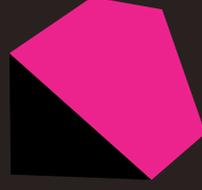


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Why choose Media Design School?

Media Design School, a NZQA Category One provider, is New Zealand's most awarded tertiary institute for digital and creative technology qualifications.

We're ranked amongst the top 3 schools in the world to provide VFX/Animation and Game Development qualifications by the Autodesk sponsored CG Student Awards, making us one of the best tertiary providers in our field globally.

Our award-winning programme leaders and lecturers come from a diverse array of digital disciplines and bring their real-world industry experience to your learning experience.

The Colmar Brunton 2014 Employer Claims Survey showed that New Zealand employers rate Media Design School as the top tertiary institute for supplying graduates with the technical skills necessary to be a valuable employee; the skill most valued by employers in the creative sector who are considering hiring new graduates.

mediadesignschool.com

Welcome

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

What sets Media Design School apart is our commitment to delivering degrees to the highest academic standards within an industry relevant, immersive environment.

Every qualification we offer is designed to adapt with the changing creative industries landscape while ensuring a strong academic foundation.

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.

Our approach to teaching and learning is aligned to industry expectations. Students are encouraged to collaborate, work to deadlines, maintain attendance levels and develop strong communication skills.

As a result, our graduates are internationally renowned for their expertise and confidently enter the workplace as skilled professionals rather than technicians.

In fact, Media Design School alumni can be found in the world's leading game, animation, film, television and production studios. They are also business owners and considered amongst the best in the business.

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



Fionna Scott
Chief Academic Officer

Our Story

Media Design School Story

Media Design School was founded in 1998 to provide trained graduates for digital and technological companies, so that they could respond to the opportunity of a rapidly expanding global industry.

As pioneers in the creative technology education sector, 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.

Located on Albert Street in Auckland's CBD, Media Design School is New Zealand's most awarded tertiary institution for digital and creative technology qualifications. But don't just take our word for it: in 2015, Media Design School was ranked among the top three schools in the world providing VFX/Animation and Game Development qualifications by the Autodesk sponsored CG Student Awards 2015 - making us the No.1 ranked school in the Asia Pacific region and one of the best tertiary providers in our field globally.

As the digital and creative sectors continue to evolve, so too does Media Design School. In 2016, Media Design School announced the launch of the Media Design Postgraduate School.

Our Postgraduate Certificate in Design, Postgraduate Diploma in Design, and Master of Design students explore the very latest in design theory, research, practice, and innovation. The students work in a simulated industry environment where they are challenged to research relevant ideas, problem-solve, and create design solutions in response to a variety of real-world briefs.

This project-based interdisciplinary approach means that our graduates complete the programme with an impressive portfolio filled with practical and relevant work experience to show to their current or prospective employers.



Global Connections

The Laureate International Universities network is a leading international network of quality, innovative higher education institutions.

Laureate's more than 80 universities educate over 1 million students in 29 countries globally. Many Laureate institutions are ranked among the top providers of higher education in their respective regions, countries and fields, and have received international recognition for their academic quality.

Our Global Locations:

USA

San Diego, California

The Media Design School of Digital Arts at NewSchool is a unique collaboration between NewSchool of Architecture & Design in San Diego, California, and Media Design School.

The Media Design School of Digital Arts at NewSchool campus lies in the heart of the exciting East Village design district in downtown San Diego; home to leading design studios, an exciting indie developer community and innovative advertising companies. Programmes offered at the Media Design School of Digital Arts at NewSchool include the Bachelor of Science in Media Design and the Bachelor of Arts in Game Development.

Australia

Torrens University Australia, the first new comprehensive university in over 20 years, and Media Design School have collaborated to design a suite of digital and creative technology programmes.

Adelaide Campus

Located on the historic site of the Menz Biscuit Factory, the Wakefield campus of Torrens University in Adelaide offers students the opportunity to study the Bachelor of Media Design, which has been designed collaboratively between Torrens University Australia and Media Design School.

Italy

Milan

Based in Milan the Master in Creative Advertising is a joint initiative between Nuova Accademia di Belle Arti Milano (NABA) and Media Design School.

