Middlesex University London

Top 10
UK university
for **graduate
employability**

[Uni Compare Rankings
2025]

Top 10
UK university
for overall
student positivity

[NSS 2024]

Welcome to BA (Hons) Product Design at Middlesex University

Thank you for your application to the programme.

BA (Hons) Product Design:

Product Design at Middlesex is a **practice-based programme**, with a focus on employability.

Our programme is driven by our passion for understanding people and technology; exploring innovative solutions driven by real opportunities, addressing challenges faced by industry and society.

Our technical and studio-based skills are supported by 'live' design experiences with external collaborators and industry guest lectures. The programme is taught by a vibrant staffing team made up of academics and those in professional practice.

- We ensure our **class sizes are small**, so that every student get the focus and attention they need to develop to their full potential
- Where possible **we cover all learning/projects costs** so that everyone has the same chance to succeed
- Assessment is **100% coursework**
- We have an **extensive alumni network** in design practice across the globe

Our BA course is accredited by the Institution of Engineering Designers (IED) and meets the educational requirements of Registered Product Designer (RProdDes). **This accreditation validates the relevance and content of the degree programme to current industry requirements and practice.**

Accredited courses are fully supported by the IED, and student membership is free to full-time students for the duration of their studies.

iED

support
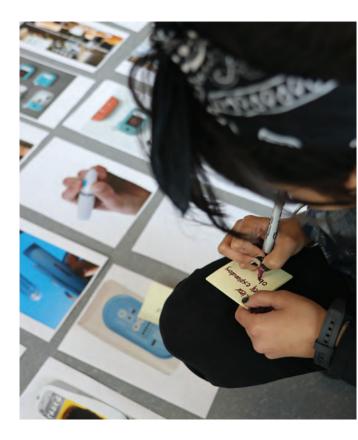inspire
achieve

The on-campus interview process:

It's so important to **find a course that is right for YOU**. This involves not just the content of a programme, but the location, facilities, teaching style and people (both staff and students) that make up that learning experience.

Our on-campus interview afternoons offer an opportunity for you to find out just this - providing an insight into what it means to study with us here at Middlesex University. We very much recommend booking onto one.

After a short **programme talk**, we'll take you around our **state-of-the-art facilities** on campus, introducing you to the core teaching areas for the course. We'll give you an **opportunity to chat to current students** - this is a great way to get an inside perspective on day to day activities on campus and the student experience. This will be followed by **a conversation with a member of the Product Design academic team around your portfolio.** This is a chance for us to find out more about you and your design interests and experience, and for you to ask any questions.

Parents (or others who accompany you) are welcome to sit at the back of the Product Design studio for the afternoon and to join the facilities tour (if space permits). Alternatively there are numerous food/drink outlets around the campus where they can wait.

You will be free to leave once your interview has taken place - we anticipate all interviews will be finished by 3.45pm.

We very much look forward to meeting you.

12.15pm	Arrival and registration
12.30pm	Welcome talk
1.00pm	Product Design facilities tour
1.30pm	Q&A with current students
1.45pm onwards	1-2-1 Interviews

The online interview process:

If you're not able to meet us on campus, you can select a date for a 1-2-1 online interview.

You will meet with a member of the academic team and our conversation will last approximately 15-20 minutes.

Whilst you won't benefit from being about to see our physical spaces, we can share with you more information about the programme and the university, and answer any questions that you have.

Please don't feel concerned about the interview process – we have applicants from a range of backgrounds, coming in with a broad range of skill sets.

We want to find out more about you as a designer so that together we can work out if the course is right for you - we will use your portfolio as a conversation starter to discuss your interests, your design experiences so far, and what you're looking for in a degree programme. This isn't about us asking difficult questions!

We very much look forward to meeting you.

Duration: 15-20 mins

Software: Microsoft Teams

Digital portfolio submitted in advance and

discussed via screen share.

Your portfolio:

Your portfolio helps us to understand a little more about you. It is important to remember that when we review portfolios we are looking for passion and potential, rather than excellence and a complete set of existing skills. You are coming to university to learn to be a designer, so we don't expect you to know how to do it all already (that's what we're here for!)

Your portfolio:
- Consists of around **15-20 pages**, showing a selection of recent art/design work
- Demonstrates **a range of skills, interests, abilities and experience**
- Shows the **work that you are most proud of**
- Helps us to **find out more about you** as a designer
- Shows **how you develop and work through your ideas**, not just the final outcomes.

For those who don't have a traditional art/design education, we would be happy to see examples of work experience, hobbies or activities where you are involved in creating, building, making, problem solving, working with people etc.

Presenting your portfolio:
- **Consider the overall look and organisation** of your portfolio – put it together in an order that helps you to tell a story, remembering that it will guide our conversation during the interview.
- We like to see a **broad range of work** but (don't overfill it).
- **If you're bringing a physical portfolio to campus then any size/format is fine**
- **If you have a digital portfolio please submit it before the interview date.**

If you have any questions please don't hesitate to ask!

Dr. **Kate** Herd

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Find out more about our programme at: https://www.mdx.ac.uk/
courses/undergraduate/product-design-ba/