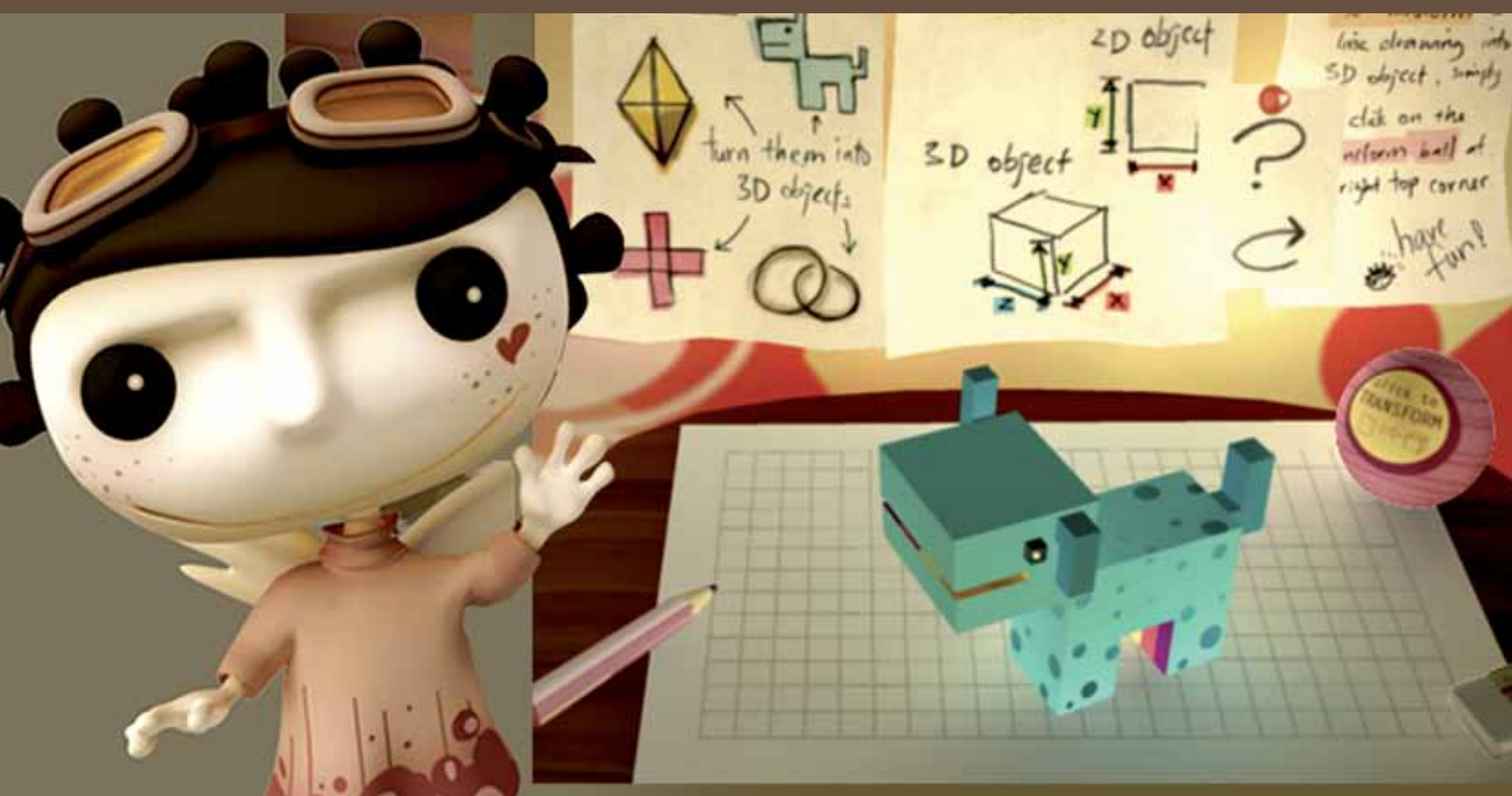


Graphic Design

BACHELOR, HONOURS, POST GRADUATE AND MASTERS PROGRAMMES



Computer Graphic Design

Computer Graphic Design is a creative process that combines art and technology to communicate ideas. The Whanganui School of Design was established in Wanganui in the late 1980s and has since gained an international reputation for its experimental work in new media and graphic design. The programme begins with the message that in the hands of a talented designer, communication transcends mere words. By controlling image and text, the designer creates and manages the production of information designed to inform, persuade and educate a specific audience. The degree in Computer Graphic Design is jointly awarded by the Whanganui School of Design and the University of Waikato in recognition of the design technology and research relationship established between both institutions.

