

Graduate Diploma

of Creative Technologies

Student Handbook GDCT July Intake (Interactive / UX Major)

GDCT July

Design Intake

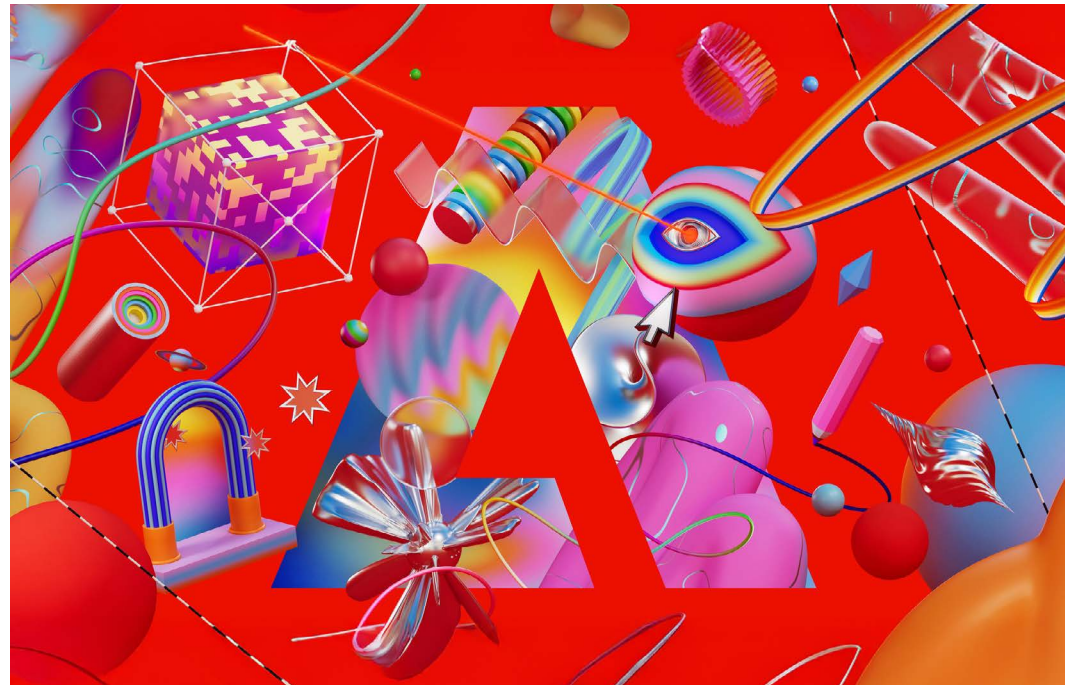
Study from July with our GDCT Design Programme

The GDCT Design Programme will help you build or further develop your production and design skills through both project-based and problem-based learning. This intensive programme has been designed to give students a multidisciplinary understanding of Graphic, Motion, and Interactive (UX) design before bringing those skills together for a final major capstone project. With small class sizes, you'll benefit from a highly supportive and focused learning environment designed to set you up for success.

- Flexible learning approach where students engage with content either online in real-time (synchronously) or on campus, with both technical and contextual learning materials being delivered.
- Focused industry relevant content and studio based learning environment.
- Project-based learning, guided and supported by lecturers with industry & academic experience.

"I was after a practical learning environment with hands-on industry experience and Media Design School provided exactly that".

