

# **TOHU PAETAHI HOAHOA**

**BACHELOR OF** 

# **DESIGN INNOVATION**







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Cover image: Caitlin Tuagalu, a Bachelor of Design Innovation student majoring in Industrial Design and minoring in Design for Social Innovation, working on her 3D-printed jewellery.

Read her full story: https://wgtn.link/s9M0I6

Image opposite: Photograph by Elisa Coccorese for MDDN 244 Expanded Photographics / Whakawhānui Whakaahua.



Te Herenga Waka—Victoria University of Wellington has been awarded an overall five-stars-plus rating in the QS Stars university rating system, one of only 17 universities worldwide to do so. The University gained a total score of 966 out of a possible 1,000 points across eight audited categories, including maximum points for the employability and inclusiveness categories. Maximum points were awarded for 25 of the more than 30 indicators, including overall

student satisfaction; further study; graduate employment rate; international diversity, support, and collaborations; academic reputation; satisfaction with teaching; campus facilities; accreditations; art and cultural investment and facilities; disabled access; scholarships and bursaries; low-income outreach; and student cohort diversity.

**IMPORTANT NOTICE:** Te Herenga Waka—Victoria University of Wellington uses all reasonable skill and care to ensure the information contained here was accurate at the time it was prepared. However, matters covered by this publication are subject to change due to a continuous process of review, and to unanticipated circumstances. The University therefore reserves the right to make any changes without notice. So far as the law permits, the University accepts no responsibility for any loss suffered by any person due to reliance (either whole or in part) on the information contained in this publication, whether direct or indirect, and whether foreseeable or not.

# **TEMAHIHOAHOA DESIGN**

At Te Herenga Waka—Victoria University of Wellington, Design is about innovation.

Our mission statement is to provide cutting-edge design and creative pathways that support and sustain a global and inclusive culture and that meet the needs of our wider communities.

We provide a distinctive programme that reflects and celebrates the past, present, and future of design and creative practice in Aotearoa.

If you love design—whether it be the design of products, computer graphics, technology, systems, fashion, or interactive and human experiences—and want to learn at a cutting-edge university, then the Bachelor of Design Innovation is the right degree for you.

You will be equipped with the tools to address and lead the steep change required for our country culturally, economically, environmentally, and socially. You'll also be pushing the limits and forging the future of professional and academic design practice.

The Bachelor of Design Innovation is primarily delivered in studios that encourage whai mātauranga (curiosity), whanaungatanga (collaboration), and tikanga (values) that demonstrate integrity in your professional practice.

You will learn how to approach design through ways and means that encourage creative, accessible, critical, groundbreaking, and thoughtful design solutions.

State-of-the-art computer labs and studios, 3D printers, laser cutters, and high-end digital robotic equipment will unleash your innovation.

While based mainly in the creative heart of Wellington, just off vibrant Cuba Street, the School of Design Innovation also has facilities in Dixon Street at Te Auaha campus, at the Miramar Creative Centre—a multimillion-dollar complex integrally connected to New Zealand's internationally recognised film, gaming, and visual effects community and at our Auckland premises.

Wellington is a world leader in digital innovation and creative technology. Take advantage of our connections with industry partners such as Callaghan Innovation, PikPok. Te Papa Tongarewa, Wētā FX, and Wētā Workshop, and award-winning agencies Ocean Design, Optimal Workshop, Psychoactive Studios, and Springload Te Pipītanga. Interact with professional designers and potential employers through internships and guest lectures.





# TOHU PAETAHI HOAHOA BACHELOR OF DESIGN INNOVATION

The Bachelor of Design Innovation (BDI) is a three-year undergraduate degree designed to prepare you for a career in one of the many expanding design-related industries.

You'll major in one of eight areas:

- Animation and Visual Effects / Pakiwaituhi me ngā Mariko Ataata
- ► Communication Design / Hoahoa ā-Whakakōrero
- Design for Social Innovation / Hoahoa mō te Auahatanga ā-Papori
- ► Fashion Design Technology / Hangarau Hoahoa ā-Kākahu
- ► Game Design / Hoahoa ā-Kēmu
- ► Industrial Design / Hoahoa ā-Ahumahi
- ► Interaction Design / Hoahoa ā-Pāhekoheko
- ► Media Design / Hoahoa ā-Arapāho.
- www.wgtn.ac.nz/bdi

Still from an animated Zoom background by Laura Garcia for MDDN 342 Creative Coding III / Waehere ā-Auaha III.



