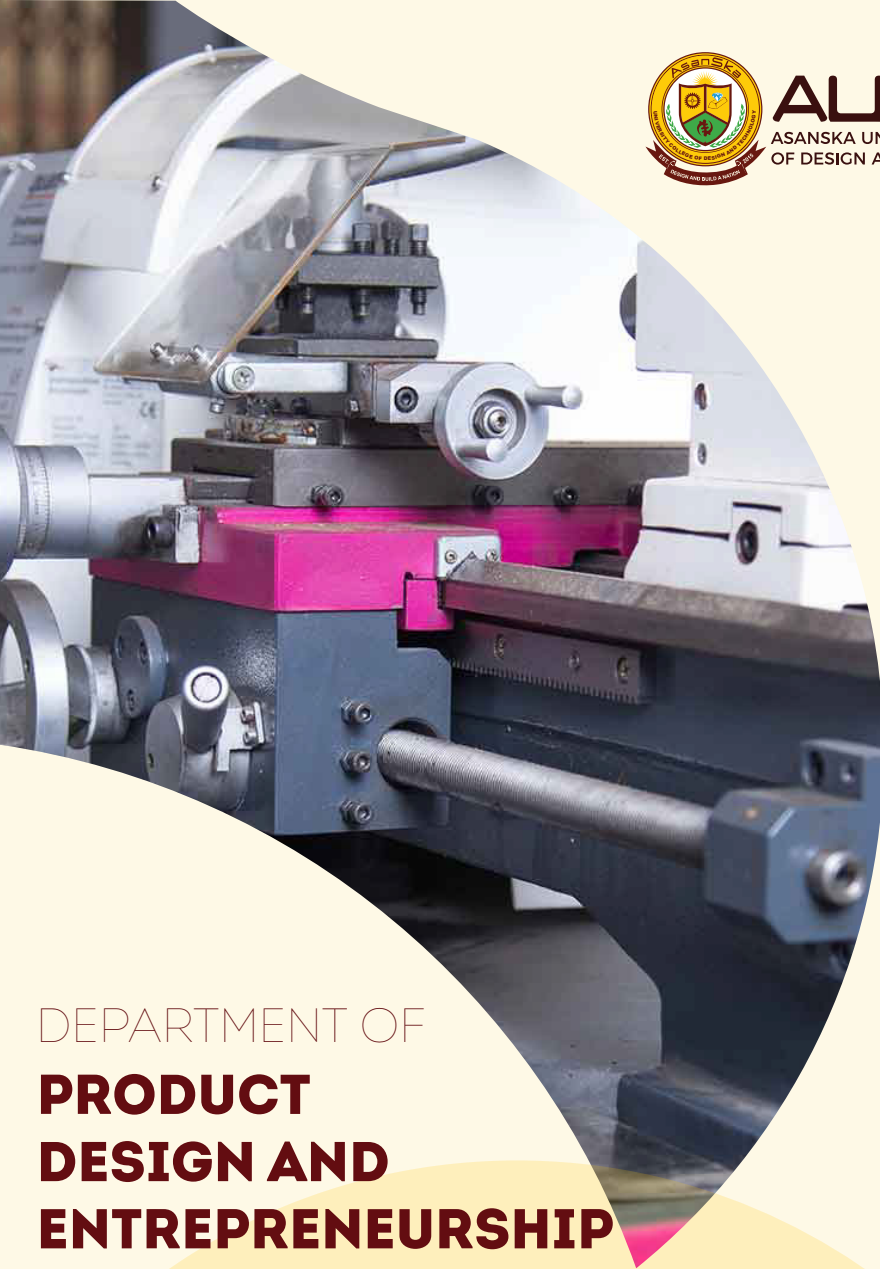




**AUCDT**  
ASANSKA UNIVERSITY COLLEGE  
OF DESIGN AND TECHNOLOGY



DEPARTMENT OF  
**PRODUCT  
DESIGN AND  
ENTREPRENEURSHIP**

## **Academic Brochure**

Gain information about this programme such as Entry Requirements, How to Apply, What you will learn, Available Resources etc.

