Latest news
Product Design
Product Design courses at Nottingham Trent University

Our courses are stimulating, challenging and professionally focused. With international opportunities and outstanding employability, your future starts right here.

Our courses

- BA (Hons) Product Design
  Accredited by the Chartered Society of Designers (CSD).
- BA (Hons) Furniture and Product Design
  Accredited by the Chartered Society of Designers (CSD).
- BSc (Hons) Product Design
  Accredited by the Institution of Engineering Designers (IED).

You will benefit from the strong links we have with the design industry and professional bodies. Plus, you’ll gain valuable experience to enhance your CV through real-life projects and briefs set by companies, work placement opportunities, guest lectures and a European study trip.

Read on to find out about some of the ways you’ll be prepared to be a successful professional in the exciting product industry.
“It's been an amazing project to work on, I'm really excited because it's a real opportunity for me to be my own boss and do things my way.”

Road sign revolution for Charles

A BA (Hons) Product Design student hopes his new hologram road signs which pulse at drivers will lead to a revolution in the way motorists are given information on the roads.

Charles Gale has already obtained a patent for his design and is set to meet with transport officials to discuss how it could be used across the UK.

Utilising lenticular hologram technology, the signs display an animated reflective image which appears to pulse in day or night as road users approach and pass them. His design is in response to calls for an overhaul of the UK’s road signage network, which has been criticised as being cluttered and confusing by a number of people, such as parliamentary under-secretary of state for transport Norman Baker MP.

He said: “A lot of politicians have been debating the need for improvements to the UK’s traffic signs this year, and that’s what has really inspired the project.

“Road signs have barely changed for years and are fading into the background. Studies have shown that satnavs and roadside advertising may be a distraction to motorists. Using lenticulars could help road signs really grab people’s attention. They catch your eye and you’re instinctively drawn to the information.

“From our research, it appears no-one else has ever considered using this technology in road signs before. A lot of research is LED-based, but the issue with that is delivering power to rural areas. That’s what’s great about my design – it doesn’t require any electricity whatsoever. The signs are made only of plastic and ink.”

Charles has now founded his own company, Keyframe Signage, with the help of the University’s centre for entrepreneurship and enterprise, The Hive. Once his patent has been fully approved, he is looking to license the design to existing manufacturers rather than make the products himself.
Work placements give your CV an extra boost

You will not have to pay any university fees during your year on placement.

All of our product design courses offer the opportunity for a full-time, year-long work placement. This will give you real, hands-on experience within the industry, opening up exciting opportunities for future employment. Many graduate companies often use the placement as an extended trial for a graduate position.

There are lots of benefits to taking a year on placement, for example:

- we’re top in the UK for the number of students on design courses on year-long placements (information from unistats.direct.gov.uk);
- you’ll be supported by the dedicated Employability Team;
- you’ll receive an additional qualification – the Diploma in Professional Practice; and
- the typical salary in 2012 ranged from £8,000 to £16,000.
Douglas Austin, BA (Hons) Product Design
Placement: Nestlé, Switzerland

“The whole aspect of this year has been an amazing experience, but if I was to highlight one event then it would have to be attending a workshop in Lausanne to ideate new products. We worked on some fascinating ideas and I got to meet so many interesting people.”

Nadia Andrews, BA (Hons) Furniture and Product Design
Placement: Parker and Farr, Nottingham

“Parker and Farr make luxury hand crafted furniture. My main role within the company is to help choose the fabrics for the furniture pieces, whether they are contract, bespoke or retail. This entails having meetings with the fabric suppliers to have a look at new ranges, creating colour trend mood boards for companies like Harrods, searching for fabrics via the internet and going to shows and exhibitions such as the Interiors Show.”

Mark Duszynski, BSc (Hons) Product Design
Placement: Vauxhall, Luton

“For my placement year I worked as a Product Evaluation Engineer at Vauxhall. It is quite a technical role, where my main role was to produce field remedies, which are basically a set of instructions to our retailers on how to fix any issue on a Vauxhall vehicle.”

Find out more about what our students think about placements, and the courses, by visiting: www.ntu.ac.uk/adbe-profiles
Furniture and Product Design final year projects

All of our product design courses have the opportunity to exhibit their final projects as part of our annual degree shows. Here are two examples of BA (Hons) Furniture and Product Design final year projects from the 2013 degree shows.

**Kelsey Pilgrim**  
**Project – ‘HALLI’**

The average family now includes two full-time working parents, therefore getting everybody ready in the mornings, can be a struggle. HALLI is designed to help parents organise children by providing storage for the necessary school items. An interactive puzzle including tactile images, magnetic whiteboard and various storage compartments aims to engage children with this process.

**Henry Cheney**  
**Project – ‘Tie the Knot’**

‘Tie the Knot’ is a sustainable flat pack chair with a difference. Requiring no tools it can be taken down and reassembled when needed with little hassle. This is made possible with an inventive rope and knot system. The chair strengthens the user-product relationship by engaging them in the construction process. To finish assembly you ‘Tie the Knot’.
Our product design courses have outstanding links with industry, which includes companies running live projects with students. These are a great addition to your CV upon graduating.

Final year students from BSc (Hons) Product Design were set the brief to design a project which utilised both an aluminium alloy and the extrusion process whilst ensuring that the designs are contemporary. Students also had to consider commercial and technical viability, environmental impact and product lifecycle.

Sapa Profile Ltd, who sponsored the awards, arranged a technical presentation and a tour of their extrusion plant to help students understand relevant design opportunities and constraints associated with the material and process.

Congratulations to first prize winner Vikash Mistry, who won £300, a Sapa Profile Ltd certificate and an offer to attend Sapa’s two day Profile Academy next year. Vikash’s winning design was a retail display for newspapers and magazines. It impressed the judges especially with the thought that had put into the joint design.

“The competition entries from Nottingham Trent University have always been an inspiration for the team in Sapa. This year’s submissions were no exception with all the projects extremely well researched. Some of this year’s designs are already at the stage where they could be put into manufacture.”

Paul Maddocks
Sapa Profile Ltd
Product Design

BA (Hons) Product Design
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School of Architecture, Design and the Built Environment
Nottingham Trent University
Nottingham
NG1 4BU

Tel: +44 (0)115 941 8418
Email: adbe.ug-queries@ntu.ac.uk

www.ntu.ac.uk/adbe

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