

Graphic Design

**BACHELOR OF MEDIA DESIGN
MAJOR IN GRAPHIC DESIGN**

CAREER OPPORTUNITIES

- **Graphic Designer**
- **Design Director**
- **Digital Designer**
- **Content Creator**
- **Designer / Illustrator**
- **Digital Marketing**
- **Brand Strategist / Designer**
- **Entrepreneur / Freelancer**



GRAPHIC DESIGN

Graphic Design teaches you how to communicate using text, image and form to make visual connections and craft the seeds of ideas and information into meaningful interactions.

By the end of your third year at MDS, you will have designed, constructed and documented an industry-standard body of work that represents your perspective as an emerging professional designer.

SOFTWARE YOU’LL LEARN

- Photoshop
- After Effects
- Illustrator
- InDesign
- Sketch

AWARDS

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



“MDS HAS A REPUTATION FOR PRACTICAL STUDIES IN DIGITAL MEDIA. COMING STRAIGHT FROM HIGH SCHOOL, I KNEW THAT MDS COULD OFFER A MORE THOROUGH EXPERIENCE, LEARNING HOW THE CREATIVE INDUSTRY WORKS AND BUILDING MY DESIGN SKILLSET TO MY FULLEST POTENTIAL.”

Audrea Ridwan, Morgan Furniture Intl. Ltd.

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!



IwishIcould

Chas Clark

To give something, we must first create understanding.

Emotional health is an important part of overall health. People who are emotionally healthy are in control of their thoughts, feelings, and behaviours.

Unfortunately, due to society’s pressures we often find ourselves isolating these stories, these thoughts and these feelings that need to be expressed, instead retaining them within ourselves and our subconscious.

In response to the problem, IwishIcould provides a platform that contributes to relieving the society pressures in which is created around our emotional well-being.

This project is a participatory design project that connects people and creates a community that inspires and nurtures, allowing everyone to express themselves in a public realm, unfiltered. It provides an open forum for those to speak their truth, openly and honestly, in their own time with no one’s eyes on them using ultraviolet markers, symbolising the secrets and feelings which we keep to ourselves.

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.

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.

