



Bachelor of Media Design

GRAPHIC DESIGN | INTERACTIVE | MOTION GRAPHICS

The Bachelor of Media Design allows you to traverse graphic, motion and interactive design, providing the opportunity to develop your preferred specialisation before going on to shape your own destiny in a design studio, production house, creative agency, or as a freelancer.

FIRST YEAR COMPONENTS (FOR ALL THREE MAJORS):

- **Design Principles:** Develop a common vocabulary and understanding of the major motivations of media designers and collaborate across majors to develop effective designs in future joint projects.
- **Design Studio:** An introduction to a range of tools and creative problem-solving methods using a combination of guided class exercises, group work, class discussions and self-directed investigative tasks.
- **Contextual Studies:** This component introduces students to the idea of developing imaginative and socially relevant approaches to visual communication.
- **Photographic Studies:** Develop fundamental technical photographic skills.

- **Digital Image Foundation:** This component provides a foundation for effective practices in all media design disciplines.
- **Interdisciplinary Design Foundation:** Students independently implement a multi-part interdisciplinary project integrating practices from all majors. The project is carried out within tight technical and creative limitations, giving students practical experience working in a commercial design environment. Independent and reflective thinking, personal responsibility, time management and practical skills are developed using a project-based learning approach.

WHY CHOOSE A BACHELOR OF MEDIA DESIGN?

Our focus on employability means MDS graduates enter the workforce with future-proof technical skills, as well as the soft skills needed to succeed in a creative environment. You'll learn in a studio-like setting and will have the opportunity to build your portfolio by working to live briefs from the likes of Auckland Council, Les Mills and more. It's this unique approach to learning that has so many of our students landing rewarding jobs before they've even graduated, and it's what led MDS to be recognised as the world's #1 Graphic Design school by The Rookies' panel of internationally renowned judges.*

(Rookies, 2016).

Bachelor of Media Design

Bachelor of Media Design, majoring in Graphic, Interactive or Motion Design

NZQF: Level 7 (360 credits), 1 EFT a year

Duration: Three academic years, full time

CAREER OPPORTUNITIES

- Creative Director
- Art Director
- Studio Manager
- Graphic Designer and Illustrator
- Web and Mobile Interface Designer
- Brand Specialist
- Freelancer
- Web Designer
- Front-end Developer
- Back-end Developer
- Mobile Application Developer
- User Interface Programmer
- Television
- Advertising
- Production houses
- Corporate event companies

INDUSTRY INSIGHTS

A degree in Media Design will open the door to an expansive and rapidly growing industry that could take your career in any number of lucrative directions. Designers in NZ typically earn between \$55-90k p/a* and, according to the Ministry of Business, Innovation and Employment, although the number of UX designers in NZ is increasing, there are still not enough to meet the growing demand.

*careers.govt.nz

Apply now @ mediadesignschool.com