Passing on the Passion



BACHELOR OF COMPUTER GRAPHIC DESIGN

Where the best go!

Join the Whanganui School of Design

The Designers Institute of New Zealand's Best Design Awards say it all. Our Whanganui School of Design graduates have won the most Best Awards of any design school in New Zealand. We are the most award winning design school in NZ. We've earned our 20 year reputation worldwide for our award winning experimental work in new media and graphic design. So, it's pretty clear: if you want to be the Best, come to Wanganui. Here you'll have 24-hour access to our high-spec studios and you'll learn from internationally rated experts.

PROGRAMME FEATURES

1. Friendly supportive learning environment and staff
2. 24/7 access to computer labs
3. Award winning student work
4. Small classes with individual tutor support and hands on lecturers
5. State of the art technology for both multimedia authoring and graphic design exploration. The best computer suites in the Pacific Rim
6. Dynamic studio environment attracts highly motivated students and staff from around the world
7. The programme's goal is to develop the questions that will fuel and inspire the field of design for years to come

ENTRY REQUIREMENTS

Entry Qualifications for under 20 year old applicants:

Admission under University Entrance/NCEA either:

- At least 42 credits at Level 3 or higher on the NQF. At least 14 of these credits must be from each of two subjects from an approved list, with another 14 of these credits from no more than two additional domains on the NQF and at least 14 credits at Level 1 or higher in Mathematics or Pangarau and at least 8 credits at Level 2 or higher which show reading and writing skills in English or Te Reo Maori

OR 3 C passes in Bursary, or successful completion of an approved foundation programme

OR work related study experience.

Students Awaiting Results

- Applicants yet to receive Bursary or NCEA results may be offered a place on the degree which will be confirmed on the successful attainment of the required entry qualifications described above.

- Minimum entry for international students is IELTS (or equivalent) Level 6.0.

GRADUATE PROFILE

Charlie McKay



Charlie McKay is just one of the success stories to come out of the Whanganui School of Design (WSD). After graduating with his Bachelor of Computer Graphic Design Charlie moved to Wellington, working free-lance for various design studios as well as his own clients. His work impressed those at ACP Media, New Zealand's leading magazine publisher, who hired him to be Art Director of Metro. Metro is an urban magazine of music, fashion, food and art with a reputation for inventiveness and award-winning journalism. Charlie added to that reputation when he was named Supreme Winner, Designer of the Year as well as the Designer of the Year, Current Affairs at the prestigious 2008 MPA (Magazine Publishers Association) Awards.

As Art Director he is in charge of all the visuals, commissioning the right illustrators and photographers for the specific task. He works closely with writers to create cohesive, interesting articles through design layout and typography. If he doesn't do the photography himself, he directs and styles the photo shoots for covers, fashion layouts and billboards. But for every hour on the shoot there are about three in front of the computer designing. These are the skills he learned at WSD. He puts his success down to the school's focus not only on technical ability but also on creative thinking, history and theory, believing that without those "the designer becomes just a technician..." According to Charlie "When you get into a job like mine, it's all about ideas... Knowledge really is power. Skills are just the tools."

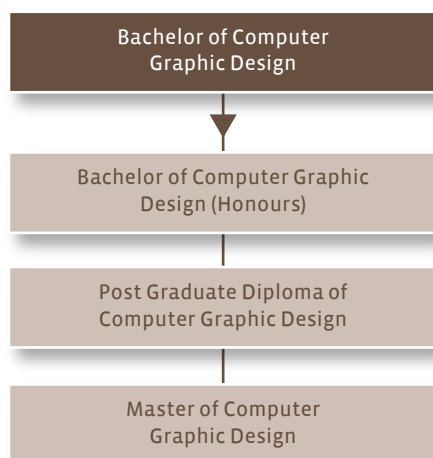
Programme:	Bachelor of Computer Graphic Design
Level:	7
Study Options:	Full-time
Programme Length:	3 years
Intakes:	Semester 1
Campus:	Whanganui
Start Date:	
Fees:	
Other Programme Costs:	

SELECTION CRITERIA

You will be required to prepare a portfolio of work to a prescription. All portfolios will be required to include a variety of original, developmental and finished work. This may include:

