

The Lecturers

Welcome to the Bachelor of Creative Media Lecturers. Thank you for taking the time to learn about who will be guiding you, your family or student over the next three years. Our lecturers are truly dedicated to ensure students learn as much as they can about the industry's they want to engage in - we have all been in Industry ourselves - so we have a real understanding of what it takes. The aim is to have you ready for Industry - technically as well as with the ever important soft skills, like communication and professionalism. Please be aware, an Arts degree is not the easy way out, in fact it is just as difficult as any other Degree - therefore lots of learning to be made by all. We are just a phone call or email away - call us anytime if you have any questions about the Bachelor in Creative Media or the Lecturer's subject area.



Victoria - Head of School for Creative Industries
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A designer by trade, as Head of the School for Creative Industries Victoria leads, coordinates and supports the Creative Team. She has led creative teams locally and throughout the world and has vast knowledge about how the Creative Industry works as a whole in Palmerston North and Whanganui. She is an expert in engagement with stakeholders and ensures the programmes and students have the best learning environment and outcomes, leading to future employment. Victoria delivers classes when needed and her experience adds an extra level of information for students and staff. Though she hails from Whanganui she has led creative teams as far afield as Bahrain, Victoria embraces all diversity in learning and creative opportunities.

Tricia - Programme Leader & Lecturer in Photography, Industry Practice & Industry Immersion
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Specialising in photography and business, Tricia is the Programme Leader for Creative Media, Photography and Design and looks after curriculum, programmes and student well-being. Tricia started as a Darkroom Technician and progressed to the rank of Photographic Specialist. Portraiture is her specialty and she teaches in Industry Immersion and Industry Practice. Tricia has been fortunate to engage in a range of careers: Photographic Technician, Scientific Photographer, photographic sales, portrait and wedding photography, Medical Photographer and for 15 years she owned and operated a portrait photography business and communicatio Tricia is well-known for her own art, for her love of things dead and skeletal - looking at things in a weird way. Her creative thinking skills help students learn how to come up with ideas and in general help figure things out: "You only learn when you walk into the dark, a place you may fear."



Cindy - Workhub Coordinator, Industry Immersion and Industry Practice
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Cindy joined UCOL in 2019 and brings expertise in managing creatives and their work practice. Cindy hails from Australia and has worked as a photographer as well as in the university tertiary sector where she has managed a creative team and coordinated multimedia outputs. Cindy enjoys working with students by getting them ready for the real world of creative work. Her role is to find jobs and clients for Bachelor of Creative Media projects in Industry Immersion and Industry Practice. She works to keep students on track as they manage Workhub clients' business requirements. She has a passion for arts and anything creative and explores areas of art in her own time.



Phil - Lecturer in Design, Illustration, and Digital Technologies
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Phil has a Master's degree in Visual Communication Design and many years working as a freelance, working in corporate roles and designing advertising both in New Zealand and abroad. Phil's prime attention is now directed toward developing and supporting the next generation of design entrepreneurs. He has an appetite for exploring new media and digital design and while he is focused on the present he also has an eye on the future and the evolution of thinking and technology. Phil finds reward in watching first-hand the transformation students experience during their study, he thrives as he sees the students discover and hone their talents, especially when they explore areas they didn't think they could be capable of doing - but they can!



Will - Lecturer in Animation, 3D, Digital Technologies
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Will established his career freelancing as a designer, illustrator and animator. Since 2017 he has been with UCOL teaching 3D, animation, and illustration on the Bachelor of Creative Media. A few of Will's favourite things are consuming most types of media and music whilst enjoying good food, just make sure this is accompanied with rock music and not Christmas tunes. It probably best to contact Will face-to-face, as emails are definitely not his preferred method of engaging - but is available in this medium where required. He has an instinct to see fine detail in order to push the student towards excellent outputs. He enjoys engaging on screen as physical 3D - to enable a student and the public see what is created on a screen can come to life in the world of the physical objects.



