



VICTORIA UNIVERSITY OF  
**WELLINGTON**  
TE HERENGA WAKA

BACHELOR OF

# DESIGN INNOVATION

TOHU PAETAHI HOAHOA





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**RATOHU**  
GUIDELINE  
WHAKARONGO, WHAKAARO, KÖRERO.

Cover image: A satin- and silk-organza-based dress shirt by Huihui Dai for FADN 202 Fashion Construction Studio III / Taupuni Waihanga Kākahu III.



Te Herenga Waka—Victoria University of Wellington has been awarded five stars plus overall in the QS Stars university ratings system. In addition, the University received five stars in all eight categories on which it was evaluated.

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Image: Whakarongo, whakaaro, korero by Samuel Bryan for SIDN 390 Design for Social Innovation Capstone: Agents of Change / Whakatinana ā-Wheako: Kaiwhakatinana Panonitanga.

# DESIGN

## TE MAHI HOAHOA

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

At Te Herenga Waka—Victoria University of Wellington, Design is about innovation. While developing the skills and knowledge that industry currently demands, you'll also be pushing the limits and forging the future of design practice. You'll work in studios that encourage curiosity, experimentation, and good professional practice. Your teachers will show you how to take an approach to design that encourages creative and thoughtful design solutions. You'll use state-of-the-art computer labs and studios, and have access to 3D printers, laser cutters, and high-end digital robotic equipment.

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

*Image: Fossils from the Future by Jessica Salter for DSDN 593 Design Innovation Research Portfolio.*





Wellington is a world leader in digital innovation and creative technology. Take advantage of our connections with industry partners such as Callaghan Innovation, Clemenger BBDO, PikPok, Te Papa Tongarewa, Weta Digital, and Weta Workshop. Interact with professional designers and potential employers through internships and guest lectures.

# BACHELOR OF DESIGN INNOVATION

## TOHU PAETAHI HOAHOA

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 seven areas: Animation and Visual Effects (ANFX), Communication Design (COMD), Design for Social Innovation (SIDN), Fashion Design Technology (FADN), Industrial Design (INDN), Interaction Design (IXXN), or Media Design (MDDN). A feature of this degree is that it's cross-disciplinary, meaning you'll be encouraged to study and work in subject areas outside Design, such as Architecture, Computer Science, Marketing, Music, or Theatre. You'll broaden your horizons while unlocking your creative potential.

**i** [www.wgtn.ac.nz/bdi](http://www.wgtn.ac.nz/bdi)

Image: Kai Box by Ruby Smith for SIDN 390 Design for Social Innovation Capstone: Agents of Change / Whakatinana ā-Wheako: Kaiwhakatinana Panonitanga.



## CAREERS

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

Potential jobs:

- App or game designer
- Computer graphics developer or visual effects artist
- Concept artist
- Fashion designer
- Film prop or film set designer
- Graphic designer
- Illustrator
- Medical technologies designer
- Modeller
- Service designer
- Technical artist or designer
- Textile designer
- User-experience designer
- Video production specialist
- Virtual reality/augmented reality artist, designer, or developer.



Image: Nectar Urn by Cody Stiles for INDN 204 Materialised Codes / Ngā Wāehere i Puta.



Image: Cody Westerman for MDDN 244 Expanded Photographics / Whakawhānui Whakaahua.

## FURTHER STUDY OPPORTUNITIES

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 Fine Arts (Creative Practice)
  - Master of User Experience Design.
- i** [www.wgtn.ac.nz/postgraduate-design](http://www.wgtn.ac.nz/postgraduate-design)

## ENTRY REQUIREMENTS

Recommended school subjects include Art, Design, Digital Media, English, Graphics, Media Studies, and Technology.

For more information, go to [www.wgtn.ac.nz/study](http://www.wgtn.ac.nz/study)

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

- i** [www.wgtn.ac.nz/bdi](http://www.wgtn.ac.nz/bdi)



# DEGREE STRUCTURE

## YOUR FIRST YEAR

In your first year, you'll investigate a broad 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'll have chosen for your second year.

