BACHELOR OF

DESIGN INNOVATION

At Victoria University of Wellington, Design is about innovation. Think of a game character, an art exhibition, an avatar, or a prosthetic leg—all were imagined by designers who took their creativity and gave it a purpose.

The Tohu Paetahi Hoahoa—Bachelor of Design Innovation (BDI) will push you to forge a future in the many expanding design-related industries by learning how to use technology to encourage creative and thoughtful design solutions that will challenge the way the world works.

Design innovation is vital to the design process and has the potential to enhance both cultural and economic wellbeing. Combining behavioural, cultural, and social insights with technology creates an environment where truly innovative, unexpected, and meaningful designs emerge.

The University's three-year BDI allows you to configure your course of study to suit your individual interests and prepare you for your desired career.

You can 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.

You can also combine your studies in Design Innovation with a minor in Photographics or a complementary discipline such as Computer Science, Cultural Anthropology, Film, Marketing, Māori Studies, Media Studies, Pacific Studies, or Psychological Science*.

The first year of the BDI introduces you to the breadth of design tools and technologies and develops the discipline necessary for working in creative practice. By employing 'designing through making' learning processes, you will develop design confidence through a series of experimental challenges in your first year.

A distinguishing feature of Te Kura Hoahoa—the School of Design Innovation is its cross-disciplinary programme that allows strong relationships to develop across the majors. It is an integrated programme of study that challenges traditional definitions of design through the creative investigation of the skills and principles of design. You are encouraged to develop a strong, individual approach to design while identifying a commitment to a particular design discipline.

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

A portfolio is not required to get into the first-year programme. 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.

*Subject to regulatory approval.

FIND OUT MORE

✉ info@vuw.ac.nz

ⓘ www.wgtn.ac.nz/bdi

ⓘ www.wgtn.ac.nz/wfadi

POSTGRADUATE STUDY

The BDI leads to the 13–18-month Master of Design Innovation (MDI) for students who wish to train as professional designers. While the BDI will inspire and open your mind to an exciting new world of career possibilities in design, the MDI offers you the opportunity to focus your studies and develop your skills to internationally competitive levels of professional practice. The Master of Design Technology, the Master of Design, and the Master of User Experience Design are also available to BDI students.

ⓘ www.wgtn.ac.nz/design/postgraduate

SCHOOL SUBJECTS

Recommended school subjects include a balance of sciences, Mathematics, and essay-based subjects such as English, Geography, and History. Creative subjects such as Design, Music Studies, and Practical Arts are also useful.

MAJORS AND CAREER OPPORTUNITIES

Animation and Visual Effects / Pakiwaituhi me ngā Mariko Ataata: Blend your creativity with emerging technologies and learn how to bring stories to life through animation and visual effects. Gain skills in cutting-edge technology and conceptual development while using problem-based learning and case-study analysis and doing project work. New Zealand's award-winning film and visual effects industry is centred here in Wellington, and with our strong links to the industry, you'll have the opportunity to study with experts.

Careers: Animation and Visual Effects focuses on animation visual effects for film, but the skills graduates gain will also see them well placed to take up careers in newly emerging fields of virtual and augmented reality, game design, and web broadcasting.

Communication Design / Hoahoa ā-Whakakōrero: Actively shape and inform the future evolution of the design industry in New Zealand and learn how to respond and contribute to a global society that is creative, ethical, sustainable, experimental, and reflective of different cultures. Unlike other communication design programmes in New Zealand, this one will explore innovative concepts such as generative design, digital painting, and visual narratives, while considering Māori knowledge and culture.

Careers: Communication Design graduates will be fittingly prepared to start their careers in a range of design fields, including art direction, communication design, digital branding, graphic design, illustration, layout design, photography, and publishing.

Design for Social Innovation / Hoahoa mō te Auahatanga ā-Papori: This major will give you a good understanding of the relationship between design and culture, society, technology, and the environment. Explore their impact on each other and delve into the theoretical and practical connections between them. You'll look at how design is applied across a variety of industries and how it relates to other areas of study.

Careers: Design for Social Innovation offers a variety of career opportunities in the rapidly expanding field of the creative industries. Future careers include co-design lead, design educator, design lead in behavioural change, human-centred design consultant, innovation strategist, learning designer, policy designer, service designer, social and impact designer, strategic designer, and sustainability designer.