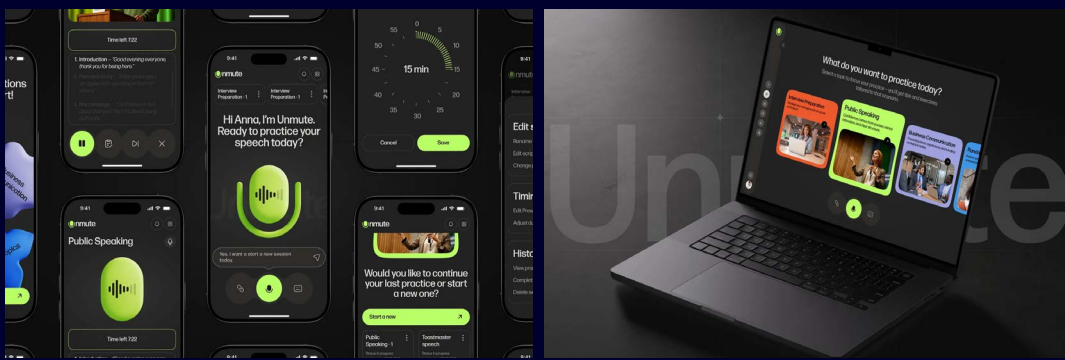
GDCT Alumna - Lily Wigglesworth (UX Designer at AKQA)



Adobe Creative Campus & Industry Connections

As an Adobe Creative Campus institution, students will receive access to Adobe Creative Cloud providing you with the tools to gain a creative edge. Students will receive full access to the Adobe Creative Suite throughout

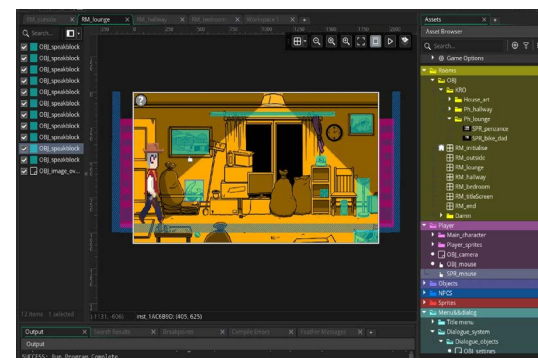
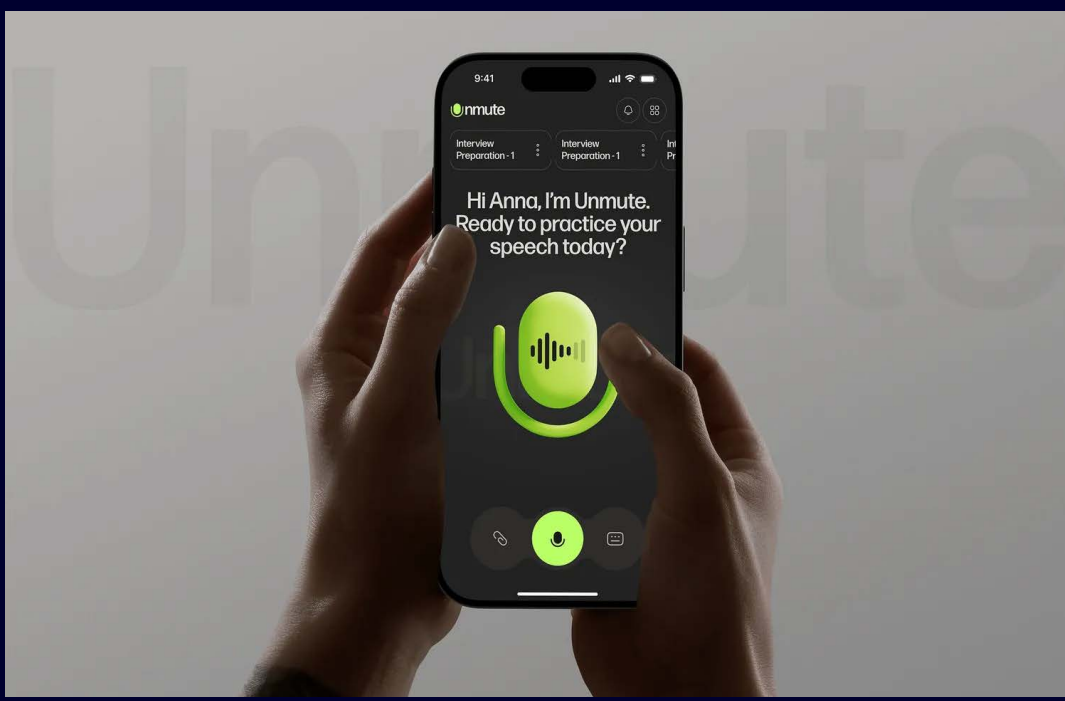
their studies and a further six months after graduation. GDCT Industry engagement includes, mentoring programmes, high profile guest speakers, portfolio and capstone review panels, graduate show (exhibition).



