

2024



VICTORIA UNIVERSITY OF
WELLINGTON
TE HERENGA WAKA

TOHU PAETAHI HOAHOA

BACHELOR OF

DESIGN INNOVATION





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Cover image: Repurposed Sailcloth by Lana Holgate
for FADN 390 Fashion Design Technology Capstone /
Whakatinana ā-Wheako Hangarau Hoahoa ā-Kākahu.

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



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

and inclusiveness categories. Maximum points were awarded for 25 of the more than 30 indicators, including overall student satisfaction; further study; graduate employment rate; international diversity, support, and collaborations; academic reputation; satisfaction with teaching; campus facilities; accreditations; art and cultural investment and facilities; disabled access; scholarships and bursaries; low-income outreach; and student cohort diversity.

IMPORTANT NOTICE: Te Herenga Waka—Victoria University of Wellington uses all reasonable skill and care to ensure the information contained in this document is accurate at the time of being made available. However, matters covered by this document are subject to change due to a continuous process of review and to unanticipated circumstances, including those caused by COVID-19. The University therefore reserves the right to make any changes without notice. So far as the law permits, the University accepts no responsibility for any loss suffered by any person due to reliance (either whole or in part) on the information contained in this document, whether direct or indirect, and whether foreseeable or not.

TE MAHI HOAHOA DESIGN

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, Wētā FX, and Wētā Workshop. Interact with professional designers and potential employers through internships and guest lectures.





3D model of a character by Adam Goodyear
for ANFX 201 Animation and Visual Effects II /
Pakiwaituhi me ngā Mariko Ataata II.



TOHU PAETAHI HOAHOA **BACHELOR OF DESIGN INNOVATION**

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

You'll major in one of eight areas:

- ▶ Animation and Visual Effects / Pakiwaituhi me ngā Mariko Ataata
- ▶ Communication Design / Hoahoa ā-Whakakōrero
- ▶ Design for Social Innovation / Hoahoa mō te Auahatanga ā-Papori
- ▶ Fashion Design Technology / Hangarau Hoahoa ā-Kākahu
- ▶ Game Design / Hoahoa-ā-Kemu
- ▶ Industrial Design / Hoahoa ā-Ahumahi
- ▶ Interaction Design / Hoahoa ā-Pāhekoheko
- ▶ Media Design / Hoahoa ā-Arapāho.

❶ www.wgtn.ac.nz/bdi



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

ENTRY REQUIREMENTS

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

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.

