



DESIGN

gold.ac.uk/design

Undergraduate

Goldsmiths
UNIVERSITY OF LONDON

Design at Goldsmiths is ranked in the world's best:

1st in the UK for the second year running

(The Guardian University Guide 2017 league tables)

15th in the world

(QS World University Rankings by subject 2017)

We've also been ranked by LinkedIn as one of the top graduate universities for designers, because so many of our graduates go on to find jobs in the design industry.

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Why choose Design at Goldsmiths?

Don't just produce it. Define it. Design is a discipline with a dual impact: forecasting the future and reflecting the world now.

Hooked on ideas. At Goldsmiths nothing is off limits. You'll have the chance to experiment and explore within a supportive environment, while maintaining control over your design process and practice.

Inclusive and expansive. Our approach to teaching design is unique in its diversity and reach. Our undergraduate programme is called 'Design' because it's inclusive and expansive, and this is how we believe design should be understood.

Vibrant studio culture. You'll have your own dedicated studio and personal workspace. You'll be surrounded by and encouraged to engage with a lively and eclectic mix of students who together create a vibrant studio culture and creative community.

Post-, inter-, and trans-disciplinary. You'll be looking at everything outside of design as a way to interpret what design is and can be. We move beyond specialisms towards a live curriculum, enabling our graduates to be adaptable and agile, ready for a career in an ever-changing industry.



OUR DEGREE

BA (Hons) Design

3 years full-time , with a professional placement during Year 2
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Your degree is structured around five strands that support and complement each other. They build a coherent set of experiences as you progress through the years.

- Studio Practice
- Contextual Studies
- Technical Studies
- Methods and Processes
- Professional Practice

Studio Practice

This is where your practice is developed, discussed and assessed. It's taught through a series of unique briefs that allow for a diverse and individual approach to design. In your third year you design and direct your own investigation to build a coherent and complex body of work.

Contextual Studies

This is the theoretical core of your degree, consisting of lectures on a wide range of design-related issues, from ethics and sustainability to psychology and sociology. In your final year you'll write a Contextual Report to build and support the theoretical and conceptual basis of your major project.

Technical Studies

These technical workshops are where you'll gain a broad base of skills. You'll encounter traditional 3D materials and technologies, advanced computer-aided design, and digital modes of manufacture. You'll also engage in image production and manipulation, filmmaking, typography, layout, interaction and coding.

Methods and Processes

In your first year you'll be equipped with a set of tools for designing, researching, generating and representing your ideas. In your second year you'll engage in a series of activities and lectures to prepare and support you in your future career.

Professional Practice

All students undertake a Professional Placement between Years 2 and 3. This module encourages you to develop a more professional approach to your work and generate valuable contacts for future employment. Students have worked for a range of organisations, including Pentagram, OMA (Rem Koolhaas), Heatherwick Studio, Imagination, Oxfam and Alexander McQueen.



OUR STUDENTS

**Neil (BA Design, 2008),
designer at
Heatherwick Studio**

“At Goldsmiths, we were taught about the process behind design and the thinking behind design. It helped to unconsciously steer you towards what it was that you were interested in... I really wanted to do bigger spatial stuff and more architectural projects.

Just to be in my final year in a peer group alongside a jewellery maker, a product designer, a graphic designer, all working together with the same kind of design process behind you, and thinking about design - it was just so vibrant and that was what attracted me to the studio I now work for. It's the same

thought process and the degree set me up perfectly for that.

I work as a project designer for Heatherwick Studio, a position I landed immediately after completing my degree. I have been the project designer on many of the studio's high profile projects, such as a new bus for London, overseeing the design from inception through to detail and manufacture. The team is quite a flexible one, which sees designers like myself work alongside makers, engineers and architects.

My role entails working on all elements of the design process: from concept development, prototyping, 3D modelling and visualisation, to leading small design teams on certain projects, as well as engaging with the wider client and consultant teams.”



**Nat (BA Design, 2011),
creative technologist**

“The BA Design, while providing a good starting point in terms of technical skills, allowed me to try lots of different things so I could figure out what it was that I really liked. At Goldsmiths I was expected to be able to find my own routes to learning, which suits me very well and was a good preparation for the future.

I now work as a creative technologist. The best way I can describe my job is ‘doing things connected to the internet’. Narrowing it down any further feels a bit restrictive. I reside somewhere in a space between interaction design and development. Sometimes I make websites, other times I write programs that communicate with other programs or systems over

the internet, other times I build simple electronic objects that gather data. I get a bit bored when I have to do similar things, so I try doing projects that challenge me and teach me something new.”

Our graduates are industry leaders

They work in top design consultancies, they've set up their own studios, and they've progressed to become senior designers, consultants and creative directors.

Whether you wish to specialise in graphic, product, interaction, furniture, interior or fashion design, you'll graduate with the specific knowledge that you choose to include in your studies.

You might choose to focus on one area or to work more



broadly across a range of design disciplines.

You're offered a series of technical and practical support activities, and project work in a range of relevant design-based media. So you'll have the choice of how and where you might specialise over your three years at Goldsmiths.

You may even decide to start a collaborative business with your classmates - something many of our graduates have gone on to do.



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- 1 Dean Pankhurst
Project Title Generator
- 2 Tee Byford
The Social Mining Union
- 3 Ilyanna Kerr
See what you mean
- 4 Tomomi Koseki
Body Time Machine
- 5 Hannah Fasching
Intertidal Cinema



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Cover Hefin Jones, *Welsh Space Campaign*

pages 4 and 6 Justin Ramsden, *Architected Anticipation*

Images in this booklet all show the work of students from the BA Design degree



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FIND OUT MORE

Find out more about the
department and degrees at:
gold.ac.uk/design

Watch our departmental film at:
vimeo.com/goldsmiths/design

Get in touch with our
Enquiries team:
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The information in this booklet reflects the 2017-18 programme specifications and was correct at the time of print in June 2017. It is intended as a guide only and the information here is not intended to be binding. You can download the most up-to-date programme specifications from our degree pages by visiting gold.ac.uk/course-finder

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