Unmute by Mariia Nevzorova | GDCT Interactive / UX Design 2026

Unmute is a digital assistant powered by AI, created to help people with glossophobia — the fear of public speaking — build confidence and improve their communication skills through supportive practice, free from

pressure or judgment. The project proves that practice doesn't have to be stressful — it can be a form of self-care, a step towards confident, authentic, and free communication.



Korora by Jesse Leonard | GDCT Game Design 2026

In recent years, living spaces have been shrinking, and older generations, who often have a lifetime's worth of possessions, are passing away. Families are faced with the difficult task of discarding inherited objects due to smaller homes. The aim of this project

is to draw attention to that experience, the difficulty of deciding what to keep and what to let go. The goal of Korora is not to win the game, but to have players go through a reflective experience that asks them to consider the weight of their choices.



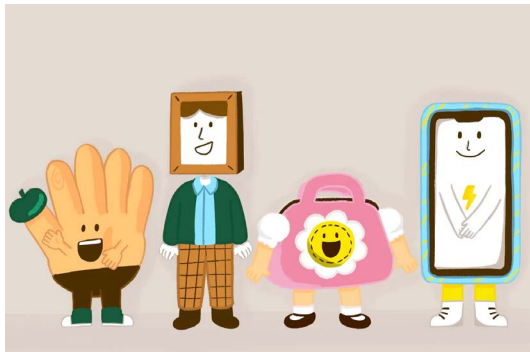
Written from a child's perspective, My Mum Gets This Feeling helps young readers understand what it's like to live with Type 1 Diabetes. Inspired by a true story.

A story about Type 1 Diabetes
My Mum Gets this Feeling
 Written and Illustrated by Jai Tarn

My Mum Gets This Feeling by Jai Tarn | GDCT Graphic Design 2026

The aim of this project was to design a resource that parents can use to discuss their own or their child's Type 1 Diabetes. The key area of exploration is the emotions and physical experience of chronic illness. The final work is a 40 page illustrated work that guides the

reader through various feelings, both positive and negative. Placing feelings about chronic illness in the centre of all feelings experienced in day-to-day life. The work both acknowledges the struggle as well as the necessity to approach these feelings as a part of life.



The Art of Oops by Helena Tsang | GDCT Motion Design 2026

The Art of Oops aims to inform children from the age range of 7-11 years old about gallery rules and the reasonings behind them. Common forms and objects such as Painting Frames, hands, bags and phones are transformed

into the main characters in the motion series. By showing them the existence of these rules in bite-sized videos. I aim to provide them with an accessible means of absorbing the information by utilising humour and characters.

GDCT July Course Overview

The GDCT Programme (July Design Intake pathway) will consist of CT 100 & CT200 components as outlined below. Alternative pathways may be available in consultation with Programme Director.

CT100: 80 Credits At Level 5/6 or 7

CT200: 60 Credits At Level 7

Total credits: 140

Semester One: 3:00pm– 6:00pm (Monday - Friday)

+5 hours of directed online learning / mentoring by appointment p/w

Semester Two: 8:30am– 11:30am (Monday - Friday)

+5 hours of directed online learning / mentoring by appointment p/w

CT 100 (80 Credits)		CT 200 (60 Credits)	
TERM 1	TERM 2	TERM 3	TERM 4
BMD1R6 Interdisciplinary Design Foundation Graphic / Motion & Interactive UX) Level 5 (30 Credits)	BMD2R2 Professional & Academic Practice Level 6 (15 Credits)	BMD3R4 Special Topic Level 7 (20 Credits)	Capstone Project: Motion / Graphic or Interactive UX Design BMD3MD2 / BMD3GD2 / BMD3ID2. Level 7 (60 Credits)
	BMD2R1 Creative Media Strategies Level 6 (15 Credits)		
Semester One		Semester Two	