## YOUR SECOND YEAR

This is the year you'll begin to focus on your chosen major. You'll take six courses made up of core Design courses from your major and complementary electives from other disciplines. If you're a Design for Social Innovation student, you'll need to take a minor subject—a secondary area of study you choose to focus on.

## YOUR THIRD YEAR

By this stage, you'll have developed a good understanding of your major and be confident in your design skills. You're likely to take seven courses—three or four in your major or specialisation and three electives. During your final trimester of study, you'll work on a 30-point capstone project (compulsory for all subjects except Media Design). This project gives you a chance to bring together everything you've learnt in your chosen field and create a showcase piece for your portfolio.

*Image: Aa–Zz: A typographic installation [analogue/digital/object] by third-year Communication Design students.*



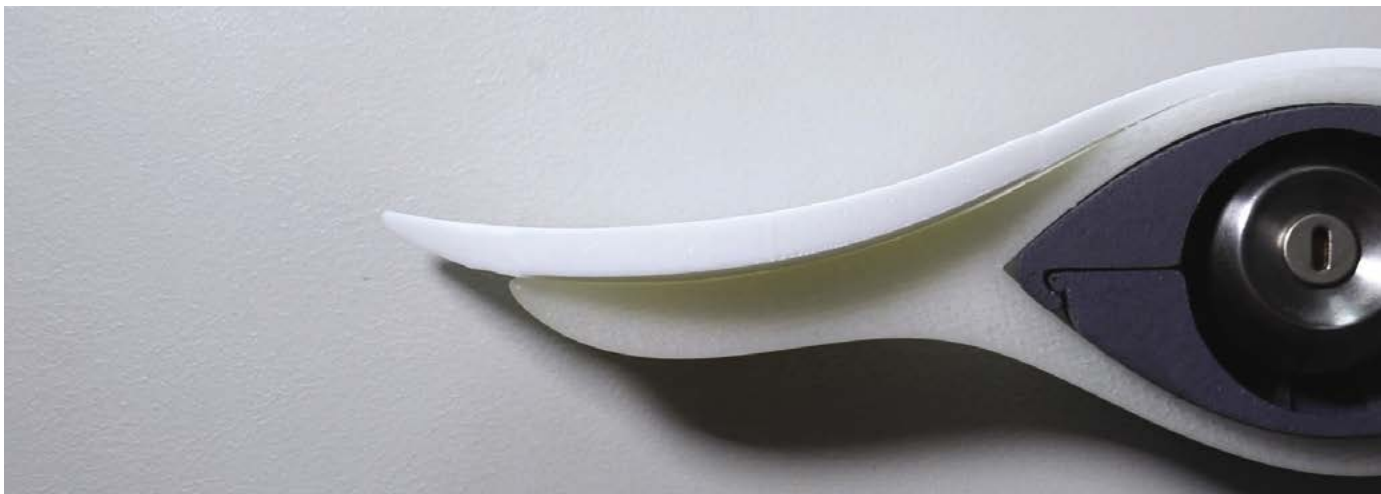


Image: Interactive door handle attachments for stroke redesign by Gabby Pittar for IXDN 301 Interaction Design Capstone Project.

## LIMITED ENTRY

Some courses and programmes admit a limited number of students—this is called limited entry.

The number of places in the second year of the BDI is limited and entry is based on your academic performance. First-year students will indicate their top three choices of major during registration. Selection will be based on the grade-point average of DSDN 171 Design in a Global Context and the four highest grades achieved in first-year BDI courses.

The deadline for limited entry programmes is 1 December when applying for the following year. For more information on limited entry, go to our website.

**i** [www.wgtn.ac.nz/limited-entry](http://www.wgtn.ac.nz/limited-entry)

“The Interaction Design Capstone gave us complete freedom to undertake a design problem-solving process unique to our individual interests. Each student chose a different route to venture down with their project—product design for the healthcare industry, website redesign, app design, interactive augmented reality installations, or simply a slick personal portfolio to use when they enter the workforce.

