



MASSEY UNIVERSITY

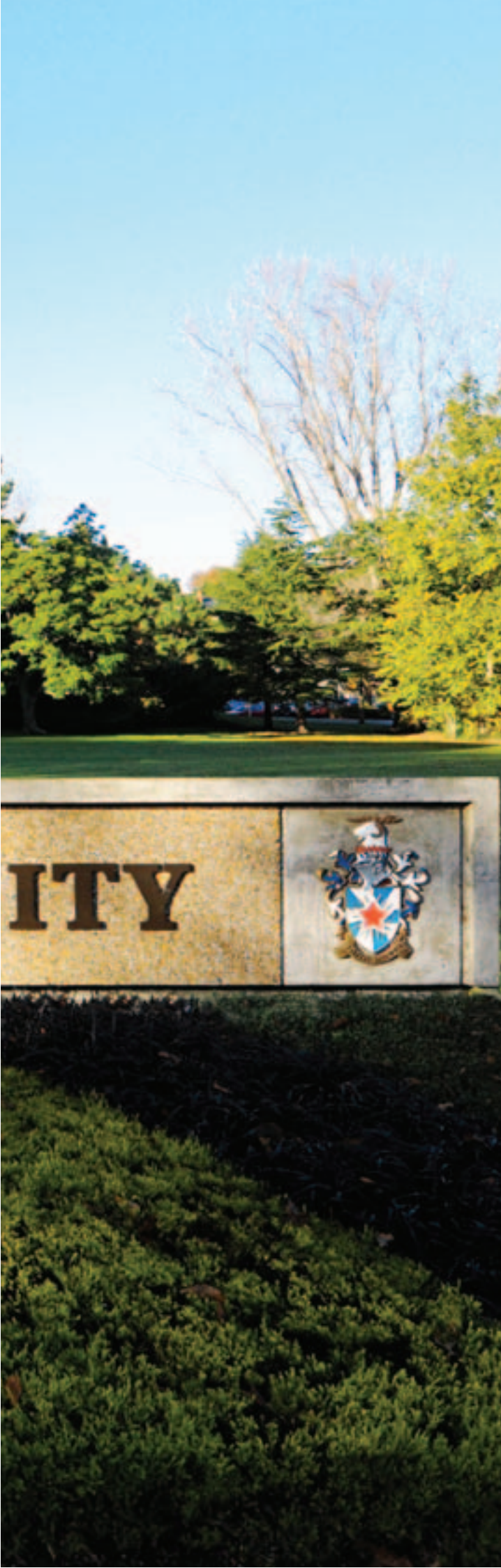
## 2012 INTRODUCING DESIGN AND FINE ARTS



Kristy Johnstone, Textile Design

Art and Design Studies, Design, Fashion Design, Fine Arts, Industrial Design,  
Photographic Design, Photography, Spatial Design, Textile Design,  
Visual Communication Design





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**Please note:** The information contained in this publication is indicative of the offerings available in 2012 and subsequent years. This information is correct at the time of going to press, but may be subject to change. While all reasonable efforts will be made to ensure listed programmes are offered and regulations are up to date, the University reserves the right to change the content or method of presentation, or to withdraw any qualification or part thereof, or impose limitations on enrolments should circumstances require this.



Massey University's College of Creative Arts is where many of New Zealand's cutting edge designers and fine artists began their careers. It is a place where you mix with other passionate and art and design-obsessed students, where you can be creative with your non-conformist ideas, where you are valued for the independent development and expression of your ideas and where you are taught by artists, designers and academics who are in touch with design and art companies and employers.

The well-established reputation of our creative arts programmes remains unsurpassed. Even while studying our students win national and international awards, and frequently dominate the student section of the DINZ Best Design Awards as well as being well represented in the Dyson Product Awards and at the International Red Dot competition. For examples of student work and award winners see our website (<http://creative.massey.ac.nz/>). Employers recognise that Massey graduates from the four-year degree programmes have extended knowledge and skills that enable them to quickly establish themselves in their positions.

In studying design or fine arts you are choosing learning that is underpinned by research, practical, 'hands-on' and highly relevant to working in creative roles in the workforce. Study in the subjects of the College of Creative Arts provides sound general education as well as creative and professional expertise. The first year of study has recently been redesigned so that you can take papers in both the areas you know and some you don't so that you can diagnose what you are good at and what you love doing. You will participate in studio-learning where you experiment, create and make works of design or art. You will also learn through talking about and critiquing your work and that of your peers, as well as reading, writing and analysis. The College has more than 100 full-time academic staff plus visiting professionals who make learning exciting and stimulating.

The College of Creative Arts brings together the Wellington School of Design with its reputation for excellence in art and design education

since 1886, the School of Fine Arts and the School of Visual and Material Culture. The College provides coordinated scholarship and research across a wide range of creative disciplines.

### **Who studies the Bachelor of Design Honours or Bachelor of Fine Arts Honours?**

Design and Fine Arts are chosen by those who want a degree that develops a high level of creative exploration, innovative responses and opportunities to experience real projects through interaction with employers during their study. About two thirds of students are school leavers with the other third made up of those who have taken time out since school and some who are older seeking to make a career change.

### **What is the difference between design and fine arts?**

Design involves creating visual solutions for new products and communications generally to meet a commercial requirement. Some examples are; illustrations, photographs, printed literature, web sites, interactive games, consumer products, and clothes. Fine art involves cutting edge outputs involving mixed media, digital media and live art performance and traditional outputs such as painting and sculpture.

### **When do I have to decide my major area of study?**

When you apply you are invited to identify your potential major or advise us that you are making application for an unspecified major. As Part I is a diagnostic year, during Semester Two, you will be asked to apply for entry into your chosen major. Should the number of applicants be more than the number of places available in the major, students will be offered places according to their achievement in Part I.

### **What facilities will I have access to?**

At Massey you will have access to first rate facilities and equipment. Because Massey provides for a large number of students we can provide studios and workshops fitted out especially for the subjects



taught in them. The College has dedicated computer laboratories equipped with Apple Mac computers, or PCs in areas where these are industry standard. Workshops are outfitted with high quality industry standard machinery and equipment, which as a student you will become familiar with, aiding you for when you become employed as a graduate.

#### **Why are the Massey degrees four years?**

The Massey degrees are professional degrees that provide extended knowledge and skills, much in the same way engineering and law degrees are professional degrees. The fourth year includes an option to complete an honours degree that may lead on to a one year masters research degree. Graduates with the four-year Massey degree are highly regarded by employers for their superior knowledge, skills, problem solving, and creative abilities.

#### **Can I do any of my study overseas?**

You can apply for Massey's student exchange programme that enables you to go to a partner university for a period of usually one semester, in your second or third year of study.

### **SCHOOL OF DESIGN**

The Wellington School of Design offered the first design degrees in New Zealand at the beginning of the 1990s and since then the School has become recognised for the quality of its graduates in an extensive range of design specialisations. Programmes offered include the Bachelor of Design with Honours, the Bachelor of Design, a Graduate Diploma in Design, a Certificate in Art and Design Studies, a Postgraduate Diploma in Design, Master of Design, Master of Philosophy and the Doctor of Philosophy (PhD).

### **SCHOOL OF FINE ARTS**

Massey University's School of Fine Arts was set up in 2000 to provide undergraduate and postgraduate students with fine arts education of international standing, both as preparation for professional creative activity and as an intellectual and creative discipline studied in its own right. The School of Fine Arts also aims to contribute to the development of excellence in New Zealand fine arts practice and research by building upon Massey University's established relationships with industry, business and the professions. Being located in the College of Creative Arts gives the School a focus that is unique in New Zealand universities by emphasising the close links between fine arts and design. The School offers a Bachelor of Fine Arts with Honours, a Bachelor of Fine Arts, a Postgraduate Diploma in Fine Arts, a Master of Fine Arts, a Master of Philosophy and a Doctor of Philosophy.

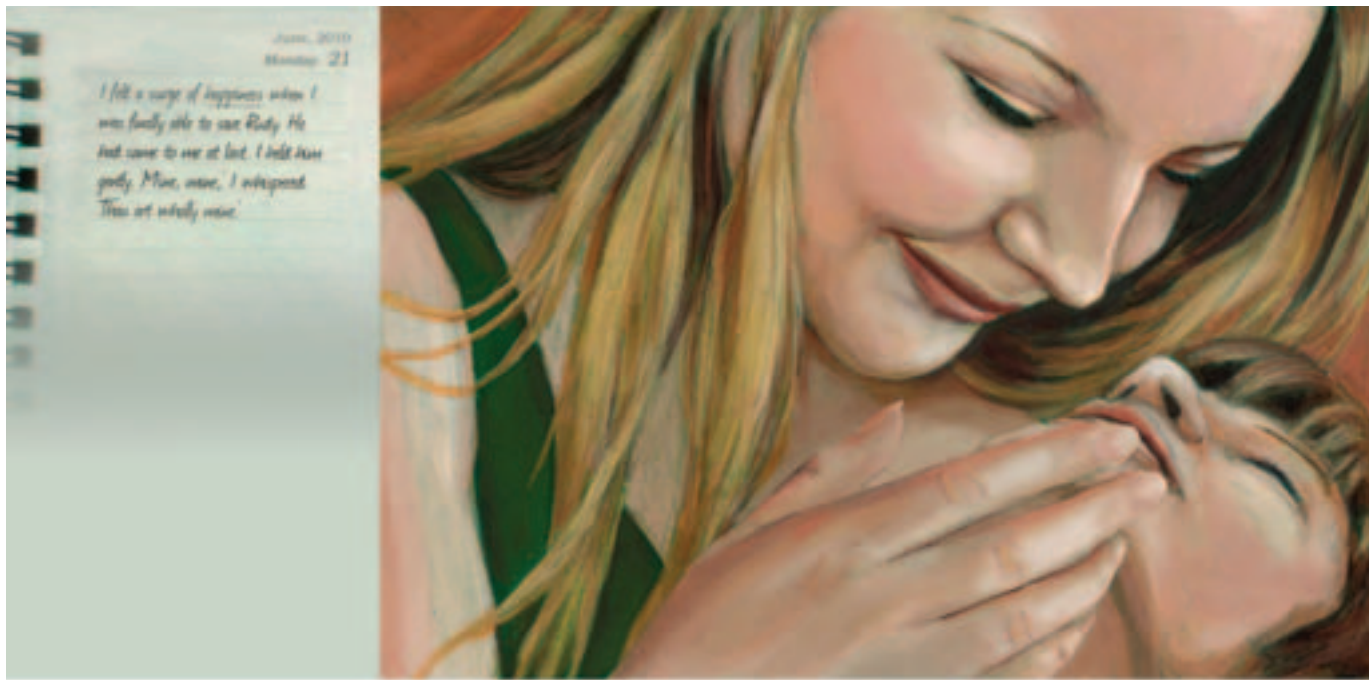
### **SCHOOL OF VISUAL AND MATERIAL CULTURE**

The School of Visual and Material Culture provides a centre of teaching and research excellence in which to explore the uses and meanings of images, objects and spaces that shape everyday life. It is a meeting place of practice and theory specialising in art and design history and theory, visual and material culture, and studio-based contemporary Māori art and design.

