Bachelor of
DESIGN INNOVATION
TOHU PAETAIHI HOAHOA
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BDI majors  Inside back cover

Cover image: Maramataka Maumaharatanga
memory card game by Annalise Scott for SIDN 390
Design for Social Innovation Capstone: Agents of Change /
Whakatinana ā-Wheako: Kaiwhakatinana Panonitanga.

Image opposite and this page: a, Aa–Z!: A typographic installation
by Tom Do for COMD 302 Typography II / Tātai Momotuhi II.

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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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 whai mātauranga, curiosity, whanaungatanga, collaboration, and tikanga, values that demonstrate integrity in your 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, 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, Clemenger BBDO, PikPok, Te Papa Tongarewa, Weta Digital, and Weta Workshop. Interact with professional designers and potential employers through internships and guest lectures.
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-Kemu
- Industrial Design / Hoahoa ā-Ahumahi
- Interaction Design / Hoahoa ā-Pāhekoheko
- Media Design / Hoahoa ā-Arapāho.

www.wgtn.ac.nz/bdi

CAREERS

Our Design Innovation 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: Still from an animated Zoom background by Laura Garcia for MDDN 342 Creative Coding III / Waheher ā-Auaha III.
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.

www.wgtn.ac.nz/postgraduate-design

ENTRY REQUIREMENTS

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

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

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’ll have chosen for 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 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 with the rest as electives or courses towards your minor. 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: A Multifesto/Manifesto by Sochetha Meng for COMD 351 Writing for Design / Tuhituhi mō te Hoahoa.
“The Interaction Design Capstone course 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."

Gabby Pittar
Graduate, Bachelor of Design Innovation in Interaction Design

“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.”
### SAMPLE DEGREE PROGRAMME

Example: BDI majoring in Design for Social Innovation

<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
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<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td><strong>YEAR 2</strong></td>
<td><strong>YEAR 3</strong></td>
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<tr>
<td>Trimester 1</td>
<td>Trimester 2</td>
<td>Trimester 1</td>
</tr>
<tr>
<td>DSDN 171 Design in a Global Context (15 points)</td>
<td>100-level elective course (15 points)</td>
<td>DSDN 271 Pathways to Research (15 points)</td>
</tr>
<tr>
<td>DSDN 100-level course (15 points)</td>
<td>DSDN 100-level course (15 points)</td>
<td>SIDN 233 Design Ethnography I (15 points)</td>
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<tr>
<td>DSDN 100-level course (15 points)</td>
<td>DSDN 100-level course (15 points)</td>
<td>BDI 200-level minor elective (15 points)</td>
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<tr>
<td>Elective course (15 points)</td>
<td>Elective course (15 points)</td>
<td>Elective course (15 points)</td>
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<tr>
<td>60 POINTS</td>
<td>60 POINTS</td>
<td>60 POINTS</td>
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<tr>
<td>120 POINTS</td>
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Total points required: 360
Total points completed: 360

**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

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.

www.wgtn.ac.nz/limited-entry

Image: Complete Rubbish, a recycling application by Issy Carter for IXXN 390 Interaction Design Capstone / Whakatinana ā-Wheako Hoahoā ā-Pāhekoheko.
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 ATAA TA

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.

“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
Graduate, Bachelor of Design Innovation in Communication Design
**DESIGN FOR SOCIAL INNOVATION / HOAHOA MŌ TE AUHAHATANGA 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 diverse world views and cultures, 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)

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**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, digital, and construction skills needed for the fashion and wearable industries alongside tools and mindsets to rebuild the fashion industry to be both sustaining and sustainable.

“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 in Fashion Design Technology
GAME DESIGN / HOAHOA-Ā-KEMU

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

You'll work alongside Bachelor of Science in Computer Graphics and Games students and collaborate on projects to gain real-life experience of what it is like in the gaming industry where designers and programmers work together.

Image: Micebreaker by Rose Barrett, Daniel Marshall, Dorothy Ong, Jennifer Ong, Michelle Pretorius, and Emily Yang for MDDN 321 Game Design II / Hoahoa ā-Kēmu Rorohiko II.
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.

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.

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, as well as in Photographics.

PHOTOGRAPHICS

Explore photography as a creative process and design research tool. Engage with multiple photographic genres and practices and develop a technical toolkit and theoretical understanding of photography across multiple fields of design and research. Complete three Photographics courses and at least 30 points from two of the following courses: MDDN 211 Digital Video Creation, MDDN 222 Virtual Reality Studio, or SARC 214 Seeing Architecture Through Photography.

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 in the year before study commences. Applications for study are due on 20 January in the year of study.

CONTACT US

Te Wāhanga Waihanga-Hoahoa Wellington Faculty of Architecture and Design Innovation 139 Vivian Street, Te Aro Campus

04 463 6200
foad@vuw.ac.nz
www.facebook.com/VUWArchitectureandDesign
www.instagram.com/wgtnfadi

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

Scholarships
www.wgtn.ac.nz/scholarships

Student services and support
www.wgtn.ac.nz/student-support

COURSE PLANNING

For help with course planning, contact Te Kahupapa—Future Students.
0800 04 04 04
course-advice@vuw.ac.nz
www.wgtn.ac.nz/courses
## BACHELOR OF DESIGN INNOVATION

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Image: Morphing Marble by Evan Vallender for INDN 311 Publishable Products / Ngā Hua Hei Whakaputanga.