i www.wgtn.ac.nz/bdi

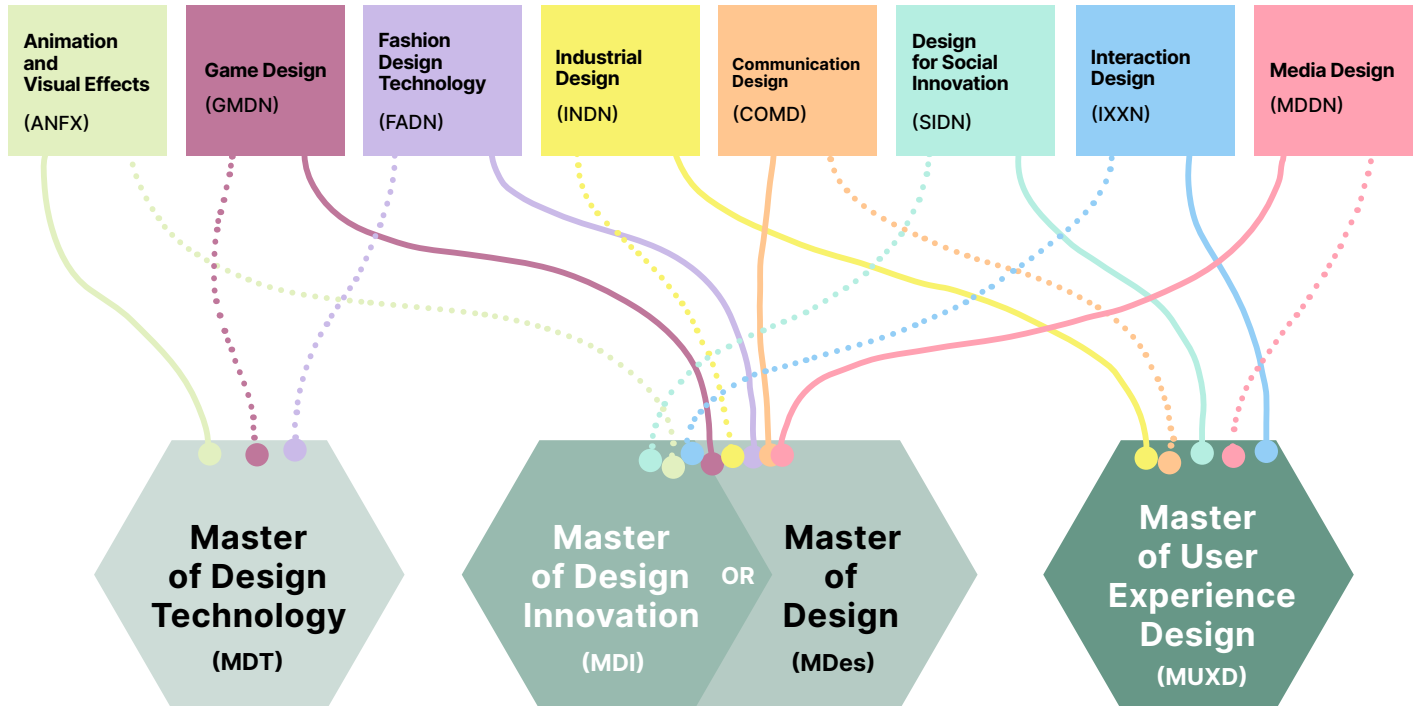
CAREERS

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 include:

- ▶ 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.

POSTGRADUATE PATHWAYS



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

- Master of Design
- Master of Design Innovation
- Master of Design Technology
- Master of User Experience Design.

i www.wgtn.ac.nz/postgraduate-design

DEGREE STRUCTURE

YOUR FIRST YEAR

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

The first year gives you a solid foundation in design and confidence in the direction you'll have chosen for your second year. Places in the majors have limited entry (see page 9).

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.



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

SAMPLE DEGREE PROGRAMME

Example: BDI majoring in Design for Social Innovation

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)	SIDN 200-level course (15 points)	SIDN 300-level course (15 points)	SIDN 390 Design for Social Innovation Capstone (30 points)
DSDN 100-level course (15 points)	DSDN 100-level course (15 points)	SIDN 233 Design Ethnography I (15 points)	SIDN 200-level course (15 points)	BDI 300-level course (15 points)	
DSDN 100-level course (15 points)	DSDN 100-level course (15 points)	BDI 200-level minor elective (15 points)	BDI 200-level minor elective (15 points)	BDI 300-level minor elective (15 points)	300-level minor 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)	Elective course (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 courses in other subjects you are interested in, and they don't necessarily need to be related to your major or minor subjects.