Still from an animation by Monique Corich-Hermans for ANFX 390 Animation and Visual Effects Capstone / Whakatinana ā-Wheako: Pakiwaituhi me ngā Mariko Ataata.

#### **ENTRY REQUIREMENTS**

Recommended school subjects include Art, Design, Digital Media, English, Graphics, Media Studies, and Technology, but we welcome all knowledge and curiosity.

No portfolio is required.

For more information, go to www.wgtn.ac.nz/study

For the latest information on degrees, course details, and prescriptions, go to our website.

www.wgtn.ac.nz/bdi

#### **CAREERS**

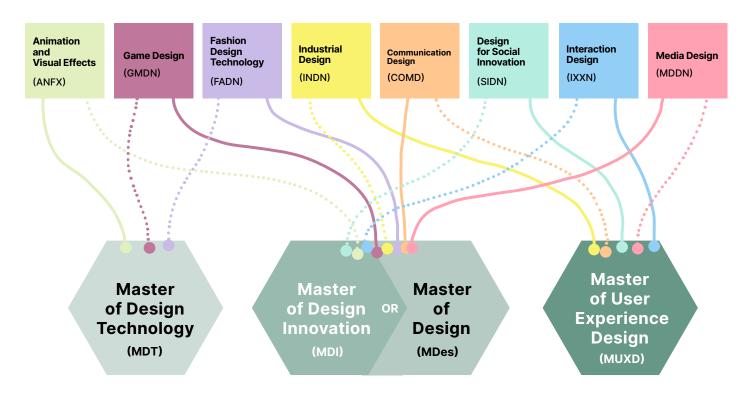
Our Design Innovation graduates have the practical design skills, creativity, knowledge, and research skills needed to excel in highly sought-after design roles. Our successful alumni are leaders in the design industry all over the world.

Potential jobs include:

- app or game designer
- computer graphics developer or visual effects artist
- concept artist
- design researcher
- fashion designer
- film prop or film set designer

- graphic designer
- illustrator
- industrial designer
- interaction designer
- media designer
- medical technologies designer
- social designer
- systems designer.

#### **POSTGRADUATE PATHWAYS**



At the end of your Bachelor's degree, you can stay on and study for a Master's degree or PhD. We offer a range of postgraduate qualifications to advance your study, including:

- Master of Design
- Master of Design Innovation
- Master of Design Technology
- ► Master of User Experience Design.
- www.wgtn.ac.nz/postgraduate-design

The School of Design Innovation is engaged in pioneering local and international design and research to tackle the challenges we face in Aotearoa and the world, including climate change, gender and cultural disparities, and political upheaval. The school equips students with skills and knowledge that enable more adaptive, inclusive, equitable, and dynamic approaches to design. The possibilities of augmented reality, mobile technologies, smart objects, te ao Māori, and virtual reality offer exciting opportunities to critique and challenge our futures in the fields of animation, gaming, visual effects, and more.











"I have always known that I was creative but struggled to find a creative outlet. Studying Industrial Design has not only given me that outlet but also the tools to create a career and make a living through my creativity," says Bachelor of Design Innovation graduate Lawrence Reid.

One of the biggest projects Lawrence had the opportunity to work on while studying—and his favourite—was *Whakaura*.

"It started as a summer research scholarship at the end of my second year and carried on into independent study. I was tasked with designing a waka hourua, a double-hulled Polynesian voyaging vessel for the National Library of New Zealand in collaboration with [deputy head of school] David Hakaraia and [senior tutor] Mark Bagley."

Lawrence says the goal of the project is to use the waka as an educational tool that can be transported to different schools around Aotearoa.

"Tamariki will assemble the waka, and in the process learn about Polynesian voyaging and navigation.

"It creates an immersive experience where they can see and feel what their ancestors achieved, giving them an understanding of where they came from and, hopefully, instilling a sense of pride in their identities." The team combined traditional woodworking with the digital manufacturing tools the University has to offer, making Whakaura a hybrid of old and new technology. This included printing the hulls using the Faculty's BigRep 3D printer, constructing timber components using a CNC router, and using a wateriet cutter to fabricate metal components.

"The importance of my work became really apparent to me at the handover ceremony," Lawrence says. "The design and fabrication process had come with many challenges, but once I saw how much it meant to everyone there and future generations, it made it all worthwhile. I am extremely proud of what we have created."