GDCT July (CT100) Semester One Overview

BMD1R6 Interdisciplinary Design Foundation: 30 Credits - Level 5

This component is primarily practice-driven, focusing on the application of UX methodologies to enhance the understanding and improvement of user experiences across products, services, processes, and systems. Students develop design deliverables spanning the three key areas of major study - Interactive / UX Design, Motion Design, and Graphic Design - while receiving formal technical training and contextual theory to prepare them for creating well-rounded design solutions. Through technical lab demonstrations, guided class exercises, and mentored, project-based learning, students will engage in a multi-disciplinary project that integrates practices from each design discipline, ensuring they are equipped with the necessary skills to execute and deliver untactful, user-centred design outcomes.



GDCT | Kaya Mo Yan! by Andrea Carreon (Silver at the 2024 Best Awards for Moving Image)

BMD2R1 Creative Media Strategies: 15 Credits - Level 6

This component explores various aspects of marketing and communications, with a particular emphasis on creative advertising. Students are introduced to a range of ideation techniques and creative problem-solving strategies, including methods for generating and assessing impactful visual, written, and interactive advertising content. Using these strategies, students will create designed outcomes for advertising campaigns, grounded in key creative insights. Students focus on utilising innovative and engaging approaches to convey messages, enhance brand awareness, and drive consumer engagement.

BMD2R2 Professional and Academic Practice: 15 Credits - Level 6

The Professional and Academic Practice component introduces students to the subjects of project management, interpersonal communication and scholarly investigation. The importance of key soft skills; design management, workflow, time management and presentation of concepts are included. Students engage in project collaboration and pitching techniques to improve student performance and professional practice. Through this component, students develop and present project management plans to support the effective design management.



GDCT | Puma by Mario Golfari (Gold at the 2024 Best Awards for Moving Image)

World Brand Design Society Best Design Education Rankings 2026

Media Design School at Strayer (MDS) has been ranked #4 in the world in the World Brand Design Society Best Design Education Rankings 2025-26. A major global recognition of the creative talent coming out of New Zealand. The World Brand Design Society Awards celebrate excellence in branding and design on a global stage. From Auckland to the world, our students are competing, and winning, on an international platform.

World Brand Design Society Best Design Education Ranking 2025-26

RANK	ORGANISATION	POINTS	AWARDS	LOCATION
1	San Diego City College	107	53	United States
2	HSE Art and Design School	39	14	Russia
3	British Higher School of Art & Design	15	4	Russia
4	Media Design School at Strayer	15	5	New Zealand
5	RMIT University Vietnam	13	6	Vietnam
6	Universidad Iberoamericana	10	5	Mexico
7	Northern Arizona University	10	6	United States
8	ArtCenter Extension (ACX)	9	4	United States
9	Foreign Trade University	9	4	Vietnam
10	Hanoi National University of Education	9	4	Vietnam

GDCT July (CT200) Semester Two Overview

BMD3R4 Special Topic: 20 Credits, Level 7

This component is project-based with students opting to initiate either a self-directed Specialist Investigation for those wishing to deepen understanding in an area of special interest to them, or an Interdisciplinary Project for those wishing to broaden their knowledge of media design as a discipline. Students are required to develop a project proposal based on an independent investigation to explore, develop and realise in a studio environment.

BMD3GD2/BMD3ID2/BMD3MD2 Capstone Project: 60 Credits, Level 7

Students use the knowledge and technical proficiency obtained from semester one study to propose and implement a final major capstone project. This final body of work will represent the students' perspective as emerging professional designer. Students use investigative skills and methods to source information, theory and knowledge required to successfully complete the inquiry. Students are required to visualise and explain their development processes, personal design approaches and ongoing implementation plan via work via progress meetings. Industry representatives may also be invited to the students final capstone presentation and end of year exhibition.



