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

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

BA (Hons) Product Design Programme Leader

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