

# Graphic Interactive (UX) Motion Design

BACHELOR OF MEDIA DESIGN

**Graphic Design** (Digital Design)  
**Interactive Design** (UI/UX Design)  
**Motion Design** (Moving Image)

You will traverse Graphic, Motion and Interactive Design during your first year before specialising in your chosen major pathway across years two and three of study. Learn from industry trained professionals and harness your creative potential towards a career in the digital design industries.





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 professional designer.

SOFTWARE YOU’LL LEARN

- Photoshop
- After Effects
- Illustrator
- InDesign
- Figma



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!

CAREER OPPORTUNITIES

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

AWARDS

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



*“Media Design School 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, Designer at LA-Z-BOY

Student work: Chas Clark, Zainal Wong, Audrea Ridwan, Jacob Lucas



Spill (Live Brief for ASB)

Chas Clark, Zainal Wong, Audrea Ridwan, Jacob Lucas

ASB wanted to know how to activate a space within the ASB community to interact and be inspired with new opportunities with encouragement to stay ‘one step ahead’ with the vision to accelerate the financial progress of all New Zealanders.

The team behind Spill identified that youth often find themselves faced with financial stress, affecting their mental and physical well-being, through the increase of anxiety and frustration. Considered among the most common causes of general stress, 77% of New Zealand youth worry about money.

To solve this crisis, the team wanted to help young adults by inspiring and encouraging them to become more financially independent, and establish a positive mindset around finance.

The team created cylindrical lamp-shade-like installations which participants were invited to duck into, creating a micro-space to be alone with their own thoughts and engage with an interactive storytelling experience to acknowledge and confront their financial concerns.

The end goal is to improve the current discourse about money amongst young adults and to reveal general values that provide encouragement to overcome this relatable challenge.





### 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
- Figma
- HTML
- CSS



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### 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

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### DesignHer+

Kirsty Leggett

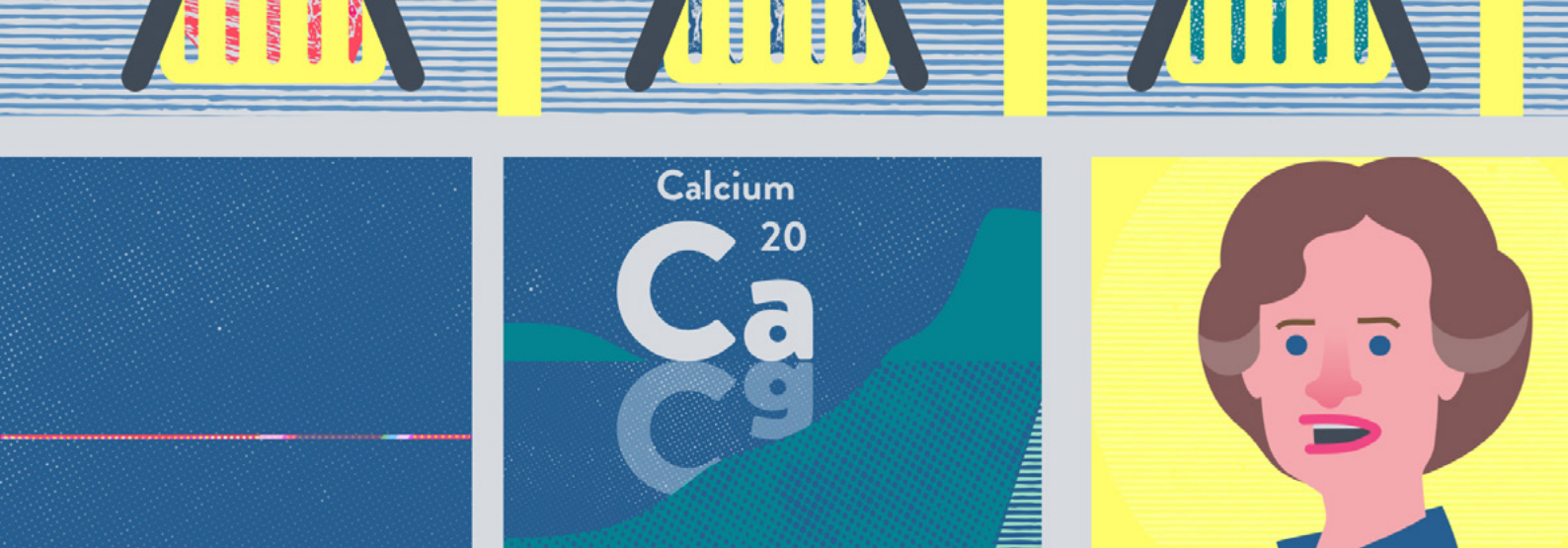
There is a concerning absence of female designers in New Zealand compared to males, with only 1 in 5 women working in design, despite the fact that they make up 7 out of 10 students studying design. The project introduces a conceptual brand, 'Women in Design,' and within that, the annual event 'DesignHer+', aimed at creating awareness of creative strengths, inspiring careers, and fostering the growth of a more equitable design industry.

DesignHer+ is a two-day immersive experience for female creatives embarking on their design careers. It offers a unique journey into creativity, culture, and leadership, and includes interactive workshops, inspiring speakers, and networking opportunities to assist in unveiling creative identities and forge connections with fellow female professionals.

The primary goal is to bridge the gap between academia and industry while inspiring female designers by emphasising the impact of visibility and the strength of unity within the design community.

As a female designer herself, Kirsty took on this project as a way of confronting her own emotions about entering the design industry as a woman for the first time and wanting to create a space that was safe and inclusive for other up and coming women.





### MOTION DESIGN

**Making text, illustrations and images move is the specialty of the Motion Graphics Designer.**

This truly unique art form can be found in numerous elements of digital design, including music videos, promotional videos, television commercials, and in films. This course includes learning key technical skills such as 2D and 3D animation, visual effects, composition, digital image manipulation and text choreography to give you the experience and evidence of working to a client brief needed to land a job in a dynamic and exciting agency and production environment.

### SOFTWARE YOU’LL LEARN

- Photoshop
- After Effects
- Illustrator
- InDesign
- After Effects
- Blender
- Cinema 4D
- Premiere Pro



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### CAREER OPPORTUNITIES

- Motion Designer
- Videographer
- Animator / Editor
- Multimedia Designer
- Digital Designer
- Content Creator
- Entrepreneur / Freelancer
- Design Director

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Student work: Mario Golfari



### Eat For Change

**Mario Golfari**

The global food system produces an estimated 35% of the world’s Greenhouse Gas (GHG) emissions, making it the #1 driver for climate change. With the world’s population estimated to increase by 2 billion over the next 30 years alone, this calls for urgent changes in our relationship with food.

“Eat For Change” is a proposed webinar event that connects public health professionals directly with consumers, enabling the wider public to understand the impact of emissions from our global food system. Our audience is between 30 and 50 years old: young enough to have an impact on the future of society and the planet but old enough to have a stake in real world issues.

As we face a delicate issue with concerning results we must do what we can now, for the good of our future - not just for us, but for our communities, and the planet too.

## 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).

