PROSPECTUS 2020

MEDIA DESIGN SCHOOL
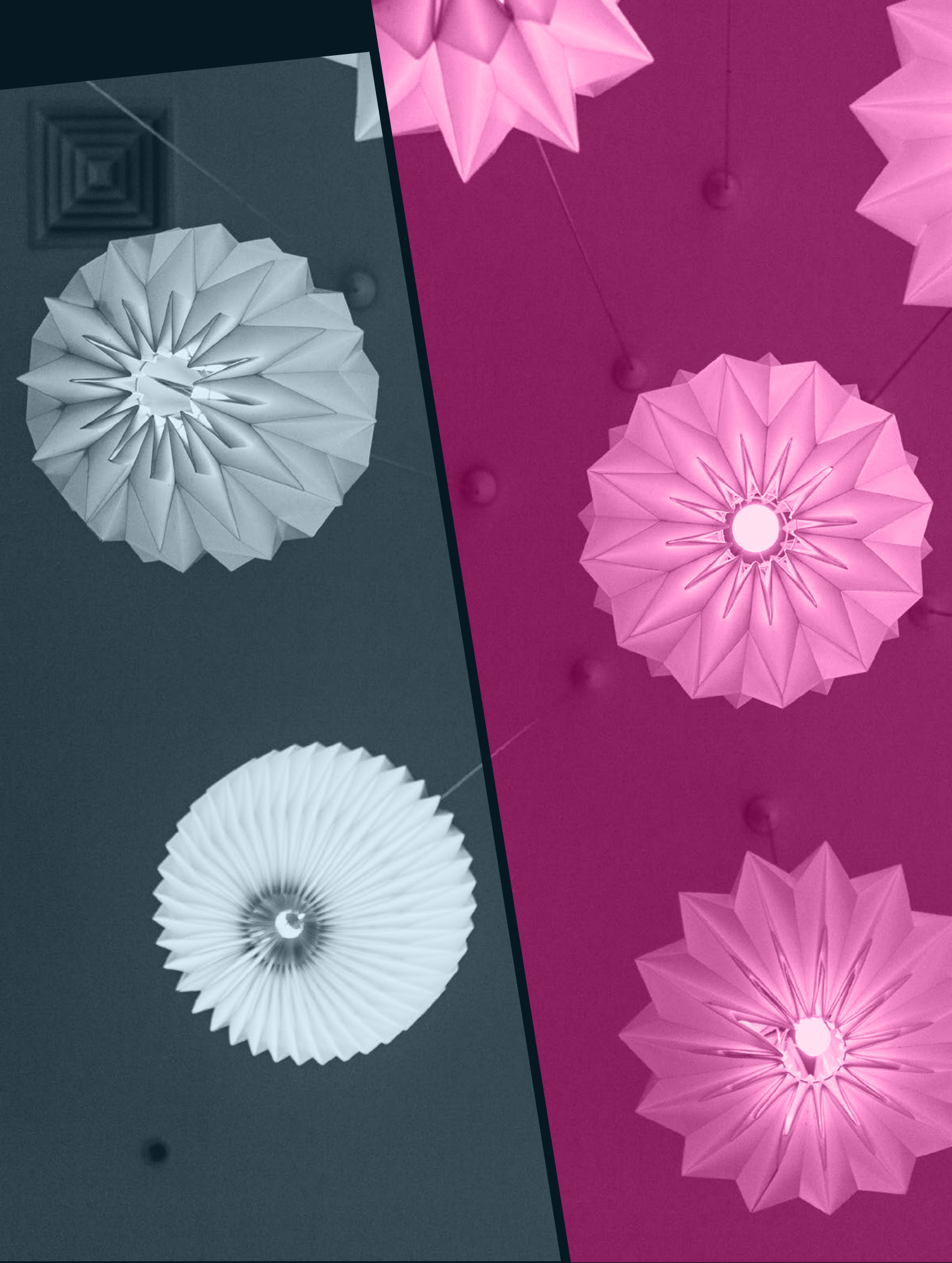
20 YEARS OF EXCELLENCE

mediadesignschool.com

Discovering Whakairo

Ruatepupuke discovered the art of carving while searching for his son in the ocean, who was taken by Tangaroa, god of the ocean. He came upon an underwater village, where he found the meeting house, Hui-te-ana-nui. To his amazement the whare was covered in carvings, and his son transformed into a tekoteko and was placed at the very top of the meeting house.

Cover art by Te Iwihoko Te Rangihirawea

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Why choose Media Design School?

1

We work with industry experts to design courses that produce in-demand graduates.

Our students leave with the combination of technical knowledge and soft skills they'll need to make it in the industry. In fact, our class of 2017 had a 93% employment rate.

2

Our teaching style has been created to simulate the real-world industry as closely as possible. From their very first day at Media Design School

Our students study in a studio-like environment,

using state of the art, industry-aligned software and technology.

3

Our award-winning programme leaders, lecturers and tutors come from a diverse array of digital disciplines and bring their

real-world industry experience and connections

to Media Design School, making it like no other design school in New Zealand.

4

We're always in tune with the changing jobscape, offering degrees that open the door to New Zealand's fastest-growing industries.

From media design to creative technologies, our students leave armed with a future-proof skill set that puts them one step ahead of the competition.

5

We were the first tertiary provider in New Zealand to offer a qualification with a dedicated stream focusing on two of the world's biggest emerging technologies:

Virtual Reality and Augmented Reality (VR/AR).

6

Media Design School also boasts the esteemed AdSchool,

home of the most awarded creative advertising programme in Australasia,

which has been ranked among the top five most creative schools in the world.

General Manager's Welcome

Media Design School was the first school in New Zealand to recognise the growing influence of emerging creative industries - such as game development, animation and visual effects - and develop qualifications to fuel them with talented graduates.

Every qualification we offer is designed to adapt with the changing creative industries landscape while ensuring a strong academic foundation. It's our ongoing commitment to delivering degrees to the highest academic standards within an industry relevant, immersive environment, that sets Media Design School apart from other education providers.

Our courses have a strong base in traditional foundation subjects, as well as offering the theoretical and critical thinking behind current digital and creative technologies. Students learn in a production-oriented environment that encourages collaboration and helps them discover creative solutions to contemporary design challenges. They're encouraged to work to deadlines, maintain attendance levels and develop strong communication skills.

As a result, our graduates are internationally renowned for their expertise and can confidently enter the workplace as skilled professionals rather than technicians. In fact, Media Design School alumni can be found in the world's leading design, advertising,

game, animation, film, television and production studios. They're also business owners, entrepreneurs, award-winners and overwhelmingly considered amongst the best in the business.

We look forward to welcoming you to a global community of creative practitioners and enabling you to take your place in an ever-changing digital world.

Paul Brafield
General Manager

Shelldon

**Kris Belchamber,
Benjamin Clark,
Jennifer Egilmez,
Guy Glasson, Isaac Gilich and
Cecilia Kuang (2017)**

Student-made film *Shelldon* graced the screens of 10 film festivals around the world. It was named semi-finalist at the Los Angeles CineFest and received honourable mentions at the Florida International Film Festival and at Canada's Yes! Let's Make a Movie Film Festival.

The proudest moment for this team was the film's inclusion in the 2018 Comic-Con International Film Festival.

Three members of the *Shelldon* film team travelled to San Diego for the event, where they had the chance to speak as part of a panel discussion prior to the film's screening.

The Media Design School Story

Media Design School was founded in 1998 in Auckland, New Zealand, in response to global industry demand for highly trained graduates in the fields of digital design and creative tech.

We were the first tertiary institution in the Southern Hemisphere to offer a dedicated programme of study for 3D animation using industry-standard computer graphics software. We were also the first school in New Zealand to provide a specialised games course for aspirational game developers.

Our faculty and students have cemented Media Design School's reputation as New Zealand's most awarded tertiary provider for digital and creative technology qualifications by creating work that is consistently regarded among the very best in the world. Recent accolades include the 2018 Ad Stars, where our AdSchool was the most awarded institute worldwide in the Innovation category, the 2018 Best Awards, where five BMD students were named finalists, and the 2018 Comic Con International Film Festival in San Diego, where three of our student films were screened.

The school's teaching style is very much directed by current industry trends. Not only is Media Design School the only school in New Zealand to have partnered with Sony Computer Entertainment Europe's PlayStation First Academic Development Programme, we are also Unity Technology's first and only Training and Certification Partner in New Zealand. This industry connection leads to outstanding employment rates;

93% of the class of 2017 found jobs within 6 months of graduating, and 30% had jobs on or before graduation - double the average employment rate of our competitors.

As creative technology changes and adapts, so too have Media Design School's courses. In October 2016, MDS became the first tertiary provider in New Zealand to offer a qualification with a dedicated stream focusing on two of the world's biggest emerging technologies: Virtual Reality and Augmented Reality (VR/AR).

2020 will mark another first for MDS, with the introduction of two new qualifications to our Bachelor of Software Engineering: Artificial Intelligence and Cloud Computing.* These programmes, the first of their kind in NZ, have been designed with considerable input from our industry partners, such as IBM and Amazon Web Services, and are intended to fill some of creative tech's fastest-growing skills gaps with highly skilled, design-thinking graduates.

*pending approval from NZQA

Design Case Study:
Walk Walk Singapore
Sherylene Chan (2016)

Walk Walk Singapore is an experiential campaign aimed at "...revolutionising perceptions of the city's status as a dull concrete jungle to that of a Lion City with plenty to unearth."

This campaign, which Chan describes as highlighting the "vivacity of Singapore," has picked up multiple awards domestically and internationally, including a Silver Pin at the 2016 Designers Institute of New Zealand Best Design Awards.

This campaign also contributed to Chan picking up the Runner-up Rookie of the Year (Graphic Design) award at the internationally contested Rookies Awards 2016.

Global Locations

MEDIA DESIGN SCHOOL PARTNERSHIP WITH TORRENS UNIVERSITY AUSTRALIA

Torrens University, Australia's global university, and Media Design School, New Zealand's most awarded digital design tertiary institution, have collaborated to design a suite of creative technology programmes for Australia. Both Torrens University Australia and Media Design School are part of Laureate International Universities, the largest network of universities and higher education institutions in the world.

TORRENS UNIVERSITY AUSTRALIA

LAUREATE INTERNATIONAL UNIVERSITIES®

AUSTRALIA CAMPUS LOCATIONS

Sydney
Located in the inner-city precinct of Ultimo, this converted heritage building is as cool as inner Sydney itself. Recently revamped, it boasts hip 19th-century architecture – with an edge. With open-plan spaces, high ceilings, lots of light and creative pods for learning, collaboration and entrepreneurship, this space draws its inspiration from cafés and restaurants rather than institutions.

Melbourne
The Melbourne campus is an impressive multi-level late-nineteenth century building located next to iconic hubs such as the Australian Centre for the Moving Image (ACMI), Federation Square and Flinders Street Station, and has easy access to explore the multitude of galleries, restaurants and eclectic pockets of the city nearby. Inside, you'll find purpose-built facilities including Mac and PC labs, studios with green screen and VR capabilities, a comprehensive library, an internal cafe and much, much more. Students have the opportunity to be fully immersed in Melbourne's creative culture - what the city is best known for.

Brisbane
The Brisbane campus is located on the fringe of the city's central business district in the colourful precinct of Fortitude Valley, close to major sporting and event venues. Enjoy the latest digital learning technologies, open learning and collaborative classroom and project spaces, and a creative and stimulating vibe.

Adelaide
Located on the historic site of the Menz Biscuit Factory, the Wakefield campus in Adelaide has been built from the ground up with a single purpose in mind – the student experience.

For more information, visit
mediadesignschool.tua.edu.au

Media Design School on the Auckland Live Digital Stage

In 2019, Bachelor of Media Design and Bachelor of Art and Design students worked with Auckland Live to produce engaging content for the Auckland Live Digital Stage, an outdoor platform showcasing local and international work in the city's bustling Aotea Square.
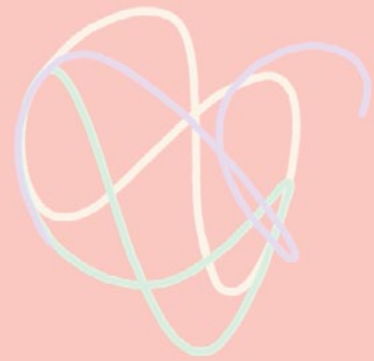
Industry Connections

Our close connections with the creative industries in both New Zealand and abroad are integral to Media Design School's central philosophy of producing graduates armed with both the technical expertise and essential soft skills needed to land their dream job and excel from day one.

Our valuable industry partnerships ensure that our courses are aligned with the latest industry standards and mirror the challenges and successes that are faced by a typical graphic designer, animator, developer, or creative director on a daily basis.

To date, we are the only school in New Zealand to have partnered with Sony Computer Entertainment Europe's PlayStation First Academic Development Programme, giving our students the opportunity to develop games for the PlayStation platform and evidencing industry recognition of the quality of our programmes.

In 2016 we also became Unity Technology's first and only Training and Certification Partner in New Zealand, meaning that all graduates of the school's Game Development degrees have the opportunity to graduate as Unity Certified Developers.

Today, as we look to expand our suite of qualifications further into the world of creative tech, we're working closely with leading companies, such as IBM and Amazon Web Services, to develop robust programmes that reflect the cutting edge of the modern jobscape.

HERE'S WHAT INDUSTRY HAVE TO SAY ABOUT US:

"We have found Media Design School graduates to have excellent training in 3D animation. In several cases we've seen graduates stepping straight out of Media Design School into productive roles in the Flux pipeline. It is refreshing to see graduates with a professional attitude entering employment with some substantial projects already under their belt."

Brent Chambers,
Creative Director – Flux Animation

"I have hired many of the school's graduates over the years. I hope they remember that because sooner or later I will be asking them for a job."

Paul Catmur,
Managing Partner and Executive Creative Director – Barnes, Catmur and Friends Dentsu

"Our Media Design School alumni have a fantastic attitude to getting stuck in, figuring things out, and building stuff quickly. That's crucial in digital design. I think it's a testament to the practical nature of the course, and what appears to be a focus on learning by doing."