NABA is located in one of Milan's historical districts called Navigli (canals), one of the most attractive and liveliest areas in the city.



Industry Connections

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 developing and promoting our student's capacity to take risks and push boundaries in the fields of new and emerging digital technologies. These 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, or creative director on a daily basis.

"When Gameloft New Zealand was established in 2010, our initial team was made up of a large percentage of graduates from the Media Design School. With a true passion for games and the development of the industry in New Zealand, we've grown from strength to strength and are proud to have our Media Design School graduates who have grown with us and continue to thrive in our environment". — Hannah Laird, Public Relations, Gameloft NZ.

"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 & Executive Creative Director, Barnes, Catmur and Friends.

"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.

Work to live briefs

Media Design School's 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 industry aligned software and technology. They are encouraged to challenge conventions and push boundaries in new and emerging digital technologies through project based learning and live briefs.

The Colmar Brunton 2014 Employer Claims Survey showed that New Zealand employers rate Media Design School as the top tertiary institute for supplying graduates with the technical skills necessary to be a valuable employee; the skill most valued by employers in the creative sector who are considering hiring new graduates.

We also ranked highly in providing graduates that are better prepared to make valuable contributions in the workplace and rated the highest out of all of the other institutes included in the survey on offering real-world project experience to our students.

Our graduates are ranked No.1 by New Zealand's creative sector employers for having the work-ready technical skills required to hit-the-ground running. They create student work that is consistently regarded amongst the very best in the world.



"New Zealanders are rapidly changing the way we pay, with over six million Visa payWave transactions occurring each month and mobile payments coming to the market.

At Visa we're focused on innovation to make sure the consumer experience is the absolute best it can be when using a Visa card, mobile or future device. Working with Media Design School is a great opportunity to tackle this challenge in a different way and hear from the next generation of thinkers." — Marty Kerr, Country Manager, New Zealand & South Pacific, Visa.



Interactive

Graphic Design

Creative Advertising

3D Animation & Visual Effects

Games

Motion Graphics

Why choose the Foundation Programme?

Build a strong foundation in creative technologies to prepare yourself for further study and develop a range of skills including working in a team to deadlines and refining presentation abilities.

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.

mediadesignschool.com/foundation



Image: Chetan

Foundation Programme

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 be in game art and development, post production and visual effects for film, animation, graphic or motion design, or to work in web and mobile design, this course will put you in a position where you can decide on a career path that most interests you so that you can then apply to any one of our degree programmes.

Prerequisites

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

- A basic portfolio
- A Digital Creativity Task Sheet (available online)
- A letter of intent that shows that you understand 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 qualification 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



"I've only been in the workforce since the beginning of 2015 [after finishing the Diploma of Digital Creativity] and this one job has allowed me to design for high-end companies such as Parrot, Yuneec Drones, Repco, JB-HiFi, Nakamichi and many more! It's a cool role because it's really diverse; I'm not doing the same thing every day."

— Gabriella Morton, Foundation Programme Graduate, 2014

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 three schools in the world providing VFX/Animation qualifications by the Autodesk sponsored CG Student Awards 2015.

Our student short films have received numerous international accolades and our graduates have gone on to work on blockbuster films including **Avatar** and **The Hobbit**.

"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 the 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

Bachelor of Art and Design

3D Animation & Visual Effects

Our award-winning faculty will take you on an **immersive journey**; teaching you the basics of **modelling, rendering, lighting and technical direction** that will culminate with you being a part of an **amazing industry-quality short film** in your final year.

mediadesignschool.com/3d-animation-visual-effects



Image: Escargore (2015)



“The teaching and facilities at Media Design School are industry standard and unequalled in New Zealand. It is the place to go if you want to enter the 3D Animation industry and you’re willing to put the effort in to excel.”

— Andrew McCully, Pukeko Pictures, Bachelor of Art and Design graduate

3D Animation & 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 visual effects or motion graphics, 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 include:

- **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 will 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 in 3D.
- **3D Modelling:** Build 3D models that are fit for production purposes.
- **3D Rendering:** Students will gain knowledge in rendering and lighting 3D objects and scenes.
- **Foundation Mini-Project:** This mini-project will draw on all year’s learning to produce, test, and revise student’s art assets.
- **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

Career Opportunities:

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

Game Art

Why choose a Bachelor of Creative Technologies?