“The Capstone course required us to learn how to truly work independently as designers—solely responsible for the direction of our work, our project structure, and final designed outcome. We were also connected with local professionals working in our project’s sector of the industry. This allowed many of us to form interpersonal relations and receive feedback from these professionals as valuable mentors.”

### **Gabby Pittar**

Student, Bachelor of Design Innovation in Interaction Design

# SAMPLE DEGREE PROGRAMME

## Example: BDI majoring in Communication Design

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)	100-level elective course (15 points)	DSDN 271 Pathways to Research (15 points)	COMD 200 level (15 points)	COMD 300 level (15 points)	COMD 390 Communication Design Capstone: Plan, Produce, Publish (30 points)
DSDN 100 level (15 points)	DSDN 151 Graphic Design (15 points)	COMD 201 Typography I (15 points)	COMD 200 level (15 points)	COMD 300 level (15 points)	
DSDN 100 level (15 points)	DSDN 152 Drawing I (15 points)	BDI 200-level elective (15 points)	BDI 200-level elective (15 points)	BDI 200- or 300-level elective (15 points)	BDI 200- or 300-level elective (15 points)
Elective course (15 points)	Elective course (15 points)	Elective course (15 points)	Elective course (15 points)	200- or 300-level elective course (15 points)	BDI 300-level elective (15 points)
60 points	60 points	60 points	60 points	60 points	60 points
120 points		120 points		120 points	

Total points required: 360

Total points completed: 360

Core course	Major course	BDI elective course	Elective course
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**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 an opportunity for you to take courses in other subjects you are interested in, and they don't necessarily need to be related to your major or minor subjects.

# MAJORS

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

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

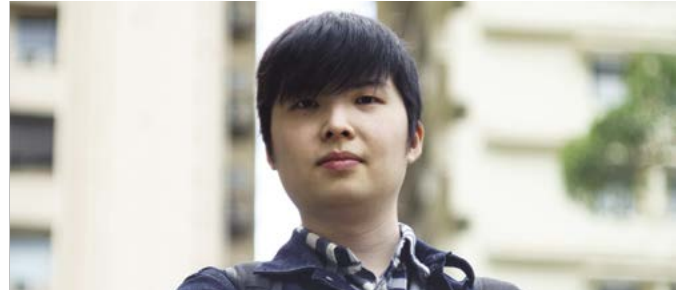
New Zealand's award-winning film and visual effects industry is centred right here in Wellington. Our Animation and Visual Effects major has strong ties to the industry and will provide you with an opportunity to learn with experts and use the latest technologies.

You'll express your flair for design and learn the technical skills needed to launch your career in one of the world's fastest-growing industries. Gain skills in cutting-edge technology and conceptual development while using problem-based learning and case study analysis, and doing project work.

## COMMUNICATION DESIGN / HOAHOA Ā-WHAKAKŌRERO

Communication Design extends graphic design and illustration to new horizons. From exploring personal narrative and expression to engaging with new technologies, your work will visually express a distinct perspective on global culture.

Study design traditions such as typography and colour theory and build on these to learn to use the latest innovations in software for graphic development, layout, and publishing for print and screen media.



“The Animation and Visual Effects course gives you a great opportunity to learn from, and interact with, industry experts. I love how much feedback you receive for the coursework that you submit. It helped immensely with my learning at every stage as I learnt how to navigate industry-standard software such as Maya, After Effects, and Unreal Engine.”

### **Jordan Leung**

Student, Bachelor of Design Innovation in Animation and Visual Effects



“Communication Design is a safe space where students can develop skills to better express themselves through images and words. With the support of my teachers and peers, I have established an understanding of the importance of using my voice in my work, the impact that Communication Design has on the world, and the satisfaction of creating images that bring joy to others.”

### **Liliana Mañetto Quick**

Student, Bachelor of Design Innovation in Communication Design

## DESIGN FOR SOCIAL INNOVATION / HOAHOA MŌ TE AUAHATANGA Ā-PAPORI

Design for Social Innovation offers opportunities for you to create surprising, positive, and sustainable solutions through design. You'll have the opportunity to consider how design can help transition societies, ecosystems, and economies towards a positive future.