Tarver Graham,
Director – Gladeye

Sky Noon
Lunar Rooster (2016)

Originally created by six third-year Game Development students in 2016, *Sky Noon* is a futuristic dystopian Western-themed shooter. Players use a grappling hook, along with an arsenal of weapons and abilities, to push and pull their enemies off The Floating Frontier to stop the enemy cartel's bid to control the world's most powerful resource: water.

Sky Noon was one of three titles to be selected for the 2016 intake of the MDS Studios accelerator programme. After graduating from Media Design School, Lunar Rooster (now comprised of former students Alex Hodgson, Chris Cullen, Craig Taylor and Nathan Minifie) have continued to develop *Sky Noon* and establish Lunar Rooster as an increasingly well-known indie games studio.

In 2017, the title was selected as a finalist in the Gamer's Voice Awards at South by Southwest (SXSW) and was awarded the Runner Up Prize in the Kiwi Game Starter competition at the New Zealand Game Developers Conference. In August 2017, Lunar Rooster were also awarded an Unreal Development Grant by Epic Games.

After receiving strong interest from gaming communities and industry, they continued development of the game and won a number of awards – before being picked up by publisher Reverb Triple XP (who are responsible for publishing major titles such as Player Unknown Battlegrounds and Rocket League). *Sky Noon* was released publicly on Steam in 2018.

Media Design School Studios

Is a business incubator programme run annually by Media Design School which gives recent graduates the unique opportunity to transform their final year project into a commercial venture.

The programme is currently offered to select graduates from the Bachelor of Software Development (Game Programming), Bachelor of Creative Technologies (Game Art) and the Bachelor of Media Design. Up to 3 teams are selected at the end of each academic year to participate. Teams are then connected with industry mentors and professional advisors to give them the tools they need to succeed.

WHAT'S THE GOAL OF THE PROGRAMME?

After selection by a judging panel of industry experts and studio owners, we provide the teams with the environment and framework they need to establish their own independent studios. The short-term goal is to develop and publicly release their first game (often in conjunction with a publisher) or product, with a long-term goal to create a commercially successful game studio or business.

MDS STUDIOS LAB

Over the summer break teams are incubated for 12 weeks in a dedicated MDS Studios Lab. Each team incorporates their studio or business and then transfers their project IP into it. A set of milestones is agreed and measured against performance throughout the programme.

SOFTWARE AND HARDWARE SUPPLIED

MDS Studios supplies the necessary hardware to continue development activities for the duration (Gaming PCs, VR headsets or game consoles as necessary). The costs of all necessary commercial software licenses are also covered.

MENTORSHIP & PROFESSIONAL ADVICE

The incubated businesses receive pro-bono legal and accounting services from MDS Studios partners. Teams also receive one-on-one mentorship from industry veterans who have established and grown their own studios.

NOTABLE ALUMNI OF THE PROGRAMME

Lunar Rooster developed their western themed multiplayer-FPS 'Sky Noon' in the 2016 cohort of MDS Studios. After receiving strong interest from gaming communities and industry, they continued development of the game and won a number of awards before being picked up by publisher Reverb Triple XP (who are responsible for publishing major titles such as Player Unknown Battlegrounds and Rocket League) followed by a hugely successful debut on Steam in 2018.

MEDIA DESIGN SCHOOL STUDIOS

Why choose the Digital Creativity Foundation Programme?

If you are interested in becoming a part of the creative and digital arts community, but you're not sure which degree would suit you best, our foundation programme is a great way to discover which career in creative or digital design is for you.
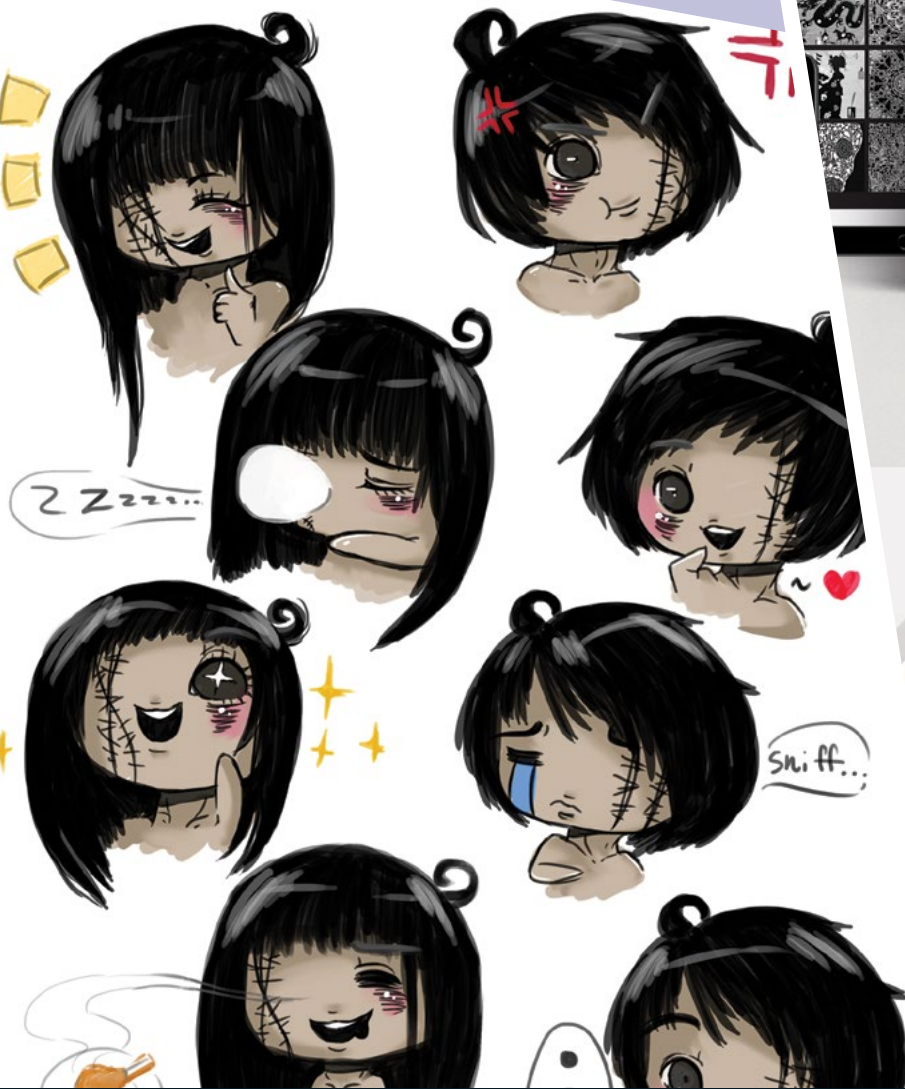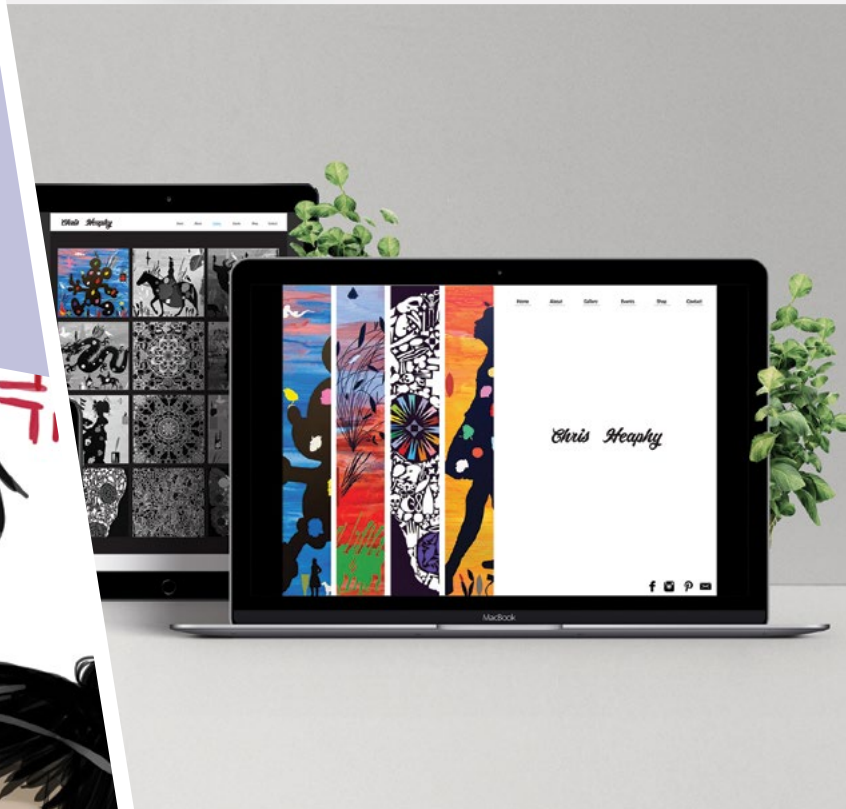
Digital Creativity Foundation Programme

NZQF: Level 4 (120 Credits), 1.2 EFTS per year
Duration: One academic year, full time

This programme will give you a taste of what it will be like working in the creative and digital design industries.

You'll be working in a studio-like environment and you'll become accustomed to deadlines, managing and collaborating on projects, and presenting your ideas in front of an audience.

Whether you aspire to work in game art and development, post production and visual effects for film, animation, or the fields of graphic, motion, or web and mobile design, the Digital Creativity Foundation programme of study aims to prepare school leavers (or adult learners who can demonstrate introductory skills and experience in design) for Media Design School's Bachelor degree programmes or for employment in entry level roles in the creative industries.

HOW IS IT STRUCTURED?

The Digital Creativity Foundation programme of study comprises two certificates: the New Zealand Certificate in Arts and Design and the New Zealand Certificate in Digital Media and Design. Each certificate is worth 60 credits and contributes to the completion of the overall programme.

WHAT DOES THE COURSE COVER?

Topics covered during the Digital Creativity Foundation programme include:

- Fundamentals of Visual Communication
- Digital Design and Media Design (including digital video production, web and motion graphic design)
- Concept Art
- 3D Design
- An introduction to Game Design

PREREQUISITES

This programme is open to anyone who can provide evidence to support their creative ambitions. There are several opportunities to do this when applying, so you'll need to provide the following documents:

- A Digital Creativity Task Sheet (available on our website **mediadesignschool.com**) OR a basic portfolio.
- A letter of intent that explains the applicant's aspirations and understanding of the programme, including the time commitment of the course.

If you are an international student, you'll need to prove that you are proficient in the English language and able to complete this course. We'll be looking for Academic IELTS 5.5 (minimum) or an equivalent language test if English is not your first language.

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

Bachelor of Art and Design

3D ANIMATION AND VISUAL EFFECTS

Create the impossible. Develop stunning 3D animation and imagery and learn how to use visual effects to blow stuff up… without accidentally blowing up your computer! Our award-winning faculty will take you on an immersive journey; teaching you the essentials of modelling, rendering, lighting, and technical direction that will culminate with you being a part of an amazing, industry-level short film in your final year.

WHY CHOOSE A BACHELOR OF ART AND DESIGN?

Media Design School was the first tertiary institution in the Southern Hemisphere to offer a dedicated programme of study for 3D animation using industry-standard computer graphics software.

We're ranked amongst the top ten schools in the world to provide VFX/Animation qualifications* and our student short films have received numerous international accolades. Above all, it's our industry alignment and focus on employability that sets MDS apart from other providers.

Throughout your studies, you'll have the chance to hear from and connect with industry leaders, and you'll collaborate with the best in the business. Best of all, our studio-like learning environment means MDS graduates are always in high demand. Every year, major studios come to MDS to have first pick of our graduates, many of whom have gone on to work on blockbuster films including *Avatar*, *Black Panther*, *Doctor Strange* and *The Hobbit*.

*(Rookies 2016)

Image Credit: Rafael Bonatto, Lecturer, Bachelor of Art and Design.

Accidents, Blunders and Calamities

Media Design School (2015)

Media Design School's short film *Accidents, Blunders and Calamities* (2015) won Best Animated Film at the San Diego Comic-Con International Independent Film Festival 2016. The short film has also won Best Editor (Show Me Shorts Film Festival 2015), People's Choice Award (Show Me Shorts 2015); Official Selection at Clermont-Ferrand; Official Selection SXSW Film Festival (2016); Official Selection Annecy Festival (2016); and the Jury's Choice award at the SIGGRAPH Asia Computer Animation Festival Awards (2016).

Find this film on our YouTube channel:
youtube.com/user/MediaDesignSchool

3D Animation and Visual Effects

Bachelor of Art and Design
NZQF: Level 7 (420 Credits), 1.2 EFTS per year
Duration: Three academic years, full time

The Bachelor of Art and Design focuses on the technical and soft skills that you'll need in the post-production side of the film industry.

Specialise in the visual effects subject matter areas of compositing, modelling and technical studies or 3D animation and, in your final year, you'll be working on an industry level production using contemporary visual effects techniques in order to create an amazing, state-of-the-art short film.

FIRST YEAR COMPONENTS

- **Foundation 3D – Animation, and Rigging:**
  Learn the basic skills required to operate contemporary 3D packages and produce simple digital rigs and animations.
- **Foundation 3D – Modelling – Surfacing, Lighting and Visual Effects:**
  Gain the necessary knowledge to produce simple digital models, textured surfaces and scene lighting.
- **Traditional Art and Design for 3D and Visual Effects**:
  Create traditional art assets to fulfil another individual's brief.
- **Digital Art I:**
  Using digital tools, students create art assets that meet the requirements of another person's vision and idea.

- **Digital Art II:**
  This builds on from the previous module, only this time, the assets are all used in 3D.
- **3D Modelling:**
  Build 3D models that are fit for production purposes.
- **3D Rendering:**
  Students gain knowledge in rendering and lighting 3D objects and scenes.
- **Foundation Mini-Project:**
  This mini-project draws on all of the year's learning to produce, test and revise assets for a 3D production.
- **Design Principles and Practice I:**
  Utilise the principles of design for the purposes of analysis and critical thinking.

