

# Interactive UX Design

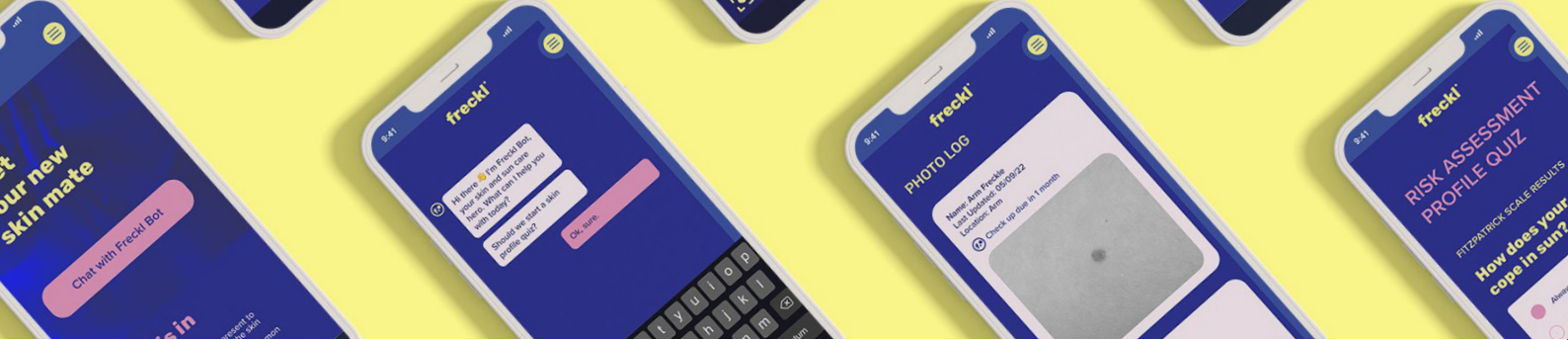
**BACHELOR OF MEDIA DESIGN  
MAJOR IN INTERACTIVE/UX**

## CAREER OPPORTUNITIES

- User Experience (UX) Designer
- User Interface (UI) Designer
- Customer Experience (CX) Designer
- Interaction Designer
- Digital Designer
- Product Designer
- Web / Mobile Designer
- Content Creator







INTERACTIVE/UX

The Interactive Design major prepares you for the technical demands of the web and mobile development industries.

As you move along the course, you'll experiment with a variety of interactive and dynamic design theories and be immersed in fundamental digital design processes, such as front-end web development, interactive programming, and content management systems.

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

AWARDS

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

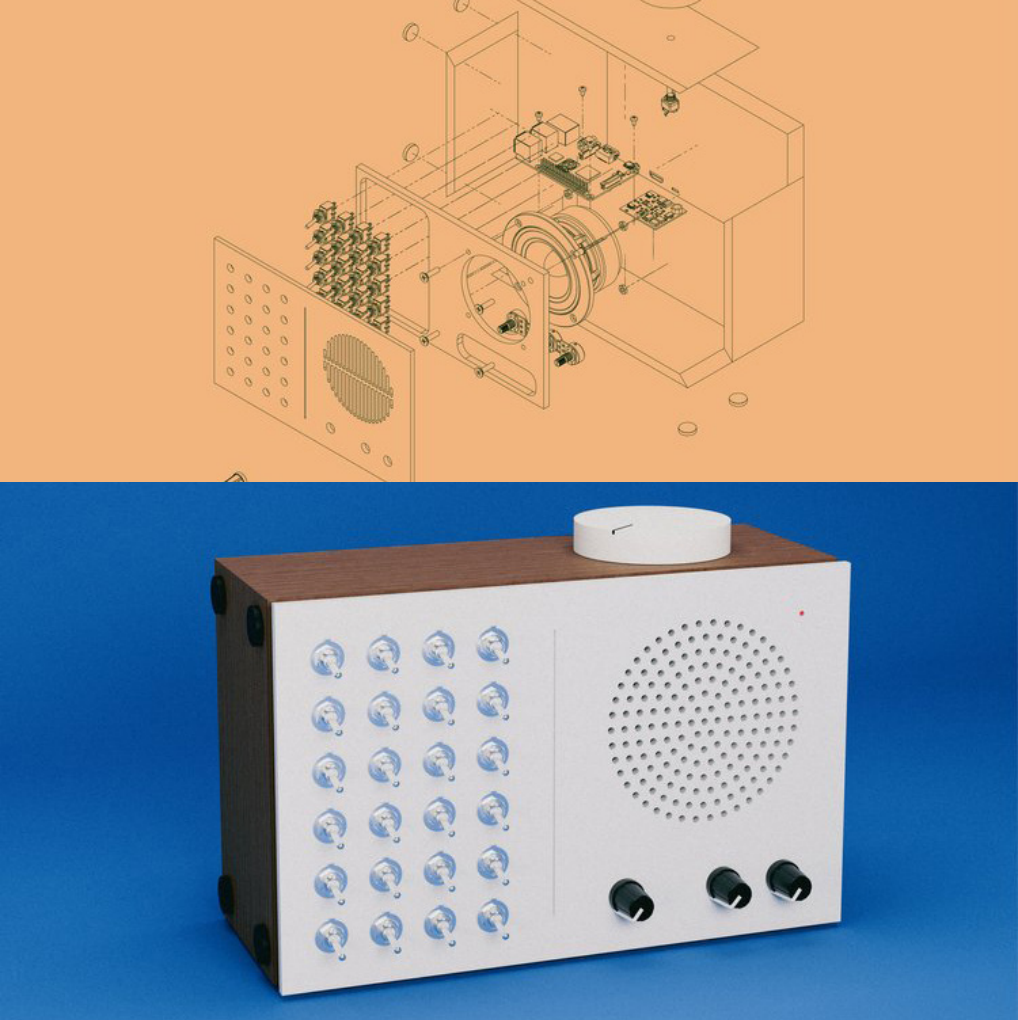


Media Design School is an Adobe Creative Campus which comes with a variety of incredible benefits for our students including your own Adobe Creative Cloud Pro license for the duration of your studies!



“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.



WaoBox

Jeremy MacDonnell

Noise pollution will always be apparent in our urban environments, but through WaoBox®, we can create peaceful conducive working environments wherever we are. Domestic urban environments are noise polluted and often not conducive to creative output. My idea was to create an ambient machine that reflects unique soundscapes to help people work, study, sleep, or even just relax. The three WaoBoxes are unassuming with prosaic user interaction, featuring 24 individual tracks controlled by toggle switches and knobs to affect volume, pitch, reverb and delay. Each speaker grill has a unique pattern relating to its respective forest.

The supporting website experience is stripped-back and functional. The site features a shop, a showcase of the entire product range, background stories of the ngahere, in-situ photography, exploded technical drawings, 3D renders, product extensions (posters, tote bags and t-shirts) and Digital Wao, an emulator of the machine.

## 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).