# WELCOME

# TO OUR

# DEPARTMENT

The Department of Product Design and Entrepreneurship is the second Department which was created in AUCDT. The Department offers Degree, Diploma and Certificate/Short Course programmes which offers students access to state of the art machinery and equipment, professional staff, internship opportunities and entrepreneurial skills.

This programme is expected to merge art and science to create a design experience that will produce graduates that are able to create their own jobs and employ other artisanal youth, thus contributing directly to nation building.



Bachelor of Arts (BA)

# PRODUCT DESIGN & ENTREPRENEURSHIP



## Aim of the Programme

To harness through tertiary education, the innate artistic and imaginative abilities of Ghanaian Youth that would otherwise remain untapped, and train them (through the provision of a first class learning environment) into becoming future problem solvers in the country, through using their well-honed design skills as an essential tool, in support of the manufacturing industries in Ghana.

## Objectives of the Programme

- 1** To provide training in design concepts to students in the use of state-of-the-art equipment and technologies in a competitive working environment
- 2** To create a conducive learning environment that is tailored to effective teaching and active learning of product design processes, over the 4-year course of study
- 3** To establish a culture of originality in combining abstract concepts with the indigenous and traditional Ghanaian design concepts, as well as using locally available materials.
- 4** To train our Product Design students to acquire the skills to produce value-added, functional and aesthetically pleasing products that are comfortable to the touch, ergonomic and above all easy to use.
- 5** To train our graduates to be able to imagine and design consumer products that are better suited to our tropical environment and culture, as well as teaching them the discipline of keeping to agreed deadlines.

6

To train our Product Design graduates to be able to make consumer products that will be more affordable than the imported equivalents without compromising on quality, beauty and functionality

7

To develop and maintain a group of competent and professional Product Designers for standardising emerging consumer products in Ghana, by organising and maintaining a register of AUCDT graduants so that we can continue to guide their careers until they establish sufficient independence in the jobs market





## What to expect?

**Your studies will combine theory and practice, exploring cultural, historical, technical, and ecological issues related to the field of jewellery design. This knowledge, combined with your hands-on studio courses, will equip you to develop stunning and creative jewellery pieces.**

You'll have the opportunity to enhance your studies by undertaking student internship. Upon graduation, you'll have a strong body of original work and the skills you need to launch your design career.

Design has three components which are conceptualising and planning of a product, execution of the plan and the manufacture of a finished product. A product designer occupies the first two of the three components of design, that is, conceptualisation and execution of the plan up to making a mock-up. The final step, which is manufacturing, requires a close collaboration with a fully-fledged engineer. A basic definition for Product Designers is “the professionals who sit at the top and oversee the design process of consumer products”.

To avoid any ambiguity, Product Designers are intrinsically not engineers and do not have to follow the training path of engineers. They however do not work in isolation, and their training seeks to tap into, and enhance their natural artistic abilities so that they can complement and work in consultation with other professionals such as engineers, architects, researchers and manufacturing industry experts in order to optimise user experience of manufactured consumer products. As the imaginative professional at the top of the manufacturing process, a Product Designer can conceptualise, develop the new ideas and even help to compose mock-ups through wireframes and prototypes. A Product Designer can design new products, or even redesign existing products to make them functional, have commercial value and permanency of quality.

A well-trained Product Designer must take the needs of the individual user and those of wider user groups into account at the initial planning stage. In this regard design is always tailored to meet specific needs of society. Therefore Product Design as a programme that is being offered at AsanSka University College of Design and Technology (AUCDT), aims to train a different type of designer that seeks to use their design skills to provide solutions to everyday problems they see in their environment. For example, whereas an Engineer is not likely to consider the humble cutlass in Ghana as a product that could be improved upon, a Product Designer would readily see the benefit of, for instance, covering the wooden handles of cutlasses and other farming implements such as hoes, with well-researched soft material, with a view to making farming less painful for the many subsistence farmers in the country.