Examine the relationship between design and culture, society, technology, and the environment. Explore how they impact each other and delve into the theoretical and practical connections between them.

“Design for Social Innovation sparked my curiosity and a desire to practise good design that makes a difference. I return to the models, tools, and frameworks even now, many years since studying.”

**Kelly Ann McKercher**

Graduate, Bachelor of Design Innovation majoring in Culture+Context Design (now Design for Social Innovation)

## FASHION DESIGN TECHNOLOGY / HANGARAU HOAHOA Ā-KĀKAHU

Fashion design is entering a new era. This shift is being driven by technological advances such as smart textiles, digital fabrication, embedded electronics, and intelligent, networked wearables. From lifestyle applications to medical uses, clothing can improve people's lives, both environmentally and socially.

You'll learn the technical skills of figure drawing, pattern design, and design construction as well as a range of software, manufacturing, and production techniques needed for the fashion and wearable industries.

## INDUSTRIAL DESIGN / HOAHOA Ā-AHUMAHI

Learn how to use and even develop new technologies that empower you to create original, useful, and meaningful products, from physical objects such as furniture made from recycled plastics to medical prosthetics tailored to fit individual people.

You'll study human experience, behaviour, needs, and desires so you can design products that respond to them.



“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**

Lecturer, Fashion Design Technology

## INTERACTION DESIGN / HOAHOA Ā-PĀHEKOHEKO

Interaction design is one of the newest and fastest-growing fields of design. It is the design of interactions between users and physical or digital products. Human-focused, Interaction Design involves the study of a variety of physical and digital systems and interfaces that aim to improve aspects of human life, from physical consumer objects to digital interactions such as apps, games, and websites. You'll learn to envision how people experience products and bring that vision to life in ways that feel inspired, refined, and even magical.