To find out more about the second and third year course structure of the Bachelor of Art and Design, visit **mediadesignschool.com/ 3d-animation-visual-effects**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

CAREER OPPORTUNITIES

- 3D Modeller
- Compositor
- VFX Artist
- Animator
- Technical Director

INDUSTRY INSIGHTS

Creative industries rely on human capital for growth and innovation, meaning a degree in 3D Animation and VFX is a highly future-proof choice. As an Animator, Modeller, Compositor or VFX Artist, you'll find your skills are internationally transferrable and in high demand across the globe. It's a lucrative choice too - NZIER's most recent report on the NZ film industry showed that median earnings are growing faster than the average for the New Zealand economy. The typical post-production/ visual effects worker has a median hourly rate of $65.*

*https://nzier.org.nz/publication/the-economic-contribution-of-the-screen-industry

Bachelor of Media Design

GRAPHIC DESIGN | INTERACTIVE | MOTION GRAPHICS

The Bachelor of Media Design allows you to traverse graphic, motion and interactive design, providing the opportunity to develop your preferred specialisation before going on to shape your own destiny in a design studio, production house, creative agency, or as a freelancer.

FIRST YEAR COMPONENTS (FOR ALL THREE MAJORS):

- **Design Principles:** Develop a common vocabulary and understanding of the major motivations of media designers and collaborate across majors to develop effective designs in future joint projects.

- **Design Studio:** An introduction to a range of tools and creative problem-solving methods using a combination of guided class exercises, group work, class discussions and self-directed investigative tasks.

- **Contextual Studies:** This component introduces students to the idea of developing imaginative and socially relevant approaches to visual communication.

- **Photographic Studies:** Develop fundamental technical photographic skills.

- **Digital Image Foundation:** This component provides a foundation for effective practices in all media design disciplines.

- **Interdisciplinary Design Foundation:** Students independently implement a multi-part interdisciplinary project integrating practices from all majors. The project is carried out within tight technical and creative limitations, giving students practical experience working in a commercial design environment. Independent and reflective thinking, personal responsibility, time management and practical skills are developed using a project-based learning approach.

WHY CHOOSE A BACHELOR OF MEDIA DESIGN?

Our focus on employability means MDS graduates enter the workforce with future-proof technical skills, as well as the soft skills needed to succeed in a creative environment. You'll learn in a studio-like setting and will have the opportunity to build your portfolio by working to live briefs from the likes of Auckland Council, Les Mills and more. It's this unique approach to learning that has so many of our students landing rewarding jobs before they've even graduated, and it's what led MDS to be recognised as the world's #1 Graphic Design school by The Rookies' panel of internationally renowned judges.*

(Rookies, 2016).

INDUSTRY INSIGHTS

A degree in Media Design will open the door to an expansive and rapidly growing industry that could take your career in any number of lucrative directions. Designers in NZ typically earn between $55-90k p/a* and, according to the Ministry of Business, Innovation and Employment, although the number of UX designers in NZ is increasing, there are still not enough to meet the growing demand.

*careers.govt.nz

Clarity Audiology

Lauren Chalk (2018)

2018 Best Awards Gold Award Winner, Public Good Award

As a young person suffering from hearing loss, I was well aware of the difficulties it brings to day to day life. Despite my hearing aids, I felt isolated and self-conscious. Through research I discovered that I was not alone - many young people with hearing loss don't wear their hearing aids due to social stigma that surrounds hearing loss and disability in general. I wanted young people to wear their hearing aids in the same way they carry their phone in their back pocket.

I created Clarity Audiology to be a hearing aid company that integrates technology to give users a better hearing experience. By creating a concept wristband that works with the user's hearing aids, I am communicating to young people that hearing aids are simply another device that can make life easier, and there is no need to shy away from hearing loss. In fact, they can be more connected than ever to who they love and what they love doing.

Studying a Bachelor of Media Design at Media Design School gave me skills that brought Clarity to life. The breadth and depth of both technical and soft skills, as well as the support and encouragement from the lecturers, enabled me to create a successful project I am very proud of.

In 2016, 880,350 Kiwis (18.9% of the population) were affected by hearing loss.

But not all young kiwis with hearing loss wear their hearing aids, due to the social stigma surrounding them.

The wearable tech is intuitive, easy to use and adaptable, making it highly appealing to young people with hearing loss.

Graphic Design

Bachelor of Media Design, majoring in Graphic Design
NZQF: Level 7 (360 credits), 1 EFT a year
Duration: Three academic years, full time

Graphic Design teaches you how to communicate using text, image, and form to make visual connections and how to craft seeds of ideas and information into meaningful interactions.

By the end of your third year at MDS, you will have designed, constructed and documented a body of work that represents your perspective as an emerging professional designer.

FIRST YEAR GRAPHIC DESIGN COMPONENTS

- **Principles of Practice:** An introduction to graphic design disciplines, historical influences and the theories, principles and processes of graphic design. Some of the topics covered by this component include market research, typography, and brand identity.

- **Graphic Design Studio:** Classes focus on developing creative and technical solutions in response to graphic design briefs through technical demonstrations and practical work.

To find out more about the second and third year course structure of the Bachelor of Media Design majoring in Graphic Design, visit **mediadesignschool.com/graphic-design**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

CAREER OPPORTUNITIES

- Creative Director
- Art Director
- Studio Manager
- Graphic Designer and Illustrator
- Web and Mobile Interface Designer
- Brand Specialist
- Freelancer
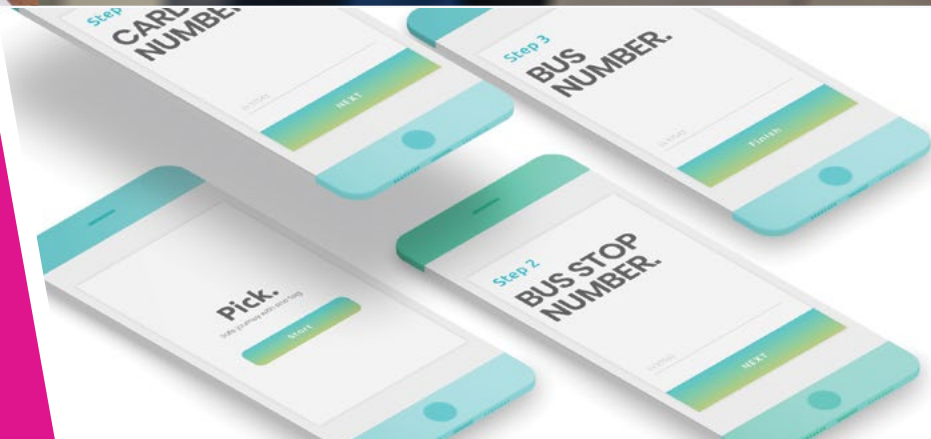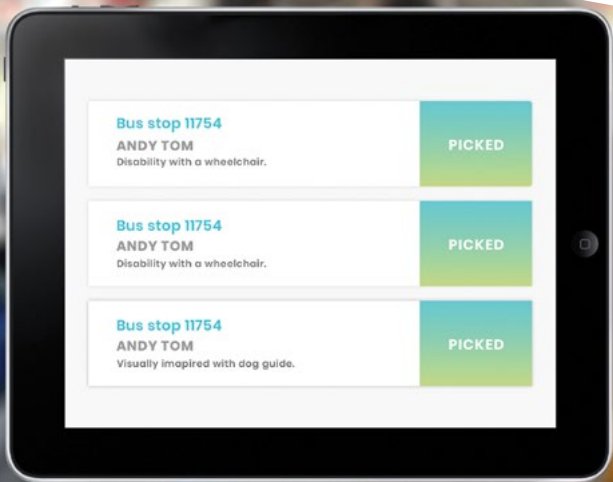
Pick Tag System

Mona Gabr (2018)

Pick Tag System was developed to assist people with disabilities to get the right bus on public transportation. Now a working prototype, the system allows communication between the individual and the bus driver through an NFC tag system, ensuring that the passenger gets on the right targeted bus. According to Statistics NZ, 35% of people with a disability are over 65 years old and may not have access to a smart phone, hence the use of a tag system rather than a mobile app. The Pick Tag System strives towards equity for people with a disability.

The main thing that influenced my design process was using the humancentric approach. There are lots of technological solutions introduced in various ways by different people to solve this problem, but the majority of them are not solving what the target audience needs. Therefore, I gave priority in my project to the user journey solution and understanding the demography of my target audience to develop a solution matching their needs.

I chose to study at Media Design School because of their focus on keeping us up to date with the real world and real work experience. They always teach us new trends and tools that help us to be ready and successful after graduation. Also, I love the small community and the fantastic relationship between lecturers and students. They improve our skills through communication and understanding each student's mind-set.
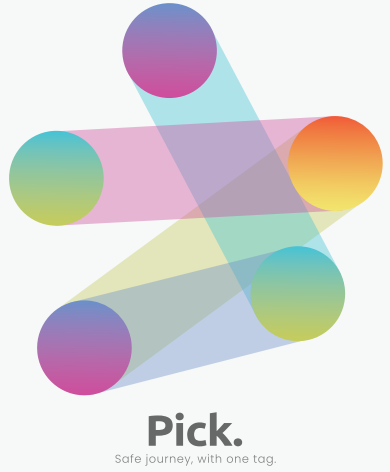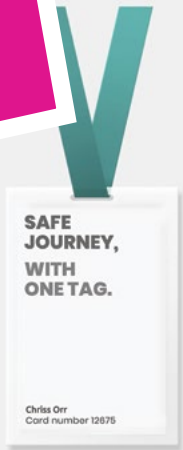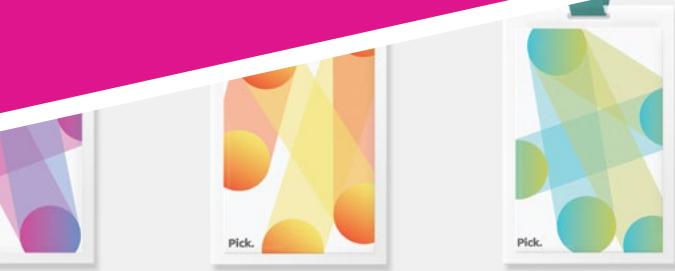
Interactive Design

Bachelor of Media Design, majoring in Interactive Design
NZQF: Level 7 (360 credits), 1 EFT a year
Duration: Three academic years, full time

The interactive design major prepares you for the technical demands of the web and mobile development industries.

As you move along the course, you'll experiment with a variety of interactive and dynamic design theories and be immersed in fundamental digital design processes, such as front-end web development, interactive programming, and content management systems.

FIRST YEAR INTERACTIVE DESIGN COMPONENTS

- **Interactive Design Principles of Practice:** Develop the skills to learn concepts and processes relating to ideation, planning and prototyping of interactive design solutions, as well as the ability to prepare effective proposals and provide purposeful interactive experiences.

- **Interactive Design Studio:** A significant focus will be placed on project-based learning through the development of interactive design and technical solutions in response to creative and technical briefs.

To find out more about the second and third year course structure of the Bachelor of Media Design majoring in Interactive Design, visit **mediadesignschool.com/interactive**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

CAREER OPPORTUNITIES

- Web Designer
- Front-end Developer
- Back-end Developer
- Mobile Application Developer
- User Interface Programmer

Be Soul

Song by KAYA the Band

Pon Huey Min (2018)

Be Soul stems from my awareness around recent political events in Malaysia that caused significant change in freedom of speech in media. Following a conversation with KAYA, a Malaysian indie rock band that addresses this problem in one of their songs, we decided to collaborate on a music video.

The video is an interpretation of our views and emotions on the political events that happened in the last general election, exploring those views through symbolism in a flat animation. The aim of this project is to acknowledge the emotions and processes that a nation has gone through to make a change, and to challenge the idea of how political views can be expressed. Through storytelling, I aim to make politics a public conversation.

Looking back at my days at Media Design School, I'm glad that I was in a striving environment and surrounded by people who supported and inspired me. The lecturers were supportive of my ideas and concept, always encouraging me to achieve the best. No tasks are too hard, even going as far as reaching out to a band in Malaysia. Having industry members on our final panel, giving expert feedback on our capstone projects, was also a really valuable experience.

Motion Design

Bachelor of Media Design majoring in Motion Design
NZQF: Level 7 (360 credits), 1 EFT a year
Duration: Three academic years, full time

Making text, illustrations and images move is the specialty of the Motion Graphics Designer.

This truly unique art form can be found in numerous elements of digital design, including music videos, promotional videos, television commercials, and in films.

This course includes learning key technical skills such as 2D and 3D animation, visual effects, composition, image manipulation and text choreography to give you the experience and evidence of working to a client brief needed to land a job in a dynamic and exciting agency and production environment.

FIRST YEAR MOTION DESIGN COMPONENTS

- **Motion Design Principles of Practice:** Students are introduced to motion design disciplines, historical influences and the theories, principles and processes of motion design with a focus on typography, principles of animation, moving image narrative and production techniques.
- **Motion Design Studio:** Classes focus on developing creative and technical solutions in response to motion design briefs through self-directed practice.

To find out more about the second and third year course structure of the Bachelor of Media Design majoring in Motion Design, visit **mediadesignschool.com/motion-design**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

CAREER OPPORTUNITIES

- Television
- Advertising
- Production houses
- Corporate event companies

Bachelor of Creative Technologies

GAME ART

Bring to life beautiful environments and memorable characters and create immersive experiences to share with the world. Our Game Art degree will enable you to seamlessly enter the industry by developing your skills in a studio-like environment and working with fellow artists and programmers to create a commercially viable game.

WHY CHOOSE A DEGREE IN GAME DEVELOPMENT?

Media Design School was the first school in New Zealand to provide specialised gaming degrees for aspirational game developers. We're the only school in New Zealand to have partnered with Sony PlayStation's First Academic Development Programme, and we're currently Unity Technology's first and only Training and Certification Partner in New Zealand. All of our Game Development students have the opportunity to graduate as Unity Certified Developers, putting them a step ahead of the competition when they enter the workforce.

unity

PlayStation First

UNREAL ENGINE

iOS Developer University Program

Grow

Little Lost Fox (Niamh Fitzgerald, Blake Wood, Jim Youngman, Francis Stephens) (2016)

Grow, a relaxing, meditative world building game where you develop your world and manage the events that threaten it, won four awards at the 2017 Play by Play Awards.

Held as part of the Play by Play Festival in Wellington, these awards celebrate the very best of New Zealand's video games and home-grown talent. *Grow* managed to take out the Excellence in Design Award, the Student Award, Audience's Choice and the highly coveted Outstanding Overall Award.