GDCT | Chromaesthesia Design System by Mila van der Plas

2026-2027 Calendar

JULY - BCT BIT BSE GDCT

	Term	Week	MON	TUES	WED	THURS	FRI	SAT	SUN		
2026 - Semester 1	Term 1	1	20 Jul	20 COURSE STARTS	21	22	23	24	25	26	
		2	27 Jul	27	28	29	30	31	1	2	
		3	3 Aug	3	4	5	6	7	8	9	
		4	10 Aug	10	11	12	13	14	15	16	
		5	17 Aug	17	18	19	20	21	22	23	
		6	24 Aug	24	25	26	27	28	29	30	
		7	31 Aug	31	1	2	3	4	5	6	
		8	7 Sep	7	8	9	10	11	12	13	
	Term Break	14 Sep	14	15	16	17	18	19	20		
		21 Sep	21	22	23	24	25	26	27		
	Term 2	1	28 Sep	28	29	30	1	2	3	4	
		2	5 Oct	5	6	7	8	9	10	11	
		3	12 Oct	12	13	14	15	16	17	18	
		4	19 Oct	19	20	21	22	23	24	25	
		5	26 Oct	26 LABOUR DAY	27	28	29	30	31	1	
		6	2 Nov	2	3	4	5	6	7	8	
7		9 Nov	9	10	11	12	13	14	15		
8		16 Nov	16	17	18	19	20	21	22		
Semester Break	23 Nov	23	24	25	26	27	28	29			
	30 Nov	30	1	2	3	4	5	6			
	7 Dec	7	8	9	10	11	12	13			
	14 Dec	14	15	16	17	18	19	20			
	21 Dec	21	22	23	24	25 XMAS DAY	26	27			
	28 Dec	28	29	30	31	1 NEW YEAR'S DAY	2 DAY AFTER NEW YEAR'S DAY	3			
	4 Jan	4 DAY AFTER NEW YEAR'S DAY HOLIDAY	5	6	7	8	9	10			
	11 Jan	11	12	13	14	15	16	17			
	18 Jan	18	19	20	21	22	23	24			
	25 Jan	25	26	27	28	29	30	31			
	1 Feb	1 AUCKLAND ANNIVERSARY	2	3	4	5	6 WAITANGI DAY	7			
	8 Feb	8 WAITANGI DAY HOLIDAY	9	10	11	12	13	14			
	15 Feb	15	16	17	18	19	20	21			
	2027 - Semester 2	Term 3	1	22 Feb	22	23	24	25	26	27	28
			2	1 Mar	1	2	3	4	5	6	7
3			8 Mar	8	9	10	11	12	13	14	
4			15 Mar	15	16	17	18	19	20	21	
5			22 Mar	22	23	24	25	26 GOOD FRIDAY	27	28	
6			29 Mar	29 EASTER MONDAY	30	31	1	2	3	4	
7			5 Apr	5	6	7	8	9	10	11	
8			12 Apr	12	13	14	15	16	17	18	
Term Break		19 Apr	19	20	21	22	23	24	25 ANZAC DAY		
		26 Apr	26 ANZAC DAY HOLIDAY	27	28	29	30	1	2		
Term 4		1	3 May	3	4	5	6	7	8	9	
		2	10 May	10	11	12	13	14	15	16	
		3	17 May	17	18	19	20	21	22	23	
		4	24 May	24	25	26	27	28	29	30	
		5	31 May	31	1	2	3	4	5	6	
		6	7 Jun	7 KING'S BIRTHDAY	8	9	10	11	12	13	
	7	14 Jun	14	15	16	17	18	19	20		
	8	21 Jun	21	22	23	24 COURSE ENDS	25 (MATARIKI)	26	27		

Faculty



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The Student Hub

The Student Hub provides useful information and links to support your time in study with us. There's information relating to Course Material / Academic Calendars/ Wellbeing / Transport / IT Support / Access to LMS (learning management system) and Student Email / Policies and Procedures and more. There's even a Q&A link to have your frequently asked questions answered.