Postgraduate study is a key feature of the school, which awards a Postgraduate Diploma and an MA in Visual and Material Culture, a Master and a Doctor of Philosophy. Graduates will be ideally placed to enter a number of professions including art and design practice, gallery and curatorial work, education, tourism, journalism and film librarianship, which have a visual and material culture at their core.



Long Ouyang, Digital Media (VCD)



Mercedes Glover, Illustration (VCD)

## COLLEGE OF CREATIVE ARTS SUBJECTS

The College offers New Zealand's most comprehensive range of subjects within the fields of design and fine arts that are described in more detail in the following pages. There are opportunities to progress from undergraduate study to postgraduate study in fine arts, design, and visual and material culture.

**Bachelor of Design (Honours), Bachelor of Design, Graduate Diploma in Design, Postgraduate Diploma in Design, Master of Design, Certificate in Art and Design Studies**

- Advertising
- Digital Media
- Drawing
- Fashion Design
- Fashion Design and Business
- Graphic Design
- Illustration
- Industrial Design
- Photography
- Spatial Design
- Textile Design
- Toi Atea: Māori Art and Design
- Visual Communication Design
- Visual and Material Culture

**Bachelor of Fine Arts (Honours), Bachelor of Fine Arts, Postgraduate Diploma in Fine Arts, Master of Fine Arts, Doctor of Philosophy**

- Contemporary Art Practices
- Drawing
- Painting
- Photography
- Sculpture
- Toi Atea: Māori Art and Design

**Postgraduate Diploma in Arts, Master of Arts, Master of Philosophy, Doctor of Philosophy**

- Visual and Material Culture

## ENTRY TO ART AND DESIGN PROGRAMMES

There are three aspects to enrolment for College of Creative Arts students:

- Admission to the University
- Selection into the programme
- Enrolment for the papers

## ADMISSION TO THE UNIVERSITY

For all programmes, students must be aged at least 16 years on the date their programme begins. Before enrolment in College programmes can be confirmed, applicants must meet the standard criteria for entry to University (refer to website for details).

## SELECTION FOR DESIGN PROGRAMMES

Selection for entry into design programmes is based on the submission of a portfolio of art or design work to the College.

Applications (portfolio of work, completed selected entry information (online or printed form) and application fee) for the 2012 academic year will be accepted from 1 July until Friday 14 October 2011. Late applications may be accepted subject to space being available but intending applicants are strongly urged to contact the College by the due date. Unforeseen late applications may be wait-listed and decisions regarding entry may not be made until late January.

## DESIGN PORTFOLIO REQUIREMENTS

Your portfolio should show clearly and persuasively your potential to successfully study design. It will be assessed alongside your overall academic ability. You may include originals of two-dimensional work, good quality photographs, digital images or colour copies. Three-dimensional work should be documented photographically; originals should not be submitted.

The Portfolio should preferably be an A3 or A2 sealable (zipped) art folder. Optionally, you can provide your portfolio as a PDF on a USB stick. Movies can be included but must be in QuickTime format. We DO NOT accept CDs or DVDs or links to websites.

The College is looking for evidence of the following:

- Ability to generate and develop ideas
- Ability to transform ideas into finished work
- Command of media, materials and technique

Your portfolio must include the following:

- Developmental work (such as a workbook, visual diary, collection of developmental drawings or images, digital or conventional photographic contact sheets, and screen captures in the case of digital work)
- Minimum of 10 finished pieces, annotated with short explanations of the ideas behind the work and how the ideas were translated into finished pieces. Computer generated work should be accompanied by screen captures documenting the process of development.

It is important to be selective in putting together your portfolio and show us your best work. Think about size and scale, the order of work, how many images you have on the page. Remember, this all contributes to the way you communicate visually!

### Labelling and presentation of portfolios

Portfolios and their contents must be clearly labelled. Please be sure to label every separate piece with your name.

Portfolio outer dimensions should not exceed A2 (420mm x 594mm). Photographs and/or colour prints of work submitted for NCEA are acceptable.



## DESIGN APPLICATION PROCESS

Complete the selected entry programme application online or request a printed application form by phoning 0800 MASSEY (0800 627 739). This should be submitted to the College Office in Wellington with the portfolio and the application fee by Friday 14 October 2011. For the 2011 application fee, please refer to [fees.massey.ac.nz](http://fees.massey.ac.nz) under non-tuition fees/administration fees.

Portfolios will be acknowledged on receipt. While the College has a well-established tracking process for all portfolios received, it does not accept liability for loss of, or damage to, portfolios.

Application results will be mailed out by the College progressively and no later than early December. For those awaiting Year 13 NCEA results, final acceptance is subject to gaining admission to the University and cannot be confirmed until results are known. Applicants who are not successful in obtaining admission to university will be contacted in January about alternative programmes.

## SELECTION - FOR FINE ARTS PROGRAMMES

The selection of applicants is based on the combination of an interview and portfolio assessment. Interviews are held in Wellington, however applicants may be able to interview by phone. Successful applicants will be offered a place on the programme subject to meeting the criteria for admission to the University.

Application submissions for the 2011 academic year will be accepted from 1 July to 14 October 2011. Late applications may be considered subject to space on the programme being available.

All applicants will be given an interview. Applicants will be advised by telephone, post or e-mail of interview time and location. Applicants will be required to bring a portfolio of their own work to this interview.

## FINE ARTS PORTFOLIO AND INTERVIEW

The portfolio should be flat (not rolled) and no larger than 350mm x 250mm x 30mm. It should provide as comprehensive a view as possible of your current achievements, potential and commitment. It should contain works such as photographs, small original works, sketches, journals, works on a USB stick, that you think are visually informative about you and your art.

### Qualities looked for in the selection process for Fine Arts study

Assessors seek evidence of originality, versatility, enterprise, inventiveness, and a commitment to creative art activity. They look for artistic achievement and the level of investigation with particular media, the degree of sophistication and sensitivity in handling media and evidence of industry, sustained practice and familiarity with visual media. Also considered are indications of your potential and the degree of exploration and conceptualisation of ideas, capacity to think in divergent and innovative ways, evidence of the evolution of ideas, preliminary plans, working sketches, journals, visual records and documentation.

In addition assessors look for evidence of work that may be self-initiated and an indication that an applicant is determined to pursue art interests in a range of circumstances.

The interview is also an opportunity for applicants to ask questions about the programme.





Emma Holder, Graphic Design (VCD)



Lucy McIntosh, Fashion Design

## ITEMS NOT TO BE INCLUDED WITH AN APPLICATION

While the contents of the portfolio are the applicant's choice, the selection process does not consider items such as art history assignments or testimonials.

If you have any questions about the application process, please contact 0800 MASSEY (627 739) or e-mail [contact@massey.ac.nz](mailto:contact@massey.ac.nz).



Luke Mills, Industrial Design

## DESIGN & FINE ARTS APPLICATIONS

### POSTAL ADDRESS

College of Creative Arts  
Massey University  
Private Box 756  
Wellington 6140

### DELIVERY ADDRESS

College of Creative Arts  
Museum Building  
Massey University Wellington Campus  
Buckle Street, Wellington

### ENROLMENT ENQUIRIES

College of Creative Arts  
Massey University  
E-mail: [creative@massey.ac.nz](mailto:creative@massey.ac.nz)  
Phone: 0800 Massey (0800 627 739)

### WEBSITE

<http://creative.massey.ac.nz/>

# BACHELOR OF DESIGN (HONOURS)

BDesHons / BDes

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington (Fashion, Fashion Design and Business, Industrial, Photographic, Spatial, Textile, and Visual Communication Design in Advertising, Digital Media, Graphic Design or Illustration)



Lisa Gabel, Industrial Design

THE WELLINGTON SCHOOL OF DESIGN ESTABLISHED NEW ZEALAND'S FIRST DESIGN DEGREE MORE THAN 18 YEARS AGO. IT OFFERS THE WIDEST RANGE OF COORDINATED MAJORS IN NEW ZEALAND AND HAS THE ADDED ADVANTAGE OF AN ADJACENT SCHOOL OF FINE ARTS SO THAT STUDENTS CAN INCLUDE FINE ARTS ELECTIVE PAPERS IN THEIR DESIGN DEGREE.



## PROGRAMME OVERVIEW

The degree is made up of separate courses called 'papers', the size of which is defined by the credit value. In the first year there are eight 15 credit papers making a total of 120 credits. A total of 480 credits, that meet the degree regulations, are required to complete the degree.

Students are taught in studio classes for practical subjects and in lectures, tutorials and seminars for theory subjects. Studio papers are internally assessed through projects that include design work and the associated research and development. Theory papers are assessed through written assignments including essays, and tests.

In year one, all students enrol in four core papers and select 'elective' introductory papers in several disciplines to confirm or identify their future major. In September every year, each student is invited to meet with an academic adviser to assist in planning future

study. By the end of the first year students will have made a choice for the major for years two to four. This may or may not be the major identified when starting the degree. The majors are made up of core papers along with elective papers that can be used to individualise your degree. The elective papers can be from the majoring subject area, or other areas of design or from another College should you wish to include for example, business, humanities or music papers. Students pursuing the Bachelor of Design with Honours undertake a design research project in their final year. Alternatively you may complete a Bachelor of Design where you choose your final year papers in accordance with your personal strengths and interests and undertake a significant studio project.

To get an idea of what is achieved in each of the majors, go to <http://creative.massey.ac.nz/> to see examples of work created by students in their final year.

## GENERALISED STRUCTURE

Part One BDes and BDes(Hons)	Part Two BDes and BDes(Hons)	Part Three BDes and BDes(Hons)	Part Four BDes	Part Four BDes(Hons)
Art and Design Studio A	Design Studio for major	Design Studio for major	Design Studio	Design Research and Development
Art and Design Studio B	History for major	Major Theory Study	Design Project	Design Research Project
Critical Studies A	Major specific	Design and Business		
Critical Studies B	Major specific	Major specific		
Elective	Major specific	Major specific	Elective: 200-level or above	Major specific
Elective	Major specific	Major specific	Elective: 200-level or above	
Elective	Major specific	Elective	Elective: 200-level or above	
Elective	Elective	Elective	Elective: 200-level or above	Elective: 400-level

## CAREER OPPORTUNITIES

Graduates leave the College with a background in creativity, a strong research culture, analytical thinking, and above all, design expertise and a design approach that enables them to pursue design careers and to make cross-disciplinary connections with art, culture and technology in their daily work as designers.

Graduates are well equipped for professional design practice and a range of industry, business and marketing related activities. They may also continue with postgraduate study and research in New Zealand or overseas. See individual majors for more career information.

## PROGRAMME ENTRY REQUIREMENTS

All students must have a University Entrance qualification (refer to website for details) and submit a portfolio (see page 5). Applications (portfolio of work, completed selected entry information (online or printed form) and application fee) for the 2012 academic year will be accepted from 1 July 2011. The deadline for submissions is Friday 14 October 2011.