Fashion Design Technology / Hangarau Hoahoa ā-Kākahu: Learn to design and create clothing and accessories while exploring rich cultures and histories. Discover how fashion is used to tell stories and how garments are being constructed for the needs of the twenty-first century. You'll study the human body, pattern making, and the design and construction of garments, while exploring the history of fashion, ethical production practices, and sustainability alongside cutting-edge applications in fashion design.

Careers: Fashion Design Technology provides a strong base for any career in fashion, including generative textiles, interaction design for healthcare, and wearable technology. Graduates will be prepared for roles such as concept artist, costume designer, creative director—fashion, fashion designer, fashion editor, retail merchandiser, textile designer, wardrobe stylist, and wearable technology expert.

Game Design / Hoahoa-ā-Kemu: This major introduces students to the key concepts of game design and explores the varied skills of game development. You will learn to design video games with a multidisciplinary approach and gain knowledge in art and animation, coding, gaming fundamentals, game history, interaction design, new technologies, software, and storytelling.

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

Industrial Design / Hoahoa ā-Ahumahi: Learn how to develop original, useful, and meaningful products that enrich our daily lives. You'll explore the complex social and cultural considerations that go into creating good design. Study human experience, behaviour, needs, and desires so that you can design products that respond to them.

Careers: Industrial Design has an established range of career opportunities. The programme encourages a global perspective and provides an internationally competitive qualification. Whether operating in New Zealand or practising internationally, Industrial Design students can look forward to such positions as 3D digital designers, colour and material designers, design consultants, exhibition designers, furniture designers, industrial designers, medical technology designers, prop designers, prosthetic designers, and design and technology teachers.

Interaction Design / Hoahoa ā-Pāhekoheko: Be part of one of the most exciting emerging fields within the design discipline. Interaction design is a highly interdisciplinary field, from mobile computing to gaming and the emerging virtual reality sector. You'll be introduced to a range of design disciplines and have the opportunity to combine your knowledge with courses from other schools and faculties at the University.

Careers: Interaction Design graduates will be suitably placed to start their careers in the fast-growing design industry as app designers, digital product designers, health designers, interaction designers, interface designers, service designers, user-experience designers, or web designers.

Media Design / Hoahoa ā-Arapāho: Explore the diverse ways people interact with digital technology, which includes augmented and virtual reality, mobile media, visual and audio communication, and web experiences. You'll spend most of your class time in studios working on design solutions to real-world problems. You'll brainstorm, build concepts, and craft projects while developing new software skills.

Careers: Media Design prepares graduates for roles in interactive media, one of the fastest-growing sectors of the new mobile world economy. Graduates can look forward to careers as augmented-reality designers, content creators, content marketing specialists, creative coders, sound designers, video specialists, wearable-technology designers, and web designers.

ⓘ   www.wgtn.ac.nz/careers

DEGREE REQUIREMENTS

Three years of full-time study.

A total of 360 points is required:

- ▶ at least 240 points must be from the BDI schedule
- ▶ at least 195 points must be at 200 and 300 level, including at least 120 points from the BDI schedule
- ▶ at least 75 points must be at 300 level, including at least 60 points from the BDI schedule.

The requirements for one major must be satisfied. Courses at 300 level may be counted only towards one major.

MINORS

As a BDI student, you can include a minor within your programme of study. You can minor in any of the listed BDI majors. For more information about how minors work, see page 43.

Within the School of Design Innovation, there is one additional minor available:

- ▶ Photographics (PHOT): DSDN 144, MDDN 244, MDDN 345, plus two courses from MDDN 211, MDDN 222, or SARC 214.

The BDI must include 240 Design points overall, so plan any non-Design electives or minors carefully to meet this requirement.

FIRST YEAR

In the first year, BDI students must include the following courses:

- ▶ DSDN 171 Design in a Global Context
- ▶ DSDN 103 Critical Approaches to Design Communication, WRIT 101 Writing at University, or WRIT 151 Writing in English as a Second Language*
- ▶ at least four further DSDN 100-level courses
- ▶ two elective courses.