Media Design School was the first school in New Zealand to provide specialised gaming degrees for aspirational game developers.

In the final year of their degree, Game Art students collaborate with game programmers to develop a major game project; a set-up that emulates how the industry works in the real world.



“During the course, I learned a fair bit about programming and art design and basic things like using Photoshop. However, the key benefit was that I spent every day around like-minded game developers. Living and breathing game design is good preparation for this sort of career.”

— Stephen Harris, Co-Founder, Ninja Kiwi and Media Design School graduate

Bachelor of Creative Technologies

Game Art

Our Game Art degree will enable you to seamlessly enter the industry by working with fellow artists and programmers in your third year to create a commercially viable game.

mediadesignschool.com/game-art



Image: Dolly by Blake Wood



“I knew I wanted to study at Media Design School after visiting and seeing the other students’ work and the way in which the degree was structured. At the end of my first six months here, I felt as though everything I was doing was relevant to the career in games that I wanted.”

— Claire Barilla, Second Year Bachelor of Creative Technologies Student

Game Art

Bachelor of Creative Technologies

NZQF: Level 7 (420 credits), 1.2 EFTS a year

Duration: Three academic years, full time

Create beautiful environments and characters and use these assets to develop immersive experiences to share with people in an industry that is bigger than the music and movie sectors put together. 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 alike to develop an industry-quality game.

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

Career Opportunities:

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

First year components include:

- **Art and Design Foundation:** Learn to produce graphics that are effective in visual communication, understand form, and articulate your ideas.
- **2D Visual Asset Generation:** This component utilises traditional art theories and design foundations and makes them relevant to the digital domain.
- **Game Production Foundation:** Utilising game development techniques and tools, students will be introduced to simple coding and will create their own arcade-style games.
- **Visual Asset 3D 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.
- **Creative Technologies — Game Studies I:** This course offers an introduction to the study of video games as texts situated within wider cultural and theoretical settings.
- **Technical Art I:** This course introduces techniques in content creation pipelines to deliver solutions involved in 3D game productions.

Game Programming

Why choose a Bachelor of Software Engineering?

Media Design School is 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 evidences industry recognition of the quality of our programmes.



"We are delighted to support the next generation of PlayStation savvy developers with the Media Design School. The next generation of video game makers are in education right now and we want to work with this talent to explore PlayStation as their chosen platform."

— Dr. Maria Stukoff, Head of Academic Development,
Sony Computer Entertainment Europe

Bachelor of Software Engineering

Game Programming

Study a Bachelor of Software Engineering with Media Design School and become a highly sought after IT specialist who can programme across a range of gaming platforms including Oculus Rift and Sony PlayStation.

mediadesignschool.com/game-programming



Image: Split by itsfine games



“Approaching the end of my second year at Media Design School, I have already learnt so much and made so many strong relationships with my peers, lecturers, and various industry professionals. I feel as though I have a great foundation to transition into making games professionally.”

— Tom O’ Brien, second year Bachelor of Software Engineering student

Game Programming

Bachelor of Software Engineering

NZQF: Level 7 (420 credits), 1.2 EFTS a year

Duration: Three academic years, full time

In this course, you’ll be learning C++ along with other coding languages that will help you succeed in the games industry. In your third year, you’ll produce an end-of-year project by collaborating in a group 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 include:

- **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:**
Introducing ethics and social issues to gaming, students will learn to analyse games from a nontechnical viewpoint.

Career Opportunities:

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



Bachelor of Media Design

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.



"I would recommend Media Design School as a place to study for anyone interested in pursuing a career in design. Like me, you'll find a super friendly vibe in a great environment that nurtures inquisitiveness and learning. The lecturers are incredibly personable and draw from a great wealth of knowledge and industry experience. Media Design School gave me the confidence and self-assurance that I needed to pursue my career in the design industry."