Future success as designers requires good knowledge of the world around us. There is no set education background required but students will find themselves well prepared for degree study if they include in their high school study subjects in art or design, including drawing, English, Classical Studies, History, Economics, Sciences, or Mathematics.

## PLANNING YOUR DEGREE

Both the Bachelor of Design and the Bachelor of Design (Honours) are in four parts. Each part corresponds to one year of full-time study that is expressed as 120 credits. Within each part aim for 60 credits per semester and ensure that you include the papers that are prerequisites for the next level of papers you wish to study.

You may keep your study options open in year one by enrolling for a combination of papers that would allow progression into more than one major. Academic advising occurs at Massey's Open Days to guide and assist you in planning your degree.

## PROGRAMME STRUCTURE

In Part I you make the transition to tertiary education. In the design studios you are introduced to generic art and design knowledge and skills and develop core competencies and practices. You explore a range of design specialisations through the electives, gain an understanding of the breadth of the discipline of design and make an informed decision about your selected future pathway. In core critical studies papers you are introduced to historical and cultural aspects of art and design.

In Parts 2 and 3 the emphasis is on development and consolidation of specialisation-specific knowledge and skills, supplemented by electives appropriate to your selected pathway. You produce innovative and creative responses to studio project briefs and generate ideas with increasing independence as your study progresses. Study of the historic, social, and cultural context of the discipline area requires you to engage in critical analysis of literature and visual and material culture, and to develop expertise in written essays and reports. Each September you are invited to discuss your preferences and achievements with an academic advisor and make a decision as to your direction for the next part.

In the Bachelor of Design with Honours Part 4, the focus is on further extending expertise and on research and its application to design in the area of specialisation. All 120 credits of study are at 400-level (level 8). Students undertake an approved supervised design research project that results in outcomes that include creative practice. Through this research project, honours students demonstrate innovation and creativity, critical analysis and reasoning, selectivity, intellectual independence, and sophisticated communication and presentation skills in media appropriate to their specialisation. In the less research-focused pathway of the Bachelor of Design you select further elective papers and undertake a major studio project applying technologies, media, materials and techniques in the context of your specialisation.

### PART ONE

- Core for Bachelor of Design and Bachelor of Fine Arts Students: Art and Design Studio A and Art and Design Studio B  
Critical Studies A and Critical Studies B
- Four 15 credit elective papers from those offered at the particular campus that may include: Materials, design and making; Fashion, body and form; Digital design & visualization; Computers for design; Drawing; Drawing the body; Māori Art and Design Studio: Toi Atea; Writing and Communication for Creative Arts; Introduction to Visual Communication Design Studio; Introduction to Painting; Introduction to Sculpture; Introduction to photography.

## MAJORS

Please refer to the particular major to see any pre-requisite papers that need to be included in first year study;

- Fashion Design, Fashion Design and Business
- Industrial Design
- Photographic Design
- Spatial Design
- Textile Design
- Visual Communication Design

Visual Communication Design Specialisations are:

- Advertising
- Digital Media
- Graphic Design
- Illustration

## CONTACT DETAILS

See page 6.

### WEBSITE

<http://creative.massey.ac.nz/>

## TRACEY INGRAM

BDes Hons (Interior Design) 2006

Employed at Frame Magazine, Amsterdam

"After graduating with a Bachelor of Design, majoring in Interior Design (now known as Spatial Design), I gained experience in a variety of fields - event management, lighting design and in small interior studio – while I also fulfilled my passion for writing through freelancing for an interior design magazine in New Zealand."

"After travelling through Europe I was eager to work in the publishing industry, and contacted world-renowned interior magazine Frame, based in Amsterdam. This resulted in a six-month internship, the kind of work experience that is common practice in Europe. What you take from the experience depends on how far you push yourself. The opportunity gave me a foot in the door and, after a few months of hard work, a full-time job. Interning allows you to try out different areas of expertise, as art and design degrees can lead you in various directions and it's hard to know what it's like out in the working world."

"While many of the Frame team come from journalistic backgrounds, I'm valued for my interior design knowledge and conceptual point of view, which I developed during my degree."

"I'm planning to use my time at Frame Magazine to develop both my writing and editing skills and be immersed in another culture, before returning to New Zealand with the ability to freelance for magazines all over the world."



# FASHION DESIGN

BDesHons / BDes

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington



Priscilla McClintock, Fashion Design

THIS LONG-STANDING NEW ZEALAND AND INTERNATIONALLY RENOWNED PROGRAMME HAS BEEN THE STARTING POINT FOR SCORES OF SUCCESSFUL FASHION DESIGNERS WHO NOW OWN OR WORK IN MULTI-MILLION DOLLAR FASHION BUSINESSES. THE FASHION MAJOR PREPARES PEOPLE FOR A BROAD RANGE OF OPPORTUNITIES AND ROLES IN THE CREATION AND SALE OF APPAREL LOCALLY AND INTERNATIONALLY. CHOOSE EITHER A FASHION DESIGN MAJOR OR NEW ZEALAND'S ONLY JOINT FASHION DESIGN AND BUSINESS MAJOR.

## PROGRAMME OVERVIEW

### FASHION DESIGN MAJOR

The objective of the Fashion Design major is to produce creative and innovative designers with a broadly-based design education and an interactive approach to apparel design, manufacturing technology, local and global fashion markets and the ability to respond sensitively to socio-cultural and environmental issues.

Degree level study of Fashion Design encompasses innovative and creative design of apparel, skills in producing patterns and prototype garments, knowledge of textile materials, market and trend analysis, and the development of an ability to position fashion products in the marketplace. Popular elective papers provide for entry into fashion design competitions and for internship placement in industry. The final year project involves the design and production of a collection of designs that are presented in an awe inspiring and professionally produced catwalk show.

### FASHION DESIGN AND BUSINESS JOINT MAJOR

The fashion design and business joint major provides a specific business major focus for those who aspire to be involved at the business end of fashion design. Any business major can be combined with the core fashion design papers although most likely are Communication Management, Entrepreneurship and Small Business, Marketing or Marketing Communication.

## CAREER OPPORTUNITIES

The two Fashion Design majors develop both academic understanding and the innovative and practical skills required for careers in fashion design and broader design businesses. Some graduates go on to develop their own labels, while others work in design, production, marketing, merchandising and a wide range of other activities. Many of New Zealand's fashion designers were educated in the Wellington school, which has an excellent reputation for student success in design competitions.

Through choice of electives, students can extend their range of career opportunities. The qualification can be used as entry to fashion design and brand development in diverse areas including high fashion, sports, corporate and other specialised clothing, buying and selling, display, costume for stage and film, production planning, quality assurance, materials sourcing, and specification development roles. Graduates may also continue on to postgraduate study to further develop their design abilities, knowledge, research interests and skills.

## SPECIFIC ENTRY REQUIREMENTS

See pages 4-5 for entry and selection information.

## PROGRAMME INFORMATION

The Fashion Design major allows fashion students flexibility in pursuing fashion alongside other design areas or as a joint degree with a business major. It is unique in New Zealand in providing routes for fashion students to incorporate other design disciplines up to at least 300-level. Fashion Design papers, as electives, are also open to students in other design majors.

The programme brings together papers in drawing and design,

history and socio-cultural studies, fashion design and marketing, apparel technologies, and materials. The addition of electives enables students to support fashion-specific study with areas such as photography and textile design.

Part One consists of generic art and design study, critical studies and fashion papers and three elective papers (see pages 8 and 9).

Part Two of the programme focuses on fashion design and supporting technical subjects with core papers providing grounding in fashion design, history, materials, pattern development and garment production.

In Part Three of the programme students undertake further fashion specific papers and integrate all aspects in an extensive fashion product design project.

Students undertaking the joint fashion and business major select papers from the business majors offered in the Bachelor of Business Studies, while fashion design students select their electives from fashion, textile design or the broader design offerings. The opportunity for an internship in a fashion-related business in Part Three or Part Four provides students with experience of a vocational area prior to completion of their degree.

In the fourth part of the programme students develop and undertake a research based major project (BDes Honours students) that may result in a Collection, or a studio project (BDes students) that may result in a mini-collection. The degree is completed with papers from those offered in business or specialist design and theoretical studies.

## MAJOR - FASHION DESIGN

### PART ONE

- See page 9
- Required elective for fashion: Fashion, Body and Form

### PARTS TWO TO FOUR

- Fashion Studio, Pattern Development, Garment Structuring, Anthropometry, Block Development and Sizing
- Materials, Fashion Product Design, Apparel Computing
- Fashion History, Fashion Design Research and Development, Fashion Research Project (includes Collection or alternative)
- Business papers (Joint Fashion and Business major available in the Bachelor of Design)

Electives for Parts Two to Four include:

- Apparel Computer Applications, Apparel Marketing and Merchandising, Internship
- Drape for Design, Trends and Predictions, Photography for Fashion
- Fashion Textiles Workshop, Textile Print Studio

## CONTACT DETAILS

Institute of Design for Industry and Environment  
College of Creative Arts, Massey University  
Private Box 756, Wellington

**Enrolment enquiries 0800 MASSEY (0800 627 739)**

E-mail: [creative@massey.ac.nz](mailto:creative@massey.ac.nz)

### WEBSITE

<http://creative.massey.ac.nz/>



# INDUSTRIAL DESIGN

BDesHons / BDes

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington



Haelim Yu, Industrial Design

INDUSTRIAL DESIGN INCLUDES PRACTICAL DESIGN AND STUDY OF THE MANUFACTURE AND USE OF PRODUCTS, EQUIPMENT AND FURNITURE. THE PROGRAMME ENCOURAGES INNOVATIVE THINKING AND CREATIVE APPLICATION OF NEW TECHNOLOGIES TO MEET SOCIAL, CULTURAL, ECONOMIC AND ENVIRONMENTAL NEEDS OF CONTEMPORARY AND FUTURE SOCIETIES. THE BACHELOR OF DESIGN INDUSTRIAL DESIGN MAJOR IS NOTED FOR THE NUMBER OF STUDENTS WHO HAVE WON PRESTIGIOUS NATIONAL AND INTERNATIONAL DESIGN COMPETITIONS. GRADUATES ARE WORKING IN CONSUMER PRODUCT COMPANIES SUCH AS FISHER & PAYKEL, AND CREATIVE INDUSTRIES LIKE WETA WORKSHOP.

## PROGRAMME OVERVIEW

Industrial Design is a good choice for those who enjoy being creative and making three-dimensional things. It is concerned with designing desirable, innovative products that humanise new and existing technologies and enhance our lives. Industrial Designers are interested in the design of products, the experiences of people who use these products, and in systems that these products are

part of. Through the programme you will research and design a diverse range of items from tools to kitchenware, jewellery to sporting goods, furniture to agricultural equipment. Your learning is mostly studio-based: you will use traditional and digital processes to explore design ideas, and through drawings and models you will refine these ideas into desirable, responsible products. You learn how to conduct yourself as a design professional, and how effective use of good design is an essential element of business success.

