

1. Programme title	Product & Design Innovation
2. Awarding institution	Middlesex University
3a. Teaching institution 3b. Language of study	AKTO Art and Design (Athens, Thessaloniki) Greek
4a. Valid intake dates 4b. Mode of study	October Full-time & Part time
5. Professional/Statutory/Regulatory body	
6. Apprenticeship Standard	
7. Final qualification(s) available	BA (Hons) Degree
8. Year effective from	2021 - 2022

9. Criteria for admission to the programme

One can enrol in the course if they have creative thinking or a talent and have a love for the field. For their enrolment those interested in the course have to apply via a special AKTO form, they must have completed secondary education and they must attend an interview with the Head of the course. It is possible for one to enrol without having completed secondary education if they are judged to be an exceptional talent, provided that they have completed their 17th year of age. In all cases the interested party presents a portfolio to the Head of the course. In no case can one be enrolled in the course if they are not 17 years of age and they have not completed the 9-year compulsory education. As the programme is taught in Greek, Greek language requirements for foreign applicants are of a B2 level. Applicants must also be able to handle English bibliography. There is no maximum age limit.

10. Aims of the programme

Learning in art and design, as per Subject benchmark statement, develops:

- the capacity to be creative
- an aesthetic sensibility
- intellectual enquiry
- skills in team working
- an appreciation of diversity
- the ability to conduct research in a variety of modes
- the quality of reflecting on one's own learning and development
- the capacity to work independently, determining one's own future learning needs.

The programme aims to provide you with a unique opportunity to be involved in Product Design, within its wider perceived dimension. Through its presence, activities and links with industry, the market and society, to play a pioneering and crucial role in promoting the idea of good design and the need of its innovative implementation in the local economy as well as globally, within a broader social, political and environmental context that promotes equality and change. It aims to develop contemporary designers that are able to value the importance of resource efficiency and sustainable design while operating in a global market which deals with the environmental crises.

You will engage with appropriate related theories within global, historical, contemporary and cultural settings and develop your own critical disposition in relation to Product Design. The Programme also enables you to observe, identify and solve problems, make critical and reflective judgements, develop

rational and analytical skills, and an ability to generate alternatives. By introducing you to contemporary approaches related to these fields, by cultivating your engagement with a variety of issues creatively, systematically and professionally, through learning how to successfully manage your place's demand in the new employment market and finally by helping you to develop your own pathway. The programme combines the conceptual, theoretical and the practical and enhances your experiential activity and enquiry-based learning. It also enhances your verbal and written communication skills, and your ability to present original solutions based on international practices, aiming to develop graduates who are able to deal with a wide range of objects, related tasks and challenges of the modern era.

A range of transferable skills is incorporated into the programme, so as to assist you in achieving a successful career and constantly develop as artists and professionals. Independence of thought, originality of ideas and professionalism, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.

11. Programme outcomes-the programme offers opportunities for students to achieve and demonstrate the following learning outcomes.

A. Knowledge and understanding of:

1. Critically engage with a broad range of relevant theories and analyse the wider significance of Design in contemporary reality.
2. Demonstrate knowledge and understanding of the importance of Design Thinking, innovation, a broad range of design principles, technologies and materials, their uses and capabilities.
3. Evidence critical understanding of the various drawing systems, drawing principles, approaches, media and techniques.
4. Demonstrate knowledge of the factors affecting contemporary professional practice, including elements of sustainability, related disciplines and interdisciplinary approaches.
5. Present evidence that demonstrates knowledge of the Design research principles, methodologies and models.
6. Evidence critical understanding of contemporary Design and knowledge of its professional standards and practice.

Teaching/learning methods

Students gain knowledge and understanding through their attendance, participation and engagement in: lectures; seminars; independent study, group debate - discussion and tutorials.

Assessment

Student's knowledge and understanding is assessed through creative coursework and written assignments.

B. Skills

On completion of this programme, successful students will be able to:

1. Select and make appropriate use of a variety of principles, techniques, tools and materials used in the Product Design industry.
2. Select, apply and manage the appropriate research methodologies in order to investigate a topic.
3. Demonstrate competency in using design software as design tools or for communication purposes.

Teaching/learning methods

Students develop practical skills through exercises, demonstrations, practical projects and workshops.