Looking back, Lawrence says the process—and his degree as a whole—has completely changed how he sees the world around him.

"I can't help but look at objects in the world around me and wonder how they've been made and the intent behind their design. I've developed this constant curiosity that's opened up a whole new way of understanding the world."

#### **Lawrence Reid**

Graduate, Bachelor of Design Innovation in Industrial Design Read more about Lawrence at www.wgtn.ac.nz/design-profiles

### DEGREE STRUCTURE

#### YOUR FIRST YEAR

In your first year, you'll investigate a variety of essential design ideas, principles, histories, theories, and practices, so you're able to challenge traditional ideas about design. You'll study eight courses made up of a combination of core Design courses and electives.

The first year gives you a solid foundation in design and confidence in the direction you may take in your second year. Places in the majors have limited entry (see page 10).

#### YOUR SECOND YEAR

This is the year you'll begin to focus on your major, but the option to include another design area alongside your major is also available. You can combine areas such as Animation and Game Design, or Industrial Design and Interaction Design. If your major is Design for Social Innovation, you are required to do a minor—a secondary area of study you choose to focus on—from within the School of Design Innovation or across the wider university, combining design with subjects such as business or psychology.

#### YOUR THIRD YEAR

At this stage, you will hone your skills and, if completing a minor, you will integrate this knowledge into your design work, bringing together everything you've learnt in your chosen fields to create a well-researched and finely executed showcase piece for your portfolio.



Hungry for Change by Evee Oughton for COMD 201 Typography I / Tātai Momotuhi I.

#### SAMPLE DEGREE PROGRAMME

Example: BDI majoring in Interaction Design

YE	YEAR 1 YEAR 2		YEAR 3		
Trimester 1	Trimester 2	Trimester 1	Trimester 2	Trimester 1	Trimester 2
DSDN 171 Design in a Global Context (15 points)	DSDN 172 Whakapapa Design I (15 points)	DSDN 211 Design Psychology I (15 points)	DSDN 221 Design Sustainability (15 points)	DSDN 371 Research Explorations for Capstone (15 points)	IXXN 390 Interaction Design
DSDN 101 Design Visualisation (15 points)	DSDN 142 Creative Coding and Al I (15 points)	IXXN 201 Design for Experience I (15 points)	SIDN 233 Accessible Design (15 points)	DSDN 321 Interactive Products (15 points)	Capstone (30 points)
DSDN 111 Design Composition (15 points)	Elective course (15 points)	Elective course (15 points)	IXXN 202 Design for Experience II (15 points)	IXXN 311 Design Psychology II (15 points)	SIDN 372 Service Design (15 points)
Elective course (15 points)	Elective course (15 points)	Elective course (15 points)	Elective course (15 points)	Elective course (15 points)	Elective course (15 points)
60 POINTS	60 POINTS	60 POINTS	60 POINTS	60 POINTS	60 POINTS
120 P	OINTS	120 P	OINTS	120 PC	DINTS

Total points required: 360 Total points completed: 360

CORE COURSE	MAJOR COURSE	ELECTIVE COURSE

Core: Core courses are the courses you are required to take to complete a Bachelor of Design Innovation.

Major: A major is the main subject you'll focus on in your degree.

Minor: A minor is an optional additional area of focus for a degree.

Elective: Elective courses are courses in other subjects you are interested in, and they don't necessarily need to be related to your major or minor subjects.

#### LIMITED ENTRY

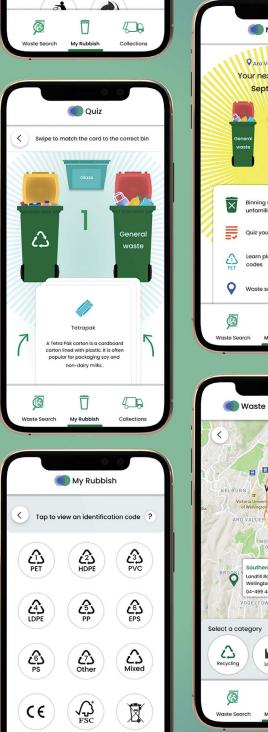
To assist you with selecting the career direction that will suit you best, first-year students get to experience content from all majors. At the end of the first year, students indicate their top three choices of major for their second-year courses. Some courses and majors admit a limited number of students into second year this is called limited entry.

The number of places in the second year of each BDI major is limited and entry is based on your academic performance.