"We had seen there was a lot of positive feedback from the public during the Play by Play festival, so we thought we might have a shot at the Audience Choice award. But honestly, we never thought we would win one prize, let alone four, because there were so many fantastic finalist games," says Niamh Fitzgerald of Little Lost Fox.

"When *Grow* was announced as the winner for Excellence in Design, our table erupted with excitement. It was so unexpected that it actually took us a few seconds to figure out we needed to go up and accept our award! After we won the first one everything was kind of a blur - we still can't quite believe that we won four prizes!"

In late 2017, Little Lost Fox were given the opportunity to further develop *Grow* by a joint funding initiative between two indie games studios, Dinosaur Polo Club and Dry Cactus Games. The game was released in the app store as 'Valleys Between' in 2018.

Game Art

Bachelor of Creative Technologies
NZQF: Level 7 (420 credits), 1.2 EFTS a year
Duration: Three academic years, full time

From 2D platformers to 3D brawlers, you'll be devising and creating your own interactive stories, digital illustrations, concept art and games that will be viewed by an international audience of game enthusiasts.

Within the first sixteen weeks of your first year, you'll have created your very own 2D game and, by the time you've finished your degree, you'll have collaborated with other game artists and programmers to develop an industry-quality game.

FIRST YEAR COMPONENTS

- **Art and Design Foundation:** Learn to produce traditional artwork to visually communicate, understand form, and articulate your ideas.

- **2D Visual Asset Generation:** Explore digital painting techniques through the creation of character concepts, environmental design and user interfaces. Students will also be introduced to game specific techniques such as pixel art, sprite sheets and animation.

- **Game Production Foundation:** Utilising game development techniques and tools, students will be introduced to simple coding and will create their own arcade-style games.

- **3D Visual Asset Generation:** Students expand on knowledge gained in the 2D Visual Asset Generation course and utilise industry standard 3D modelling tools and techniques to communicate complex ideas and emotions.

- **Game Studios I:** This course offers an introduction to the study of video games as texts situated within wider cultural and theoretical settings.

- **Game Design Principles:** Learn principles of game design including rules, progression and balance by collaborating in teams to ideate and create both physical and digital games.

To find out more about the second and third year course structure of the Bachelor of Creative Technologies, visit
mediadesignschool.com/game-art

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

CAREER OPPORTUNITIES

- Game Artist
- Modeller
- Texture Artist
- Technical Director
- Art Director
- Animator

INDUSTRY INSIGHTS

Globally, the games industry is bigger than the music industry and box office put together, and its influence in New Zealand is rapidly expanding. The NZ Game Developers Association's 2018 report showed a 43% growth in the industry in just one year, with a 10% increase in full time jobs*. A number of prominent studios have cited skill shortages as their biggest barriers to growth, with game programmers and artists being the hardest roles to recruit. This course is designed to respond to those industry-wide shortages, so you're sure to be in demand when you graduate.

*nzgda.com/survey2018/

Bachelor of Software Engineering

GAME PROGRAMMING

Study a Bachelor of Software Engineering (Game Programming) and become a highly sought-after programmer who can breathe life into unimagined worlds. You'll work across a range of platforms, including Sony PlayStation and Apple iOS, using Unity or Unreal game engines, and collaborate with artists to create beautiful worlds that behave in their own laws of physics and have artificially intelligent creatures.

WHY CHOOSE A DEGREE IN GAME DEVELOPMENT?

Media Design School was the first school in New Zealand to provide specialised gaming degrees for aspirational game developers. We're the only school in New Zealand to have partnered with Sony PlayStation's First Academic Development Programme, and we're currently Unity Technology's first and only Training and Certification Partner in New Zealand. We're also part of Apple's iOS Developer University Program, meaning all game development students have the opportunity to develop on Sony PlayStation 4, Apple iPhone/iPad, and graduate as Unity Certified Developers.

unity

PlayStation.First

UNREAL ENGINE

iOS Developer University Program

SRC: Sprint Robot Championship

RageQuit Studios (Scott Thomson, Tyrone Mills, Gabriel Magadza, and Cameron Chung) (2017)

SRC: Sprint Robot Championship is a first-person sprint racing game where players achieve the fastest times possible on a wide range of challenging tracks. The game was accepted on to the MDS Studios games accelerator programme at the end of 2017.

"Media Design School provided us with the tools and knowledge we needed to succeed in the video game industry. We were given practical advice throughout the course which allowed us to create fun and immersive games. The experience gained from working on our third-year project allowed us to stand out as game developers and be accepted into the MDS Studios accelerator programme where we had the opportunity to release our first game production to a commercial audience," says SRC: Sprint Robot Championship game artist Cameron Chung of the opportunity to further develop the teams' newest title.

> "It was rewarding for us to see that the early work we put into the core gameplay had paid off. Our advice for any students is to work hard, get as much feedback as you can, and have fun."

Currently in Beta, the game was released in Early Access on Steam in 2019

Game Programming

Bachelor of Software Engineering
NZQF: Level 7 (420 credits), 1.2 EFTS a year
Duration: Three academic years, full time

Learn a range of programming languages from C++ to Swift, enabling you to succeed in the games industry or the wider technology sector.

You'll be equipped with software engineering principles learnt through game development and in your third year, you'll collaborate with fellow programmers and artists in order to create a commercially viable game; the closest experience you'll get to an industry environment at any tertiary provider in New Zealand.

FIRST YEAR COMPONENTS

- **Introduction to Software Engineering for Games:** Begin with an introduction to the C++ programming language and the opportunity to construct simple games.

- **Fundamental Mathematical and Engineering Principles:** This component begins with basic mathematics before progressing to the core mathematical skills required for solving games problems.

- **Algorithms and Data Structures:** This component teaches the fundamental data structures and algorithms that are needed to solve common gaming problems

- **Introduction to Games Mechanics:** By playing, analysing, reading, discussing and writing about games, students will examine how games function from a technical perspective.

- **Mathematics for Graphical Games:** Students learn to construct mathematical solutions to common gaming problems. They design, develop, test, and enhance a game that requires a significant degree of mathematics.

- **Software Engineering Principles and Practices:** This component focuses on the skills required to produce a game both on time and on budget.

- **2D Game Programming:** More advanced programming concepts are introduced including a basic introduction to user-interface design and software engineering management methods.

- **Game Design Principles:** Learn principles of game design including rules, progression and balance by collaborating in teams to ideate and create both physical and digital games.

To find out more about the second and third year course structure of the Bachelor of Software Engineering, visit **mediadesignschool. com/game-programming**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

CAREER OPPORTUNITIES

- Game Programmer
- Software Engineer
- Graphics Programmer
- Engine Programmer
- Artificial Intelligence Programmer
- Technical Lead

INDUSTRY INSIGHTS

Globally, the games industry is bigger than the music industry and box office put together, and its influence in New Zealand is rapidly expanding. The NZ Game Developers Association's 2018 report showed a 43% growth in the industry in just one year, with a 10% increase in full time jobs*. A number of prominent studios have cited skill shortages as their biggest barriers to growth, with game programmers and artists being the hardest roles to recruit. This course is designed to respond to those industry-wide shortages, so you're sure to be in demand when you graduate.

*nzgda.com/survey2018/

Bachelor of Software Engineering

CLOUD COMPUTING

Study a Bachelor of Software engineering in Cloud Computing and you'll leave MDS armed with a range of technical, operational and software management skills that will put you a step ahead in the global tech industry. Throughout your studies, you'll work across a variety of services and platforms to build a comprehensive, industry-aligned understanding of Cloud Computing and DevOps.

WHY CHOOSE A DEGREE IN CLOUD COMPUTING?

In response to rising industry demand, our Bachelor of Software Engineering (Cloud Computing) has been designed to give you both the technical and the creative and problem-solving skills required to succeed in the Cloud Computing and DevOps fields. This course will let you specialise in the in-demand areas of DevOps and Cloud Computing, while mastering a wide range of technical subject areas. Best of all, our collaboration with Amazon Web Services means you'll also have the opportunity to design, develop and deploy applications to the AWS platform – the largest and most lucrative cloud computing platform in the world.

*pending approval from NZQA

aws

Cloud Computing

Bachelor of Software Engineering
NZQF: Level 7 (420 credits), 1.2 EFTS a year
Duration: Three academic years, full time

Explore the intricacies of cloud infrastructure, master the fundamentals of CI/CD, and explore the in-demand field of microservices architecture.

In your first year, you'll cover the foundational skills of software engineering, DevOps and Cloud Computing, with an introduction to computer graphics and practical mathematical skills. You'll also develop an understanding of different service models (IaaS, PaaS, SaaS), architectures/platforms and virtualization in today's industry.

FIRST YEAR COMPONENTS

- **Introduction to Software Engineering for Games:** Begin with an introduction to the C++ programming language and the opportunity to construct simple games.

- **Maths 1:** This component begins with basic mathematics before progressing to the core mathematical skills required for solving games problems.

- **Introduction to Cloud Computing:** This component introduces the cloud computing specialisation covering different service models, architectures and platforms.

*pending approval from NZQA

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, dates, fees and approval status.

CAREER OPPORTUNITIES

- Software Engineer
- Software Developer
- Cloud Systems Engineer
- Cloud Developer
- DevOps Engineer
- Cloud Architect

INDUSTRY INSIGHTS

Cloud technology, along with mobile internet, is predicted to be the top technological driver of job changes in the next five years*, and industry trends indicate an imminent significant shortage of graduates. The content of this course has been heavily influenced by our industry advisory panel to produce the right graduates to fill this skill gap, and the result is a programme that threads design thinking, ideation, project and time management, and interpersonal communication across different components, significantly increasing our students' employability.

* reports.weforum.org/future-of-jobs-2016/drivers-of-change/

Bachelor of Software Engineering

ARTIFICAL INTELLIGENCE

Study a Bachelor of Software Engineering in Artificial Intelligence and you'll become a highly sought-after developer with a deep understanding of algorithms and techniques used in solving problems of natural language processing, computer vision and more. You'll explore different models for pattern recognition, use them in cloud environments, and master the fundamentals of machine learning, before embarking on a rewarding career in the future-facing field of creative tech.

WHY CHOOSE A DEGREE IN ARTIFICIAL INTELLIGENCE?

Industry feedback indicates a significant shortage of employees with both a strong grasp on the technicalities of software engineering and an ability to think critically and creatively. To address that gap, MDS has partnered with IBM to design a course that will give you not only the future-proof technical acumen, but the core soft skills required for a successful career in AI, putting you a step ahead of the competition when you enter the workforce.

*pending approval from NZQA

IBM

Artificial Intelligence

Bachelor of Software Engineering
NZQF: Level 7 (420 credits), 1.2 EFTS a year
Duration: Three academic years, full time

Master both a range of technical subject areas, such as Computer Vision, Natural Language Processing, Speech Recognition, and Machine Learning & Robotics, as well as the in-demand soft skills of ideation, design thinking, project and time management and interpersonal communication.

Your first year will cover the foundational skills of software engineering and AI, including an introduction to computer graphics and practical mathematical skills.

FIRST YEAR COMPONENTS

- **Introduction to Software Engineering for Games:** Begin with an introduction to the C++ programming language and the opportunity to construct simple games.
- **Maths 1:** This component begins with basic mathematics before progressing to the core mathematical skills required for solving games problems.
- **Concept in AI:** Introduction to Artificial intelligence through knowledge representation, problem solving techniques and architectures used to build intelligent systems.

*pending approval from NZQA

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, dates, fees and approval status.

CAREER OPPORTUNITIES

- Software Engineer
- Software Developer
- Machine Learning Engineer
- AI Developer
- Business Intelligence Developer
- R&D Engineer
- Data Scientist

Industry insights

It has been predicted that AI will be the most significant change driver over the next two decades, with 2.3 million jobs expected to appear as early as 2020*. Software Engineers remain on NZ's long term skill shortage list and the ever-growing demand for graduates means salaries remain highly competitive, with earnings averaging between $72-100k per year.**

*gartner.com/newsroom/id/3837763

** careers.govt.nz

Graduate Diploma of Creative Advertising

WHY CHOOSE THE GRADUATE DIPLOMA OF CREATIVE ADVERTISING?

This programme is the most awarded Creative Advertising programme in New Zealand and Australia.

It's been ranked as one of the top five most creative schools in the world by Young Guns, and as one of the top three in the world for social media by The Bees Awards in San Francisco.

Last year, its students continued the programme's global profile with 4 student teams winning One Show Merit awards from New York; a Future Lions ranking from London; a prestigious D&AD pencil from the international D&AD New Blood Awards; and a big win locally when we took out the 2018 Google Student Axis Award.

Our 2018 intake rounded off their successful year off by winning more awards in the all-important innovation category at the Global AdStars Awards than any other school on this planet.

INDUSTRY INSIGHTS

"It's pretty amazing really. Kate runs a course that is the envy of other courses around the world. Every year I am impressed by her latest graduates and every year I almost always end up hiring a bunch of them. Media Design School is as big an institution today as the advertising agencies it supplies. That's testament to Kate and David Bell and all the talented folk in our industry who give up their time to teach there." - **Toby Talbot, Chief Creative Officer, Saatchi & Saatchi New Zealand**

Adidas
Ab Train-ing

With the World Cup kicking off soon in Tokyo, how do we get rugby fans hyped for it? Let's use the number one rugby team in the world to train in a uniquely Tokyo way.
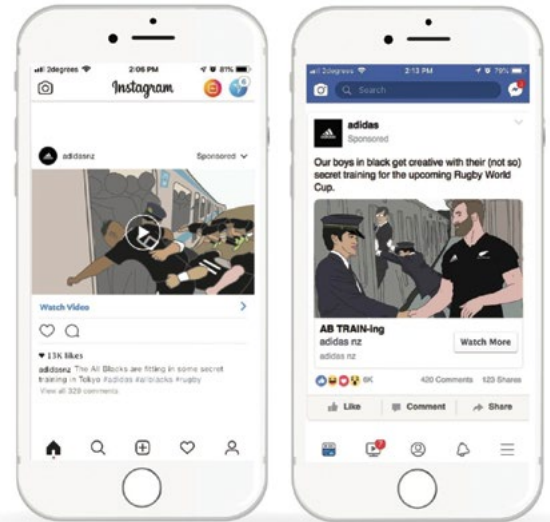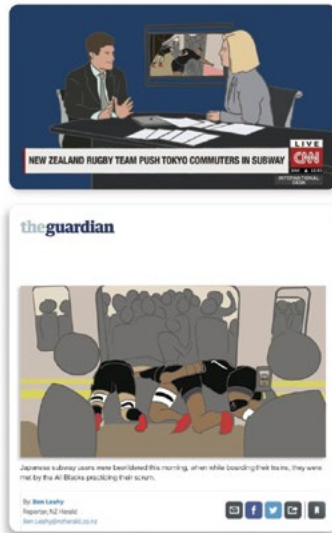
Oculus
Mine Detonator

At global gaming events, gamers teleoperate a guided mine detonator through a virtual minefield mapped onto real life minefields, which means gamers-who love to blow stuff up-can use their skills to blow up mines in real life.