The objective of the programme is to produce internationally competitive, innovative product designers who will, by exploring new ways of designing and integrating the needs of society, culture and the environment, contribute to the shape of the future.

## CAREER OPPORTUNITIES

Graduates are well prepared for professional design career opportunities in a variety of fields such as product design consultancies, design departments in manufacturing industries, architectural practices, social services departments, and industrial policy development in private and public corporations.

Graduates typically start their careers employed as design assistants or junior designers and progress through to senior or management positions in private practices or in manufacturing and construction industries. Some have become directors of successful export orientated manufacturing businesses, or design consultants here and overseas. Graduates may also continue on to postgraduate studies to further develop their design abilities, knowledge and research interests and skills.

## SPECIFIC ENTRY REQUIREMENTS

See pages 4-5 for entry and selection information.

## PROGRAMME INFORMATION

Industrial Design Studio, the main strand of the programme is supported by courses in history and theory, drawing, computer aided industrial design, ergonomics, socio-cultural studies, manufacturing processes, materials and construction, and professional practice.

Part One consists of generic art and design study, critical studies papers plus introductory discipline electives in which you gain an introduction to industrial design and a range of other self-selected discipline areas.

The second part of the programme introduces specialist material and studio work including model making, history, materials and processes, ergonomics and visual communication (including drawing and rendering). Elective paper offerings include spatial design, product design, furniture design, exhibition design, photography and computing.

In the third part of the programme students undertake advanced studio design projects and study theory and criticism, materials and processes and visual communication. Elective paper offerings include ergonomics, product design, furniture design, photography and computer applications for design.

In the fourth part of the programme students develop and undertake individual research assignments, study professional practice and complete a design research (BDes Honours students) or studio project (BDes students). Entry into a national or international design competition is encouraged. Elective papers are offered in specialist design and theoretical studies.

## MAJOR - INDUSTRIAL DESIGN

### PART ONE

- See pages 8 and 9
- Recommended electives: Materials, Design and Making; Digital Design and Visualisation

## PARTS TWO TO FOUR

- Industrial Design Studio, Industrial Design and Development, Industrial Design Research Project
- Industrial Design Graphic Processes, Industrial Design Visualisation and Communication, Industrial Design Multimedia, Industrial Design Digital Processes
- Industrial Design Business and Practice
- Industrial Design and Modelling, Industrial Design and Manufacturing, Industrial Design Technology
- Industrial Design History, Industrial Design Interaction and Interfaces, Industrial Design Theory and Research

Electives for Parts Two and Three:

- Furniture Design, Ergodesign, Product Design

Electives for Part Four:

- Industrial Design Digital Representation, Industrial Design Special Topic (topic changes from year to year)

## CONTACT DETAILS

Institute of Design for Industry and Environment  
College of Creative Arts  
Massey University  
Private Box 756, Wellington

**Enrolment enquiries 0800 MASSEY (0800 627 739)**

E-mail: [creative@massey.ac.nz](mailto:creative@massey.ac.nz)

### WEBSITE

<http://creative.massey.ac.nz/>

## ANNABEL GOSLIN

BDes Hons 2010 (Industrial Design)

Industrial Designer, Unlimited Realities, Palmerston North  
Contract worker for OBO Hockey Equipment Manufacturer

"After graduating with a Bachelor of Design with first-class honours in 2010, I found work with industrial design company Unlimited Realities in Palmerston North where I help develop applications for consumer software. In my spare time I work as a contractor for New Zealand field hockey equipment manufacturer OBO, developing their new range of field hockey goalie gear."

"In my third year I designed an all-purpose sports rain jacket called the Armadillo which was awarded a Red Dot Award, an internationally recognised award for excellence in design. Encouraged by this success I also entered my final year design project, a protective hockey mask called the Guardian, and was thrilled to win a second Red Dot Award."

"As my entry was one of more than 12,000 from 60 countries it was a real thrill."

"The Red Dot design award gave me a distinct advantage when applying for my first job and the award ceremony in Singapore put me in contact with International design businesses. Winning both awards was also confirmation of the level of design work expected by Massey University."



# PHOTOGRAPHIC DESIGN

BDesHons / BDes

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington



Christina Economou, Photography

PHOTOGRAPHY IS A DYNAMIC DISCIPLINE WITH MULTIPLE CAREER OPTIONS AND OUTCOMES. AT MASSEY PHOTOGRAPHY IS TAUGHT BY SOME OF NEW ZEALAND'S LEADING PHOTOGRAPHIC PRACTITIONERS. OUR FACILITIES INCLUDE STATE OF THE ART DIGITAL SUITES AND PRINTERS WITH TECHNICAL SUPPORT IN ADDITION TO ALTERNATIVE AND HISTORICAL WET-BASED PHOTOGRAPHIC PROCESSES.

## PROGRAMME OVERVIEW

The objective of the Photographic Design major is to provide a broad-based platform of photographic theory and practice from which ethical, conceptual and creative solutions can be made in response to personal and client communication needs.

## CAREER OPPORTUNITIES

The Photographic Design major develops skills to apply the practice and production of photographs in diverse fields. Wherever visual documentation and communication are needed there are roles for photographers. Graduates are employed in a number of areas such as advertising, the photographic arts, writing on photography, photographic conservation, the film industry, research facilities, working specifically in fashion, corporate promotion, illustration, photographing products from food to buildings and on publications such as newspapers and magazines. Graduates are also employed to apply the documentation aspects of photography in such disciplines as medicine, science, forensic science, archaeology and anthropology.

## SPECIFIC ENTRY REQUIREMENTS

See pages 4-5 for entry and selection information.

## PROGRAMME INFORMATION

Part One consists of generic art and design study and critical studies papers plus introductory discipline electives in which you gain an introduction to photography and papers in a range of self-selected discipline areas.

During parts Two, Three and Four, students explore different approaches to photography and are encouraged to pursue and articulate concepts which express their ideas.

### Themes include

Part Two: "The Society of the Spectacle", Media and Consumer imagery.

Part Three: Place and Site

Part Four: Presentation and installation for photographers. BDesHons students will pursue Research topics in Photography (significant emphasis is also placed upon research skills and procedures and the development and completion of an individual research project). BDes students will pursue studio based projects.

Throughout the BDes(Hons) and the BDes students' understanding of photographs will be extended and augmented by their studies in History and Criticism. These studies will contribute to their understanding of contemporary and historical practice and critical thinking in relation to photographic work.

Within each part there is an opportunity for students to study elective papers, enabling them to make connections across disciplines and theoretical principles.

## MAJOR - PHOTOGRAPHIC DESIGN

### PART ONE

- See page 9
- Required elective for Photographic Design: Introduction to Photography

### PARTS TWO TO FOUR

- Photographic Methods, Photography Contexts
- Critical Studies, Photographic History and Criticism,
- Photography Professional Practice, Photographic Research and Development, Research Project

Electives for Parts Two to Four include:

- Perception: Images, Objects and Spaces; The Meanings of Things; Photography and Visuality; Photography and the Archive; Maori Visual and Material Culture,

and relevant papers from other degrees, eg:

- Communication
- Journalism
- Social Anthropology
- Sociology
- Women's Studies

## CONTACT DETAILS

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School of Fine Arts  
Massey University Private Box 756  
Wellington

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### WEBSITE

<http://creative.massey.ac.nz/>

## AARON K

### BDes (Photographic Design)

After graduating with a BDes majoring in photographic design, Aaron K immediately made an impact in the competitive field of professional photography ([www.aaronk-photo.com](http://www.aaronk-photo.com)). He specialises in creating provocative imagery for clients keen to have their brand delineated from others. Now based in Auckland, Aaron's clients include fashion labels Ricochet and Caroline Church, music labels Universal and EMI and publications such as Rip it Up, Poster, Remix and Highlights.

Aaron has won many awards including the Fashion and Beauty category award in the New Zealand Professional Photography Awards. He is also currently the Executive Director of the Advertising and Illustrative Photographers Association where he is active in promoting the industry in many ways including through AIPA exhibitions and publications.

Reputation is vital in professional photography as is meeting the client's brief. Rebecca Maguire, Marketing Manager for Ricochet Clothing says of Aaron "Finally a photographer who consistently produces results that exceed expectations of everyone involved. Aaron's interpretation is always bang on".

# SPATIAL DESIGN

BDesHons / BDes

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington



Lauren Skogstad, Spatial Design

SPATIAL DESIGN INVOLVES THE ENVIRONMENT AND PEOPLE, AND REQUIRES AN AWARENESS OF OUR VISUAL CULTURE AND THE WORLD AROUND US. THE DEGREE FOCUSES ON THE CREATION AND MANIPULATION OF PLACES AND SPACES WITHIN WHICH PEOPLE PLAY OUT THEIR DAILY LIVES, DESIRES AND SOCIAL ENCOUNTERS. AS A COMPLEX FIELD INTEGRATING SPACE, LIGHTING AND TECHNOLOGY WITH HUMAN HABITATION, IT COMBINES PRAGMATIC REQUIREMENTS WITH POETIC IDEAS.

## PROGRAMME OVERVIEW

Spatial design deals with a broad range of spaces and events encountered in daily life. From a commercial building interior to the interior of a home, public building or mode of transport, as well as an exhibition stand, theatre set or piece of furniture, spatial design can improve the standard and quality of our lives, and enrich our culture and national identity, while also contributing strongly to business success.

The Spatial Design major enables students to integrate spatial design studies with a range of other design, technical, and social disciplines in the School of Design and within the wider university, to create an individual course of study. There is a balance between

theoretical issues, scholarly enquiry, and practical outcomes.

The programme brings together courses in history and theory, drawing, social-cultural studies, manufacturing processes, systems, technology, materials, construction and professional practice.

The opportunities for students to complete electives in Exhibition Design, Performance Design, Digital Spatial Design, Industrial Design, Visual Communication Design, Fashion Design, Textiles, Photography and Fine Art will also strengthen their ability to work in fields such as exhibition, theatre, film, video, new electronic media and virtual environments.

Students have participated in international symposia on spatial and performance design working alongside professional designers and artists in locations such as Rome and Prague.



## CAREER OPPORTUNITIES

Spatial design develops both academic understanding and the practical skills required for careers in professional design. The qualification can be used as an entrance to professional design practice or as an appropriate tertiary degree leading to a variety of career opportunities in allied fields such as performance design, exhibition design, digital spatial design and game design. Graduates may start their careers employed as design assistants or junior designers and progress through to senior or management positions in private practices or in service and construction industries. Graduates have worked with Weta Workshop, with performance designers and costume designers. Some have become directors of successful interior design businesses, or design consultants in New Zealand and overseas working in areas as diverse as industry, retail, entertainment, and the visual arts. Graduates may also continue on to postgraduate studies to further develop their design abilities, knowledge and research interests and skills.

## SPECIFIC ENTRY REQUIREMENTS

See pages 4-5 for entry and selection information.

