

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.



A digital billboard advertisement for Tī Rākau. The background is purple with a geometric pattern. At the top is a white logo consisting of four intersecting lines. Below it, the text "TĪ RĀKAU" is in a white box, with "An Interactive Experience" underneath. The central image is a stylized hand holding a white cricket bat. Below this, the text "INNOVATION MEETS CULTURE" is displayed in white boxes. At the bottom left is a QR code, and at the bottom right is the text "Powered by" above a 5G logo.



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 a professional designer.

SOFTWARE YOU'LL LEARN

- Photoshop
- After Effects
- Illustrator
- InDesign
- Figma

Adobe Creative Campus

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!



“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

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.



Live Brief - Spark New Zealand

Elijah Francis, Jade Luke-Hurley, Liam Bennett, Michael Dong

This year's partnership with Spark continued a longstanding tradition of collaboration, with outcomes from these projects winning two Silver awards at the 2024 Best Awards and a finalist at the Creativepool Annual Awards. With guidance from Spark's own creative team, students worked on a design brief that blended innovative thinking with practical outcomes. Through this, they learned firsthand how to approach projects that might go on to earn accolades in competitive, real-world settings..



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



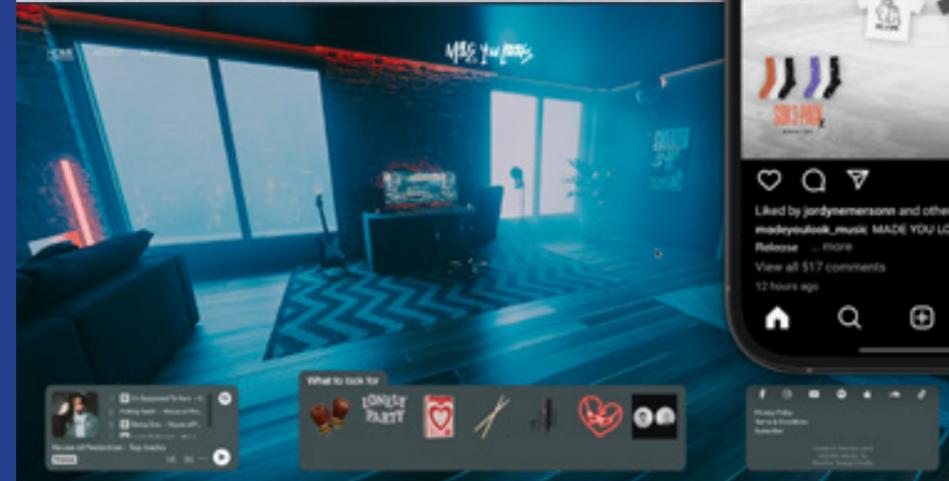
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CAREER OPPORTUNITIES

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

AWARDS

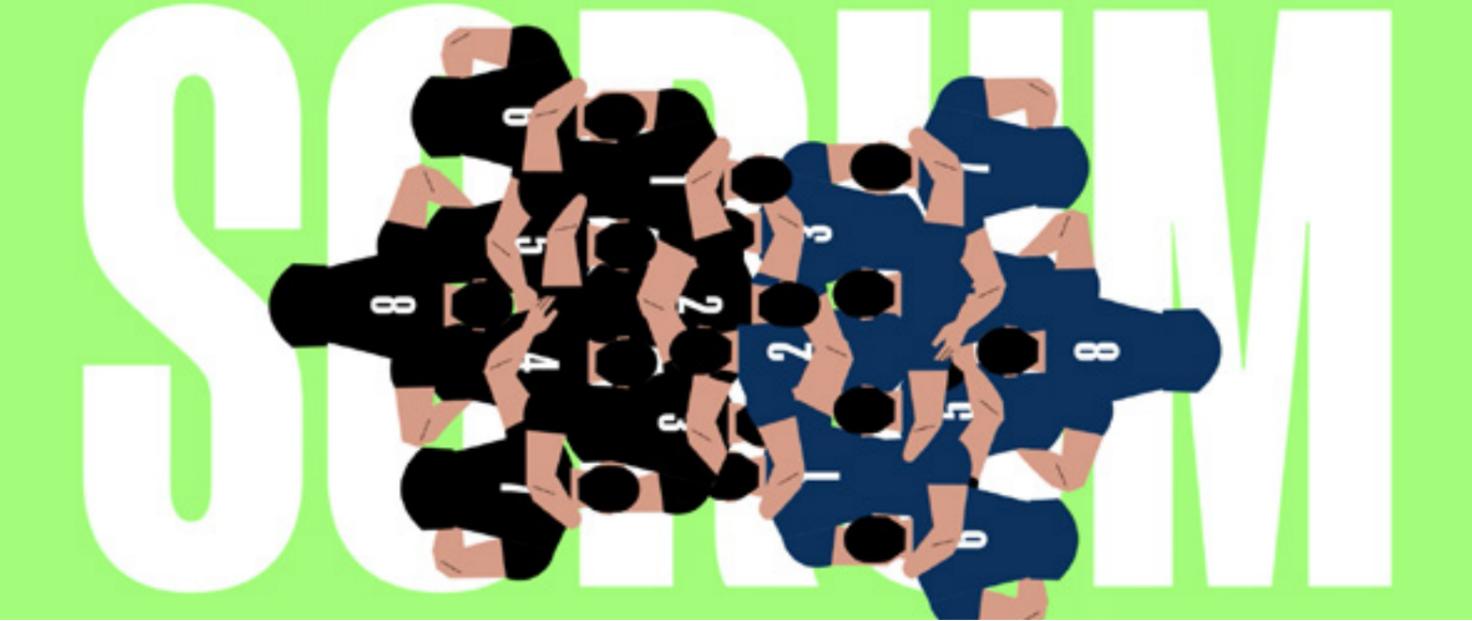
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Live Brief - Sony Music New Zealand

Aston Gregory, Dearna Smith, Eilish Neal, Jules Castillon

Our students had the chance to work closely with Sony Music artists, including Shelton Woolright and Alex Thompson from Made You Look, as well as Lizzie McGowan from Sony Music. For eight weeks, students worked on a project inspired by the music and vision of the artists, who provided ongoing creative direction and feedback. This collaboration enabled students to explore creative boundaries and gain insights directly from professionals in the music industry, making for an unforgettable and inspiring project.



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

AWARDS

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Live Brief - All Blacks / New Zealand Rugby (NZR+)

Jade Luke-Hurley, Gayle Limbu, Yunho Ha (Yuno), Kashish Gupta

Our Year two Motion Design students (from the Bachelor of Media Design Programme) recently completed a live brief with New Zealand Rugby to create a range of explainer videos tailored to inform and transition NFL enthusiasts into rugby fandom. The brief was obtained from NZ Rugby and our contact their Mac Leesburg briefed in the project and attended live student presentations of their work in progress over 8 weeks. The intention of the brief was that these explainer videos be used on social media ahead of a planned tour of the US by the All Blacks. We also worked with the black ferns on an interactive timeline for our year three student cohort.

Scan the QR code to watch the full video on YouTube.



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 Bachelor of Media Design, get in contact with our team at domestic@mediadesignschool.com or international@mediadesignschool.com for international students.

For up-to-date and comprehensive course information, including dates and fees, visit mediadesignschool.com.

