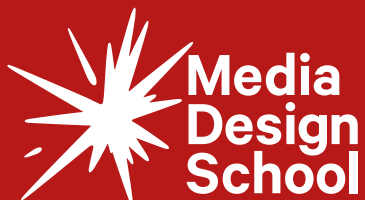


# Bachelor of Media Design

GRAPHIC DESIGN  
INTERACTIVE  
MOTION GRAPHICS

## CAREER OPPORTUNITIES

- UX/UI Designer
- Design Director
- Entrepreneur/Freelancer
- Motion Designer
- Graphic Designer
- Advertising Creative
- Digital/Media Designer
- Creative Director







## GRAPHIC DESIGN

**Graphic Design is the language of aesthetics. Let words take a backseat and learn to communicate through image and form without having to say a thing.**

By the end of your third year at MDS, you will have designed, created and documented piece at industry-standard that will represent your perspective as an emerging professional designer.

## INTERACTIVE DESIGN

**Interactive design is the virtual call of cyberspace. Pull attention to your online space and keep them there with meaningful, beautiful interactions.**

Let your technical-yet-design orientated mind experiment with a variety of interactive and dynamic design theories and immerse it in fundamental digital design processes, like front-end web development, interactive programming, and content management systems.

## MOTION DESIGN

**Like a dance master embrace the notion of the motion, by giving the groove to those that don't move. Like words.**

You've probably not heard of this unless you've always wanted to do it, but I guarantee you've seen it. Think 21st Century Fox, Netflix, MTV – anything with words or branding that moves. With the path to learn key technical skills in 2D and 3D animation, visual effects, composition, image manipulation and text choreography, you'll find yourself on the way to creating a digital brand and even helping it become iconic.

## AWARDS

Media Design School students are the most awarded design students in New Zealand.



Student work: Rose Norgrove, Holly Schroder, Alistair Kincaid

## SOFTWARE YOU'LL LEARN

- Photoshop
- After Effects
- Illustrator
- InDesign
- Sketch

## MAJOR SPECIFIC SOFTWARE

### Graphic Design

- Photoshop
- After Effects
- Illustrator
- InDesign

### Interactive Design

- HTML
- CSS
- XD
- Sketch

### Motion Design

- After Effects
- Blender
- Cinema 4D
- Premiere Pro



Media Design School is an Adobe Creative Campus which comes with a variety of incredible benefits for our students including your own Adobe Creative Cloud Pro license for the duration of your studies!



## Grow

**Client: Auckland Art Gallery**

**Won Next Gen Digital Design at the 2020 Good Design Awards. Dannah Angela Soriano, Yancong Guo, Logan Ware, Erika Marasigan**

Auckland Art Gallery briefed us on their need for more volunteers. As a response, we created Grow: a volunteer recruitment campaign that promotes volunteering to people who are passionate, eager to learn, and are willing to give back to the community.

The concept of our design was inspired by our research into how the current volunteers view the gallery: a structure that holds plenty of valuable memories in its many different phases in history, which makes them even more passionate about what they do.

Grow engages its young target audience (18 to 25 year olds) in three ways: a phantom billsticker poster campaign, interactive bus shelter activations and social media platforms (such as Facebook and Instagram). The bus shelter campaign around Auckland use seats with weight sensors, filling digital screens behind with more art the more people that sit on the seat.

The campaign encourages people to work and communicate with each other in order to show that "The Auckland Art Gallery can grow with you."

## FIRST YEAR COMPONENTS (FOR ALL THREE MAJORS):

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### **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.

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### **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.

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### **Contextual Studies**

This component introduces students to the idea of developing imaginative and socially relevant approaches to visual communication.

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### **Photographic Studies**

Develop fundamental technical photographic skills.

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### **Digital Image Foundation**

This component provides a foundation for effective practices in all media design disciplines.

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### **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.

To find out more about the second and third year course structure of the Bachelor of Media Design, and for up-to-date and comprehensive course information, including dates and fees, visit [mediadesignschool.com](http://mediadesignschool.com).