Gerry - Lecturer in Photography and Industry Immersion
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Gerry is a photography industry stalwart who specialises in the fields of both scientific and commercial photography. He photographs throughout New Zealand and works with a diverse range of people from CEOs to scientists and lab workers. Gerry is great at enabling students understanding of the complexities of photography, his business knowledge is a useful and valued skill which he shares with his students every day. He enhances the knowledge of his students with a critical eye and by being able to relate it directly back to the requirements in industry. In his spare time, Gerry is an avid runner and has organised many events around the country.



Gary - Lecturer in Design, Contextual Studies, and Critical Studies
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Gary is an Artist who uses photography as his main medium, his whakapapa (genealogy) is an intrinsic part of whatever he does. From Ionarratives (creation stories) to contemporary whanau narratives, Gary believes Māori narratives need to be told to reinforce and celebrate their value. Māori very quickly adopted new technology and it has helped to define their place in the world especially as photography evolved, Māori have embraced and used it for a variety of purposes. For many, it continues to be used as a recording device to document social and cultural occasions, whilst for others like Gary, objects and landscapes form the basis of their work. His photographs explore relationships with the whenua (land). Traditional forms and symbols are then overlaid to create a graphic connection to the visual art forms of the marae that also express their enduring relationship to the whenua. Gary assists students' to find their place through their own creative journey.



Derrick - Lecturer in Motion Pictures / Video and, Digital Technologies
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While his forte is cinematography, Derrick has also written, directed, produced and edited feature films, shorts, documentaries, commercials and music videos. His first break came when he directed a short that was soon discovered by IMAX. IMAX requested his film be played alongside Ang Lee's Ride with the Devil and as any 19-year-old would do, he jumped at the opportunity. Not long after, he left his home in Arkansas for Los Angeles to work full-time as a cinematographer, editor, and colourist. In 2011, Derrick wrote and directed his first feature, Come Morning. It premiered at Austin Film Festival and opened in cinemas in 2014. Two years later, he directed his second feature, The Perfect Host: A Southern Gothic Tale. Both films are now available on Amazon Prime, BluRay, and DVD.

Derrick wants students to be enthusiastic to share his love of film and making films and experience the challenges and rewards of filmmaking. Derrick knows well the processes of planning, hard work and heartache involved but also the pay off when finally you are able to sit back and watch that project come to life on the big screen: "what was once only in your head is now a fully-realised vision for the world to see."



Steve - Lecturer in Illustration
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Steve has over 20 years industry experience, covering everything from design, advertising, illustrating, airbrushing, screen-printing and exhibition design. He believes students need to develop a critical eye via well-thought-out processes in creative thinking. His role is to get students ready for industry, exposing them to ideas and visionary concepts, all backed by a professional approach. Steve supports students to learn everything they can, then practice everything they learn, and ultimately perfect everything their practice." Steve being an artist, designer and illustrator form part of his DNA and his job is his passion. As a practicing artist, he exhibits his imagery regularly all over New Zealand and thoroughly enjoys the interaction with artists around the globe, his colleagues, students and alumni. If you don't think you can draw well now - meet Steve and he will work with you to become a confident illustrator.



Ian - Lecturer in Photography (NZ Diploma in Photography) and Industry Immersion (Bach Creative Media)
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Ian Rotherham eats, sleeps, and drinks photography. If you want to run with photography he'll run with you, Ian loves everything about photography and hopes students will fall in love with everything photography related too. Ian's biggest kick is seeing students making images with the skills and techniques he has taught them, whether it's their first photo from their first shoot or seeing their photo on the cover of a magazine in years to come.

Ian started working as a photographer in 1988 shooting weddings, portraits and work function. Over the years he has done a myriad of jobs within industry, from corporate and public relations to fashion, advertising, photographic sales, scientific and exhibition gallery work which provides him with a vast range of photographic skills, industry knowledge and industry wide contacts. He is a jack of many trades which has culminated in a perfect fit with teaching. Phil's strengths are lighting, industry knowledge and photographic gear, he is the go-to-guy for any information related to equipment including all the weird and wacky stuff: "There is no such thing as photographic truth, just photographic opinion and your opinion counts"