Hell's Protected
Species Pizza

Lab meats use animal cells to grow meat in labs. So, knowing there's nothing as tasty as forbidden fruit, Hell are going to use lab meat technology to put the Kereru, NZ's 2018 Bird of the Year, on a pizza.

Graduate Diploma of Creative Advertising

NZQF: Level 7 (140 credits), 1.3 EFTS per year
Duration: One academic year, full time

If you are serious about entering the exhilarating world of creative advertising then this is the place to be.

Endorsed and supported by the Commercial Communication Council of NZ and recognised by the International Design and Art Direction (D&AD) University Network, The AdSchool (as it's known in industry) is New Zealand's original creative advertising course. You'll be taught with the help of industry creatives, have industry creatives as mentors, and your year will end with a portfolio show for industry.

This programme will prepare you most immediately to enter the creative departments of advertising agencies by helping you to develop innovative ideas, along with the ability to communicate those ideas in a compelling manner across a range of platforms and mediums. With creative problem solving skills being identified as one of the top three future-of-work skills, it also prepares you for any number of future work opportunities across the whole breadth of commercial creativity.

The Adschool's lecturers and tutors are also highly experienced industry professionals who will guide you through a fast and furious 36 week programme; one that is distinctly unique because it is taught in the applied setting of a creative department with tutors operating as your creative directors.

So, if you're a person with a creative itch who'd like to have a career in ideas, and if you're curious about where people, media, culture, interactivity, technologies and trends interact, then come and have a chat with us.

PREREQUISITES

The Graduate Diploma of Creative Advertising has a limited intake each year. Students must be at least 20 years of age and hold either a Bachelor's Degree or be able to evidence relevant work experience (or, have a mixture of level 5/6 qualifications along with relevant work experience).

In terms of relevance, we are open to a variety of different backgrounds and experiences, so your degree or work experience could be in any sort of visual or written communication: art, design, film, animation, gaming, social sciences or the broader humanities, as well as law, marketing or business in general.

If you need to discuss your background further prior to applying feel free to contact: **sophie.hawke@mediadesignschool.com**

You do not need a portfolio to apply for this programme, however you will need to prepare an application task, which will be followed up with an interview with the programme director.

For a full description of what the creative application task entails please visit **mediadesignschool.com/enrolment**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

CAREER OPPORTUNITIES

AdSchool Graduates have gone on to work as Art Directors, Copywriters and Creative Directors in the creative departments of advertising, PR, social and production agencies both domestically and globally. Graduates are also increasingly working as creative generalists alongside software engineers and digital specific specialists in places such as Facebook and IBM.

"If I have to pick one life/career-changing moment in all these years, it's got to be when I got accepted into the AdSchool. A unique place where students were truly encouraged to learn via failures, think big ideas beyond media choices, and keep asking: 'what's in it for me (the consumer)?'. That was all about user-centric experience, design thinking, and empathy, even before all these became buzzwords."

Michael Tam, Chief Creative Catalyst at IBM iX.

Graduate Diploma of Creative Technologies

WHY CHOOSE THE GRADUATE DIPLOMA OF CREATIVE TECHNOLOGIES?

Add new, up-to-date knowledge to your creative technologies skill-set through hands-on projects delivered in a studio-like environment. A Graduate Diploma of Creative Technologies can serve to increase the value of your undergraduate degree in the job market or be a first step to a new career.

The GDCT programme is designed to provide you with professional development in a specific area of creative technologies such as AR/VR, 3D Animation, VFX, Game Development, Graphic Design, Motion Design, and Interactive and Web Design.

You'll be taught via a combination of intensive workshops, tutorials, projects and applied research. This course is ideal for those who have already obtained an academic qualification or who have had extensive work experience in a related field.

The Lost World in Virtual Reality
Jacob Du (2018)

The Lost World in Virtual Reality is a 360° stereo panoramic short film, which gives the viewer a point-of-view experience of traveling in a dinosaur's world. The aim of this project was to explore how cinematic VR can be used to give the audience a strong sense of immersion.

For a long time, film artists have created imaginative characters and scenes, which have opened up one wonderful fantasy world after another. With the development of CGI animation technology, the illusions of these artists appear on the screen more and more realistically, but it's only relatively recently that VR technology has matured to such a point that we have an opportunity to interact much more closely with the fantasy world, to personally enter into it and experience total immersion in an artistic creation.

With the help of my MDS teachers, I was able to work with a number of really interesting technologies to bring this project to life, such as realistic character rigging, muscle systems, Unreal Engine 4, real-time rendering, spatial audio, and 6DOF VR video. Studying at Media Design School has been an amazing journey and I've really enjoyed it.

Graduate Diploma of Creative Technologies (GDCT)

NZQF: Level 7 (140 credits), 1.2 EFTS per year
Duration: One academic year, full time

If you are looking for a supportive learning environment that focuses on developing your creative technology skills through working on self-initiated projects, this course is for you.

The GDCT will help you further develop your creative technology skills in fields including **AR/VR, 3D Animation, VFX, Game Development, Graphic Design, Motion Design, or Interactive and Web Design** through both project-based and problem-based learning.

Your end goal can be academic or professional and in your first semester you will be assisted by your lecturers to develop an Individual Learning Plan (ILP) to determine your personal learning outcomes.

The first semester will combine courses, tutorials, and workshops designed to develop your knowledge and skills. The second semester will be predominantly self-directed where you propose and produce a minor project and a major capstone project, with your lecturers supporting you along the way as guides and mentors, through regular 'work-in-progress' feedback sessions and one-on-one meetings.

PREREQUISITES

To be eligible for this course, you must either hold a degree qualification or be able to demonstrate that you have equivalent relevant professional experience in the creative industries. You need to provide evidence to support the level of skill required for a self-directed investigation at Bachelor Degree level.

This could be in the form of a portfolio/show-reel of creative/technical work, evidence, qualification transcripts and employer statements. You also need to provide a statement of intent to tell us what you want to achieve.

If you are an international student, you'll need to prove that you are proficient in the English language and able to complete this course. We'll be looking for an academic IELTS score of 6.0 (with a minimum band of 5.5) or an equivalent language test if English is not your first language.

When you apply, you'll need to provide us with a digital copy of your portfolio. For a full description of portfolio requirements visit **mediadesignschool.com/enrolment**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

Media Design Graduate School

The Media Design Graduate School empowers you to take steps that will change the world. Mix with the brightest, most passionate people. Develop systematical creative thinking and build design skills in an innovative fast-paced fun environment.

WHY CHOOSE THE MEDIA DESIGN GRADUATE SCHOOL?

Media Design School and Laureate Universities: Changing the World, For Good

Our programmes develop insightful designers. Our students are not afraid of making mistakes; they only fear missed opportunities. Our alumni are sought-after passionate professionals who are never satisfied with the status quo. Instead, they choose to employ their knowledge, talent, and ideas to create change.

Real Experience: Innovation is in our DNA

Media Design School began with a pioneering spirit and has grown into a higher degree provider with a reputation as a catalyst for change. Drawing on the energy of the latest emerging technology and the most dynamic creative industries, you will learn to try new ideas and embrace the process of fast-failure that leads to success.

Tailor your design career to your interests. You will have access to cutting-edge undergraduate programmes in Visual Effects, Gaming, Software Engineering, Creative Advertising, Media Design, Digital Creativity, and Creative Technologies on a single campus – exposing you to more diversity, more ideas, and more inspiration.

Life at Media Design School:
A Culture of Collaboration

From group projects to student competitions to live events, our culture reduces rivalry between students, encourages teamwork, and deepens relationships.

Our Graduate School Studios have been designed for the future, with an eye towards technology, innovation, collaboration, and sustainability.

Real-World Results

Due to the transformational content and collaborative structure of the programme, many Postgraduate Design students report that they have a broader grasp of design methods and approach real world challenges and opportunities with greater awareness. Employers note that Postgraduate Design students interact with their teams and colleagues more productively, engage with clients more confidently, and lead cross-functional initiatives and projects more successfully.

Media Design School's Graduate School is an immersive learning experience—one that empowers a broad range of designers to reflect, recharge, and re-emerge as visionary leaders.

Our programmes offer the rare opportunity to step back, re-evaluate your career goals, and reset your direction. You'll return to your company (or start your own!) with fresh insights on your professional and personal strengths, strategies for taking your design skills to the next level, within a global network of peers whose challenges mirror your own.

Media Design School's Postgraduate Design
Programmes vs. Traditional Academia

We are not old-fashioned. If you're an experienced professional, Media Design School's Graduate School programmes can transport you to the next stage of your career, even prepare you to grow your own business. This is done by pacing you through specific challenges, which ultimately help you become more effective.

These are practical qualifications completed by coursework. You won't drown in endless abstract theories, nor sweat through irrelevant formal essay topics. Everything that we do at Media Design School is applied – it echoes the real world. You'll work hard in a simulated environment to produce slick professional portfolios that stand-out in a crowded marketplace. You'll pitch to clients, receive feedback from industry leaders, be inspired by the best, produce the types of reports and documents that are actually used in creative design agencies and studios across the world. We've cut out the excess and added the most useful stuff!

HOW DO I APPLY TO THE MEDIA DESIGN GRADUATE SCHOOL?

To ensure optimal peer-to-peer learning, Media Design School determines each Postgraduate Design cohort by carefully managing the participant mix. Postgraduate Design participants typically have six or more years of professional experience and are recognised as having significant potential.

Most applicants have a high degree of specific design knowledge. Others come from diverse backgrounds but have a strong interest in how design can be applied to their specific field and interests. We're open to unusual applications and backgrounds!

If you are an international student, you'll need to prove that you are proficient in the English language and able to complete this course. We'll be looking for Academic IELTS 6.5 (with a minimum band of 6.0) or an equivalent language test if English is not your first language.

Postgraduate Certificate in Design

NZQF: Level 8 (60 credits), 0.5 EFT per year
Duration: 15 weeks

This full-time programme is for early to mid-career professionals (with at least six years of relevant work experience). It facilitates those without formal qualifications direct entry into postgraduate study. Progress onto a Master of Design, or simply take us for test-drive and exit with a completed Postgraduate Certificate in Design in only 15 weeks.

To find out more about the Postgraduate Certificate of Design, visit **mediadesignschool.com/courses/postgrad-cert-design**

Alula
Yannan Xu (Johnnya)

Blockchain Car Charging
Simon Nicholls

Ready to charge?
With Mister_M0

You're here!
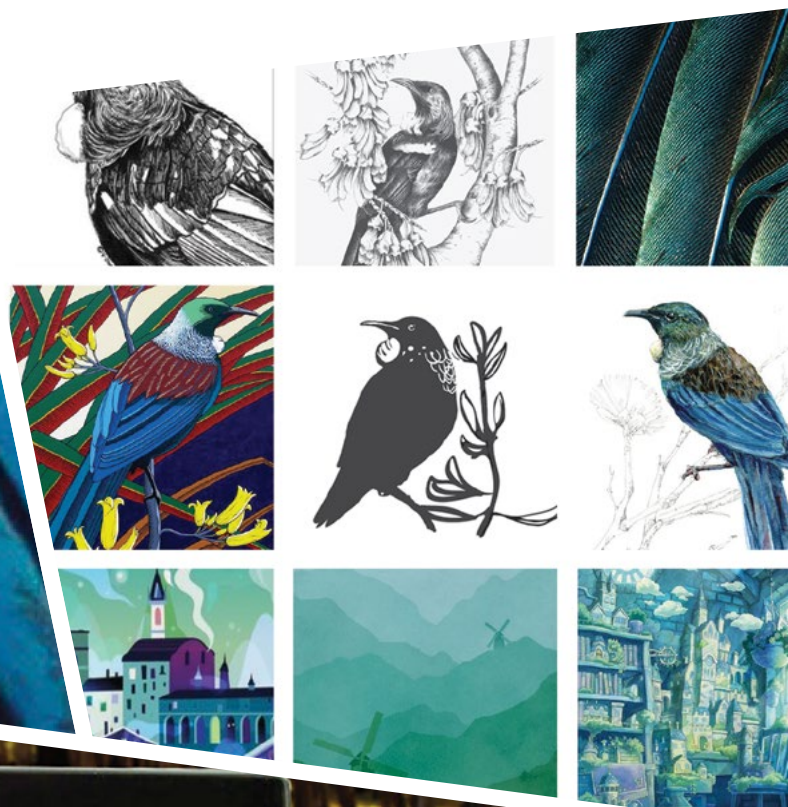
Postgraduate Diploma in Design

NZQF: Level 8 (120 credits), 1.0 EFT per year
Duration: 30 weeks

This 30 week full-time programme is for those with an undergraduate degree who wish to develop and update their strengths across the digital design spectrum. Develop analytical design thinking and build creative technological skills in an innovative environment.

CAREER OPPORTUNITIES

Possible career pathways for graduates of the Postgraduate Diploma in Design include both strategic and design positions within design studios, companies and consultancy agencies:

Design Project Manager; Systems Designer; Merchandising and Branding Developer or Strategist; Sustainability Designer; Interactive Designer; Mobile Technologies Designer; User Experience Designer; Design Analyst; Screen Designer; Digital Animator; Information Designer; Product Designer and Developer; Service Designer; Transmedia Designer; Packaging Designer; Secondary Design Teacher; Design Consultant; Design Manager.