— Kurt Ratana, Media Design School graduate

Bachelor of Media Design

Graphic Design | Interactive | Motion Graphics

First year components (for all three majors) include:

- **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 from across the three majors work together to create an interdisciplinary project. The project is carried out within tight technical and creative limitations, giving students practical experience working in a commercial design environment.



Image: Ashley Boyd



"I chose to study a Bachelor of Media Design because I had a passion for art making, but I wanted to study something that would get me a good career at the end of it. What this course has taught me more than anything else is that you can achieve industry standards while keeping your creative mind open and free at the same time."

— Ashley Boyd, Third Year Bachelor of Media Design student

Graphic Design

Bachelor of Media Design majoring in Graphic Design

NZQF: Level 7 (360 credits), 1 EFTS 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, you will have designed, constructed and documented a body of work that represents your perspective as an emerging professional designer. This work will be displayed as part of the third year student exhibition.

Career Opportunities:

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

First year Graphic Design components include:

- **First year Graphic Design:** Components include Graphic Design 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



Image: Trouble Maker



“Throughout the course, I have been exposed to many challenging and uniquely contemporary design issues, which encourage me to think as an academic and a practising designer. My coursework has given me essential knowledge of the principles and tools of design, while also allowing me to learn specialised skills in web design that give me an edge over other emerging designers”

— Gemma Barrows, Second Year Bachelor of Media Design student

Interactive Design

Bachelor of Media Design majoring in Interactive Design

NZQF: Level 7 (360 credits), 1 EFTS 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.

For more information on this course's structure and the stages of progression within the programme visit:

mediadesignschool.com/interactive

Why study a Bachelor of Media Design majoring in Interactive Design?

- Interactive Design will give you the fundamentals in both user-interface and user-experience design; two highly sought after specialist skills for Front-End Developers, Website Designers, and Mobile Application Designers.

First Year Interactive Design components include:

- **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

Career Opportunities:

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



A MEDIA DESIGN SCHOOL
AND
VISION STUDIOS PRODUCTION

A VISION STUDIOS ORIGINAL
SERIES

STARRING
NICK VAN BEYERE

Image: Lisa Parker

Motion Design

Bachelor of Media Design majoring in Motion Design

NZQF: Level 7 (360 credits), 1 EFTS 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 so that you have the experience and evidence of working to a client brief, needed to land a job in a dynamic and exciting agency and production environment.

Why study a Bachelor of Media Design majoring in Motion Graphics?

- Develop motion graphics for commercials, title sequences, music videos and television.
- Work strategically to deadlines and excel under pressure.

First Year Motion Design components include:

- **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

Career Opportunities:

- Television
- Advertising
- Production houses
- Corporate event companies

Why choose the Diploma of Creative Advertising?

The AdSchool is currently ranked as the fourth best advertising school in the world by the Young Guns awards and as the 2nd best AdSchool for creating social media campaigns, as judged by The Bees Awards.

Domestically, our students have taken out the main student competition and the topical prize at the New Zealand Newspaper Ad of the Year awards for six years running.

In 2014, Media Design School's AdSchool was selected as the first tertiary provider in the Asia Pacific region (and quite possibly the world) to be offered a two-day workshop delivered exclusively by Facebook Creative Shop on how best to use Facebook to deliver creative campaigns.

"Every year I am impressed by [Media Design School's] 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."

— Toby Talbot, Chief Creative Officer, DDB Sydney

Diploma of Creative Advertising

One of New Zealand's most nationally and internationally awarded schools, the AdSchool works as a simulated creative department that prepares its students for the realities of the advertising industry.



Image: Jesus Hair



“I showed up in Auckland City with nothing but an acceptance letter from the AdSchool tucked into really bad jeans, so I was thrown in the deep end from the beginning. I loved it. From day one you’re in it, getting your hands dirty and making real ads for real clients.”

— Carlos Savage, Associate Creative Director, Y&R New York, AdSchool graduate

Creative Advertising

Diploma of Creative Advertising

NZQF: Level 6, (160 Credits)

Duration: One academic year, full time

If you are serious about entering the exhilarating world of advertising, then this is the place to be. This course prepares students for an entry level position in the creative departments of advertising agencies by arming them with the core skills of creative problem solving as well as how to talk about ideas to others in a concise and compelling manner. These skills are transferable across any number of disciplines, particularly those associated with commercial creativity.

