

# Accelerate

## Product Design Challenge

21st to 25<sup>th</sup> June 2021

Accelerate is a one-week programme, held at the University of Strathclyde, for pupils at the end of S4 and S5. It aims to provide a targeted focus on the pupils' chosen area of academic interest, giving them a head start on the road to their chosen career.

There are five areas that pupils can choose from in 2021, depending on their career aspirations:

- **Chemistry**
- **Chemical Engineering**
- **Computer Science**
- **Electronic & Electronic Engineering**
- **Product Design**

Teams of academic experts have put together week-long Challenges in each of these areas that will allow pupils to find out all about their area of interest and the career opportunities open to them. Led by undergraduate and postgraduate student mentors from the relevant fields, pupils will undertake a variety of group challenges, as well as attending career workshops and getting a chance to see what student life is like.

Accelerate 2021 will be run virtually on Microsoft Teams.

### The Product Design Challenge: Outline



The Product Design Challenge is run by the Design Manufacture and Engineering Management (DMEM) department at the University of Strathclyde. DMEM teaches Product Design Engineering and Production Engineering and is concerned with everything that is involved in design and making products.

Working in teams, you will be asked to design a new product for the future. You will work together on the different stages of the design process including idea generation, idea screening, preliminary design and testing. At the end of the week, your team will then present your product to our panel of experts from the DMEM department.

Throughout the programme, you will be given advice and instruction on the product design process from Strathclyde University Engineering students and academic staff. You will also have the chance to find out about the different technologies used to make products and how best to promote your product.

The whole week will offer you a realistic taste of what it is like to study at University and you will find out about our range of DMEM courses, including:

- Product Design Engineering
- Manufacturing Engineering with Management
- Sports Engineering
- Product Design & Innovation



Our Engineering careers presentations will allow you to see the future opportunities available to you. You'll learn about the fantastic jobs our students secure with multinational companies like Rolls Royce, Adidas, Jaguar Land Rover, Hasbro Toys and Nike.

We are sure that this challenge, by allowing you to design your own product, will allow you to see the role that Engineering plays in the real world and will make you very enthusiastic about studying Product Design at University.

If you would like to take part in the Product Design Challenge, you should be studying or planning to study either Higher Maths or Higher Physics.

The Product Design challenge has official accreditation on the SCQF Framework. This means that there will be some assessment on this challenge and, should you pass this, you will gain 5 credits at level 7. Level 7 is the same as Advanced Higher or first year University work.

What previous Product Design participants have said about the programme:

*"It was an eye-opening experience which allowed me to understand the process of product designers and the challenges they face along the way. It was helpful in developing my presentation/communication skills."*

*"This is an extremely useful, informative and enjoyable course."*

*"I really enjoyed the course and the experience of university life."*

*"I learned so much about the DMEM course and really think I will consider a career in this area."*

*"I had an amazing time and met a group of people who I would never have met outside who I became really good friends with."*

For further info, visit:

<https://www.strath.ac.uk/professionalservices/sees/wideningaccess/gettingready/accelerate/>  
or contact us at [accelerate-programme@strath.ac.uk](mailto:accelerate-programme@strath.ac.uk)