

University College  
**FALMOUTH**  
Incorporating Dartington College of Arts



DESIGN AT FALMOUTH

# 3D DESIGN

BA(HONS)



“THE COURSE WAS REALLY EXCITING  
BECAUSE WE WERE CONSTANTLY ENCOURAGED  
TO PUSH CONVENTIONAL LIMITS. THAT HAS  
DEFINED WHERE WE ARE TODAY.”

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CHARLIE WHINNEY, FALMOUTH GRADUATE AND CO-FOUNDER OF SIXIXIS  
(AS FEATURED IN VOGUE, DESIGN WEEK AND THE GUARDIAN).

# THE COURSE

THE 3D DESIGN COURSE IS BASED ON TWO CENTRAL THEMES: SUSTAINABILITY AND COMMUNITY. BA(HONS) 3D DESIGN ENCOURAGES YOU TO DESIGN NEW PRODUCTS THAT NOT ONLY INSPIRE AND EMPOWER PEOPLE BUT WHICH ALSO REDUCE THE IMPACT ON THE ENVIRONMENT. WE NURTURE CREATIVE, INDEPENDENT THINKING THROUGH DESIGN, MAKING AND EXPERIMENTATION.



# BA(HONS) 3D DESIGN

UCAS code: W250 BA/3DD

Design is the key to sustainable living. We want you to design innovative products that consider not only aesthetic and technical issues but also the environment and the role of the designer in the community. At Falmouth, you'll master design from conception to production.

Learning through making, you'll be based in our Design Centre where you'll experiment creatively with traditional craft and production processes as well as 3D digital technologies such as laser cutting, rapid prototyping and computer-aided milling. You'll then put your skills into practice on live projects with local and national organisations.

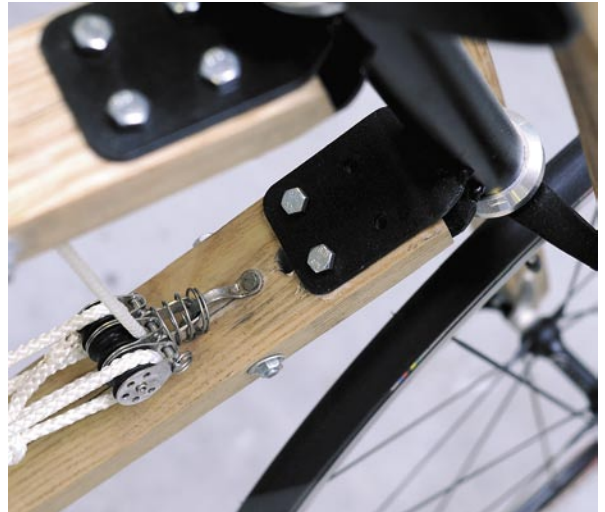
Our aim is to feed your imagination, whether by inviting high-profile designers to talk to you about their work or exhibiting at shows like The Milan Furniture Fair – it's about opening your eyes to the possibilities of 3D design and the difference you can make to the world.

## How is the course taught?

This three-year, full-time course is delivered in study blocks with project work supported by lectures, demonstrations, professional experience, focus groups, seminars and tutorials. The course is composed of units that vary in credit value, with 120 credit points required to complete each year.

Operating on a basis of continuous assessment with no formal examinations, you'll be measured using a combination of visual, verbal and written assignments including an exhibition in your final year. You'll also be asked to develop peer and self-evaluation skills, which will be used in critical, conceptual, productive and professional capacities.

**STEVEN SPONG,**  
**BA(HONS) 3D DESIGN STUDENT**  
"I WENT TO SANDERS-SHIERS – A SUCCESSFUL ARCHITECTURAL VISUALISATION COMPANY – FOR WORK EXPERIENCE. THEY ALLOWED ME TO PROGRESS AND IMPROVE UPON CAD LEARNING FOUNDATIONS BUILT UP DURING MY TWO YEARS ON THE COURSE."



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## How does the course progress?

### Level 1

- Design & Making Processes
- Material World & Design Issues
- Histories & Theories
- Sustainable Design
- CAD/CAM & Presentation

### Level 2

- User-Centred Design
- Identity & Difference
- Web Communication & Promotion
- Audience & Communication: Design Futures
- Design Specialism
- Cultural Theory & Methodologies
- Business of Design

### Level 3

- Design Projects
- Design Practice
- Dissertation
- Professional Practice - Career Focus



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### Facilities

The Design Centre has well equipped workshops and boasts the latest tools for designing, prototyping and making. There's an industry-standard milling machine and rapid prototyping equipment to create high-precision one-offs. There are also laser cutters, precision casting equipment and a digital printing suite.

### What kind of job can I get?

Graduates in BA(Hons) 3D Design can expect to find employment in multidisciplinary design studios, in product and furniture design, computer 3D visualisation, sustainable design, consultancy, or as self-employed designer-makers. Further options include teaching and postgraduate study.

### Awards and recognition

BA(Hons) 3D Design graduate, Stacey Dix, was snapped up by London retail giant, Hamleys, to work as Sustainable Product and Toy Designer. Fellow student, Jethro Macey, was announced as a winner in the prestigious Elle Decoration British Design Awards; one of the highest accolades in the industry.

### Open Days

To find out more about BA(Hons) 3D Design at University College Falmouth, why not come and meet the staff and students at one of our open days held throughout the year. For more information visit our website [www.falmouth.ac.uk/opendays](http://www.falmouth.ac.uk/opendays)

### For more information

**Web:** [www.falmouth.ac.uk/3ddesign](http://www.falmouth.ac.uk/3ddesign)

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**Fax:** +44 (0)1326 213880

**Email:** [admissions@falmouth.ac.uk](mailto:admissions@falmouth.ac.uk)

1  
Degree Show 2008

2  
William Allen,  
sustainable bike building

3  
Celine Shenton,  
City Bird Box

4  
Design Centre,  
Tremough Campus

5  
Design Centre,  
Tremough Campus

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