Why Choose Creative Advertising?

- The AdSchool is internationally renowned and constantly winning awards for the work its students produce;
- In 2013, the AdSchool achieved a success rate of 100% in placing all of its students as creatives in agencies;
- Our students have won the International Crowbar Gold award in Copywriting for seven years running;
- Winners of the topical prize at the New Zealand Newspaper Advertising awards six years in a row.

Prerequisites

The Diploma of Creative Advertising has a limited intake each year. Students wanting to study a Diploma in Creative Advertising must be at least 18 years of age and produce evidence of the ability to demonstrate a unique and insightful view of the world that will translate into the ability to make great advertisements.

You do not need a portfolio to apply for this course. However you will need to prepare a Creative Writing Task Sheet and ensure this is ready when you apply. For a full description of what the creative writing task entails please visit: mediadesignschool.com/enrolment

If your application is being considered you will be called for an interview, which will take place either at the school or via Skype.

Career Opportunities:

AdSchool Graduates have gone on to work as Art Directors and Copywriters in the creative departments of Ad Agencies both domestically and globally.

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 in 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 the professional development in a specific area of the creative technologies such as 3D, VFX, Motion Design, Illustration, Graphic Design or Web and Interactive Design, so that you are able to specialise in multiple digital disciplines.

Through 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.



“One of the most memorable experiences at Media Design School was participating in regular meetings to share our feedback about our final project. Over the course of one year, we discussed topics such as User Experience, User Interface, Web and Mobile programming and other new technologies. We also discussed each other’s projects and processes, which helped us to improve our problem solving abilities.”

— Aiden Jaeyun Lee, Flipmind, GDCT graduate in Web and Interactive

Graduate Diploma of Creative Technologies (GDCT)

mediadesignschool.com/graduate-studies



Image: Hikari Masunaga



“Coming from a more traditional Fine Arts school, I really liked how on-trend and focused Media Design School was on using new technologies. The very open and multicultural vibe of the school was also a huge plus, and the school as a whole just had a very open and down-to-earth feel that I found very enjoyable.”

— Elaine Ngeow, *Communica*, GDCT Graduate in Web and Interactive.

Graduate Studies

Graduate Diploma in Creative Technologies (GDCT)

NZQF: Level 7

Duration: One academic year, full time

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

The GDCT will help you further develop your production and design skills through both project-based and problem-based learning. You'll investigate, propose and produce projects in the creative area of your choice that compliment your existing skill-set.

You can choose to work within a particular creative technology discipline including 3D, VFX, Motion Design, Illustration, Graphic Design or Web Design/Development, with the end goal of working towards professional, academic, exploratory or experimental learning outcomes.

In your first semester, you will be introduced to the field through a combination of tutorials, workshops, self-directed learning and a series of smaller projects. You will also be assisted by your tutors to develop an Individual Learning Plan (ILP) that will determine your personal learning outcomes. You'll work across a variety of projects in order to further your design skills.

The second semester will be predominantly self-directed where you propose and produce a major project or series of projects.

Your lecturers will support you along the way as guides and mentors, as well as through regular 'work-in-progress' feedback sessions and one-on-one meetings.

Prerequisites

In order to be eligible for this course, you must either hold a degree qualification or be able to demonstrate that you have relevant professional experience in the creative industries.

All applicants need to provide evidence to support the level of skill required for a self-directed investigation. This could be in the form of a portfolio/show-reel of creative/technical work, evidence, qualification transcripts and employer statements. They also need to provide a statement of purpose and initial proposal outline for their investigation.

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 (minimum) or an equivalent qualification 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



“At Weta Digital, we really appreciate that Media Design School graduates have not only studied a broad range of disciplines, but by the end of their studies they have taken a specific role in a group project under knowledgeable leadership. This means they enter the industry with a good understanding of their strengths, what they most enjoy and the realities of working in a team to deadlines.”