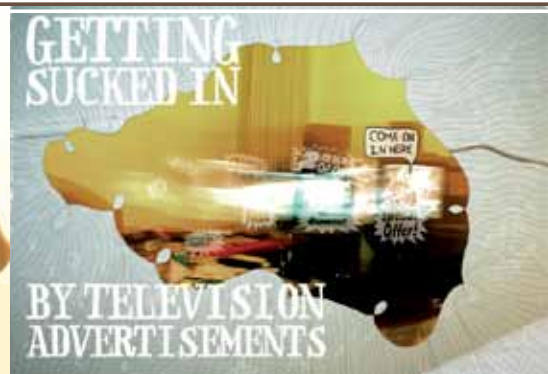
- Pre-entrance visual communication problem solving test
- One or two drawings of specific representation, i.e., life drawings, object representation, landscape, environmental
- An essay that demonstrates your ability to communicate and analyse a stated topic
- Developmental work: thumbnail sketches, sketch books, preliminary layouts are considered important components of a portfolio
- Time based media work may be submitted in photographs or electronic media
- Applicants selected for a formal interview must give a presentation of their work as part of the selection process.

STUDY PATHWAYS



CAREER OUTCOMES:

Printing, newspaper, packaging, publishing, telecommunications, visual communications, graphic design studio, advertising agency, web designer, architectural graphics, television computer graphics, interactive computer graphic designer, software development, new product development, development of computer based self paced learning programmes



CORE PAPERS

YEAR 1

PAPER #	TITLE	CREDITS
86.510	Design Fundamentals	15
86.512	Design & Art History	15
86.514	Design Practical	15
82.516	Academic Skills	15
82.511	Typography 1	15
86.513	Drawing	15
82.515	Design Practical 2	15
82.517	Colour Theory & Methods	15

YEAR 2

PAPER #	TITLE	CREDITS
82.610	Graphic Design 1	15
82.612	Typography 2	15
82.614	Graphic Design History	15
82.611	Graphic Design 2	15
86.613	Business & Marketing	15
82.617	Publication Design	15
	B Elective	15
	C Elective	15

YEAR 3

PAPER #	TITLE	CREDITS
82.710	Graphic Design 3	15
82.712	Internship	15
82.714	Research Methods for Design	15
82.711	Graphic Design 4	15
82.713	Degree Project	30
	Elective	15
	Elective	15

The availability of a particular elective is subject to an appropriate number of students enrolling in that elective.

ELECTIVE PAPERS

YEAR 2 - ELECTIVE PAPERS

Choose one B Elective paper and one C Elective paper from the following:

B ELECTIVES

PAPER #	TITLE	CREDITS
TRACK: PRINT-BASED		
82.615	Photography	15
82.616	Illustration	15
TRACK: TIME-BASED		
82.662	Animation	15
82.667	Video and Sound Design	15

C ELECTIVES

PAPER #	TITLE	CREDITS
TRACK: LIBERAL ARTS		
82.686	Creative Writing	15
82.682	Theories and Criticism of New Media	15

YEAR 3 - ELECTIVE PAPERS

Choose two Elective papers from the following:

B ELECTIVES

PAPER #	TITLE	CREDITS
82.715	Photography	15
82.716	Illustration	15
82.750	Typography in Motion	15
82.754	Image, Printmaking and Bookarts	15
82.761	3D Modelling	15
82.762	Animation	15
82.765	Interactive Media/Flash	15
82.767	Video and Sound Design	15
82.768	Web Design/Action Script	15
82.770	Design Intensive	15



BACHELOR OF COMPUTER GRAPHIC DESIGN (HONOURS)

This fourth year is a specialised, research based programme that requires you to prepare a postgraduate thesis and develop a body of work based on this research. The programme encourages you to use your talents and creativity to push beyond the boundaries of traditional design.

ENTRY REQUIREMENTS

- Successful completion of the Bachelor of Computer Graphic Design degree at Whanganui School of Design or recognised by the Whanganui School of Design, other education programmes equivalent to this degree, or work-related study or experience equivalent to this degree.

- Minimum entry for international students is IELTS (or equivalent) Level 6.5.

- In addition to a comprehensive resume, you will be required to submit:

i. A portfolio of at least 20 pieces of work. All portfolios are required to include a variety of original, developmental and finished work. Work may be submitted as photographs, slides or videotape. Multimedia work may be submitted in digital form on disk.

ii. Essays or written papers that demonstrate your ability to communicate and analyse topics of research.

iii. Three letters of recommendation or reference, preferably from colleagues, lecturers or employers.