*If you have 14 NCEA Level 3 credits in Art History, Classics, Economics, English, History, Geography, or other literacy-related subjects, you may substitute DSDN 103 or WRIT 101 with another 100-level course.

In addition to these core courses, you will take other 100-level courses as required for your major. You can also include a minor within your programme of study. See opposite for more information.

Electives

Elective courses may be chosen from the BDI schedule of first-year courses (see right), or from subjects outside Design. See page 137 for more information about courses.

First-year BDI courses

DSDN 101 Design Visualisation / Pohewatanga ā-Hoahoa

DSDN 102 Game Design I / Hoahoa ā-Kēmu I

DSDN 103 Critical Approaches to Design Communication / Tukanga Arohaehae Korero a-Hoahoa

DSDN 104 Object Codes: 3D Printing / Ngā Waehere ā-Mātāoroko: Tānga Ahu-Toru

DSDN 111 Fundamental Principles of Design / Te Tūāpapa o te Hoahoa

DSDN 112 Interaction Design I / Hoahoa ā-Pāhekoheko I

DSDN 132 Animation and Visual Effects I / Pakiwaituhi me ngā Atataunaki I

DSDN 141 Experimental Mediums / Ngā Huarahi Hei Whakamātau

DSDN 142 Creative Coding I / Waehere ā-Auaha I

DSDN 144 Photographics / Ngā Whakaahuatanga

DSDN 151 Graphic Design / Hoahoa ā-Whakairoiro

DSDN 152 Drawing I / Pikitia I

DSDN 153 Fashion Construction Studio I / Taupuni Waihanga Kākahu I

DSDN 171 Design in a Global Context / Hoahoa i te Horopaki o te Ao Whānui

DSDN 172 Cultural Narratives: Storytelling for Design / Kōrero Ahurea: Pakiwaitara Hei Hoahoa

DSDN 173 Design Thinking for Sustainability / Whakaaro Hoahoa mō te Toitūtanga

MAJOR REQUIREMENTS

It is recommended that you apply for admission as soon as possible (see page 22 for details).

The requirements listed below are the requirements to complete a major; degree regulations are listed in the University's *Calendar*.

Animation and Visual Effects (ANFX)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 132	DSDN 152 (recommended)
DSDN 100 level	DSDN 100 level
Elective	Elective

Second year: DSDN 271, ANFX 201, and two more courses from ANFX 200–299, COMD 261.

Third year: ANFX 301, ANFX 390, and one course from ANFX 300–399, COMD 331, COMD 361, MDDN 314.

Communication Design (COMD)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 152 (recommended)	DSDN 151 (recommended)
DSDN 100 level	DSDN 100 level
Elective	Elective

Second year: DSDN 271, COMD 201, and two courses from COMD 200–299.

Third year: COMD 390, and two courses from COMD 300–399.

Design for Social Innovation (SIDN)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 100 level	DSDN 151 (recommended)
DSDN 100 level	DSDN 172 (recommended)
Elective	Elective

Second year: DSDN 271, SIDN 233, and two courses from SIDN 200–299.

Third year: SIDN 390, one course from SIDN 300–399; and one course from BDI schedule courses numbered 300–399.

Minors

If you are majoring in Design for Social Innovation, you must also complete one major or minor in a complementary subject from outside the BDI. See the previous page for more information about minors.

Fashion Design Technology (FADN)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 100 level	DSDN 153
DSDN 100 level	DSDN 141 (recommended)
Elective	Elective

Second year: DSDN 271, FADN 201, FADN 202, and two courses from COMD 211, FADN 200–299, INDN 252, MDDN 231, SIDN 221.

Third year: FADN 301, FADN 390, and one course from FADN 300–399, INDN 321, INDN 332, IXXN 341, MDDN 331.

Game Design (GMDN)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 100 level	DSDN 100 level
DSDN 102	COMP 103 or DSDN 142
Elective	Elective

Second year: GAME 201 and GAME 203, plus two courses from ANFX 211, ANFX 221, COMD 211, COMD 241, GAME 200–299, MDDN 222, or MDDN 242.

Third year: GAME 301 and GAME 390, plus one course from ANFX 311, ANFX 321, COMD 331, GAME 300–399, MDDN 301, MDDN 314, or MDDN 342.