Richard Frances–Moore
Head of Animation, Weta Digital



Amy Law

New Zealand — Twenty

The variety in the work I do is great. Everything has fast turn-around, which means I'm constantly talking and testing as well as coding, so I'm not staring at a screen all day. I love being creative through logic and seeing something I build come to life. Agency-land is lots of fun too!

I found that having a qualification from a school with a great industry reputation made a huge difference when I was job hunting, and afterward, with other companies hunting me down with offers!

I was well prepared for my job and my boss was surprised with how much I knew, how quickly I worked and how well I could handle pressure - all things I picked up from Media Design School.

To read Amy's full story visit:
mediadesignschool.com/amy-law



Tom Chou

New Zealand — Flux Studio

The course at Media Design School provided the skills for me to create a very polished show-reel that demonstrated my ability as an animator. This, along with the school's reputation for producing high calibre graduates, was key to impressing Flux and me getting the position.

One of the most important lessons I learnt at Media Design School was how to work effectively in a team environment. Being able to communicate confidently with other people in a working pipeline is essential

It was a challenging yet engaging experience where I became close friends with a bunch of future industry leaders.

It really gave me a head start in my chosen career and allowed me to slip into work effortlessly.

To read Tom's full story visit:
<http://www.mediadesignschool.com/about/success-stories/tom-chou>



Aniket A Ujjainkar

India — Weta Digital

Before studying at Media Design School, I worked for number of studios in India, including as a Houdini Artist for Red Chillies. I soon realised that I needed to further enhance my skills to become not only a better visual effects artist, but a good team player.

The most valuable thing I learned at Media Design School is the importance of being able to problem-solve. During my final year at Media Design School, I got the chance to work on the award-winning short film Escargore, which gave me hands-on experience and exposure to New Zealand's working culture.

The amount of new skills I learned while working on the short film was amazing and helped me gain my dream job as a Creature Assistant Technical Director at Weta Digital in Wellington, New Zealand, working with the best artists and team players in the industry.

To read Aniket's full story visit:
<http://www.mediadesignschool.com/about/success-stories/aniket-a-ujjainkar>



Chris Howlett

New Zealand — Grinding Gear Games

When I first started at Media Design School, it was a great experience being around a group of people with the same passion for game development and it was comforting to know that, like me, a large portion of my class had little to no programming experience when we started.

We had some great opportunities at Media Design School. During our third year we were able to present our final project at the Media Design School booths at Armageddon and Digital NatioNZ. It was a great experience watching thousands of people having fun playing our game.

Currently, I am working as a programmer for Grinding Gear Games. I'm enjoying everything about my job. Working with great people, on a great game, which is on Steam, in C++ is amazing! I really couldn't ask for anything else. Being able to go on Twitch and see people having fun with content I've created is an incredible experience and something I never thought would happen when I first started the degree.

To read Chris' full story visit:
mediadesignschool.com/about/success-stories/chris-howlett

Enrolment

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

General Admission

For our degree programmes, please refer to the prerequisites page on page 48.

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

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 study at Media Design School, degree and graduate diploma applicants must have an academic IELTS score of at least 6.0 (across all bands). A transcript of your results (or certified copy) should be included with your application. IELTS and alternative test results are only accepted for two years from the examination date.

For further information visit:

ielts.org



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. The admissions team will recommend a transfer credit based on academic transcripts, appropriate industry experience and the applicant's ability to communicate strong commitment to the intensive nature of the course for which they are applying. RPL must be requested at the time of application.

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 an offer

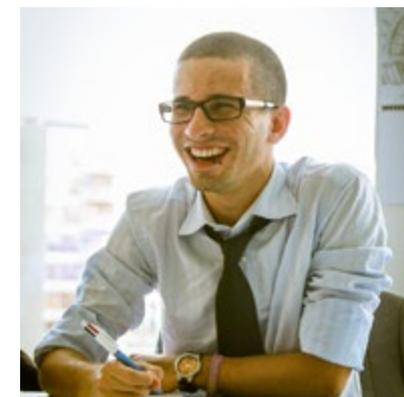
acceptance and student declaration form. Offers of place are made based on availability of seats at the time of offer. If all places have been filled at the time the offer is accepted, the applicant may be put on the wait list or the offer of place may be cancelled.