To find out more about the Postgraduate Diploma of Design, visit **mediadesignschool.com/courses/postgrad-dip-design**

POSTGRADUATE DIPLOMA IN DESIGN COMPONENTS

Students are able to choose any four of the following components:

- **PGD001 Design Research – Connecting Texts, Deciphering Context:** Discover the ways different types of 'texts' (not just the written kind!) can be linked to understand the range of situations in which a designer operates.
- **PGD002 Interdisciplinary Design Project – Emerging Contexts:** In this component, you'll gain skills in the analysis of research data for application in visual research and design.
- **PGD003 Contemporary Design Issue – Creative Futures:** A live brief is used to explore how design interventions can have profound and ongoing effects on the world – both intended and unintended. You'll gain a reflective awareness of the ways in which design can reconfigure ways to produce more considerate and sustainable products, services and approaches that benefit both people and the planet.
- **PGD004 Special Topic Project – Creative Entrepreneurship:** Step out of your comfort zone by crossing the boundaries of your known discipline to contribute to a real-world project that requires a fresh solution. This component explores the potential of design thinking as a generator of state-of-the-art and entrepreneurial strategies, practices and designed things through innovation challenges. This requires the application of both corporate and academic research in conjunction with savvy design methodology.
- **PGD005 Special Topic Project – Design and Economies:** Design is profoundly affected by the economy in which it is embedded. In this component you'll take a real-world project brief and employ it to rethink assumptions about the unsustainable growth-based and unstable economies of the 21st Century.
- **PGD006 Interdisciplinary Design Theories – Dialogues:** Working in diverse teams of designers from a range of disciplines can build ground-breaking outcomes. Here, you'll work in teams to engage with ideas that are (or have been) influential in shaping ways in which designers can ideate in order to unpack solutions to interdisciplinary real-world problems.

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

Master of Design

NZQF: Level 9 (120 credits), 1.0 EFT per year
Duration: 30 weeks

Our rigorous, full-time 30-week Master of Design programme is for people pursuing their own ideas and specialist career in design focused on the latest technologies and approaches.

The design equivalent of an executive MBA programme, Media Design School's Master of Design offers an accelerated learning experience that transforms a wide range of professionals into the most promising next-generation designers.

Unlike a traditional design degree, the Master of Design is tailored to your unique needs and creative challenges. One-on-one professional mentoring that supports your personal project and full-time Media Design School faculty who are industry thought leaders are the hallmarks of this intensive programme.

Earthquake Survival in Kāpiti
Qingxia Wang (2017)

CAREER OPPORTUNITIES

Possible career pathways for graduates of the Master in Design include both strategic and design positions within design studios, companies and consultancy agencies such as:

Design Project Manager; Systems Designer; Merchandising and Branding Developer or Strategist; Sustainability Designer; Interactive Designer; Mobile Technologies Designer; User Experience Designer; Design Analyst; Screen Designer; Digital Animator; Information Designer; Product Designer and Developer; Service Designer; Transmedia Designer; Packaging Designer; Secondary Design Teacher; Design Consultant; Design Manager.

MASTER OF DESIGN COMPONENTS

Master of Design students undertake a Master Proposal and a Master Project, where you'll be mentored by an academic staff member with practice-based research expertise. Throughout this process, you'll draw on the practical, methodological, theoretical, and technical tools that you've developed over the duration of the programme to complete an effective project. Additionally, students are able to choose any two of the following components:

- **PGD001 Design Research – Connecting Texts, Deciphering Context:** Discover the ways different types of 'texts' (not just the written kind) can be linked to understand the range of situations in which a designer operates.

- **PGD002 Interdisciplinary Design Project – Emerging Contexts:** In this component, you'll gain skills in the analysis of research data for application in visual research and design.

- **PGD003 Contemporary Design Issue – Creative Futures:** A live brief is used to explore how design interventions can have profound and ongoing effects on the world – both intended and unintended. You'll gain a reflective awareness of the ways in which design can reconfigure ways to produce more considerate and sustainable products, services and approaches that benefit both people and the planet.

- **PGD004 Special Topic Project – Creative Entrepreneurship:** Step out of your comfort zone by crossing the boundaries of your known discipline to contribute to a real-world project that requires a fresh solution. This component explores the potential of design thinking as a generator of state-of-the-art and entrepreneurial strategies, practices and designed things through innovation challenges. This requires the application of both corporate and academic research in conjunction with savvy design methodology.

- **PGD005 Special Topic Project – Design and Economies:** Design is profoundly affected by the economy in which it is embedded. In this component you'll take a real-world project brief and employ it to rethink assumptions about the unsustainable growth-based and unstable economies of the 21st Century.

- **PGD006 Interdisciplinary Design Theories – Dialogues:** Working in diverse teams of designers from a range of disciplines can build ground-breaking outcomes. Here, you'll work in teams to engage with ideas that are (or have been) influential in shaping ways in which designers can ideate in order to unpack solutions to interdisciplinary real-world problems.

To find out more about the Master of Design, visit **mediadesignschool.com/courses/masters**

Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

Alumni
Success Stories

Bel Butler
Bachelor of Art and Design (2018)
Junior Animator

After 8 years of designing headstones, I decided to pursue my passion for animation. MDS had been my chosen place of study for many years, so there was no question about where I'd apply.

I expected to attend, learn how to animate, then leave. What I got instead was a fantastic learning environment where I got to learn a great deal about each sector of the VFX industry, all the while building friendships and connections with an array of talented, friendly, accepting and experienced students and lecturers. A community of skilled, welcoming humans.

My third year was my favourite. We focused on creature animation and worked on a large film production followed by a smaller, more focused team production. We learnt more about how to animate various creatures, humans and objects, experiencing an industry level working environment with a side of creative freedom.

With all of this backing my newly acquired skills, I have been welcomed into my first industry job only 3 months after completing my course. I look forward to where this journey will take me thanks to the skills gained through MDS, their faculty and the talented, hardworking students I now call friends.

Josep Jover
Diploma of Creative Advertising (2016)
DDB

Media Design School was perfect for me as I wanted a school that simulated a real agency and that offered me the possibility to build a strong portfolio.

From the beginning I had a really good feeling about the school. It seemed really professional and I loved that they were doing other courses in the same building like graphic design, programming, game design, illustration, and VFX (other fields I'm interested in). Advertising works so closely with all these other fields that I felt it was the perfect environment to learn creative advertising. I had the impression that, during my studies at Media Design School, I was not going to waste any second of my time and that I was going to work really hard and get the results I wanted at the end of the year.

Jacob Newton, my creative partner at the AdSchool, and I were really astonished when Haydn Kerr, Digital Creative Director at DDB, offered us a job before even finishing the Diploma at Media Design School. Haydn had been mentoring us for the last term of the Diploma and it was really helpful to work with someone who was working in the industry who wasn't one of our teachers and who was able to give us another perspective on our work.

Even if we hadn't been offered a job by Haydn, we learned a lot from him and this would have made our portfolio even stronger and increased our chances of getting a job. In fact, the possibility of having a mentor at the end of the year convinced me to go to Media Design School as I felt it was a good way to start in the industry, which proved to be true. Our case was one of many, as other students from the school were also offered jobs thanks to their mentors.

Juan Alejandro Morais
Bachelor of Software Engineering (2018)
PikPok Games

I'm a Programmer at PikPok, one of New Zealand's leading mobile game development studios. My journey as a game developer started at Media Design School, where I built the skills necessary to become a Software Engineer. I also learned how to network, an essential skill to succeed in life.

I volunteered at game developer events, worked with two start-ups amidst my studies, and also co-founded the Panama Game Jam, an organisation that aims to promote the game development industry in Panama, the country I was born in.

I got the idea from the Media Design School Game Jam - an event where you make a game in about 48 hours - and thought it would be a great idea to bring it to Panama. Long story short, we've organised 5 game jams to date, and have partnered with multiple institutions that have sponsored our events.

I am grateful to have had lecturers that were also mentors. They helped me achieve my goals, whether it was proof-reading cover letters, helping me develop my portfolio or simply helping me adjust my sometimes stubborn mindset. They gave me with a lot of support and aid whenever I asked for it. Along with them, I made great friends with my class group as well with the other Bachelor students, because that's how parties go!

When I discovered Media Design School, I also discovered Aotearoa - what an incredible adventure this has been. Being born and raised in Panama, I'm proud to call New Zealand my second home. This entire journey has been more than just studying in a great institution: it has been a process of self-discovery with stories I will cherish forever.

Sherylene Chan
Bachelor of Media Design (2017)
Air New Zealand

Sherylene Chan had already completed a three-year diploma in Mass Communication in Singapore when a stint in the institution's media conglomerate as a visual designer piqued her interest in pursuing graphic design as a career.

"Media Design School stood out to me because of its promise of 'industry-based' training. The Bachelor of Media Design was my first choice as it allows students to experiment in three different fields of design (Graphic, Motion and Interactive) in their first year before deciding what to major in for their final two years," explains Sherylene.

In her second year, thanks to Frontier, Laureate's own design portfolio network (wearethefrontier.com), Sherylene also secured a place on a prestigious course provided by the NewSchool of Architecture + Design in San Diego.

In 2016, Sherylene was named the runner-up of The Rookies Graphic Designer of the Year, beating hundreds of aspiring designers from around the globe with her impressive portfolio. Domestically, she picked up a Silver AND a bronze award at the 2016 Designers Institute of New Zealand Best Design Awards.

After being a design intern at advertising agency Colenso BBDO, Sherylene is currently working as a Digital Learning Specialist for Air New Zealand.

"The live-briefs that I received at MDS helped ensure that I am now able to fulfil the needs of my role. I personally got to work on two (actual) live briefs during my time at MDS, and the experiences with dealing with real clients greatly helped bolster my ability to work speedily."

Māori Student Success at Media Design School

Nau mai, haere mai, ki Media Design School. A warm welcome to our School.

Media Design School is focused on growing the pathways and outcomes for our Māori students and is active in the local community to ensure the success of those choosing to study with us before, during and after their time at our school.

We are exceptionally proud of our Māori graduates who have gone on to create prize-winning work inspired by our shared values of whanau, hapu and iwi (close and extended family).

The recognition and respect of Māori people and their customs are key influencers in the way we run our school. Our operations are bound by important laws and policies, such as the Treaty of Waitangi legislation, and international agreements such as the United Nations Declaration of the Rights of Indigenous Peoples that the Aotearoa New Zealand government signed in 2010.

From day one, you'll be part of a community of like-minded creatives who are here to celebrate and support you throughout your journey. Our dedicated Vaega team are responsible for a number of awesome initiatives designed to promote the success of our Māori and Pasifika students, from exclusive talks with industry experts to internally curated events where you can exhibit your work.

You'll also have the opportunity to be part of our newest initiative: Te Waka Paihere, which includes a mentoring programme designed to support Māori students enrolled in a Bachelor Degree throughout their studies and beyond.

The opportunities are endless, so don't hesitate to get in touch to find out more about how Media Design School can help you build a rewarding career in creative tech.

Ngā mihi nui ki nga iwi Māori, ngā tangata whenua o Aotearoa, me ngā iwi katoa o tō tatou ao whānui.

Jo Diamond
Māori Student Liaison Advisor
Media Design School
Jo.diamond@mediadesignschool.com

Mai te mapura mōhio, te mahi pai.
Excellent work comes from a bright spark.

Te Iwihoko Te Rangihirawea
Cultural heritage: Māori
Programme Completed: Bachelor of Media Design

During my time at Media Design School, I really enjoyed the broad range of projects and briefs. Some briefs emulated a group scenario, preparing us for a studio environment, while independent briefs allowed me to grow as an individual. I mostly enjoyed open projects, which explore personal interests and identity. This is where I truly found my voice as a designer.

Getting a taste of different projects helped form my career path. On one hand I enjoy working with corporate clients, hard deadlines and specific requirements. On the other, I enjoy a more open and self expressive brief. This usually means I get to work with clients who have a similar taste in design, allowing me to embrace and develop my own style. As a freelancer, it's the contrast between the two that I enjoy. All clients are different and come with their own unique problem, which often means tailoring a specific and personal solution. Working across a broad range of projects and assignments at MDS has prepared me well for this type of work.

I have been freelancing full time for almost two years, and it has been one of the most rewarding experiences of my life. The freedom to dictate when and where I work, whom I work with and managing my own clients is both challenging and rewarding. As a freelancer, or dare I say, a businessman, finding time to up-skill, managing clients and time to relax with friends and family is the hardest challenge I have to date. This often means, time to relax and work fall out of sync with the 9 to 5 working environment we all know.

Recently I have had the pleasure of working with a number of different clients. I helped the US Embassy develop a brand for a youth programme, I developed a cover for a resource booklet for the Ministry of Education and I have recently helped a small tech company rebrand their business.

At Media Design School, I highly recommend you find your voice! Don't be generic, figure out who you are and develop that in to a personal brand and design style. This approach has become a vital part of my success.

Best Awards BRONZE winner - Best Nga Aho Design Category
Aronui – Te Ara Hou – Te Iwihoko Te Rangihirawea

Te Iwihoko's submission, entitled Aronui - Te Ara Hou, was created in response to a brief that he says explored "identity through design."

"Aronui, featured with two tewhatewha (axe-like figures), holds two tewhawha as a symbol of leadership and new direction, which sums up our surrounding world that heavily relies on technology. Other than serving as an identity to technology, Aronui also contains the potential to revive diluted aspects of Māori culture and tradition. By creating an identity, a higher being aligned to technology, there is an opportunity to celebrate old traditions and apply them in a more modern and relevant context."

Pasifika Student Success at Media Design School

Talofa lava, malo e lelei, bula vinaka and greetings!

Pasifika People and culture make up over 7% of the total population of New Zealand. Media Design School has acknowledged the importance of this and has well and truly set sail on our commitment to the Pasifika People.

Our current commitments to Pasifika are made up of several initiatives within Pasifika communities, who we acknowledge and respect as an imperative voice in our activities as we create and implement them.

Our work within the community looks to lead through service, by identifying and removing barriers that Pasifika youth face when trying to enter the creative industries. We've worked to establish a number of valuable initiatives, including the newly established Malaga@MDS programme, to help talented Pasifika students excel in a career in creative tech. As a result, this prestigious and non-traditional pathway is not only made more accessible, but it also finds more acceptance.

Part of our success comes from our focus on employability - our courses and learning environment are designed to put our graduates a step ahead of the competition when they enter the workforce. In fact, 100% of our Pasifika graduates from 2017 were employed within 6 months of graduating. As a result, we have a network of exceptional Pasifika alumni who are making waves in their creative industries – some can be found working at Weta Digital, Soul Machines and more.