Industrial Design (INDN)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 100 level	DSDN 104 (recommended)
DSDN 100 level	DSDN 141 (recommended)
Elective	Elective

Second year: DSDN 271, INDN 211, and two courses from INDN 200–299.

Third year: INDN 390, and two courses from INDN 300–399.

Interaction Design (IXXN)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 111 (recommended)	DSDN 112 (recommended)
DSDN 100 level	DSDN 100 level
Elective	Elective

Second year: DSDN 271, IXXN 201, IXXN 211, and two courses from IXXN 200–299, MDDN 201, MDDN 221, MDDN 231, SIDN 233.

Third year: IXXN 302, IXXN 390, and one course from IXXN 300–399, MDDN 301, MDDN 321.

Media Design (MDDN)

First year

Trimester 1	Trimester 2
DSDN 171	WRIT 101 or WRIT 151 or DSDN 103*
DSDN 100 level	DSDN 112 (recommended)
DSDN 100 level	DSDN 142 (recommended)
Elective	Elective

Second year: DSDN 271 and three courses from MDDN 200–299.

Third year: Complete three courses from MDDN 300–399, and one course from BDI schedule courses numbered 300–399.

*If you have 14 NCEA Level 3 credits in Art History, Classics, Economics, English, History, Geography, or other literacy-related subjects, you may substitute the WRIT/DSDN 103 course with another 100-level course.

DEGREE EXAMPLES

BDI majoring in Communication Design

YEAR 1		YEAR 2		YEAR 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 171 15 points	WRIT 101 or DSDN 103 20 or 15 points	DSDN 271 15 points	COMD 200 level 15 points	COMD 300 level 15 points	COMD 390 30 points
DSDN 100 level 15 points	DSDN 151 15 points	COMD 201 15 points	COMD 200 level 15 points	COMD 300 level 15 points	BDI 300-level course 15 points
DSDN 100 level 15 points	DSDN 152 15 points	BDI 200-level elective 15 points	BDI 200-level elective 15 points	BDI 300-level elective 15 points	BDI 300-level elective 15 points
Elective 15 points	Elective 15 points	Elective 15 points	Elective 15 points	Elective 15 points	
60 points	60/65 points	60 points	60 points	60 points	60 points
120/125 points		120 points		120 points	

Total points required: 360
Total points completed: 360/365
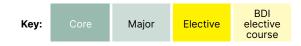
BDI majoring in Industrial Design

YEAR 1		YEAR 2		YEAR 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 171 15 points	WRIT 101 or DSDN 103 20 or 15 points	DSDN 271 15 points	INDN 200 level 15 points	INDN 300 level 15 points	INDN 390 30 points
DSDN 100 level 15 points	DSDN 104 15 points	INDN 211 15 points	INDN 200 level 15 points	INDN 300 level 15 points	BDI 300-level course 15 points
DSDN 100 level 15 points	DSDN 141 15 points	BDI 200-level elective 15 points	BDI 200-level elective 15 points	BDI 300-level elective 15 points	BDI 300-level elective 15 points
Elective 15 points	Elective 15 points	Elective 15 points	Elective 15 points	Elective 15 points	
60 points	60/65 points	60 points	60 points	60 points	60 points
120/125 points		120 points		120 points	

Total points required: 360
Total points completed: 360/365

BDI majoring in Media Design

YEAR 1		YEAR 2		YEAR 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 171 15 points	WRIT 101 or DSDN 103 20 or 15 points	DSDN 271 15 points	MDDN 200 level 15 points	MDDN 300 level 15 points	MDDN 390 30 points
DSDN 100 level 15 points	DSDN 112 15 points	MDDN 200 level 15 points	MDDN 200 level 15 points	MDDN 300 level 15 points	BDI 300-level course 15 points
DSDN 100 level 15 points	DSDN 142 15 points	BDI 200-level elective 15 points	BDI 200-level elective 15 points	BDI 300-level elective 15 points	BDI 300-level elective 15 points
Elective 15 points	Elective 15 points	Elective 15 points	Elective 15 points	Elective 15 points	
60 points	60/65 points	60 points	60 points	60 points	60 points
120/125 points		120 points		120 points	

Total points required: 360
Total points completed: 360/365

Key: Core | Major | Elective | BDI elective course

"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