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:

mediadesignschool.com/offer



Left & Above: Media Design School

Portfolio

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

You'll need to check what type of portfolio or task sheet you'll 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 off your skills and talents. It introduces your ideas to our faculty and shows us that you have the creativity, imagination and ambition 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

Success Tip:

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.



Image: Luna Arango

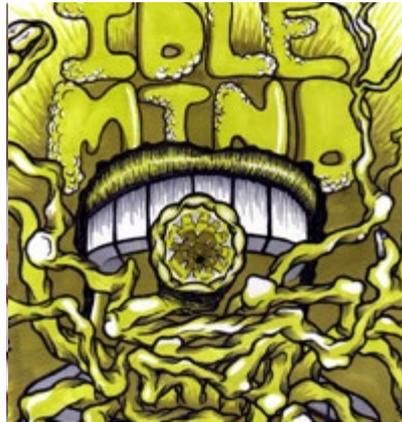


Image: Christopher Peacock

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.

Step 1:

Prepare your documents

This includes your portfolio, academic records, and letter of intent. Find out what documentation you need to prepare by visiting our website: mediadesignschool.com/how-to-apply

Step 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/enrolment

If you have any questions throughout this process please get in touch with our Admissions team: admissions@mediadesignschool.com

Step 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.

Step 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.

Step 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 reserve your place on the programme, you will need to sign your Fee Protection Student Acknowledgement Form (PT Form) within 10 working days of the date of issue of the Offer of Place. We will reserve a place for you through the date specified above. If you fail to sign the PT 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 PT Form, you will then need to pay your full fees as invoiced.

International Students

If you are an international student you may need to make arrangements for your accommodation and travel and include proof of this – along with your documents from Media Design School – with your student visa application.

Prerequisites

Bachelor of Art and Design (3D Animation and Visual Effects)

To qualify for General Admission, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance. Applicants should have a minimum of 28 credits at Level 3 NCEA in Art, Design or Technology subjects.

If you are an international student, you'll also 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 (minimum) or an equivalent qualification if English is not your first language.

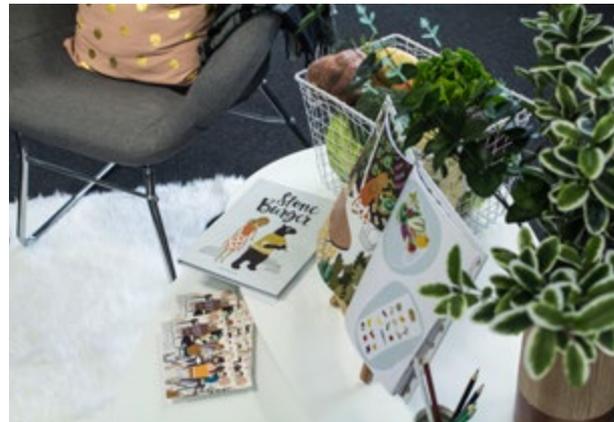
When you apply, you'll need to provide us with a digital copy of your portfolio. For a full description of portfolio requirements visit mediadesignschool.com/enrolment

Bachelor of Creative Technologies (Game Art)

To qualify for General Admission, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance. Applicants should have a minimum of 28 credits at Level 3 NCEA in Art, Design or Technology subjects.

If you are an international student, you'll also 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 (minimum) or an equivalent qualification 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



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

To qualify for General Admission, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance. Applicants should have a minimum of 28 credits at Level 3 NCEA in Art, Design or Technology subjects.

If you are an international student, you'll also 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 (minimum) or an equivalent qualification 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

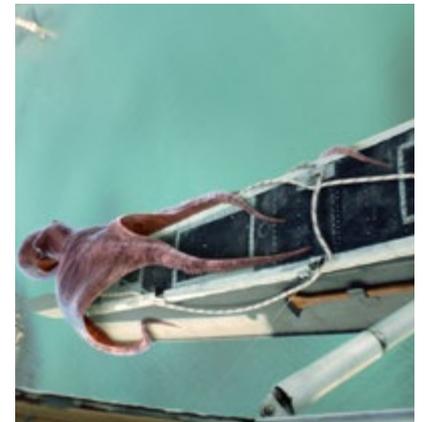


Bachelor of Software Engineering (Game Programming)

To qualify for General Admission, you'll need a minimum qualification of NCEA University Entrance or its equivalent, such as CIE or IB University Entrance. Applicants should have a minimum of 28 credits at Level 3 NCEA in Mathematics, Physics, or Computing and Technology subjects.