Assessment

Students' practical skills are assessed through creative coursework, creative projects and practical exercises.

<p>4. Manage all stages of an individually executed project in the field of Product Design from concept to production.</p> <p>5. Evidence skills related to professional practice, including time management, teamwork, collaboration with related disciplines and interdisciplinary approaches.</p> <p>6. Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and evaluate completed work.</p>	
<p>12. Programme structure (levels, modules, credits and progression requirements)</p>	
<p>12.1 Overall structure of the programme</p>	
<p>The course is studied over three years (6 semesters) full-time and study is undertaken in three levels (one for each year of study). A part-time mode is also offered, whereby students complete the course in 8 semesters (Level 4 is completed in the first year of studies, Level 5 is completed in the second year of studies and Level 6 is completed in the third and fourth year of studies). 100% of the course is College-based. The course is arranged in 15 week semesters. There are 13 study weeks per semester. The course is divided into study units called modules. Each level has an equivalent of 120 credits.</p> <p><u>Levels 4 and 5:</u> Each module has a credit value of 20 credits. Each 20-credit module represents approximately 180 hours of student learning, endeavour and assessment.</p> <p><u>Level 6:</u> There are two modules with a credit value of 30 credits respectively in semester 5 and one module with a credit value of 60 in semester 6, which is the main project. Upon successful completion of the third level of studies, students receive the BA award.</p> <p>Details of each module can be found in the module descriptors below.</p>	
<p>12.2 Levels and modules.</p>	
<p>Level 4</p>	
<p>COMPULSORY</p>	<p>PROGRESSION REQUIREMENTS</p>
<p>Students must take all of the following:</p> <p>INA111 INTRODUCTION TO INTERIOR ARCHITECTURE PRD121 DESIGN INNOVATION I INA131 DESIGN STUDIO</p> <p>PRD112 DESIGN METHODS PRD122 DESIGN INNOVATION II PRD132 DESIGN STUDIES I</p>	<p>120 credits are required for progression to the next level of study.</p>
<p>Level 5</p>	
<p>COMPULSORY</p>	<p>PROGRESSION REQUIREMENTS</p>
<p>Students must take the following:</p> <p>PRD213 DESIGN COMMUNICATION PRD223 DESIGN INNOVATION III PRD233 DESIGN STUDIES II</p> <p>PRD214 DESIGN DIRECTIONS I PRD224 DESIGN INNOVATION IV PRD234 DESIGN STUDIES III</p>	<p>120 credits are required for progression to the next level of study.</p>

Level 6	
COMPULSORY	PROGRESSION REQUIREMENTS
Students must take the following: PRD315 PRODUCT & DESIGN INNOVATION RESEARCH PROJECT PRD325 DESIGN DIRECTIONS II PRD316 MAIN PROJECT	120 credits are required for successful completion of the academic year and a total of 360 credits are required in order for students to graduate.
12.3 Non-compensatable modules	
Module level	Module code
Compensation is not permitted in any module	
13. A curriculum map relating learning outcomes to modules	
See Curriculum Map attached.	
14. Information about assessment regulations	
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at www.mdx.ac.uk/regulations). In general, students must pass all components of each module, in order to complete the module successfully.	
15. Placement opportunities, requirements and support	
Not applicable	
16. Future careers	
<p>The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies connect with it and students are promoted based on the Career's Office records and student applications. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. Graduates of this programme find employment as designers in well known companies specialising in advertising constructions, packaging industry, exhibition kiosks, furniture design, house hold appliance design etc. Some of our graduates seek for a career path abroad or continue their studies on a postgraduate level whilst working on a freelance basis.</p>	
17. Particular support for learning	
<p>The Product & Design Innovation course is housed at both AKTO Campuses, in Athens and Thessaloniki. Both AKTO buildings provide for model making studios and workshops, design and drawing studios, lecture rooms, computer rooms which are equipped with all the relevant software and peripherals. Subject specific studio areas equipped with model making and other subject specific equipment. All studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them. WiFi access is available in all building areas, while the college is equipped with a variety of projection facilities which are used at lessons and seminars. Students of all programmes also have access to photographic studios and dark rooms, Green room, and a post-production unit, Auditorium and Gallery.</p> <p>All AKTO buildings house a Library. The libraries of the college are equipped with computers, photocopying machines, internet stations and video room. The librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites (see section 'Library and learning Resources' for the opening hours of the libraries).</p> <p>The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art & Design programmes, attend common activities and explore the common ground and applications of their disciplines and others.</p> <p>AKTO has a strong tradition in establishing and maintaining strong links with the relevant industry, which creates opportunities for students to visit working areas such as publishing companies and printing workshops and, what's even more important, get assigned real projects by various companies</p>	

while they study, thus gaining experience, participating in exhibitions outside the college, winning prizes and even seeing their work published while they still study.