To solidify our commitment to our Pasifika communities, we are also excited to launch Media Design School's first Pasifika Strategic Plan: Laying Foundations 2019-2021. Over the next few years we will focus on the Pasifika strategies outlined within this guiding document.

These strategic goals will direct and boost Pasifika initiatives both internally and externally, including community-based projects, such as Pasifika Sparks, intended to support our Pasifika youth through providing relevant assistance which will alleviate current pressures and barriers that may prevent them from achieving their full potential in a cultural, sporting or academic setting.

We aspire to make a positive impact within the lives of all our Pasifika students over the next few years and look forward to serving you and our communities by working alongside you and allowing you to take the lead of your career in the creative industry!

Get in touch to learn more about our awesome courses and to find out how Media Design School can open the door to a rewarding career in creative tech.

To learn more about Malaga@MDS, visit malaga.mediadesignschool.com

O le ala I le pule, o le tautua. The way to leadership, is through service.

Malo fa'afetai.

Sandra Fatu-Nu'u
Pasifika Student Liaison Advisor
Media Design School
Pasifika@mediadesignschool.com

Nanai Tolovae Junior

Cultural heritage: Samoan
Programme Completed: Bachelor of Art and Design

What I enjoyed most about Media Design School were the friendships and networks that were made. MDS also gave me a massive amount of knowledge in different areas of design.

I was fortunate to have started through the Digital Creativity Diploma. My lecturers were very encouraging in helping me decide which career path I should take and I chose the Bachelor of Art and Design

The advice I have for those considering Media Design School is to just do it. Make contact with the amazing team in the office and the rest will take place. You will not regret it.

In my experience as an older adult student starting out, I knew nothing about how to operate a computer before starting at MDS. The Digital Creativity foundation programme was instrumental in shaping what I do now. It gave me skills in almost all areas of digital design, which has led me to great opportunities travelling internationally for commissioned projects and also led me to a path in the 3D Animation & VFX industry.

Since graduating I've been freelancing under NANAI imagery. I also did a short stint at Weta Digital in Wellington and I am now back in Auckland currently working as a Technical Artist for AI (Artificial Intelligence) company Soul Machines and enjoying every second of it.

Junior's group project was a 3D short film titled Asgard Goods.

Directed by Asbjorn D. Jenstad, the 22 shots that make up Asgard Goods were completed by a group of five students over the course of 11 weeks.
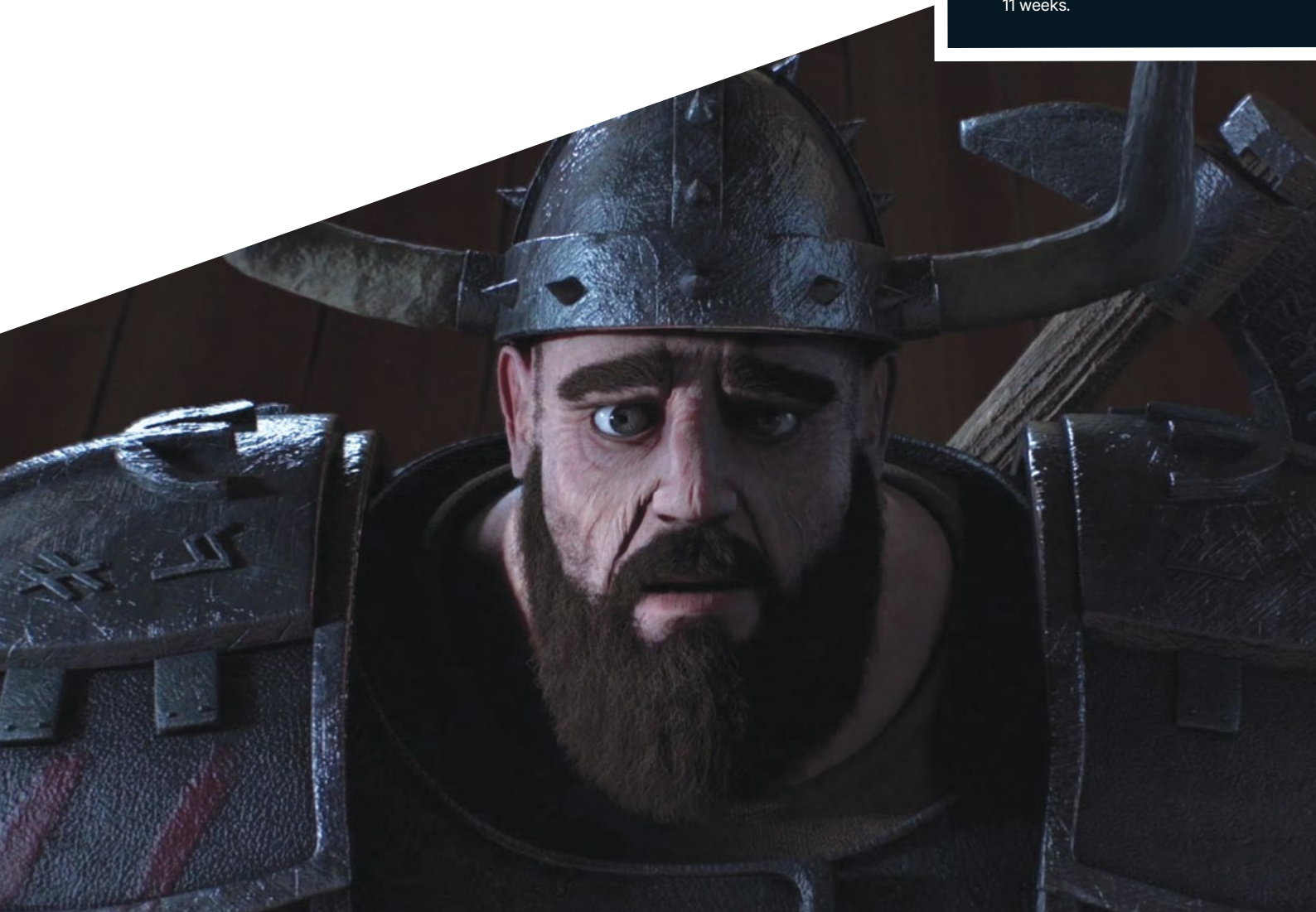
Prerequisites

Bachelor of Art and Design (3D Animation and VFX)

To qualify for General Admission in the Bachelor of Art and Design degree, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance.

What subjects should I take?

NATIONAL CERTIFICATE OF EDUCATIONAL ACHIEVEMENT (NCEA)

At NCEA Level 3, students are recommended to take a combination of traditional and digital art subjects (these could include Art, Graphic Design, Digital Technologies, Photography, Digital and Visual Communications, or Nga Toi).

WHAT OTHER NCEA CREDITS DO I NEED?

Your NCEA Level 3 must be comprised of three subjects at Level 3, made up of 14 credits each. You will also need:

Literacy – 10 credits at Level 2 or above, made up of:

- 5 credits in reading
- 5 credits in writing

Numeracy – 10 credits at Level 1 or above, made up of:

- Achievement standards – specified achievement standards available through a range of subjects or;
- A package of three numeracy unit standards (26623, 26626, 26627).

Please note that the New Zealand Qualifications Authority sets the requirements to obtain University Entrance and that these requirements are subject to change. Be sure to check **nzqa.govt.nz** for the latest information.

CAMBRIDGE INTERNATIONAL EXAMINATIONS (CIE)

You are advised to take at least one art-related subject. You'll also need the following points to be eligible for this degree:

PART A
- A minimum of 120 points on the UCAS Tariff at A or AS level from any syllabus groups from those available in New Zealand which are broadly equivalent to those in the list of approved subjects for NCEA; and

- A D grade or better in syllabuses from at least three different syllabus groups (excluding Thinking Skills).

PART B

Literacy – Either an E grade or better in any one of AS English Language, Language and Literature in English, or Literature in English. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

Numeracy – Either a 'D' grade or better in IGCSE or GCSE mathematics; or

(ii) Any mathematics passed at AS level. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

INTERNATIONAL BACCALAUREATE (IB)

You will need to complete the IB Diploma with a minimum of 24 points. To apply for this degree, your IB Diploma must include an arts-related subject and must also be completed with English as Language A1 at either Higher or Standard Level and include any mathematics subject satisfies the literacy and numeracy requirements for university entrance.

INTERNATIONAL STUDENTS

If you are an international student, you'll need to prove that you are proficient in the English language and able to complete this course. We'll be looking for Academic IELTS 6.0 (with no band lower than 5.5) or an equivalent qualification if English is not your first language.

ALL APPLICANTS

When you apply, you'll need to provide us with a digital copy of your portfolio. For a full description of portfolio requirements visit **mediadesignschool.com/enrolment**

Bachelor of Creative Technologies (Game Art)

To qualify for General Admission in the Bachelor of Creative Technologies (Game Art) degree, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance.

What subjects should I take?

NATIONAL CERTIFICATE OF EDUCATIONAL ACHIEVEMENT (NCEA)

At NCEA Level 3, students are recommended to take a combination of traditional and digital art subjects (these could include Art, Graphic Design, Digital Technologies, Photography, Digital and Visual Communications, or Nga Toi)

WHAT OTHER NCEA CREDITS DO I NEED?

Your NCEA Level 3 must be comprised of three subjects at Level 3, made up of 14 credits each. You will also need:

Literacy – 10 credits at Level 2 or above, made up of:

- 5 credits in reading
- 5 credits in writing

Numeracy – 10 credits at Level 1 or above, made up of:

- Achievement standards – specified achievement standards available through a range of subjects or;
- A package of three numeracy unit standards (26623, 26626, 26627).

Please note that the New Zealand Qualifications Authority sets the requirements to obtain University Entrance and that these requirements are subject to change. Be sure to check **nzqa.govt.nz** for the latest information.

CAMBRIDGE INTERNATIONAL EXAMINATIONS (CIE)

You are advised to take at least one art-related subject. You'll also need the following points to be eligible for this degree:

PART A

- A minimum of 120 points on the UCAS Tariff at A or AS level from any syllabus groups from those available in New Zealand which are broadly equivalent to those in the list of approved subjects for NCEA; and

- A D grade or better in syllabuses from at least three different syllabus groups (excluding Thinking Skills).

PART B

Literacy – Either an E grade or better in any one of AS English Language, Language and Literature in English, or Literature in English. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

Numeracy – Either a 'D' grade or better in IGCSE or GCSE mathematics; or

(ii) Any mathematics passed at AS level. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

INTERNATIONAL BACCALAUREATE (IB)

You will need to complete the IB Diploma with a minimum of 24 points. To apply for this degree, your IB Diploma must include an arts-related subject and must also be completed with English as Language A1 at either Higher or Standard Level and include any mathematics subject satisfies the literacy and numeracy requirements for university entrance.

INTERNATIONAL STUDENTS

If you are an international student, you'll need to prove that you are proficient in the English language and able to complete this course. We'll be looking for Academic IELTS 6.0 (with no band lower than 5.5) or an equivalent qualification if English is not your first language.

ALL APPLICANTS

When you apply, you'll need to provide us with a digital copy of your portfolio. For a full description of portfolio requirements visit **mediadesignschool.com/enrolment**

Bachelor of Media Design
(Graphic Design, Interactive Design and Motion Design)

To qualify for General Admission in the Bachelor of Media Design (Graphic Design, Interactive Design and Motion Design) degree, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance.

What subjects should I take?

NATIONAL CERTIFICATE OF EDUCATIONAL ACHIEVEMENT (NCEA)

At NCEA Level 3, students are recommended to take a combination of traditional and digital art subjects (these could include Art, Graphic Design, Digital Technologies, Photography, Digital and Visual Communications, or Nga Toi)

WHAT OTHER NCEA CREDITS DO I NEED?

Your NCEA Level 3 must be comprised of three subjects at Level 3, made up of 14 credits each. You will also need:

Literacy – 10 credits at Level 2 or above, made up of:

- 5 credits in reading
- 5 credits in writing

Numeracy – 10 credits at Level 1 or above, made up of:

- Achievement standards – specified achievement standards available through a range of subjects or;
- A package of three numeracy unit standards (26623, 26626, 26627).

Please note that the New Zealand Qualifications Authority sets the requirements to obtain University Entrance and that these requirements are subject to change. Be sure to check **nzqa.govt.nz** for the latest information.

CAMBRIDGE INTERNATIONAL EXAMINATIONS (CIE)

You are advised to take at least one art-related subject. You'll also need the following points to be eligible for this degree:

PART A

- A minimum of 120 points on the UCAS Tariff at A or AS level from any syllabus groups from those available in New Zealand which are broadly equivalent to those in the list of approved subjects for NCEA; and
- A D grade or better in syllabuses from at least three different syllabus groups (excluding Thinking Skills).

PART B

Literacy – Either an E grade or better in any one of AS English Language, Language and Literature in English, or Literature in English. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

Numeracy – Either a 'D' grade or better in IGCSE or GCSE mathematics; or

(ii) Any mathematics passed at AS level. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

INTERNATIONAL BACCALAUREATE (IB)

You will need to complete the IB Diploma with a minimum of 24 points. To apply for this degree, your IB Diploma must include an arts-related subject and must also be completed with English as Language A1 at either Higher or Standard Level. It must also include any mathematics subject that satisfies the literacy and numeracy requirements for university entrance.

INTERNATIONAL STUDENTS

If you are an international student, you'll need to provide an overall (Academic) IELTS of 6.0 with no band score less than 5.5, or equivalent English Language test.

ALL APPLICANTS

When you apply, you'll need to provide us with a digital copy of your portfolio. For a full description of portfolio requirements visit **mediadesignschool.com/enrolment**

Bachelor of Software Engineering
(Game Programming, Artificial Intelligence, Cloud Computing)

To qualify for General Admission for the Bachelor of Software Engineering (Game Programming) degree, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance.

What subjects should I take?

NATIONAL CERTIFICATE OF EDUCATIONAL ACHIEVEMENT (NCEA)

Students must take a minimum of 28 credits across Mathematics (or Statistics or Calculus) or Physics or Technology at NCEA Level 3.

WHAT OTHER NCEA CREDITS DO I NEED?

