



# Bachelor of Creativity

## Digital Media



## Kia ora, Welcome!

Gain a foundation of various design skills such as graphic design, illustration, motion graphics, animation, and web design with the Bachelor of Creativity. Create an original body of work for your industry-ready portfolio. Our graduates work in design studios, agencies, and digital design companies.

This Digital Media [Creative Technologies stream] major of the Bachelor of Creativity combines core courses with specialist Digital Media courses. Digital Media specialisations cover the following topics:

- Applied Media which includes 2D and 3D making and modelling
- Digital Media which includes web design
- Design and Creative Studios which includes graphic design, illustration and motion graphics
- Image-making studios which includes photographic and reproductive technologies

The degree is delivered in the Te Auaha hub, which involves creative companies and organisations in the use of the building, brings the public into performances and exhibitions, and develops partnerships that enhance the learning experiences of degree students.

## GET IN TOUCH



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### EDUCATION PATHWAY

Graduates may progress to:

- Graduate diploma study in design and creative disciplines
- Postgraduate degree studies in design and creative disciplines
- Teacher training programmes

### EMPLOYMENT PATHWAYS

- Art director – branding / marketing communication industries
- Animator – film and motion industries
- Concept Artist – illustration, film and digital industries
- Digital 3D Modeller – film and digital industries
- Freelancer – direct to client or for design agencies / studios
- Graphic / visual communication designer
- Illustrator – traditional publication or digital industries
- Mobile App Developer
- Video Game Designer
- Web Designer

### ENTRY CRITERIA

University entry requirements or equivalent study/ work experience, and evidence of suitability based on portfolio.

Students who don't meet the UE Entry, but gained NCEA (Level 3) including credits from at least one of the following subjects: Art History, Practical Art (including design, painting, photography, printmaking, sculpture) or Design and Visual Communication; or New Zealand Certificate in Creativity (Level 4), could be admitted to New Zealand Diploma in Creativity Level 5 which will progress them into Bachelor of Creativity upon successful completion of the diploma studies.

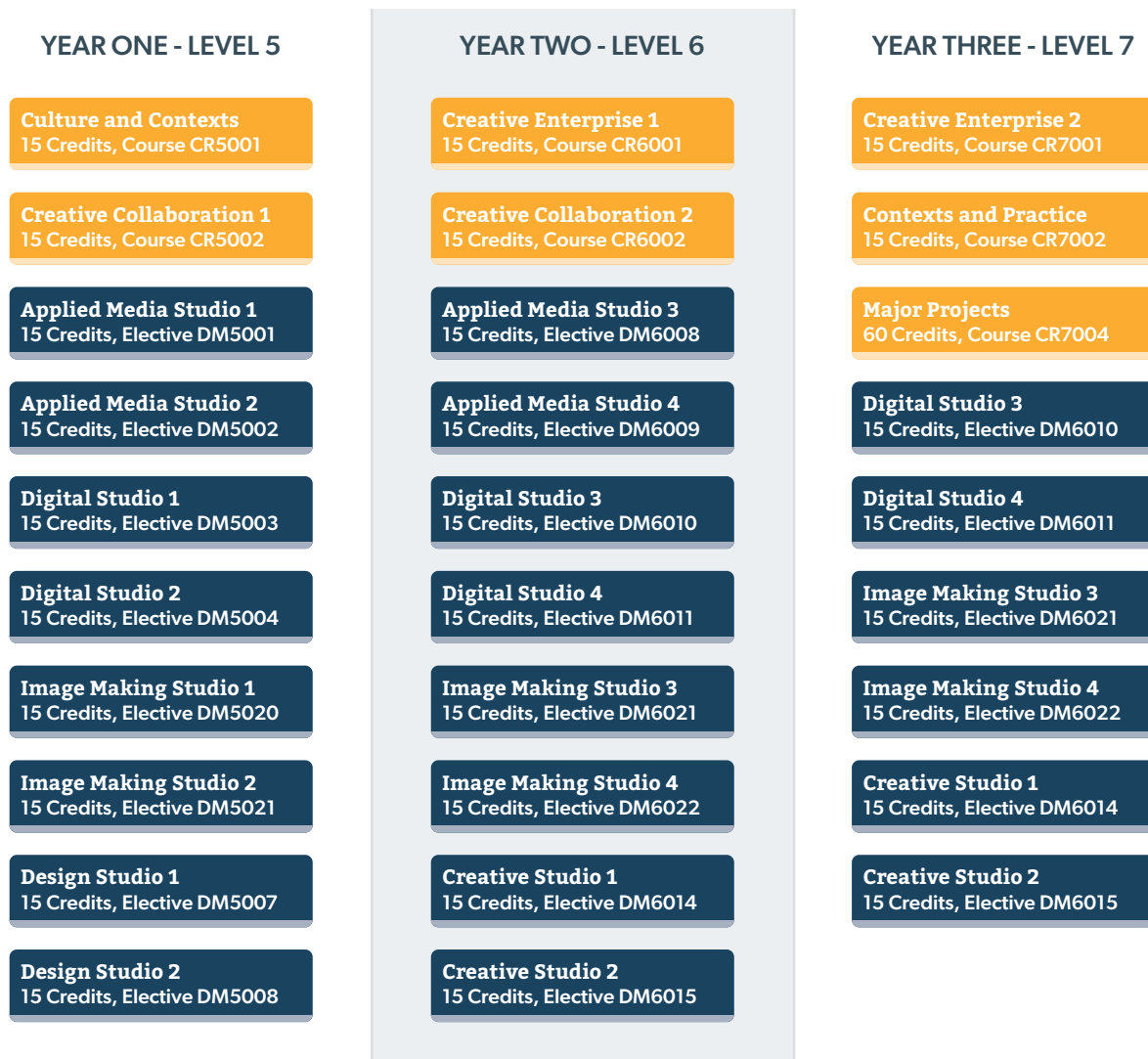
### ENGLISH LANGUAGE REQUIREMENTS

IELTS 6.0 Academic (with no band score lower than 5.5) or equivalent.

## COURSE STRUCTURE

In order to be awarded the Bachelor of Creativity, a student must successfully pass courses worth 360 credits, with a minimum of 90 credits at Level 7 and a maximum of 135 credits at Level 5. At least 60 credits per year in the major are required; in year three these are gained through the Major Projects course. The remaining credits come from further courses in the major, or degree-wide electives, or electives from other majors. All majors offer courses that may be studied as electives by students from other majors.

This makes a total of 270 Credits. Students may make up the remaining 90 credits from electives within the major; from approved courses in another major or from an elective such as Special Topic. Entry to courses from another major may be subject to class sizes and entry requirements such as a pre-requisite.



## KEY INFORMATION



### Qualification

Bachelor of Creativity (Digital Media) [Creative Technologies]



### 2021 Start Dates

1 March, 12 July



### Campus

Te Auaha (Wellington City Centre)



### Duration

Three years



### NZQA Level

Level 7



### Credits

360 Credits



### Fees

NZD 19,950 (excludes an additional annual fee of \$220 for administration and \$560 coverage under WelTec's default medical and travel insurance, provided by Uni-Care International)

## CONTACT US



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