School of Design Innovation

**Certificate to Master Level
Industry Relevant Programmes**

George Ballard

The Bachelor of Design + Digital Media focuses on creating innovative design solutions by implementing the latest digital technologies, as well as developing students' existing knowledge and experience to further enhance their design theory and research capabilities.

Bachelor degree
Level 7 • 360 credits

Duration
3 years

Location
Auckland*, Wellington

Delivery
On campus

Next intake
February

*Auckland - Central + Manukau

Whitecliffe College
EST. 1984

40 Years

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Create innovative design solutions with digital technologies

Bachelor of Design + Digital Media

This programme will promote experimental, innovative, critical, and reflective approaches to emerging ideas and design technologies, and encourages students to develop their own independent practices and positions to fulfil the needs of the industry.

This programme is delivered through lectures, demonstrations, individual and peer discussions, and assignments of practical tasks and creative projects, both in-class and as well as self-directed learning.

Graduates of this programme will be able to

- Apply creative curiosity, design business awareness, and emerging and future design technologies to local and global design-related industries
- Demonstrate understanding of innovation, contemporary concepts, and design technologies in an entrepreneurial environment
- Create design outputs through the lens of cultural perspectives
- Demonstrate critical thinking and awareness in the process of innovative design
- Apply analytical engagement, contextualised information, and innovative storytelling skills to relevant creative industry stakeholders
- Apply digital technology and human centered approaches to the business of design
- Demonstrate responsible awareness for local and global sustainable and environmental longevity of the design life cycle

Career opportunities

- Creative Director
- Digital Designer
- Graphic Designer (Digital Agency)
- UI/UX Designer
- Interactive Media Designer
- Multimedia Designer
- Web/App Designer
- Experience Designer
- Social Media Designer
- Front-end Designer
- Information Architect
- Freelancer