Your NCEA Level 3 must be comprised of three subjects at Level 3, made up of 14 credits each, in three approved subjects. You will also need:

Literacy – 10 credits at Level 2 or above, made up of:

- 5 credits in reading
- 5 credits in writing

Numeracy – 10 credits at Level 1 or above, made up of:

- Achievement standards – specified achievement standards available through a range of subjects or;
- A package of three numeracy unit standards (26623, 26626, 26627).

Please note that the New Zealand Qualifications Authority sets the requirements to obtain University Entrance and that these requirements are subject to change. Be sure to check **nzqa.govt.nz** for the latest information.

CAMBRIDGE INTERNATIONAL EXAMINATIONS (CIE)

To become a Game Programmer, you must take two of the following subjects: Mathematics, Physics or Computing. You'll also need the following points to be eligible for this degree:

PART A

- A minimum of 120 points on the UCAS Tariff at A or AS level from any syllabus groups from those available in New Zealand which are broadly equivalent to those in the list of approved subjects for NCEA; and
- A D grade or better in syllabuses from at least three different syllabus groups (excluding Thinking Skills).

PART B

Literacy – Either an E grade or better in any one of AS English Language, Language and Literature in English, or Literature in English. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

Numeracy – Either a 'D' grade or better in IGCSE or GCSE mathematics; or

(ii) Any mathematics passed at AS level. A 'D' grade or better will satisfy one of the syllabus requirements of Part A.

INTERNATIONAL BACCALAUREATE (IB)

You will need to complete the IB Diploma with a minimum of 24 points. To apply for this degree, your IB Diploma must include an arts-related subject and must also be completed with English as Language A1 at either Higher or Standard Level and include any mathematics subject satisfies the literacy and numeracy requirements for university entrance. Your IB Diploma must also include two of the following subjects: Mathematics Computer Science or Physics.

INTERNATIONAL STUDENTS

If you are an international student, you'll need to prove that you are proficient in the English language and able to complete this course. We'll be looking for Academic IELTS 6.0 (with no band lower than 5.5) or an equivalent qualification if English is not your first language.

A portfolio is not required for this programme.

How to Apply

Once you have figured out which of our course offerings interests you the most, there are five simple steps that you need to take to complete the application process.

1 Prepare your documents

This includes your portfolio, academic records, certified ID (passport or birth certificate), and letter of intent. Find out what documentation you need to prepare by visiting our website at **mediadesignschool.com/how-to-apply**

2 Complete your online application

Once you have got your documents in order, you'll have to lodge your application online by visiting **mediadesignschool.com/apply**

If you have any questions throughout this process, please contact our team.
If you're a domestic student
domestic@mediadesignschool.com

If you're an international student
international@mediadesignschool.com

3 Review

Once your application (and all of your supporting documents) has been received by Media Design School, it will then be passed on to and reviewed by the Admissions Board.

4 Interview

You may be contacted during the review process for an interview. Depending on where you are in the world, these meetings can take place at Media Design School's central Auckland campus, by Skype, or by telephone.

5 Offer of Place and Enrolment

Successful applicants will receive an Offer of Place for the programme, along with information about enrolling and studying at Media Design School.

To secure your place for your programme of study, you must complete and return the accompanying Student Acknowledgement Form by email to **registrars@mediadesignschool.com**

We will reserve a place for you through the date specified above. If you fail to sign the Student Acknowledgement Form within the specified time frame or we do not hear from you, then your Offer of Place becomes subject to availability and your offer may be cancelled. After signing your Student Acknowledgement Form, you will you will then need to pay your full fees as invoiced.

CONDITIONAL OFFER

If you are approved for entry into a programme but we are waiting for your secondary school grades, IELTS or similar, MDS will issue you a Conditional Offer. This will become a Full Offer once you have met the conditions in your Conditional Offer Letter.

INTERNATIONAL STUDENTS

If you are an international student you may need to make arrangements for your accommodation and travel prior to arriving in New Zealand. You will need to include proof of this – along with your acceptance documents from Media Design School – with your student visa application.

Building
Your Portfolio

No two Media Design School courses are the same, which is why every programme has its own unique set of specific requirements.

You will need to check what type of portfolio or task sheet you need to prepare for each course in order to ensure that you are sending in all of the relevant documentation at once.

Your portfolio is a selection of work that shows your skills and talents. It introduces you and your ideas to our faculty and shows us that you have the creativity and imagination to be a student at Media Design School.

For more information about submitting your portfolio and what requirements you will need to fulfill please visit
mediadesignschool.com/portfolio-build

FOR A SUCCESSFUL APPLICATION

The number of places for each of our courses is limited, so your admission is based on the quality and content of your application (including your portfolio, if applicable); prior experience and achievements; your level of written and spoken English; maturity; attitude; and commitment to the intensity of our course.

Admissions Information

Thinking of enrolling with Media Design School? Excellent! Here are some essential pieces of information you will need to know:

GENERAL ADMISSION

For our degree programmes, please refer to the prerequisites on pages 58-61.

For all other programmes, please refer to the course pages for each respective programme's General Admission details.

SPECIAL ADMISSION

Special Admission is a way to be considered for entrance if you are a New Zealand or Australian citizen or permanent resident, are over 20 years of age on the first day of semester, and who want to study with a tertiary education provider but don't have a formal university entrance qualification. Applicants who do not meet requirements for general admission, and have relevant experience and skills may apply for special admission, which must be supported by a professional portfolio or documented industry experience.

DISCRETIONARY ADMISSION

Discretionary Entrance is based on the National Certificate of Educational Achievement (NCEA) Level 2 (or higher), and is available to applicants who have gained exceptional results in Year 12. You must be under 20, be an NZ or Australian citizen, or permanent resident, and not be otherwise qualified for entrance to university. Discretionary Entrance is not available to international students.

ENGLISH LANGUAGE REQUIREMENTS

Media Design School expects all students to be proficient in English at an academic level. All applicants whose first language is not English will be required to provide evidence of their proficiency in English through IELTS (International English Language Testing System) or TOEFL (Test of English as a Foreign Language) from an accredited organisation. To find out more, please contact **admissions@mediadesignschool.com**

RECOGNITION OF PRIOR LEARNING (RPL)

Recognition of Prior Learning or advanced standing may be granted to students with prior tertiary education and experience relevant to the intended programme of study. Applicants must also provide a strong portfolio showing substantial creative and technical potential

Any student who wishes to apply for RPL must tell the Admissions team what papers they consider eligible to be cross-credited after they have consulted the course outline of the programme they wish to pursue. Students must also provide evidence of the necessary skills that they wish to cross-credit in their portfolio.

There is a one-off cross-crediting fee of $300+GST.

Applicants wishing to be considered for RPL for previous studies at other New Zealand or overseas tertiary institutes must provide certified copies of academic transcripts as well as detailed course outlines. Qualifications completed more than five years from date of application cannot be recognised. All photocopied documents (results, transcripts, certificates, etc.) must be certified as true and correct copies. Documents that have not been certified will not be accepted.

ACCEPTING AN OFFER

If you are offered a place to study at Media Design School, you must formally accept the offer to secure your place.

To accept an offer of place from Media Design School, successful applicants must sign, date and return the Student Acknowledgement Form.. Offers of place are made based on availability of seats at the time of offer. If all places have been filled at the time the offer is accepted, the applicant may be put on the wait list or the offer of place may be cancelled.

WITHDRAWALS AND REFUNDS

We have a clear set of guidelines around the withdrawal period, the process by which you need to inform us, and the cancellation fees that will apply.

For more information on withdrawals and refunds visit our site at
mediadesignschool.com/offer-acceptance

FEES-FREE & SCHOLARSHIPS

If you're thinking of starting your academic journey with Media Design School, you may be eligible for fees free post-school training and education. You can check whether you are able to access fees-free education by visiting **feesfree.govt.nz.**

We also have a variety of scholarships available for our bachelor degree programmes.

Please see our website for more details:
mediadesignschool.com/scholarships

If you are eligible for a fees-free year, the scholarship will be applied to your second year.

Policies can change, so please refer to our website for the most up-to-date information.

About our campus

Media Design School is situated in a modern high-rise building in the heart of Auckland's Central Business District. Spread over several different floors catering to the needs of each digital discipline, this campus is unlike any other design school in New Zealand.

From your very first day at Media Design School, you'll be studying in a studio-like environment that fosters creativity and innovation through project-based learning. By being assessed through summative tasks, individual and team projects, the successes and challenges that you'll face along the way will mirror those that are faced by a typical developer, designer, animator, or creative director on a daily basis.

That's because Media Design School's teaching style has been created to simulate the real-world industry as closely as possible. Using state-of-the-art, industry-aligned software and technology, you'll be working to live briefs and creating characters, concepts, creatures, and campaigns that are beyond your wildest dreams.

Surrounded by supportive staff and fellow students, no day will ever be the same as you work alongside our award-winning faculty and industry connections to produce an outstanding creative portfolio filled with real-world projects and productions.

LIBRARY

The Media Design School library is open during normal school hours; however there is also a world-class eLibrary for when you need to access academic resources outside of these times. The library has an extensive collection of books, magazines, and journals designed to support your studies and inspire your creative work.

STUDENT SUPPORT

Enrolling in a new course at a new school can be an exciting and nerve-wracking prospect. This is why, once you enrol with Media Design School, our wonderful Student Support Manager will be your first point of contact. For anything from accommodation queries, to counselling and life-coaching, the Student Support Manager's main focus is the on-going welfare and well-being of MDS students.

INDUSTRY-ALIGNED SOFTWARE

Media Design School will provide you with the latest, most up-to-date hardware and software relevant to your respective disciplines so that all of your creative concepts and projects are aligned with what the industry is currently producing.

Student life and culture

STUDENT LIFE

Media Design School is located in the heart of Auckland City, close to restaurants, cafes and shopping – but also within easy access of great hiking spots, beautiful beaches and an array of adventure activities.

Auckland, or Tāmaki Makaurau, is New Zealand's most populated city with 1.4 million people currently calling it home. The central city boasts a harbour, museum, art gallery, several concert and theatre venues, a town hall and countless public reserves, parks and recreation areas.

Whether you're on or off campus, there will always be something to do in Auckland. Our fantastic Campus Life team run a number of social events throughout the course of the year and our Student Leaders are known for organising a whole range of other clubs and activities for you to get involved with so that you can meet students and faculty from across the school.

What's more, Media Design School arranges a number of events throughout the course of the year, both on and off campus, where students can show off their work to influential members of the creative community and to the general public.

ORIENTATION

Media Design School organises Orientation events each academic intake so that each new intake of students can make friends and get acquainted with the campus before your academic year begins.

STUDENT REPRESENTATIVES

Each of our classes elects Student Representatives who are the ambassadors from their respective faculties. These students are a really important part of our school's culture; providing student feedback; sharing ideas; and helping out with planning interesting events on campus.

GRADUATION

There is nothing better than celebrating your successes with your friends, family, and faculty. Graduation is the formal event that provides recognition of your achievement and marks the successful completion of your study at Media Design School. Our graduation ceremonies take place in Auckland twice a year.

ALUMNI NETWORK

We're always excited to hear about what our graduates get up to once they've left Media Design School. We have a dedicated alumni network where graduates can interact, reminisce, mentor one another, share employment opportunities and more.

About New Zealand

NEW TO NEW ZEALAND?

New Zealand is a country that is renowned for its dramatic landscapes, relaxed lifestyle, and friendly people. There are so many great reasons to consider living and studying in Auckland, New Zealand.

In 2018, the Global Peace Index ranked New Zealand as the 2nd safest country in the world and the 2018 Mercer Quality of Life Survey ranked Auckland the 4th most liveable city globally. One of the best things about living and studying in Auckland is that you can combine an urban lifestyle with the excitement and adventure of the great Kiwi outdoors.

If you're considering studying with us, we can answer any enquiries that you may have about your prospective new hometown. Our Student Services Manager will help you with your transition to New Zealand and provide you with advice before, during, and after your time studying with us here at Media Design School.

International Student Information

VISA AND IMMIGRATION

You or your Agent can apply online for your student visa. Once approved, this will state the specific institution you'll be studying at and the programme of study. You can find out more here **immigration.govt.nz/new-zealand-visa/apply-for-a-visa**

THE EDUCATION (PASTORAL CARE OF INTERNATIONAL STUDENTS) CODE OF PRACTICE

Media Design School has agreed to observe and be bound by the Education (Pastoral Care of International Students) Code of Practice 2016.

All education providers in New Zealand who enrol international students must be a signatory to the Code and adhere to its requirements. A list of education providers that have signed up to the Code is available on the NZQA website at **nzqa.govt.nz/providers-partners/education-code-of-practice/**

WHAT CAN YOU EXPECT OF AN EDUCATION PROVIDER?

The New Zealand Qualifications Authority stipulates that students and their families can expect education providers to:

- Provide clear, sufficient and accurate information so you can make informed choices about your education.
- Give you clear, understandable information on your legal obligations and rights, including refund policies, and termination of your enrolment under any contracts you enter into with the provider.
- Check that you have the prescribed insurance cover.
- Provide a safe and supportive environment for study.
- As far as practicable, ensure you live in accommodation that is safe and appropriate.

- Provide you with a comprehensive orientation programme to support you in your study and outline your obligations.
- Monitor their agents to ensure they provide you with reliable information and advice about studying, working and living in New Zealand.
- Ensure that the educational instruction on offer is appropriate for your expectations, English language proficiency, and academic capability.
- Have proper policy and processes in place to safeguard students' fees paid and be able to provide an appropriate refund if you withdraw or your course closes.
- Ensure you have access to proper and fair procedures for dealing with grievances (concerns or complaints).

iSTUDENT COMPLAINTS

All education providers must have an internal grievance procedure to listen to and deal with any concerns or complaints. If the provider's grievance process does not address your concerns or complaints, you can contact:

- NZQA (for concerns and complaints about a provider breaching the Code) or
- iStudent Complaints (for concerns and complaints about money or contracts).

You can contact iStudent Complaints in a few ways:

- Website **istudent.org.nz**
- Email **complaints@istudent.org.nz**
- International phone number 64 4 918 4975
- Freephone (within New Zealand) 0800 00 66 75
- Fax 64 4 918 4901
- On Facebook **facebook.com/istudent.complaints**

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twitter.com/mdsnz

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youtube.com/user/MediaDesignSchool

instagram.com/mediadesignschool