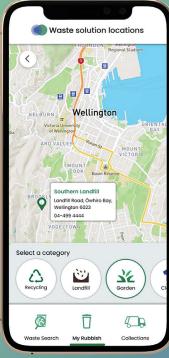
The deadline for entry into majors is 1 December when applying for the following year. Applications received after that date will not be eligible for selection into majors that are already fully subscribed, and a place will be offered in the next preferred available major instead. For more information on limited entry, go to our website.

www.wgtn.ac.nz/limited-entry









# **MAJORS**

The Bachelor of Design Innovation is a three-year undergraduate degree. You can choose one of eight majors.

#### ANIMATION AND VISUAL EFFECTS / PAKIWAITUHI ME NGĀ MARIKO ATAATA

Animation and Visual Effects blends creativity with emerging technologies, enabling students to bring stories to life in exciting, contemporary ways. Learn skills in 3D and 2D animation, storytelling, and visual effects, as well as virtual reality and augmented reality design, game design, and other screen-based disciplines.

After completing your BDI, you can pursue careers in animation and visual effects for film, game design, or virtual reality. Or you can deepen your knowledge and continue your studies with the one-year Master of Design Technology or other postgraduate study.





"In my last year of high school, we were encouraged to look through scholarships for university. I did not really consider moving out of Auckland at the time, but getting two scholarships was a big push for the move to Wellington and I am so grateful for it now that I have learnt so much from this experience in a new city."

#### **Kelly Fernandes**

Graduate, Bachelor of Design Innovation Recipient of a Future Designers Jump Start Scholarship and Wellington Tangiwai Scholarship 2021

Read more about Kelly at www.wgtn.ac.nz/design-profiles

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A Multifesto/Manifesto by Sochetha Meng for COMD 351 Writing for Design / Tuhituhi mō te Hoahoa.

#### **COMMUNICATION DESIGN /** HOAHOA Ā-WHAKAKŌRERO

Communication Design focuses on the effective use of words, images, visual media, and graphic design to communicate with impact. A BDI in Communication Design prepares students for one of the largest sectors within the global design workforce.

Potential careers include art director, concept artist, graphic designer, graphic novelist, illustrator, typographer, visual storyteller, and more. You can also continue to the Master of Design Innovation or other postgraduate study.



"Keep putting yourself out there and be proud of your work. I would never have got my job if I hadn't done those things."

#### Maraea Gourlay (Ngāi Tūhoe)

Graphic designer at Te Tūāpapa Kura Kāinga

Read more about Maraea at bit.ly/3Hc5Xo4



SpringApply Story Board by Jessica Taylor for SIDN 372 Service Design / Hoahoa ā-Ratonga.

#### **DESIGN FOR SOCIAL INNOVATION /** HOAHOA MO TE AUAHATANGA A-PAPORI

Design for Social Innovation prepares students for the newest wave of design roles within the global design workforce. Design for Social Innovation pushes beyond existing design thinking and creative practice and critically explores how design can support and deliver healthy, positive, and iust futures.

Design for Social Innovation is an exciting, expansive, and emergent field of design study that recognises the increasing impact you can have as a communication designer, creative director, design researcher, design strategist, experience designer, service designer, or user-experience, customer-experience, or interaction designer. You can also continue to the Master of Design Innovation or other postgraduate study.

#### **FASHION DESIGN** TECHNOLOGY /

#### **HANGARAU HOAHOA** Ā-KĀKAHU

Fashion Design Technology responds to the needs and possibilities of the twenty-first century through innovation across an extended fashion landscape. You will learn about the product-service system through circular design, critical thinking and creative problem-solving, design communication, design construction, pattern making, speculative design, and user testina.

Fashion Design Technology provides students with a base for any career in fashion design, in areas such as fashion media, fashion services, narrative and costume design, product development, sustainable design, textile design, and wearable technology. You can also continue to the Master of Design Innovation or other postgraduate study.



"It is inspiring to see students growing into the next generation of designers who will make change in the industry towards more sustainable practice."

Heli Salomaa



Taste; New Zealand by Jacob Ngan-Sue for FADN 390 Fashion Design Technology Capstone / Whakatinana ā-Wheako Hangarau Hoahoa ā-Kākahu.

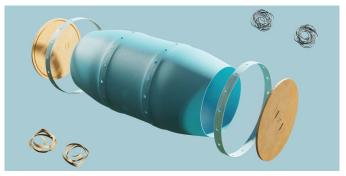


COOK n' RUN by Te Tia Nui Corpe, Lucine McColgan, Angus Muir, and Benjamin Pilbrow for MDDN 321 Game Design II / Hoahoa ā-Kēmu II.

