Bachelor of Arts in
DESIGN

September 29th 2025

The BA in Design is structured to support specialisation tracks by incorporating selected common modules that provide a foundational context for all students.

INTERIOR DESIGN & URBAN VISION SPECIALISATION COURSES

Interior Design

Public Spaces Design

Spatial Design

Spatial Systems & Materials

Interior Design & Urban Vision thesis workshop

PRODUCT DESIGN & VALUE SPECIALISATION COURSES

Product Design

Furniture Design

Value Driven Design

Production Systems & Technologies

Product Design & Value thesis workshop

UX DESIGN SPECIALISATION COURSES

User Experience Design

Digital Product Design

Information Design & Data Visualisation

UX Design thesis workshop

The Bachelor of Arts in Design offers a unique perspective on design, viewing it as a strategic act of shaping the world around us creating products, services, spaces, digital solutions and systems.

By integrating diverse disciplines and perspectives, the BA equips students with the awareness and sensitivity needed to address multiple business, social, and environmental challenges. Through hands–on making and creating, students will develop their skills by engaging in direct experience and experimentation.

The programme also prepares students to effectively use digital tools and technologies, enabling them to leverage digital media and technologies and drive innovation in their design practice.
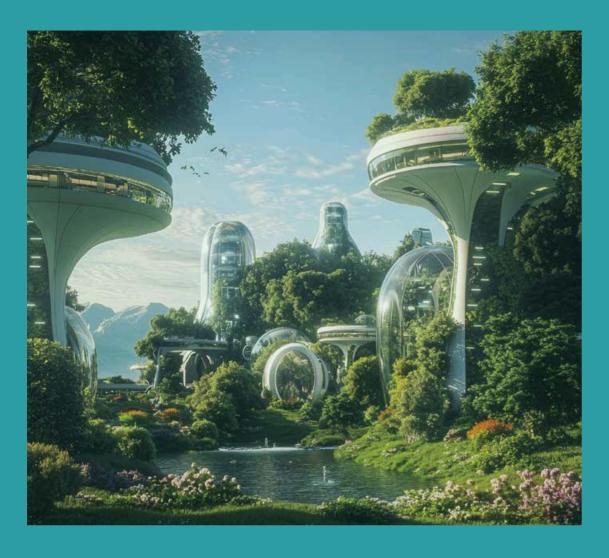Through this carefully curated structure, the BA provides students with differentiated specialised expertise and a comprehensive view of design, positioning them to thrive in a variety of professional contexts.
The learning methodology includes lessons, workshops, labs, boot camps, critical thinking sessions, internships, a thesis workshop, and a final project.

DESIGN

LEARNING OUTCOMES

- Develop a thorough understanding of the design process and methodologies, encompassing everything from research through concept and verification to final product, including sketching, model making, prototyping, and presentation.
- Acquire expertise in selecting and working with suitable materials and technologies to meet project objectives.
- Cultivate the ability to analyse and comprehend industry trends, technological advancements, and societal changes to inform design decisions and guide the creative process.
- Master digital tools and technologies that facilitate visual design, computer-aided design, fabrication, and interactive workflows.

CAREER OPPORTUNITIES

Students can become Interior Designers, Landscape Designers, Product Designers, UX Designers, creating innovative spaces, products, or experiences tailored to specific needs. As Design Consultants, they can provide expert advice and guidance on design-related projects across a range of industries. For those with an entrepreneurial spirit, becoming Design Entrepreneurs will allow them to launch their own brands or studios, bringing unique concepts to life and shaping their own paths in the market. Students can become Art Directors, overseeing and managing the visual aspects of projects, ensuring a cohesive aesthetic across various media. They may choose to specialise as Visual Designers, focusing on the visual elements of digital products and experiences.

Depending on their chosen specialisation, students can further tailor their career paths.

SPECIALISATIONS

Interior Design & Urban Vision

In this track, students will learn how to design Interior Spaces coherently with an Urban Vision creating and envisioning new forms of livability.

At the completion of the programme they will be able to design spaces starting from an analysis of how interior and exterior areas interact with one another.

Path career opportunities: Interior Designer, Urban Designer, Exhibition Designer, Landscape Designer, Lighting Designer, Retail Designer, Space Planner, City Planner, Hospitality Designer, Environmental Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

Product Design & Value

This track focuses on developing products and solutions that provide value to both users and businesses.

It emphasises the importance of understanding and aligning with what constitutes value for the market, prioritising qualitative improvements over quantitative ones. They will learn to create products that align reciprocal value and expectations between shareholders, stakeholders, and customers.

Path career opportunities: Product Designer, Lighting Designer, Digital Product Designer, Furniture Designer, Packaging Designer, Circular Product Designer, Product Lifecycle Manager, Product Development Manager, Smart Product Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

UX Design

This track immerses students in the design of digital products and services. By understanding users, their journey and business needs, students will learn to leverage existing and emerging digital technologies to create innovative solutions that enhance user experiences.

At the completion of the programme, they will be able to create digital products, services, user experiences across different system levels.

Path career opportunities: User Experience (UX) Designer, User Interface (UI) Designer, Service Designer, Interaction Designer, Motion Graphic Designer, Product Designer, Digital Product Designer, Information Designer, Gamification Designer, Customer Experience Designer, Design Consultant, Generative Designer, Visual & Communication Designer, Art Director.