If you are an international student, you'll also 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 (minimum) or an equivalent qualification if English is not your first language.

A portfolio is not required for this programme.



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 graphic 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, 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 an 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-racking prospect. This is why, once you enrol with Media Design School, our wonderful Student Services Manager will be your first point of contact. The Student Services Manager is located on Level 20 of Media Design School and she'll be able to help answer any questions that you may have about Media Design School and Auckland in general.

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 & Culture

Student Life

Auckland is New Zealand's most cosmopolitan city and a vibrant melting pot of cultures and ethnicities. This diversity is an integral part of the city's character. 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 adventure activities. As Auckland is a moderate sized city, it's a breeze to get around on public transport, and has a relaxed, laid-back vibe. However, we do offer a number of exciting activities and events at Media Design School so that, whether you're on or off campus, you'll always have something to be a part of.

Orientation

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

Student Ambassadors

Each of our classes elects Student Ambassadors who are the representatives 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 cool events on campus.

Student Experience and Events

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. We also hold film screenings, house social sports teams and a whole range of other activities for you to get involved with so that you can meet students and faculty from across the school.

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. Our LinkedIn group serves as the school's alumni network, where we share employment opportunities and projects as well as gathering your feedback as to how we could improve the student experience for future Media Design School attendees.



Image: Te Iwihoko (Iwi) Te Rangihirawea



“Aronui is placed temporarily at the entrance (or waharoa) of the school. The relevance of this placement is to have a God of technology welcoming students into Media Design School; a school of technology”

— Te Iwihoko (Iwi) Te Rangihirawea, Third Year Bachelor of Media Design student and 2015 Designers Institute of New Zealand Nga Aho Best Design Award Bronze Pin winner.

New to New Zealand

New Zealand is a country that is renowned for its dramatic landscapes, relaxed lifestyle, and friendly people.

With just over four million people, New Zealand is simultaneously fast paced and low key, which makes it the perfect place to call home. 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.

There are so many great reasons to consider living and studying in Auckland, New Zealand. The 2015 Global Peace Index ranked New Zealand the fourth safest country in the world, while the 2015 Mercer Quality of Life Survey ranked Auckland the third most liveable city globally. Better yet, Auckland has also been ranked one of the Top 25 best cities to live in if you're a student by the QS Best Student Cities Index 2014/2015.

One of the great 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. To read the Media Design School International Student Handbook visit:

mediadesignschool.com/living-in-new-zealand

Visa and Immigration

All non-New Zealand residents require a Student Visa for a programme of study over three months. Your visa will state a specific educational institute in a specific location and may take up to 15 weeks to process. For more information visit:

immigration.govt.nz

Code of Practice for the Pastoral Care of International Students

Media Design School has agreed to observe and be bound by the Code of Practice for the Pastoral Care of International Students as published by the Ministry of Education. The Code of Practice sets out what standards of care education providers must provide to international students living and studying in New Zealand.

For a complete copy of the code see nzqa.govt.nz.

International Education Appeal Authority

The IEAA is an independent body established to deal with complaints from international students about pastoral care aspects of advice and services received from their educational provider or the provider's agents. The IEAA enforces the standards in the aforementioned Code of Practice.

IEAA Contact Details: International Education Appeal Authority Tribunals Unit

**Private Bag 32001
Featherston Street
Wellington 6011**

info.ieaa@minedu.govt.nz
[nzmediadesignschool.com/
govt-education-appeal](http://nzmediadesignschool.com/govt-education-appeal)

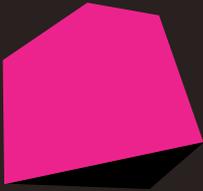


Top: Auckland City, New Zealand

Bottom: Beach, New Zealand







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