Programme:	Bachelor of Computer Graphic Design (Honours)
Level:	8
Study Options:	Full-time
Programme Length:	1 year
Intakes:	Semester 1, Semester 2
Campus:	Whanganui
Start Date:	
Fees:	
Other Programme Costs:	

CORE PAPERS

PAPER #	TITLE	CREDITS
82.800	Advanced Research Methods for Design	15
82.803	Concept Development Studio	15
82.855	New Media Design 1	15
82.801	Honours Project	30
82.802	Exhibition Design	15
	Elective	15

Choose one of the following:

82.856	New Media Design 2 or Elective	15
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ELECTIVE PAPERS

PAPER #	TITLE	CREDITS
82.815	Advanced Photography	15
82.816	Advanced Illustration	15
82.850	Advanced Typography in Motion	15
82.854	Advanced Image, Printmaking and	15
82.863	MAYA 1	15
82.864	MAYA 2	15
82.865	Advanced Interactive Media/Flash	15
82.868	Advanced Web Design/Action Script	15



POST GRADUATE DIPLOMA OF COMPUTER GRAPHIC DESIGN

This programme encourages independent study in an area of design that you have selected. Self-directed research and assigned projects are used to develop an individually negotiated programme of study that will provide the opportunity to broaden your understanding of the design profession and expose you to current thinking and research methodologies.

ENTRY REQUIREMENTS

- Refer to The Bachelor of Computer Graphic Design (Honours) for entry requirements for domestic students
- Minimum entry for international students is IELTS (or equivalent) Level 6.5.

Programme:	Post Graduate Diploma of Computer Graphic Design
Level:	8
Study Options:	Full-time
Programme Length:	1 year
Intakes:	Semester 1, Semester 2
Campus:	Whanganui
Start Date:	
Fees:	
Other Programme Costs:	

CORE PAPERS

PAPER #	TITLE	CREDITS
82.800	Advanced Research Methods for Design	15
82.803	Concept Development Studio	15
82.823	Portfolio	30
Choose three B Elective papers at either Level 7 or 8		45
Choose one B Elective paper at Level 8		15

B ELECTIVE PAPERS – LEVEL 7

PAPER #	TITLE	CREDITS
82.715	Photography	15
82.716	Illustration	15
82.750	Typography in Motion	15
82.754	Image, Printmaking and Bookarts	15
82.761	3D Modelling	15
82.762	Animation	15
82.765	Interactive Media/Flash	15
82.767	Video and Sound Design	15
82.768	Web Design/Action Script	15
82.770	Design Intensive	15

B ELECTIVE PAPERS – LEVEL 8

PAPER #	TITLE	CREDITS
82.815	Advanced Photography	15
82.816	Advanced Illustration	15
82.850	Advanced Typography in Motion	15
82.854	Advanced Image, Printmaking and	15
82.863	MAYA 1	15
82.864	MAYA 2	15
82.865	Advanced Interactive Media/Flash	15
82.868	Advanced Web Design/Action script	15



MASTER OF COMPUTER GRAPHIC DESIGN

This programme stresses design theory and original academic or applied research. Candidates for this programme are required to undertake and complete a written thesis based on their research initiatives and prepare a body of work for final exhibition. They must possess an exceptional degree of motivation and a strong enthusiasm for design.

ENTRY REQUIREMENTS

- Successful completion of the Bachelor of Computer Graphic Design (Honours) or the Postgraduate Diploma of Computer Graphic Design programmes, or other programmes equivalent to these programmes, or work related study or experience equivalent to these programmes

- Minimum entry for international students is IELTS (or equivalent) Level 6.5.

- In addition to a comprehensive resume, students will be required to submit:

- i. A portfolio of at least 20 pieces of work. All portfolios are required to include a variety of original, developmental or finished work. Work may be submitted as photographs, slides or videotape. Multimedia work may be submitted in digital form on disk.
- ii. Previous research papers that demonstrate the candidate's ability to pursue original research.
- iii. Three letters of recommendation or reference, preferably from colleagues, lecturers or employers.
- iv. Official transcripts of past study.

Programme:	Master of Computer Graphic Design
Level:	9
Study Options:	Full-time
Programme Length:	1 year minimum
Intakes:	Semester 1, Semester 2
Campus:	Whanganui
Start Date:	
Fees:	
Other Programme Costs:	