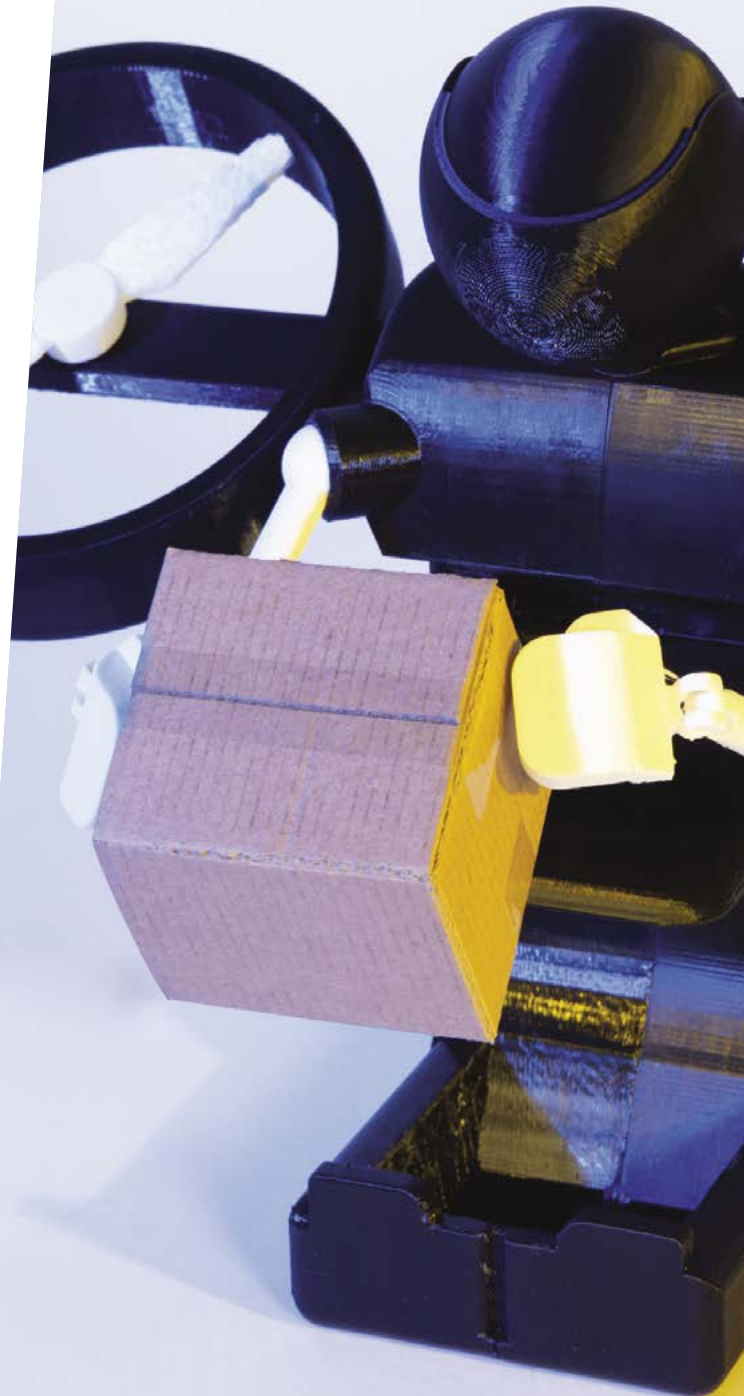
## MEDIA DESIGN / HOAHOA Ā-ARAPĀHO

Media Design explores the different ways people interact with digital technology, including web experiences, visual and audio communication, augmented and virtual reality, gaming, and mobile media.

You'll spend most of your class time in studios, working on design solutions to real-world problems. Brainstorm and build concepts, and craft projects while developing new software skills.

**i** [www.wgtn.ac.nz/subjects](http://www.wgtn.ac.nz/subjects)

*Image: apeX drone by Adam Toh for INDN 390 Industrial Design Capstone: Branded Products / Whakatinana ā-Wheako Hoahoa ā-Ahumahi: Ngā Hua i Waituhia.*



# FIND OUT MORE

## 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.

## KEY DATES

Enrolments open on 10 September 2021. Applications for study in 2022 are due on 20 January 2022. We'd love to see you at one of our information events—check our website for dates.

**i** [www.wgtn.ac.nz/information-evenings](http://www.wgtn.ac.nz/information-evenings)

## CONTACT US

**i** [www.wgtn.ac.nz/design](http://www.wgtn.ac.nz/design)

### Wellington Faculty of Architecture and Design Innovation

139 Vivian Street, Te Aro Campus

**📞** 04 463 6200

**✉** [foad@vuw.ac.nz](mailto:foad@vuw.ac.nz)

## COURSE PLANNING

For help with course planning, contact Student Recruitment and Orientation.

**📞** 0800 04 04 04

**✉** [course-advice@vuw.ac.nz](mailto:course-advice@vuw.ac.nz)

**i** [www.wgtn.ac.nz/courses](http://www.wgtn.ac.nz/courses)

## OTHER STUDENT RESOURCES

### Disability support

**i** [www.wgtn.ac.nz/disability](http://www.wgtn.ac.nz/disability)

### Māori student support

**i** [www.wgtn.ac.nz/awhina](http://www.wgtn.ac.nz/awhina)

### Pasifika student success

**i** [www.wgtn.ac.nz/pasifika](http://www.wgtn.ac.nz/pasifika)

### Rainbow student support

**i** [www.wgtn.ac.nz/rainbow](http://www.wgtn.ac.nz/rainbow)

### Scholarships

**i** [www.wgtn.ac.nz/scholarships](http://www.wgtn.ac.nz/scholarships)

### Student services and support

**i** [www.wgtn.ac.nz/student-support](http://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 Kia Whāi Auahatanga ā-Papori

Fashion Design Technology / Hangarau Hoahoa ā-Kākahu

Industrial Design / Hoahoa ā-Ahumahi

Interaction Design / Hoahoa ā-Pāhekoheko

Media Design / Hoahoa ā-Arapāho

*Image: Qiyun Li for FADN 202 Fashion Design  
Studio III / Taupuni Waihanga Kākahu III.*





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