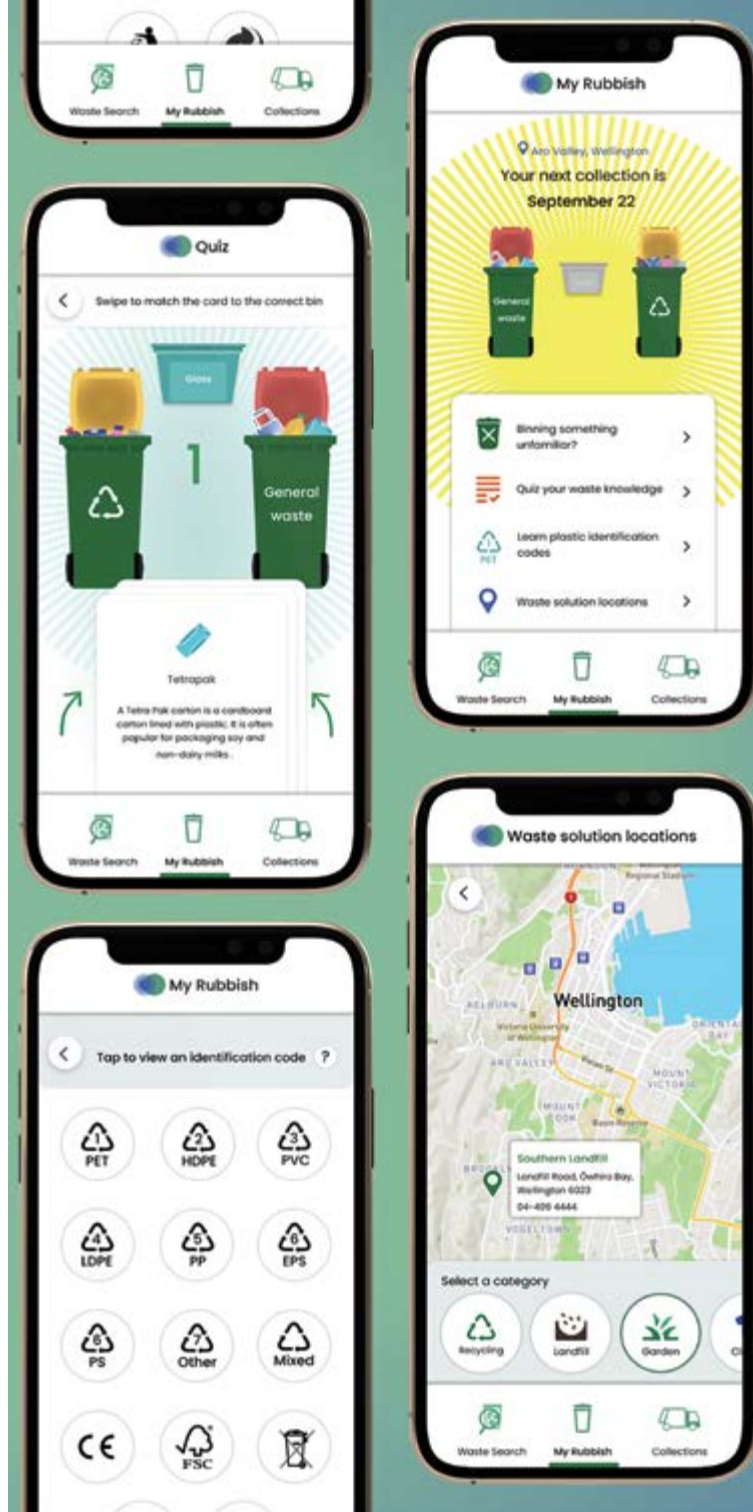
LIMITED ENTRY

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



Complete Rubbish, a recycling application by Issy Carter
for IXXN 390 Interaction Design Capstone / Whakatinana
ā-Wheako Hoahoa 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 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.

