVB25PDT2 - Professional Development/Theory-Student Guidance 2 5

Year 3 55

- Semester 5 25
  - VGVB25SPD3 - Studio 3 Product 10
  - VGVB25LPD3 - Lab 3 Product 10
  - VGVB25PDT3 - Professional Development/Theory-Student Guidance 3 5
- Semester 6 30

  one of following courses
  - Minor semester 6 30
  - Switchboard semester 6 30

    selection of following courses
    - VGVB25SBEX1 - Switchboard International Exchange 30
    - VGVB25SBIN1 - Switchboard Internship 30
    - VGVB25SBMC1 - Switchboard/Major of choice 30
    - VGVB25SBRP1 - Switchboard/ Research Project with a Hanze Research Center 30
    - AMVB25PLHAL1 - Hybrid Arts Lab (H.A.L.) 30
    - AMVB25PLIE1 - Interne Exchange 30
    - AMVB25PLOT1 - Out There 30

Year 4 60

- Semester 7 30
  - VGVB25PDT4 - Professional Development/Theory - Context Essay & Poster Pitch 15
  - VGVB25SLB4 - Studio-Lab/Defining your Graduation Project 15
- Semester 8 30
  - VGVB25LSGP1 - Studio-Lab/Graduation Project 25
  - VGVB25PTGP1 - Professional Development/Theory - Positioning & Presentation 5

Offcourses 15

- VGVB25OC1 - OffCourses 15

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