#### **GAME DESIGN /** HOAHOA Ā-KĒMU

Game Design introduces and expands the concepts of game design and explores the varied skills of game development. You'll learn to design video games with a multidisciplinary approach and gain knowledge in gaming fundamentals, art, animation, coding, game history, interaction design, new technologies, software, and storytelling.

Game Design prepares students for careers in the game development industry in areas such as asset production, game design, game programming, game testing, and related creative industries while also providing a pathway into the Master of Design Technology or other postgraduate study.



Pull Dry by Joshua Unwin for INDN 241 Sustainable Mediums / Ngā Huarahi Toitūtanga.

#### **INDUSTRIAL DESIGN /** HOAHOA A-AHUMAHI

Industrial Design is the profession of creating new products that shape the world and our interactions. New emerging technologies, digital manufacture, and a sustainable focus mean design is a fast-changing industry, requiring a creative mindset and experimentation to imagine the future.

A BDI in Industrial Design will prepare you for rapidly developing roles in the healthcare and medical technologies, homeware, recreation, furniture, and entertainment industries. You can also continue to the Master of Design Innovation or other postgraduate study.

#### INTERACTION DESIGN / ΗΟΔΗΟΔ Α-ΡΑΗΕΚΟΗΕΚΟ

Interaction Design is a human-centred discipline that delves into a range of physical and digital systems and interfaces, all aimed at enhancing various aspects of human life. This includes everything from tangible consumer products to digital interactions such as apps, games, and websites.

After completing a BDI, you'll be equipped to excel in fields where user experience plays a pivotal role. This includes areas such as design, digital environments, education, government, and healthcare. You can also continue to the Master of Design Innovation or other postgraduate study.



"I am glad I studied for a Bachelor of Design Innovation because it changed my perspective on design and its importance in the world we are living in. Being surrounded by many creative people from different design areas at the Faculty constantly sparks my creativity to work on future projects."

#### Ricardo Arévalo

Graduate. Bachelor of Design Innovation Recipient of a Te Rautaki Maruako Tutor Excellence Award from the University

#### MEDIA DESIGN / HOAHOA Ā-ARAPĀHO

Media Design is focused on the near-future possibilities of computation and digital media. It explores the capabilities of our increasingly digital lifestyles and how they are impacted by automation, data collection, programming languages, and, increasingly now, artificial intelligence techniques.

After completing a BDI, you can pursue careers in animation and special effects, communication and marketing, exhibition design, motion graphics, and web and mobile design. You can also continue to the Master of Design Innovation, the Master of Design Technology, or other postgraduate study.

www.wgtn.ac.nz/subjects

# **MINORS**

In the BDI, you can achieve a minor in a specific area by studying elective courses in addition to the required core courses.

You can pursue a minor in any subject that the University offers majors in. You can also select a minor from within the BDI to balance and enhance your selected major.

For example, you could combine Industrial Design and Marketing, Design for Social Innovation and Anthropology, or Communication Design and Design for Social Innovation.



"I was drawn to the Bachelor of Design Innovation. I could tell it wasn't just creating graphics and visual content but understanding how we interact with design every day and what it can lead us to in the future.

"The particular appeal for me of a Bachelor of Design Innovation was that the programme provided the opportunity to engage and learn design practices that are still being developed. This future-proofing was really helpful when entering the design realm—and isn't offered at any other university in New Zealand."

#### **Shaz Bell**

Graduate, Bachelor of Design Innovation in Media Design Read more about Shaz at www.wgtn.ac.nz/design-profiles



The Faculty has a large suite of UP Box 3D printers in the workshops and Industrial Design studios on campus.

# **FACILITIES AND EQUIPMENT**

The Faculty of Architecture and Design Innovation's cutting-edge facilities empower your creative journey. Our purpose-built studios cater to various disciplines, providing the ideal environment for collaborative and individual work.

Whether you're in one of the Media Design computer labs or the Fashion Design, Industrial Design, or other studios, you'll find leading technology and expert support. There is a range of Windows and Apple iMac computer-aided design workstations, printing and scanning services, and teaching audiovisual equipment, all seamlessly integrated into our student-friendly facilities and supported locally by our own specialist computer technicians.