## PROGRAMME INFORMATION

Part One consists of generic art and design study, and critical studies papers plus introductory discipline electives in which you gain an introduction to spatial design and other self-selected art and design discipline areas.

The second part of the programme introduces specialist subject material in spatial design studio, history, materials and making, human factors and visual communication (including drawing, digital rendering and model making). Elective papers are offered in digital spatial design, performance design, exhibition design, product design, furniture design, textile design, photography, fine arts, textiles, fashion and computing.

In the third part of the programme, students undertake advanced studio design projects and study theory and criticism, professional practice, fabrication systems, technology and visual communication. Elective papers are also offered in digital spatial design, performance design, exhibition design, product design, furniture design, photography and computer applications for design.

In the fourth part of the programme students develop and undertake individual research assignments, and complete a major design project. Elective papers are offered in specialist design and theoretical studies.

## MAJOR - SPATIAL DESIGN

### PART ONE

- See page 9
- Recommended electives: Digital Design and Visualisation; Materials, Design and Making; Computers for Design.

### PARTS TWO TO FOUR

- Spatial Design Studio, Spatial Design Visual Representation, Spatial Design Materials and Making, Spatial Design Multimedia
- Spatial Design Fabrication and Technology, Body Space and Light, Spatial Design Systems and Technology

- Spatial Design History, Spatial Design Theory and Practice, Spatial Design Professional Practice
- Spatial Design Research and Development, Spatial Design Research Project.

Electives for Parts Two to Four include:

- Spatial Design Computer Applications, Design for Performance, Designing Exhibitions, Spatial Strategies in Sustainable Design, The Cinematic Image and Design, Furniture Design

## CONTACT DETAILS

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### WEBSITES

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<http://spatialdesign.ac.nz/>

## LAUREN SKOGSTAD

Master of Design (Spatial Design) 2010

Web Interactive Designer, University of the Arts, London

"I have two quite different passions in my life: Web Interactive Graphic design and Performative Installation art. Both of these stem from my design degree at Massey which allowed me to explore and challenge the boundaries of Spatial Design, and to find my own niche in the discipline."

"In 2007 I was the corecipient of a BEST gold award in Spatial Design (student) for a collaborative project titled Disseminate and Densify. This same year I was awarded the Zonta International Design award, the Artichoke Award and Massey University Scholar. These awards recognised and rewarded my crazy enthusiasm and dedication in my projects!"

"My first job was at a small web development company called 3Months in Wellington. I worked as their sole Web Designer on a multitude of challenging projects. During this time I also worked at Massey University, Victoria University and the Wellington Institute of Technology as a tutor in Spatial Design, Exhibition Design and Multimedia."

"In 2009, I returned to Massey to conduct my Masters thesis. In this manic and invigorating year I made a monstrous ten metre long red dress to conduct my performative study on the polyrhythmic qualities of the city. This was then used in a performance titled Tongues of Stone in Perth. Following this I presented a paper SEAM Spatial Phrases at a conference in Sydney and I directed a performance titled Big Weather at the Museum of New Zealand Te Papa Tongarewa."

"With my Masters complete I travelled to London where my two passions have come together in my current job as Web Interactive and Graphic designer for the University of the Arts in London. I design for a number of different platforms including iPhones, iPads and of course desktops."

# TEXTILE DESIGN

BDesHons / BDes

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington

Kelly Olatunji, Textile Design



TEXTILE DESIGN AS A SUBJECT IS VERY BROAD WITH A GREAT MANY POSSIBILITIES INCLUDING FASHION, INTERIOR, OR GALLERY OUTCOMES. STUDENTS DEVELOP SKILLS IN COLOUR, TEXTURE, PATTERN AND SURFACE APPLICATIONS.

## PROGRAMME OVERVIEW

The Textile Design programme is flexible offering a range of studio opportunities including screen and digital fabric printing, sustainable colouration, mixed media, digital knit, weave and web design. An intellectual and creative environment is provided encouraging critical debate to help focus and contextualise work. We train students to create opportunities, to identify new concepts, and to participate in the global industry. Design development across disciplines is encouraged, drawing on well-established links with creative, commercial, cultural and heritage organisations. Students and graduates achieve outstanding success in New Zealand and international competition such as the World of Wearable Arts, and the International Society of Dyers and Colourists Awards.

## CAREER OPPORTUNITIES

Graduates have pursued careers designing wall coverings, furnishings, and apparel fabrics, art and design for films and theatre, secondary and tertiary education, consulting for colour and lifestyle trend predictions, styling in marketing and merchandising sectors of industry.

## SPECIFIC ENTRY REQUIREMENTS

See pages 4-5 for entry and selection information.

## PLANNING YOUR DEGREE

In the first year students build a base knowledge and skills through the core and elective papers.

The second part of the programme introduces textile design process and specific skills and techniques. Elective papers are offered in textiles for fashion application, knit, material development in mixed media, printmaking, illustration, and design, patternmaking and construction for fashion.

In the third part of the programme we are supported by several industries providing opportunities to orientate designs for specific applications. An internship elective is offered.

The fourth year programme encourages students to undertake individual research projects, alongside business studies. The electives focus on design for advanced textile technology and an online portfolio and web development.

## MAJOR - TEXTILE DESIGN

### PART ONE

- See page 9
- Recommended electives: Materials, Design and Making; Digital Design and Visualisation

### PARTS TWO TO FOUR

- Textile Design Studio, Textile Structure Studio
- Textile Design History, Textile Technology, Textile Design Studies, Colouration and Dyeing

- Digital Textile Design, Textile Print, Art Textiles
- Textile Design Research and Development, Textile Design and Business, Textile Design Research Project
- Electives for Parts Two to Four include: papers from other majors such as spatial design, fashion design, industrial design or graphic design.

## CONTACT DETAILS

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### WEBSITE

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## AMY PYLE

### MDes (Textile Design) 2010

"Since completing my first degree in 2008 I have worked as a freelance textile designer from a small screen-printing studio set up with a fellow classmate and have gone on to complete my Masters of Design."

"My final year project was a collection of screen printed fabrics based around the New Zealand Bach: in the year that followed I was one of fourteen students selected for 'Best in Show 2009' an exhibition at Objectspace gallery in Auckland, my work was published in Urbis magazine and I won the New Zealand Student Craft/Design Award. This award, sponsored by The Friends of The Dowse, led to my work being exhibited at The Dowse Museum and Gallery in Wellington."

"In 2010 I embarked on my Masters degree, working in textile and furniture design I received two scholarships: the 'Jim Wood Memorial Scholarship' from Woolyarns and the 'Massey University Masterate Scholarship' which were both a considerable help in allowing me to focus solely on my masters project. This past year has been a challenging but very rewarding year, which has pushed me as a designer and I am excited to see what will be next and the possibilities that may come with it."



# VISUAL COMMUNICATION DESIGN

BDesHons / BDes

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington (Advertising Design, Digital Media, Graphic Design and Illustration)



e Ireton, Graphic Design (VCD)

MASSEY'S VISUAL COMMUNICATION DESIGN QUALIFICATION IS WITHOUT DOUBT ONE OF THE MOST SUCCESSFUL IN NEW ZEALAND AND COMPARES WELL INTERNATIONALLY. STAFF ARE HIGHLY EXPERIENCED, ARE ALL PRACTITIONERS IN THEIR AREAS, AND MANY HAVE AN EXTENSIVE INTERNATIONAL REPUTATION. VISUAL COMMUNICATION DESIGN STUDENTS EXPERIENCE A BALANCE OF HIGH QUALITY PRACTICE AND RESEARCH THAT PROVIDES LIFE-LONG LEARNING SKILLS AS WELL AS A HIGH RATE OF CAREER PLACEMENT OPPORTUNITIES. NOT ONLY DOES VISUAL COMMUNICATION INCLUDE GRAPHIC DESIGN, ADVERTISING, ILLUSTRATION, AND DIGITAL MEDIA, BUT INNOVATIVE COMBINATIONS ARE ALSO INITIATED BY STAFF AND STUDENTS TO EXPLORE ANY ASPECT OF VISUAL COMMUNICATION THAT IS REQUIRED BY TOMORROW'S SOCIETY.

## PROGRAMME OVERVIEW

Visual Communication Design is concerned with the communication of ideas through different visual media, embracing digital technology as well as traditional media. Most students follow at least two of the specialist areas offered.

Graphic Design papers encompass production for print, brand identity design, publication design, packaging design, typography and typeface design. Students learn to create original and effective graphic design led strategies for commercial as well as wider social, educational and informational environments.

Advertising papers explore communication methods to connect with specific audiences through mainstream and non-traditional media. The emphasis is on conceptual thinking and developing sound communication strategies.

Illustration papers are concerned with the conveyance of messages through visual narratives using a wide range of strategies such as visual metaphor and sequencing to communicate. Both traditional and digital methods of output are explored and applied.

Digital media papers focus on design for two-dimensional and three-dimensional animation, web design, interactive multimedia and motion graphics as well as digital video.

## CAREER OPPORTUNITIES

Graduates with Massey visual communication design degrees work in a wide range of professions in New Zealand, Australia, Hong Kong, USA and Europe. They work for design firms and consultancies, advertising agencies, computer and web design firms, film studios, post-production companies, and as publication designers and freelance illustrators and designers, as well as setting up their own successful companies.

## SPECIFIC ENTRY REQUIREMENTS

See pages 4-5 for entry and selection information.

## PROGRAMME INFORMATION

Part One includes an introduction to visual communication design, computer design, generic art and design, and critical studies. In addition you are encouraged to experience three-dimensional design in areas beyond those in the high school curriculum.

In the second part of the programme the principles of visual communication design are introduced along with an historical overview. Different fields within visual communication design are studied such as typography, digital media, advertising and illustration. Papers in the third part include specialist papers in graphic design, typography, advertising, computer animation, interactivity, digital video design, web design and theoretical studies.

The fourth part of the programme aims to extend knowledge and creativity and integrate the individual subjects in a research or studio project. This is supported by papers chosen by the student from a wide range of electives. These may include papers from another design major or even from other degrees.

## MAJOR - VISUAL COMMUNICATION DESIGN

### PART ONE

- See page 9
- Required electives: Computers for Design; Introduction to VCD Studio

### PARTS TWO TO FOUR

- Visual Communication Design History
- Visual Communication Design Studio, Typography
- Specialisation in one or more of Advertising, Graphic Design, Illustration or Digital Media with papers in Computer Animation, Design for Interactivity, Motion Graphics and Digital Video
- Visual communication design and business

- Visual communication design research project

Electives for Parts Two to Four include:

- Art Direction, Digital Illustration, Life Drawing, Marketing Communication and Design, Packaging Design, Moving Type

And papers from other degrees such as business, communication, psychology or sociology.