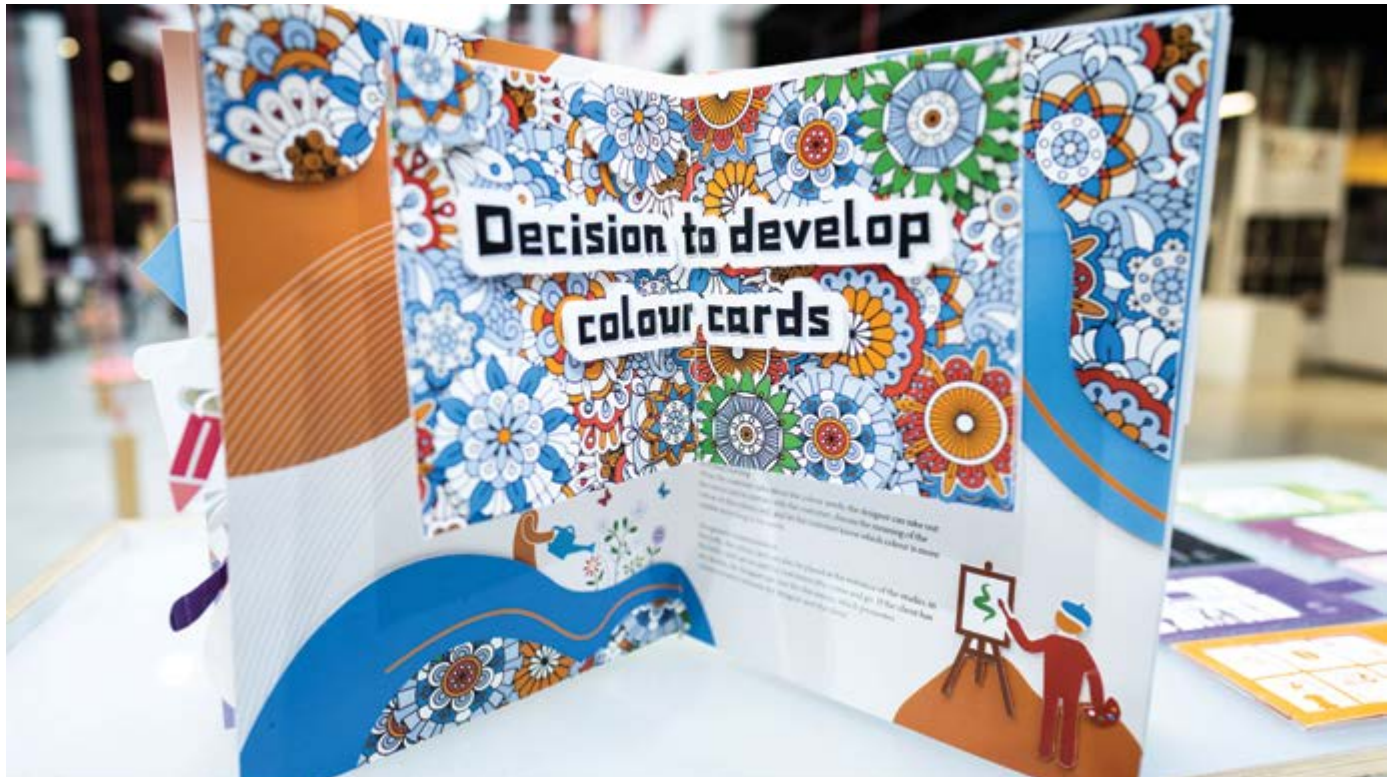


“In my last year of high school, we were encouraged to look through scholarships for university. I did not really consider moving out of Auckland at the time, but getting two scholarships was a big push for the move to Wellington and I am so grateful for it now that I have learnt so much from this experience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

Kelly Fernandes

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

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



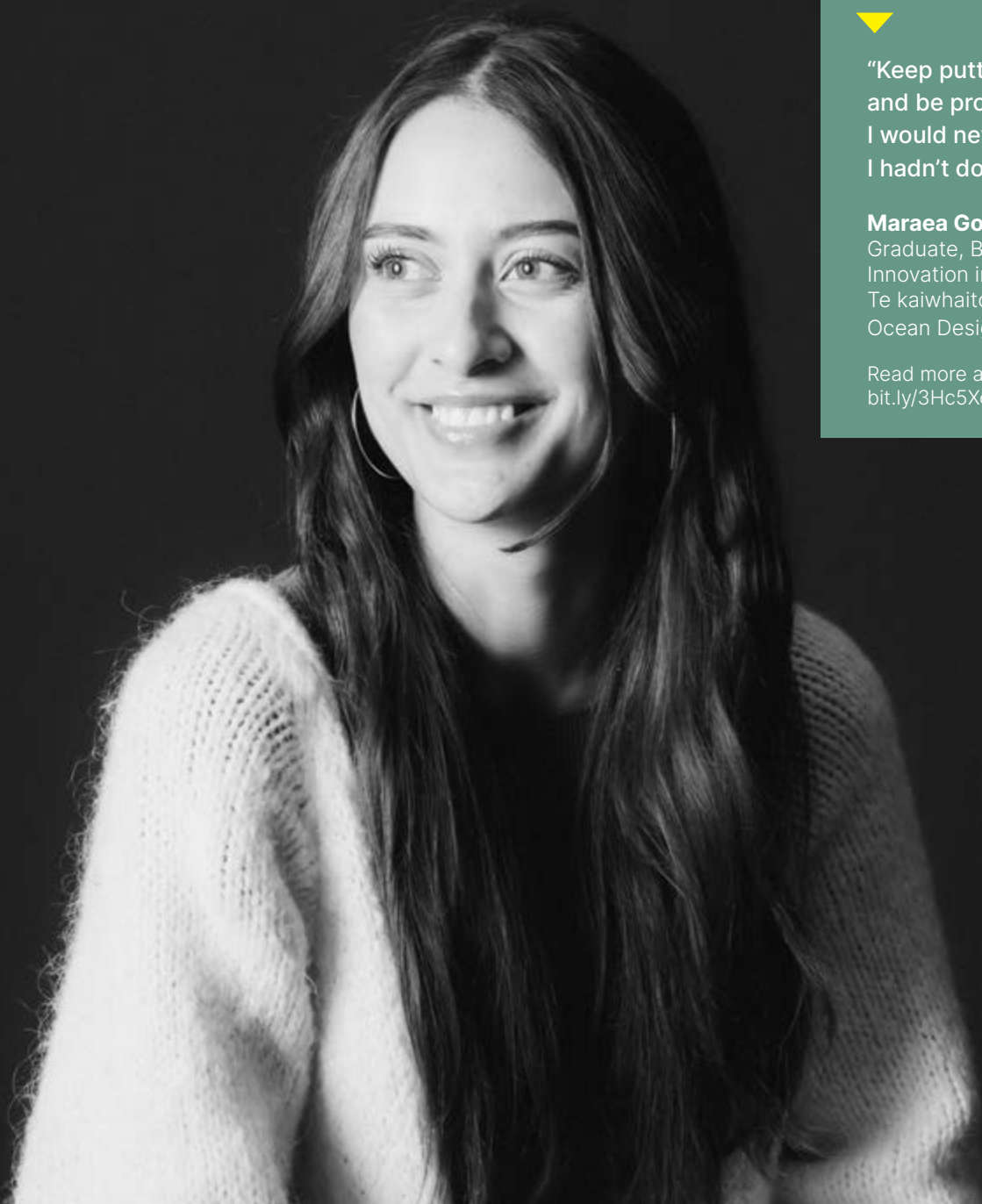
COMMUNICATION DESIGN / HOAHOA Ā-WHAKAKŌRERO