Our dedicated workshop for first-year students has a range of arts and craft and woodworking tooling, basic 3D printers, and a dedicated technician model maker to assist you. We also have a cyclorama/ergonomics lab, motion-capture facilities, and a photographic studio available for student projects.

When you progress in your studies, the main 3D modelling workshop boasts a range of state-of-the-art digital fabrication equipment, including larger and more complex 3D printers, CNC routers, various laser cutters, and comprehensive woodwork and metalwork workshops.

The Technical Resource Centre is your go-to hub for all your modelling supplies and specialised materials, reprographic and printing services, and for borrowing audiovisual and photographic equipment.

#### ARCHITECTURE AND **DESIGN LIBRARY**

Immerse yourself in a wealth of knowledge at our Architecture and Design Library. Located at Te Aro campus, it houses an extensive collection of books, periodicals, and theses focused on architecture, design, and building science.

Read more about our facilities at wgtn.ac.nz/wfadi/facilities



Fashion Design Technology student Cat Parkinson uses the industrial sewing equipment at the traditional apparel workshop in the Fashion studio.



 $\label{lem:problem} \textit{Embroidery machines and other specialist equipment are available in the purpose-built Fashion studio.}$ 



Digital applications can be used for designing costumes for games.

# FIND OUT MORE

- www.wgtn.ac.nz/bdi
- www.wgtn.ac.nz/apply

#### WHY WELLINGTON?

We're at the heart of New Zealand's creative capital city. You'll find this an exciting, inspirational, and enjoyable place to learn, study, and design. The School of Design Innovation is home to cutting-edge workshop facilities, extensive media labs, augmented and virtual reality research studios, huge 3D printing capability, and the largest robotic design laboratory (and robotic arm) in a New Zealand tertiary institution.

You'll have the opportunity to work with, and learn from, our world-class academics and professional staff in our laboratories, studios, and workshops. You'll explore your ideas and build your skills, with multiple opportunities to showcase your work and network with industry professionals at the variety of events and exhibitions we hold each year.

#### ADMISSION AND ENROLMENT

You can apply for admission up to two years in advance of the year you plan to start studying. Apply through our student portal, Pūaha. Once we have assessed your application, you will receive either a conditional or an unconditional Offer of Place. Accept your offer to confirm your admission.

After accepting your Offer of Place, you will be invited to select your courses once course enrolment is open. You select courses for one academic year at a time.

We'd love to see you at one of our information events check our website for dates.

- www.wgtn.ac.nz/puaha
- www.wgtn.ac.nz/information-evenings

#### **COURSE PLANNING**

For help with course planning, contact Te Kahupapa—Future Students.

- 2 0800 04 04 04
- www.wgtn.ac.nz/courses

#### **CONTACT US**

Te Wāhanga Waihanga-Hoahoa

#### Faculty of Architecture and **Design Innovation**

Student Service Centre 139 Vivian Street, Te Aro Campus

- **2** 0800 04 04 04
- www.facebook.com/VUWArchitectureandDesign
- (iii) www.instagram.com/wgtnfadi
- in www.linkedin.com/company/wellington-faculty-ofarchitecture-and-design-innovation
- www.wgtn.ac.nz/design

#### OTHER STUDENT RESOURCES

#### Disability support

• www.wgtn.ac.nz/disability

#### Māori student support

www.wgtn.ac.nz/awhina

#### Pasifika student success

www.wgtn.ac.nz/pasifika

#### Rainbow student support

www.wgtn.ac.nz/rainbow

#### Refugee-background student support

www.wgtn.ac.nz/refugee-background-students

#### Scholarships

www.wgtn.ac.nz/scholarships

#### Student services and support

www.wgtn.ac.nz/student-support

# **BDI MAJORS**

#### **BACHELOR OF DESIGN INNOVATION**

Animation and Visual Effects / Pakiwaituhi me ngā Mariko Ataata

Communication Design / Hoahoa ā-Whakakōrero

Design for Social Innovation / Hoahoa mō te Auahatanga ā-Papori

Fashion Design Technology / Hangarau Hoahoa ā-Kākahu

Game Design / Hoahoa ā-Kēmu

Industrial Design / Hoahoa ā-Ahumahi

Interaction Design / Hoahoa ā-Pāhekoheko

Media Design / Hoahoa ā-Arapāho



Flow pendant that simulates water by Matthew Kerr for DSDN 104 Object Codes: 3D Printing / Ngā Waehere ā-Mātāoroko: Tānga Ahu-Toru.