The college also has a tradition in organizing various other activities that enrich student experience, such as educational excursions abroad, conferences, lectures by known professionals etc.

For more information please also refer to sections “Learning resources” and “Support” of this Handbook.

18. JACS code (or other relevant coding system)	-
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19. Relevant QAA subject benchmark group(s)	Art & Design
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20. Reference points

1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2017)
2. Descriptors of the National Qualifications framework for Art & Design (2014)
3. Middlesex University regulations (2021-2022)
4. AKTO College mission statement (2013)
5. The framework for higher education qualifications [FHEQ] (2014)

21. Other information

Students also benefit from:

- Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies and/or postgraduate studies. All of them are practicing professionals with notable experience in the field.
- Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years.
- History and experience of the college: AKTO, which is the largest provider in the field of Art & Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992 and a post-graduate course at Master’s level since 2003. The college has a long-standing good reputation for the quality of its provision.
- The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards.

The programme is evaluated and improved in the following ways:

- Student feedback in surveys (end of first semester) and board of studies (once per semester).
- External Examiner arrangements: Future reports on the operation and standards of the BA Level will assist in the evaluation and improvement of the Programme.
- Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.

Curriculum map for B.A. (Hons) in Product & Design Innovation

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

	Module	Code	Programme Outcomes											
			A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6
1	INTRODUCTION TO INTERIOR ARCHITECTURE	INA 111	x				x			x			x	
	DESIGN INNOVATION I	PRD 121		x		x			x		x			
	DESIGN STUDIO	INA 131			x			x			x			
	DESIGN METHODS	PRD 112			x	x					x		x	
	DESIGN INNOVATION II	PRD 122		x					x			x	x	x
	DESIGN STUDIES I	PRD 132	x				x			x		x		
2	DESIGN COMMUNICATION	PRD 213			x			x			x			
	DESIGN INNOVATION III	PRD 223		x		x			x			x		
	DESIGN STUDIES II	PRD 233								x			x	x
	DESIGN DIRECTIONS I	PRD 214			x			x				x		
	DESIGN INNOVATION IV	PRD 224		x		x			x			x		
	DESIGN STUDIES III	PRD 234	x			x	x			x	x		x	
3	PRODUCT & DESIGN INN. RESEARCH PROJECT	PRD 315	x				x	x		x		x		x
	DESIGN DIRECTIONS II	PRD 325		x		x		x	x			x	x	x
	MAIN PROJECT	PRD 316		x	x	x		x	x	x	x	x	x	x

Programme learning outcomes

Knowledge and understanding	
A1	Critically engage with a broad range of relevant theories and analyse the wider significance of Design in contemporary reality.
A2	Demonstrate knowledge and understanding of the importance of Design Thinking, innovation, a broad range of design principles, technologies and materials, their uses and capabilities.
A3	Evidence critical understanding of the various drawing systems, drawing principles, approaches, media and techniques.
A4	Demonstrate knowledge of the factors affecting contemporary professional practice, including elements of sustainability, related disciplines and interdisciplinary approaches.
A5	Present evidence that demonstrates knowledge of the Design research principles, methodologies and models.
A6	Evidence critical understanding of contemporary Design and knowledge of its professional standards and practice.

Practical skills	
B1	Select and make appropriate use of a variety of principles, techniques, tools and materials used in the Product Design industry.
B2	Select, apply and manage the appropriate research methodologies in order to investigate a topic.
B3	Demonstrate competency in using design software as design tools or for communication purposes.
B4	Manage all stages of an individually executed project in the field of Product Design from concept to production.
B5	Evidence skills related to professional practice, including time management, teamwork, collaboration with related disciplines and interdisciplinary approaches.
B6	Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and evaluate completed work.