MDS Student Handbook

The Student Handbook is a guide that you can refer to during your study with Media Design School at Strayer. The handbook contains key information on a range of areas including: Attendance expectations, Notification of Absence / Assessment & Moderation / Extension to an Assessment Deadline / Academic Integrity / Library Services / School Hours / Campus Access / Student Guidance and Support / Health and Safety / Student Conduct / Withdrawal & Refunds / Fees and a range of useful information for domestic and International Students. Its important to familiarise yourself with the contents and seek clarification if you need to (See Links on the next page to download a copy).

Student Counselling / Accessible Learning / Success Coach

Media Design School's Counsellors, Disability Advisors and Success Coach are available online and on campus to help.

School Counsellors: counselling@mediadesignschool.com

Success Coach: successcoach@mediadesignschool.com

Accessible Learning: disability@mediadesignschool.com

Student Services: studentservices@mediadesignschool.com

IT Support & LMS Support:

Please use the help desk email below to ask for IT assistance.

helpdesk@mediadesignschool.com

Learning Management System Support: Available after you log into the LMS Mylearn (Canvas) or via the email above if you can't log in.

Useful Links

Student Information Hub	Student Handbook	Library
Course Material Lists	Policies & Procedures	Our Campus



Assessment

Assessment is an integral part of the learning and teaching system and an essential aspect of maintaining academic standards. Key points from Media Design School at Strayer's [Assessment Policy](#) and [Assessment Procedure](#) are summarised here, for ease of reference:

- **Feedback to students** will be provided in a timely manner, usually within two weeks of assignment submission, as outlined in section seven of the Assessment Policy.
- **Overdue assessments** incur a 10% penalty per calendar day past the due date, for a maximum of five days, as outlined in section eight of the Assessment Policy.
- **Special consideration** (e.g., extensions, re-assessment, adjustment to results, etc) may be requested where circumstances beyond a student's control impact their assessment(s), as outlined in section nine of the Assessment Policy and Assessment Procedure.
- **Resubmission** may be requested where a student submits an assessment on time but does not achieve a passing grade, unless the assessment's nature makes this impractical, as outlined in section ten of the Assessment Policy and Assessment Procedure.
- **Supplementary assessment** may be requested where an assessment is graded between 45 – 49%, or if a student has been granted special consideration, as outlined in section 11 of the Assessment Policy and Assessment Procedure.
- **Requesting a re-mark** may be initiated by a student who believes an assessment has been unfairly or inappropriately marked by emailing the Programme Coordinator within five working days, as outlined in section 12 of the Assessment Policy and Assessment Procedure.
- **Requesting a review of the final grade** may be initiated by a student who believes their final component grade is inappropriate or unfair by submitting a formal complaint within ten working days of the result's release, as outlined in section 14 of the Assessment Policy, section 13 of the Assessment Procedure.

In all cases, students should in the first instance contact their Learning Facilitator, Programme Coordinator or Programme Director, with assessment-related requests.

Attendance

Attendance for all scheduled classes (labs, tutorials, presentations, site visits and other classes) is mandatory. You must also be on time. Media Design School at Strayer mimics the realities of the workplace, and you are expected to treat your study as if you were in the workplace. **International students:** 100% attendance is a condition of your study visa. Notification of Absence: If you are absent or running late, you must email away@mediadesignschool.com and include your lecturer, Programme Coordinator and/or Programme Director. Notifications of absence must be made prior to commencement of scheduled class(es). If you are absent for any reason, you will be responsible for catching up on any missed work or collecting any information provided by your lecturer(s) (e.g., handouts, formative assessments, summative assessments). See [MDS Student handbook](#) for details.





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