## CONTACT DETAILS

Institute of Communication Design  
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## WEBSITE

<http://creative.massey.ac.nz/>

## PHOEBE SMITH

BDes Hons 2009, (Advertising)  
Creative at Saatchi and Saatchi, Wellington

"If at first, the idea is not absurd, then there is no hope for it" – Albert Einstein

"I love ideas, I get bored doing one thing for too long, and I'm happy working my butt off for something I'm passionate about. Advertising fits me well. It challenges my thinking, has me doing something different everyday, and demands the best of what I have to give."

"I got my first taste of advertising at Massey University studying Visual Communication Design (majoring in Advertising). It was here that I learned to think sideways, and squeeze out more ideas and creative energy than I thought possible. In 2008, along with creative partner Nicole Yeoman, I won the NZ Post Student Marketer of the Year Award, and I was also lucky enough to win the Pacific Islands Scholarship the same year. In my final year of study I won the Zonta VCD Award, which gained me an internship with my sponsor – Saatchi & Saatchi."

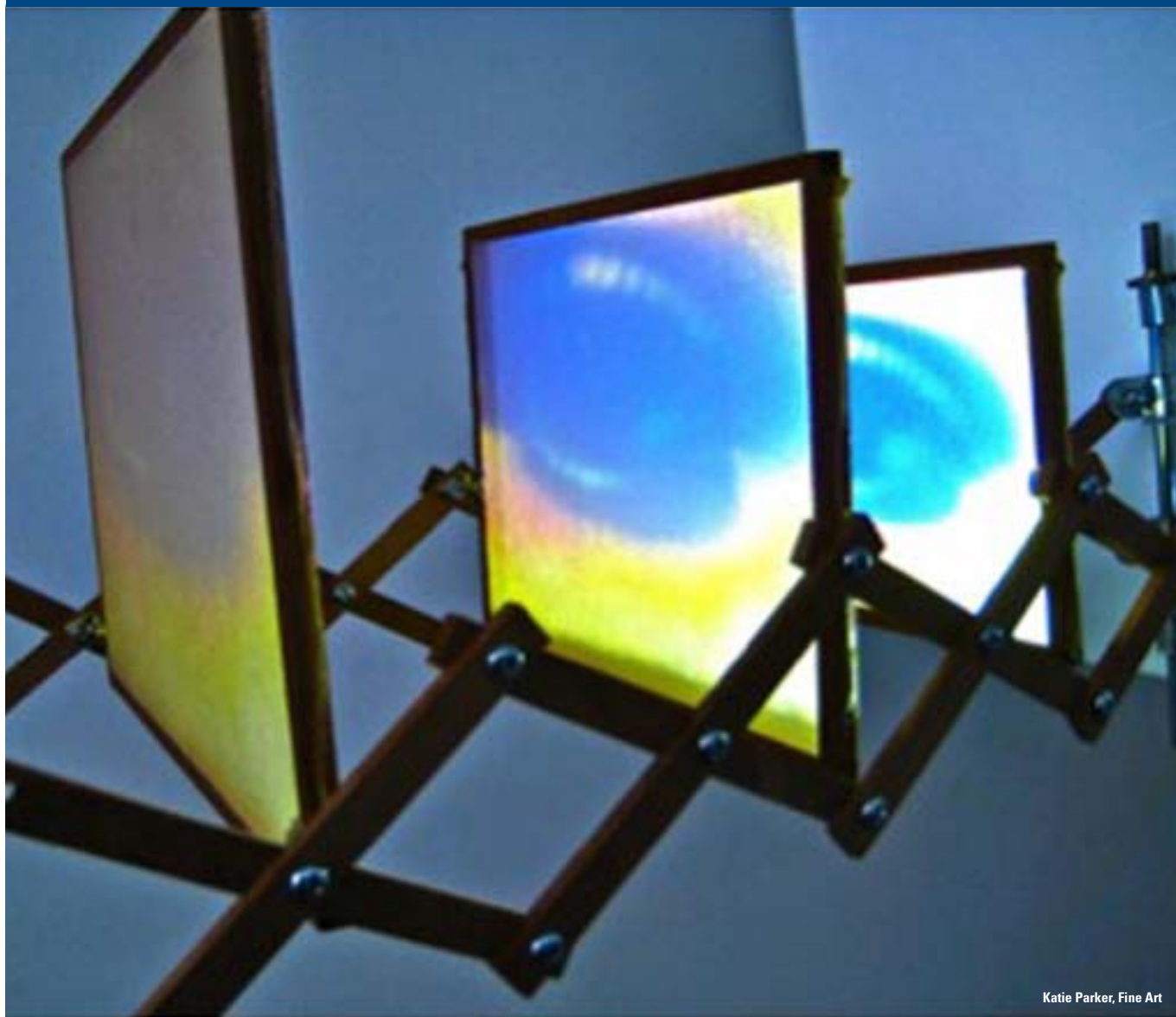
"My internship at Saatchi & Saatchi turned into a contract, and I am now employed full time as an Art Director. It's awesome. I feel so fortunate to get to where I am today, but I also feel like this is only the beginning. I don't know exactly what will be next, but hopefully it involves a plane and a glass of celebratory bubbles."

# BACHELOR OF FINE ARTS (HONOURS)

BFA Hons / BFA

**DURATION:** 4 years of full-time study

**AVAILABLE:** Wellington



Katie Parker, Fine Art

THE MASSEY UNIVERSITY BACHELOR OF FINE ARTS (HONOURS) IS THE CORE UNDERGRADUATE PROGRAMME OF THE NEWEST AND MOST INNOVATIVE UNIVERSITY ART SCHOOL IN NEW ZEALAND. THE DEGREE OFFERS A BROAD BASE OF THEORY, SKILLS AND CREATIVE PRACTICE THROUGH INTERDISCIPLINARY STUDIOS AND FOCUSED WORKSHOPS. IT AIMS TO DEVELOP STUDENTS' EXPERTISE IN THE USE OF FINE ARTS MEDIA THAT CAN BE APPLIED IN A VARIETY OF CONTEXTS THROUGHOUT THEIR CAREERS. STUDENTS ARE PRIMARILY TAUGHT IN SMALL STUDIO CLASSES WITH OPPORTUNITIES FOR ONE-TO-ONE FEEDBACK FROM STAFF. STUDENTS ALSO ENGAGE WITH CURRENT APPROACHES TO ART PRACTICE THROUGH A RANGE OF SPECIFIC ELECTIVES DEVELOPED AROUND STAFF RESEARCH INTERESTS AND EXPERTISE.



## PROGRAMME OVERVIEW

The Massey fine arts programme is centred in a contemporary studio environment where students experience a wide range of approaches to art practices and are taught by artists at the leading edge of contemporary art and research. Students experience innovative and multi-disciplinary approaches to the development of bodies of new work and a series of focussed and challenging critical studies papers that further examine ways to produce, reflect on and critique art. The critical studies papers are delivered by the School of Visual and Material Culture. In the Bachelor of Fine Arts, students focus on practice-based work in their final year. In the Bachelor of Fine Arts (Hons) there is a stronger research focus with a research requirement with seminar programmes supporting the development of independent project work.

The programme also provides an opportunity to study fine arts in a College that incorporates the well-established Wellington School of Design and is situated in the cultural and creative hub of the nation's capital.

## CAREER OPPORTUNITIES

The Bachelor of Fine Arts can be used as an entrance to professional fine arts practice or as an appropriate tertiary degree leading to a variety of career opportunities in allied fields such as art education, arts administration and involvement in a wide array of creative industries where the problem-solving and collaborative skills developed in the Bachelor of Fine Arts are increasingly in demand. Graduates with Honours may also continue on to postgraduate studies in fine arts to further develop their knowledge, research interests and skills, or move into related fields such as Massey University's Postgraduate Diploma in Visual and Material Culture or Museum Studies.

## PROGRAMME ENTRY REQUIREMENTS

Applicants must meet the standard criteria for entry to the University (see inside back cover) as well as attend an interview with a portfolio of their work. See pages 4-5 for entry and selection information.

Application submissions, including completed selected entry information (online or printed form) and application fee, will be accepted for the 2012 academic year from 1 July 2011. For the 2011 application fee, please refer to [fees.massey.ac.nz](http://fees.massey.ac.nz) under non-tuition fees/administration fees. The deadline for applications is Friday 14 October 2011. Late applications will only be considered if space in the programme is available.

## PLANNING YOUR DEGREE

The degree is arranged in four parts. Each part corresponds to a year of full-time study and most students aim to complete one part each year. There are core (compulsory) papers that are supplemented by elective papers that can be taken from the School of Fine Arts offerings, the Bachelor of Design schedule or from any other degree in the university.

Years two to four are comprised of core Contemporary Art Studio and Critical Studies courses. Contemporary Art studio focuses on the methods and ideas of contemporary art production and enables students to develop and refine their own bodies of work. The studios are taught with an interdisciplinary philosophy and are supported by media and technical workshops that facilitate students' individual development. Studio courses are underpinned by innovative critical studies courses in which students develop their knowledge of art theories and histories with a cultural studies slant. Reading and writing skills are developed in relation to studio art practices.

Academic advice can be sought from School of Fine Arts faculty to assist students with developing their degree pathway.

## PROGRAMME STRUCTURE

The four-year programme begins with an introductory year during which fine arts and design students jointly explore principles, processes and practices of art and design through investigation, conceptual development and experimentation. In years two to four, Fine Arts students have their own dedicated studio space within the School and become increasingly independent in their approach to fine art studio as they progress through the degree.

## GENERALISED STRUCTURE

Part One BFA and BFA(Hons)	Part Two BFA and BFA(Hons)	Part Three BFA and BFA(Hons)	Part Four BFA	Part Four BFA(Hons)
Art and Design Studio A	Contemporary Art Studio	Contemporary Art Studio	Contemporary Art Studio	Contemporary Art Studio
Art and Design Studio B				
Critical Studies A				
Critical Studies B				
Elective	Critical Studies	Critical Studies	Contemporary Art Studio	Contemporary Art Studio
Elective	Critical Studies	Critical Studies		
Elective	Elective	Fine Arts Research or Elective	Elective	Fine Arts Research
Elective	Elective	Elective	Elective	Fine Arts Research

## FIRST YEAR PAPERS

### PART ONE

- Art and Design Studio A; Art and Design Studio B
- Critical Studies A; Critical Studies B

And four 15 credit elective papers to total 120 credits from

- Introduction to Painting; Introduction to Sculpture;
- Drawing; Drawing the Body;
- Māori Art and Design Studio: Toi Atea
- Writing and Communication for Creative Arts
- Computers for Design; Digital design & visualisation;
- Materials: Design and Making; Fashion, Body and Form;
- Introduction to Visual Communication Design Studio;
- Introduction to Photography

### PARTS TWO, THREE AND FOUR

- Contemporary Art Studio
- Critical Studies

Students pursuing BFA(Hons) must complete Introduction to Fine Art Research in Part 3 and sufficient elective papers to total 120 credits each year.

### CONTACT DETAILS

School of Fine Arts  
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### WEBSITE

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## SARAH JANE PARTON

### BFA (Hons)

"If you are passionate about fine arts, go for it. I'm crazy busy at the moment. I've had a number of shows in the last year and I have also had the opportunity to teach studio practice to first year art and design students."