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 illustration and build on these to learn to use the latest innovations in software for graphic development, layout, and publishing for print and screen media.



Image, above and top: Helping Chinese designers understand colour meaning and communicating with clients about colour choices
by Danlan Lu, shown at the INFLUX 2022 exhibition.



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

Maraea Gourlay (Ngāi Tūhoe)

Graduate, Bachelor of Design
Innovation in Communication Design
Te kaiwhaitohu—junior designer at
Ocean Design

Read more about Maraea at
bit.ly/3Hc5Xo4



One of Maraea Gourlay's illustrations that have been used as part of the University's undergraduate recruitment campaign.



Sustainable design prototype by Maiya Mason for
SIDN 221 Sustainable Design / Hoahoa ā-Toitū.

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 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)

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



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



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.

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.



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

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.



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

Ricardo Arévalo

Graduate, Bachelor of Design Innovation
Tutor in Interaction Design, recipient of a Te Rautaki
Maruako Tutor Excellence Award from the University

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

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.



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



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

Shaz Bell

Student, Bachelor of Design Innovation in Media Design

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

FIND OUT MORE

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

WHY WELLINGTON?

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



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

ADMISSION AND ENROLMENT

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




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

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

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

COURSE PLANNING

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






-  0800 04 04 04
-  future-students@vuw.ac.nz
-  www.wgtn.ac.nz/courses

CONTACT US

Te Wāhanga Waihanga-Hoahoa

Wellington Faculty of Architecture and
Design Innovation

Student Service Centre
139 Vivian Street, Te Aro Campus

-  0800 04 04 04
-  info@vuw.ac.nz
-  www.facebook.com/VUWArchitectureandDesign
-  www.instagram.com/wgtnfadi
-  www.wgtn.ac.nz/design

OTHER STUDENT RESOURCES

Disability support

i www.wgtn.ac.nz/disability

Māori student support

i www.wgtn.ac.nz/awhina

Pasifika student success

i www.wgtn.ac.nz/pasifika

Rainbow student support

i www.wgtn.ac.nz/rainbow

Refugee-background student support

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

Scholarships

i www.wgtn.ac.nz/scholarships

Student services and support

i www.wgtn.ac.nz/student-support

BDI MAJORS

BACHELOR OF DESIGN INNOVATION

Animation and Visual Effects / Pakiwaituhi me ngā
Mariko Ataata

Communication Design / Hoahoa ā-Whakakōrero

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

Fashion Design Technology / Hangarau Hoahoa ā-Kākahu

Game Design / Hoahoa-ā-Kemu

Industrial Design / Hoahoa ā-Ahumahi

Interaction Design / Hoahoa ā-Pāhekoheko

Media Design / Hoahoa ā-Arapāho



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



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🌐 www.wgtn.ac.nz/study