This programme is expected to merge art and science to create a design experience that will produce graduates that are able to create their own jobs and employ other artisanal youth, thus contributing directly to nation building. Post qualification, the duties of a Product Designer include improving existing product designs and analysing working concepts launched by competitors of similar products, and coming up with recommendations to his/her employer that can match quality and performance of the competitors' products, or even to surpass them.

# Course Curriculum

## Year One - Semester One

No.	Course Code	Course Title	Credit Hours
1.	BPDE 111	Introduction to Industrial/Product Design	3
2.	ACDT 112	Safety In Workshop Practices	3
3.	ACDT 113	Technical Drawing	3
4.	ACDT 114	Basic Drawing	3
5.	ACDT 115	Introduction to African Art & Culture	3
6.	ACDT 116	Communication Skills I	3
7.	ACDT 117	Information Communication Technology I	2
TOTAL			20

## Year One - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	BPDE 121	Idea Development and Design Processes	3
2.	BPDE 122	Workshop Practices	3
3.	BPDE 123	Orthographic and Isometric Projections	3
4.	BPDE 125	Freehand Drawing Techniques	3
5.	ACDT 125	Introduction to Computer Aided Design	3
6.	ACDT 126	Communication Skills II	3
7.	ACDT 126	Information Communication Technology II	2
TOTAL			20



## Year Two - Semester One

No.	Course Code	Course Title	Credit Hours
1.	BPDE 231	Introduction to Modelling	3
2.	BPDE 232	Product Design Methods	3
3.	BPDE 233	Perspective Drawing	3
4.	BPDE 234	Nature of Materials and Processes	3
5.	BPDE 235	Manufacturing Processes I	3
6.	BPDE 236	Three-Dimensional Design in Computing	3
7.	BPDE 237	Introduction to Entrepreneurship	3
TOTAL			21

## Year Two - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	BPDE 241	Design for Use	3
2.	BPDE 242	Visual Communication and Package Design	3
3.	BPDE 243	Ergonomics and Human Factors Applications	3
4.	BPDE 244	Contextual Nature of Products	3
5.	BPDE 245	Objects and Impacts	3
6.	BPDE 246	Advanced Computer Application	3
7.	ACDT 247	New Venture Creation	3
TOTAL			21

## Year Three - Semester One

No.	Course Code	Course Title	Credit Hours
1.	BPDE 351	Practical Model Making Techniques	3
2.	BPDE 352	Product Interface Design	3
3.	BPDE 353	Workshop Practice I	3
4.	BPDE 354	Design and Development	3
5.	BPDE 355	Seminar	3
6.	ACDT 356	Business Management and Sustainability	3
TOTAL			18



# Year Three - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	BPDE 361	Mass Production Technology	3
2.	BPDE 362	Rendering for Presentation	3
3.	BPDE 363	Workshop Practice II	3
4.	BPDE 364	Design and Sustainability	3
5.	BPDE 365	Ethical and Legal Issues	3
6.	ACDT 367	Research Methods	3
TOTAL			18

# Year Four - Semester One

No.	Course Code	Course Title	Credit Hours
1.	BPDE 471	Industrial Attachment	6
2.	BPDE 472	Project Report I	9
TOTAL			15

# Year Four - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	BPDE 481	Industrial Attachment Seminars	3
2.	BPDE 482	Studio Research in Product Design	6
3.	BPDE 483	Exhibition Design	3
4.	BPDE 484	Project Report II	3
5.	ACDT 485	Accounting and Finance for Entrepreneurs	3
TOTAL			18

# Entry Requirements

CREATIVITY

**SSSCE Candidates** Credit Passes (A-D) in six (6) subjects comprising three core subjects, including English Language and Mathematics, plus three (3) relevant elective subjects.

**WASSCE Candidates** Credit Passes (A1-C6) in six (6) subjects comprising three core subjects, including English Language and Mathematics, plus three (3) relevant elective subjects.