Sarah Jane studied Fine Arts at Massey University, graduating in 2004 with a Bachelor of Fine Arts awarded with Honours.

"The focus of the fine arts degree is not on technique – you can learn that out of a book. It's about getting a solid grounding in conceptual thinking and problem solving."

"The best thing about the degree was being in an environment with a fantastic, creative bunch of people at the forefront of New Zealand art. It really encourages you to develop your own approach."

Sarah Jane's works have been shown at Enjoy Gallery, The Physics Room, Wellington City Gallery as part of Telecom Prospect 2004: New Art New Zealand, the Michael Hirschfeld Gallery and BartleyNees Gallery.

## MARNIE SLATER

### BFA Hons

"During my time studying Fine Arts at Massey University I was part of a very supportive faculty and student group who provided a challenging, rewarding learning environment for the development of both my making skills and my ability to be a critical thinker. The School of Fine Arts maintains strong links to the arts community locally and internationally which means, for students, that they receive a relevant, contemporary course of study."

Since graduating in 2004 Marnie has exhibited her distinctive installations throughout New Zealand – including Enjoy Gallery, Special Gallery, Artspace and The Physics Room. She was included in the Govett-Brewster Gallery's 'Break' exhibition for 2006 and travelled to India in early 2006 for six months - after she was selected as one of a small number of young artists awarded a Commonwealth Arts and Craft Award. She is currently completing her Masters degree at the prestigious Piet Zwart Institute in Rotterdam.

## BRONWYN HOLLOWAY-SMITH

### BFA Hons 2006

"Since graduating from Massey University in 2006 I have been steadily establishing myself as a successful contemporary NZ artist. My work has been shown at significant public and artist-run galleries and is represented in several major public and private art collections including the Wallace, the Wellington City Council, and the Massey University Collection."

"I contribute to the NZ arts community through my roles as Trustee for Enjoy Public Art Gallery and Director of the Creative Freedom Foundation. In 2008 I fronted the widespread and highly successful web-based "internet blackout" campaign. The landmark campaign utilised social networking sites along with more traditional media to protest against an unjust copyright law. The resulting international attention brought an end to the law in question. As a consequence of this I was both pleased and surprised to be listed by the National Business Review as one of the 25 Most Powerful People in Technology!"

"In 2010 my work Ghosts in the form of gifts (commissioned by Massey University) became the inaugural winner of the Award for Open Source in the Arts, and has since been picked up for exhibition by renowned art gallery Bartley + Company Art."

"I am currently working on two significant public art commissions: a project for the Wellington City Council's Ghuznee St Art Billboard, and a major multi-media installation for the Letting Space series."

"Studying at Massey has had a huge influence on my direction as an artist. It exposed me to some incredible artworks, ideas and people that are of continued importance in my practice. As a contemporary New Zealand artist it helps if you're self-motivated as you're responsible for driving your current and future projects. It took me a little while to find my feet after graduating, but now the relevance of self-directed learning makes a huge amount of sense!"





# GRADUATE DIPLOMA IN DESIGN

GradDipDes

**DURATION:** Equivalent to 1 year of full-time study

**AVAILABLE:** Wellington



THIS QUALIFICATION PROVIDES FURTHER EDUCATION FOR A VARIETY OF PEOPLE, FOR EXAMPLE, HOLDERS OF A DEGREE IN ANOTHER DISCIPLINE WHO MAY BE CONSIDERING A CHANGE OF CAREER DIRECTION, EXPERIENCED DESIGNERS IN THE WORKFORCE WHO WANT TO UPDATE THEIR SKILLS ON A PART-TIME BASIS, HOLDERS OF DESIGN DIPLOMAS WHO WANT TO QUALIFY FOR ENROLMENT FOR A POSTGRADUATE DIPLOMA OR MASTER OF DESIGN, OR PEOPLE WHO WANT TO ENHANCE THEIR QUALIFICATIONS WITH A COHERENT SERIES OF PAPERS IN A SPECIFIC AREA OF DESIGN.

## PROGRAMME OVERVIEW

The Graduate Diploma in Design provides an opportunity for students who have already completed a degree to add an additional subject area to their learning. It consists of 120 credits of 200 and 300-level papers from the Bachelor of Design schedule of papers. The programme is extremely flexible and students can plan a graduate diploma to meet their personal aptitudes and aspirations, from one of more than ten design subject areas.

## CAREER OPPORTUNITIES

The Graduate Diploma in Design tends to be used by people who want to extend their career options, or who want to fulfil personal creative goals. It is not uncommon to find those pursuing the programme have arts, science, marketing or other business degrees. On completion of the diploma graduates are extremely well design-informed in their chosen subject area and go on to make extended contributions to their primary career area, use it to change career paths, or pursue personal interests.

## SPECIFIC ENTRY REQUIREMENTS

The Graduate Diploma in Design is open to holders of a Bachelor's degree. Applicants who do not have a degree may apply to be admitted with equivalent status on the basis of equivalent practical, professional or scholarly experience, for example, an appropriate diploma plus work experience or substantial relevant professional experience. Applicants are required to submit a portfolio of work to demonstrate they are at the standard necessary to undertake work at 200-level (second year) and beyond. Please forward your application and portfolio by 15 November 2011.

## PLANNING YOUR GRADUATE DIPLOMA

Prior to enrolling in papers for a Graduate Diploma intending students should discuss and gain approval for their proposed study with an academic staff member. To complete the Graduate Diploma, students need to select papers to the value of 120 credits from the wide range of papers for the Bachelor of Design at 200, 300 or 400-level. At least 60 credits must be at 300-level (third year) or above. Students usually select a coherent set of papers that enables them to consolidate and develop core knowledge and skills beginning with 200-level papers, which are often prerequisite for the 300-level papers. The best way to take the programme is part-time as there may be limitations on the availability of 300-level papers in the second semester.

Some papers have prerequisites, ie other papers that need to be completed first. Thus students may be required to complete 100-level papers in addition to the papers comprising their graduate diploma. Depending upon their previous experience or study and the quality of their portfolio, students may be granted an exemption from these prerequisite papers on application to the relevant Head of Department.

A graduate diploma endorsed in a particular discipline can be achieved by including 75 credits from the major core papers. Alternatively the graduate diploma may be studied without an endorsement by taking papers across a range of design disciplines.

Because of prerequisite requirements, and the semester in which papers are offered, completion of the graduate diploma may require study to be spread over at least two years. Some papers are subject to limitations on enrolments with priority given to Bachelor of Design students.

Students planning to use the Graduate Diploma as preparation for postgraduate study in design should consult design staff before enrolling.

## ENDORSEMENTS

The Graduate Diploma may be completed with an endorsement in a specific discipline provided at least 75 credits are from core papers specified for the relevant major of the Bachelor of Design. Graduate Diplomas may not be available in all design disciplines every year owing to limitations on enrolments in certain papers.

- Advertising
- Digital media
- Fashion Design
- Graphic Design
- Illustration
- Industrial Design
- Photographic Design
- Spatial Design
- Textile Design

## PAPERS

Papers are those listed in the Bachelor of Design schedules and information is available from the College of Creative Arts Office. Please request the Design and Fine Arts Enrolment book for the full list of Bachelor of Design papers and prescriptions.

## CONTACT DETAILS

College of Creative Arts,  
Massey University,  
Private Box 756, Wellington

Phone 0800 MASSEY (0800 627 739)

E-mail: [creative@massey.ac.nz](mailto:creative@massey.ac.nz)

## WEBSITE

<http://creative.massey.ac.nz/>

## EMMA STABLEFORD

### GradDipDes (Fashion)

Emma's Graduate Diploma in Fashion Design has led to an exciting position of Product Developer for Icebreaker in Portland, USA, suiting her life style and love of travel.

"The knowledge that I gained at Massey has been really valuable for my role at Icebreaker, in particular the courses in construction, specification writing, patternmaking and grading. The atmosphere and friendly learning environment made it a really cool place to learn"



# CERTIFICATE IN ART AND DESIGN STUDIES

CertArtDesStud

**DURATION:** Equivalent to 1 year of full-time study

**AVAILABLE:** Wellington

THE CERTIFICATE IN ART AND DESIGN STUDIES IS DESIGNED FOR PEOPLE WHO WANT TO STUDY ART OR DESIGN AT UNIVERSITY LEVEL WITHOUT UNDERTAKING AN ENTIRE FOUR-YEAR DESIGN OR FINE ARTS DEGREE. IT IS PARTICULARLY SUITED TO PART-TIME STUDY AND MAY LATER BE SURRENDERED FOR CREDIT TOWARDS DESIGN OR FINE ARTS DEGREE PROGRAMMES.

## PROGRAMME OVERVIEW

The Certificate consists of degree-level papers worth a total of 120 credits, which is the equivalent of one year of full-time study. A range of design and fine arts topics are offered, including design history, critical studies, and life drawing. Entry to art and design papers not on the schedule is dependent on meeting the pre-requisite or portfolio requirements and the approval of the Academic Registrar. In addition, students may include up to 45 credits of approved papers from the schedules of other degrees.

If holders of the Certificate in Art and Design Studies subsequently enrol for a Massey University degree in fine arts or design, on surrendering the Certificate, they may have papers they have already passed credited towards that degree. They would need to complete the core papers that are not included in the Certificate and meet the credit total for the degree. Papers passed for the Certificate may also be credited to other degrees if it is permitted under the regulations for those degrees.

## ENTRY REQUIREMENTS

The Certificate is open to applicants who meet the standard requirements for entry to the University and does not require the submission of a portfolio (refer to website for information on admission to the university). However, enrolment in papers from the Bachelor of Design or Bachelor of Fine Arts that are not on the schedule will be subject to submission of a satisfactory portfolio of work, approval of the Academic Registrar and space being available in any papers for which there are enrolment limitations in place. Applications are due by Friday 14 October 2011.

## PLANNING YOUR STUDY

The Certificate is comprised of eight 15-credit papers chosen from the Certificate schedule. Please request the 'Design and Fine Arts Enrolment' booklet that gives full details of the schedule and prescriptions for the papers. It may also include up to 45 credits of relevant papers from other degrees such as the BA. With Academic Registrar's approval, other papers from the Bachelor of Design or Bachelor of Fine Arts in photography, textile design, fashion design, industrial design, spatial design and visual communication design may be included. Some of the papers listed on the schedule have prerequisites (papers that need to be passed first), some require approval of a portfolio of work and some have limits on enrolments.

Intending students who are likely to want to complete a degree in the future, should consider making an application to the Bachelor of Design or Fine Arts rather than the Certificate as this may enable them to complete all the core papers for Part I of their chosen degree within their Certificate programme.