**GCE Advanced Level Candidates** Passes in three (3) subjects (at least, one of the passes should be Grade D or better). Also, the applicant must have had credit passes (Grade 6) in five GCE Ordinary Level subjects including English Language, Mathematics and a Science subject (for non-science students) and an Arts subject (for Science students).

## **Mature Students' Entry**

Mature students entry avenues to tertiary education provide opportunities for people who could not do so earlier in their lives to further their education at the tertiary level after some years in the workplace. An applicant must be at least 25 years old, and show proof age with legitimate documentary. Check our website for more details.

## **Foreign Students**

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Diploma (Dip.)

# PRODUCT DESIGN



## Aim of the Programme

This is a two (2) year programme to harness through tertiary education, the innate artistic and imaginative abilities of Ghanaian Youth that would otherwise remain untapped, and train them (through the provision of a first class learning environment) into becoming future problem solvers in the country. , through using their well-honed design skills as an essential tool, in support of the manufacturing industries in Ghana.

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7.	ACDT 117	Information Communication Technology I	2
TOTAL			20

## Year One - Semester Two

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2.	BPDE 122	Workshop Practices	3
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TOTAL			20

# Year Two - Semester One

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4.	BPDE 234	Nature of Materials and Processes	3
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TOTAL			21

# Year Two - Semester Two

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5.	BPDE 245	Objects and Impacts	3
6.	BPDE 246	Advanced Computer Application	3
7.	ACDT 247	New Venture Creation	3
TOTAL			21

# Entry Requirements

CREATIVITY

**SSSCE Candidates** Grade D or better in three (3) core subjects (English Language, Mathematics, Integrated Science or Social Studies) and three (3) elective subjects.

**WASSCE Candidates** Grade D7 or better in three (3) core subjects (English Language, Mathematics, Integrated Science or Social Studies) and three (3) elective subjects.

**GCE Advanced Level Candidates** Passes in three (3) subjects (at least, one of the passes should be Grade D or better). Also, the applicant must have had credit passes (Grade 6) in five GCE Ordinary Level subjects including English Language, Mathematics and a Science subject (for non-science students) and an Arts subject (for Science students).

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# INCOMING FRESHMAN

Thank you for choosing to Apply to AsanSka University College of Design and Technology and welcome to your application journey. Here you will find a step-by-step guide to applying and what happens after you make an application. If you have any further question, please contact our Admission Team who will be happy to help you. We looking forward to receiving your application.

- 1** Admissions will be open for each Academic Year and applying to this programme is free. It is also important that you check that, your qualifications are accepted and your grades meet the entry requirements.
- 2** Fill and Submit the application form by using our online portal. You will be notified by email within 48 hours when an application is successfully submitted.
- 3** Each application will be reviewed by the admissions team to select qualified applicants. This involves a review of the application form, verification of additional documents and interviews. Successful applicants shall be notified about their admission status when all requirements have been met.



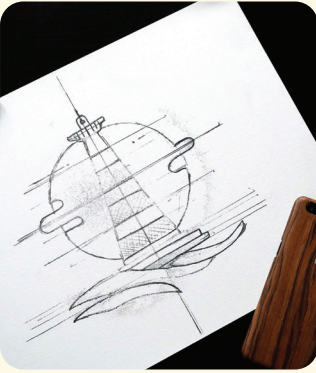
## HOW TO APPLY!

FOLLOW THESE STEPS TO JOIN  
OUR COMMUNITY OF CREATIVE THINKERS

- 4** You will receive offer package in your mail with detailed information:
  - a. Offer of Admission Letter
  - b. Fee StructureSuccessful applicants would be required to submit a response letter by the date stated on the form.



# What to expect?



DRAWING



COMPUTER AIDED DESIGN



IDEA DEVELOPMENT



INTRODUCTION TO MODELLING



NATURE OF MATERIALS



AFRICAN ART & CULTURE



3D-COMPUTER MODELS



MODEL MAKING



WORKSHOP PRACTICES

# AUCDT CONNECT

## AsanSka University College of Design and Technology

**Location: Oyibi**

Opposite Valleyview University  
Off the Adenta-Dodowa Road  
Accra Ghana

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