## CONTACT DETAILS

School of Design  
College of Creative Arts  
Massey University  
Private Box 756, Wellington

**Phone 0800 MASSEY (0800 627 739)**

E-mail: [creative@massey.ac.nz](mailto:creative@massey.ac.nz)

## WEBSITE

<http://creative.massey.ac.nz/>



# DIPLOMA IN PHOTOGRAPHY

## DipPhoto

**DURATION:** 2 years of full-time study

**AVAILABLE:** Wellington

THE DIPLOMA IN PHOTOGRAPHY IS AN INTENSIVE TWO-YEAR FULL TIME COURSE WITH A SPECIFIC PHOTOGRAPHIC FOCUS. THE PROGRAMME SPANS THE MAJOR CONCEPTS AND SKILLS ASSOCIATED WITH PROFESSIONAL AND DOCUMENTARY PHOTOGRAPHY, EXHIBITION SKILLS, AND ELECTRONIC IMAGING.

### PROGRAMME OVERVIEW AND ENTRY

The Diploma in Photography principally emphasises the practical aspects of photography. The first year introduces students to the studio, the darkroom and the digital environment, while engaging with portraiture, the street, digital montage and documentary photography. In the second year students are expected to extend their practice and develop in-depth individual photography projects in the areas they are most interested in pursuing.

Entry is based on the standard requirements for entry to University (refer to website for details) and on the assessment of a portfolio of

work (see page 5, Design Portfolio Requirements). Applications and portfolios are due by Friday 14 October 2011.

#### YEAR ONE

- Studio Photography
- Photographic Documentary
- Photographic Communication

#### YEAR TWO

- Photographic Technologies
- Photographic Practices
- Collaborative Photographic Project

# DIPLOMA IN FASHION DESIGN AND TECHNOLOGY

## DipFDT

**DURATION:** 2 years of full-time study

**AVAILABLE:** Wellington

THE DIPLOMA IN FASHION DESIGN AND TECHNOLOGY IS A TWO-YEAR PROGRAMME THAT ALLOWS STUDENTS TO DEVELOP A HIGH LEVEL OF EXPERTISE IN PATTERNMAKING AND GARMENT CONSTRUCTION, WHILE GAINING KNOWLEDGE AND SKILLS IN TEXTILES, DESIGN AND THE PRODUCTION AND SUPPLY CHAIN THAT DRIVES THE APPAREL INDUSTRY.

### PROGRAMME OVERVIEW AND ENTRY

The Diploma is designed to provide the apparel industry of New Zealand with graduates who, following suitable work experience, are capable of advancing to senior positions in the industry. It has an emphasis on the development of practical skills in patternmaking, garment construction, textiles and fashion design. Knowledge of the industry is developed through theory, practice, field trips, work placement and invited speakers.

Both years of the Diploma are a fixed schedule and the Diploma can only be started in Semester One. At the end of the second year, students complete a significant project of designed and made outfits that are shown to staff, industry and invited guests.

Entry to the programme requires the submission of a portfolio (see page 5, Design Portfolio Requirements). Applications and portfolios are due by Friday, 14 October 2011. Applicants must be 16 years or over on the date the programme commences and have at least

50 credits in total from four subjects at Level 2 of the National Certificate of Educational Achievement including at least 14 credits at Level 1 in literacy and numeracy.

#### YEAR ONE

- Patternmaking
- Garment Construction
- Fashion Design
- Textiles
- Historic Costume
- Apparel Industry

#### YEAR TWO

- Patternmaking
- Construction
- Fashion Design
- Textiles
- Apparel Industry
- Computer Technology for Apparel

# STUDY AT MASSEY UNIVERSITY

**Among New Zealand universities, Massey is unique. For over 80 years, Massey has played a defining role in the development of New Zealand through ground-breaking research, a distinctive mix of internal, distance, and international teaching and leadership in innovation, creativity and agri-food with a strong record of engagement with industry and the community.**



Massey is committed to ensuring students are well equipped to face the world; you'll get high levels of contact with teaching staff, access to great facilities and support services, and you can look forward to being challenged and inspired. Our graduates have a reputation for being confident, ambitious high achievers, who are sought after by employers. As a Massey graduate, you too can join the long list of Massey alumni making a difference both here in New Zealand and throughout the world.

## WHERE YOU CAN STUDY

Massey has three campuses, plus a distance learning programme.

### MASSEY ALBANY

Based on Auckland's North Shore, the Albany campus is a learning village set on rolling parkland. It is a centre of excellence for innovation and the new economy. The campus has strong ties with local and international business through organisations such as the e-centre that supports innovative start-up companies.

Massey Albany offers easy socialising, with a choice of cafes. It is next to New Zealand's largest shopping centre – a great source of part-time work. You're close to beautiful beaches and – of course – New Zealand's largest city.

There are lots of choices for accommodation. You can stay in student villages, fully-catered apartments, or flats. Getting around is easy with an excellent bus service and plenty of on-campus parking.

### MASSEY MANAWATU

Located in Palmerston North, the Manawatu campus is a global leader in agriculture and food technology. Massey Manawatu reflects its history as the original campus, with lovely heritage buildings in a park-like setting.

You'll find four-star accommodation on campus, the best gym in town, an equestrian centre, and a community athletics track. The campus has a huge range of clubs and societies, so it's easy to make friends and start new adventures. Palmerston North city and the surrounding areas have a lively arts, entertainment, and sports scene, as well as easy access to the great outdoors.

Your money will go a long way too, with great-value accommodation, affordable activities and a bus service that's free for students.

### MASSEY WELLINGTON

Known as 'The Creative Campus', Massey Wellington is a vibrant place, as you'd expect from a leader in creativity and design. Just a short walk or bus ride from the central city, the campus is known for its ground-breaking research centres and abundance of talented students. It's a place where you will be challenged to think differently and apply your creative thinking in new ways.

The campus is small, friendly and casual, with social activities revolving around the student centre, the popular Tussock Café and the gym. There are great student accommodation complexes close to campus and the city centre.

### MASSEY DISTANCE LEARNING (EXTRAMURAL)

Massey lets you study where and when you want. Through our Distance Learning option you can fit your education around sporting, work, family, and other lifestyle commitments.

With 50 years experience, we know how to support students studying at a distance – nationally, and internationally. We have excellent resources such as a distance library service, regional support centres, and lecturers who are accessible by e-mail and phone. For more information see:

<http://distance-learning.massey.ac.nz/>

## GETTING STARTED

### UNIVERSITY TERMINOLOGY

The Massey Calendar includes a glossary of terms. See: <http://calendar.massey.ac.nz/>

### PROGRAMME INFORMATION

You can find more information about programmes or papers at: <http://study.massey.ac.nz/>

### CAMPUS INFORMATION

For detailed information about each of our three campuses, including building locations, services, accommodation, facilities and events, go to: <http://campuses.massey.ac.nz/>

### FEES

To find out how to calculate your fees see: <http://fees.massey.ac.nz/>

### SCHOLARSHIPS AND AWARDS

There are more than 350 scholarships available to Massey students. For more information and to find out if you meet the application criteria for a scholarship, go to: <http://awards.massey.ac.nz/>

## THE UNIVERSITY SYSTEM

### SEMESTERS

The academic year is divided into two semesters. Each semester consists of a period of teaching followed by a study/examination period at the end, and a mid-semester break. Semester One runs from late February to late June. Semester Two runs from mid-July to mid-November. There is also a Summer School, which runs from mid-November to mid-February.

### PAPERS

Massey programmes are taught as papers. Each paper is identified by a six-digit code, ie, '219.202'. The first three digits refer to the paper's subject – in this case, '219' is Communication and Journalism. The fourth number is the level of the paper. In this case, '2' denotes a 200-level or 'second-year' paper.

### CREDITS

Massey awards credits for completed papers. A three-year programme is based on a total of at least 360 credits. Most undergraduate papers are worth 15 credits. A typical full-time programme is made up of 120 credits per year. Most students take 60 credits in each semester. Massey regulations allow for a maximum of 75 credits each semester.

### CREDIT FOR PREVIOUS STUDY

At Massey, we take notice of previous study in which you have already demonstrated competence, to avoid your having to repeat topics.

Two types of credit can be granted for programmes of formal prior learning. **Transfer credit** is when the material has been covered in an incomplete and abandoned tertiary qualification, and **cross-credit** is when the material is included in a completed tertiary qualification. Informal learning at an appropriate level can be recognised for credit to a Massey qualification if you demonstrate the necessary competence.

The amount of credit you can be awarded always depends on the regulations and required knowledge of the qualification you seek. For more information, go to: <http://www.massey.ac.nz/?ra8ad1705g>

### "STAIRCASING" TO POSTGRADUATE STUDY

Staircasing means we provide a progressing pathway through many Massey programmes towards post-graduate qualifications which can help with career development by improving your knowledge, fields of employment, skills and competencies. The Postgraduate Certificate is the first step on the staircase. Its academic value is 60 credits, usually comprising two 30-credit papers. The Certificate may be taken as a qualification in its own right, or as the foundation for a Postgraduate Diploma, and then a Masters degree. In some areas, Massey offers bridging programmes into postgraduate study for those without a Bachelor's degree or an Advanced Diploma. You may 'step up' or 'step off' the staircase at times that best fit with your professional development needs and personal circumstances.

## SUPPORT SERVICES

### STUDENT ADVISERS

Student Advisors are available to help you plan your course of study. They provide information to all prospective students. You'll find them in a number of locations throughout the country or may have the opportunity to meet them at school or community events. Choosing the right course is an important part of university study, if you would like any assistance or advice in planning your study contact us: <http://liaison.massey.ac.nz/>

### CENTRE FOR TEACHING AND LEARNING

Offers help to all undergraduate and postgraduate students to reach their full learning potential. Skilled staff provide a variety of services. For more information see: <http://learning.massey.ac.nz/>

### WRITING AND LEARNING RESOURCES

The Online Writing and Learning Link - OWLL helps students develop the wide range of study skills they need for success. Prospective students, new students, and seasoned scholars can all benefit from the articles and guides found at <http://owl.massey.ac.nz/>

### DISABILITY SERVICES

Staff provide practical, goal oriented support to on-campus and distance students focused on breaking down barriers to a student's participation and success. A range of services are available to support the individual needs of students with disability studying at Massey including specialised equipment and alternative formats. <http://disability.massey.ac.nz/>

### SERVICES FOR MĀORI STUDENTS

A new suite of activities and services specific to Māori student advancement is available to Māori students. Offered by a team of Māori Student Advisors, students are provided with opportunities to explore future careers, apply for scholarships, connect with other Māori students and receive guidance on course planning and study.

To find out more visit [www.massey.ac.nz/massey/maori](http://www.massey.ac.nz/massey/maori) or phone 0800 MASSEY to speak with a Māori Student Advisor.

### CAREERS AND EMPLOYMENT SERVICE

Massey University's Careers website offers information on careers services on each of the campuses; career events such as employer visit, workshops and career fairs; preparation for employment; and graduate profiles. Go to: <http://careers.massey.ac.nz/>

Massey has joined with six other Universities to support a single graduate recruitment website – NZUniCareerHub. This gives Massey graduates access to job vacancies throughout New Zealand. See: <http://www.nzunicareerhub.ac.nz/>