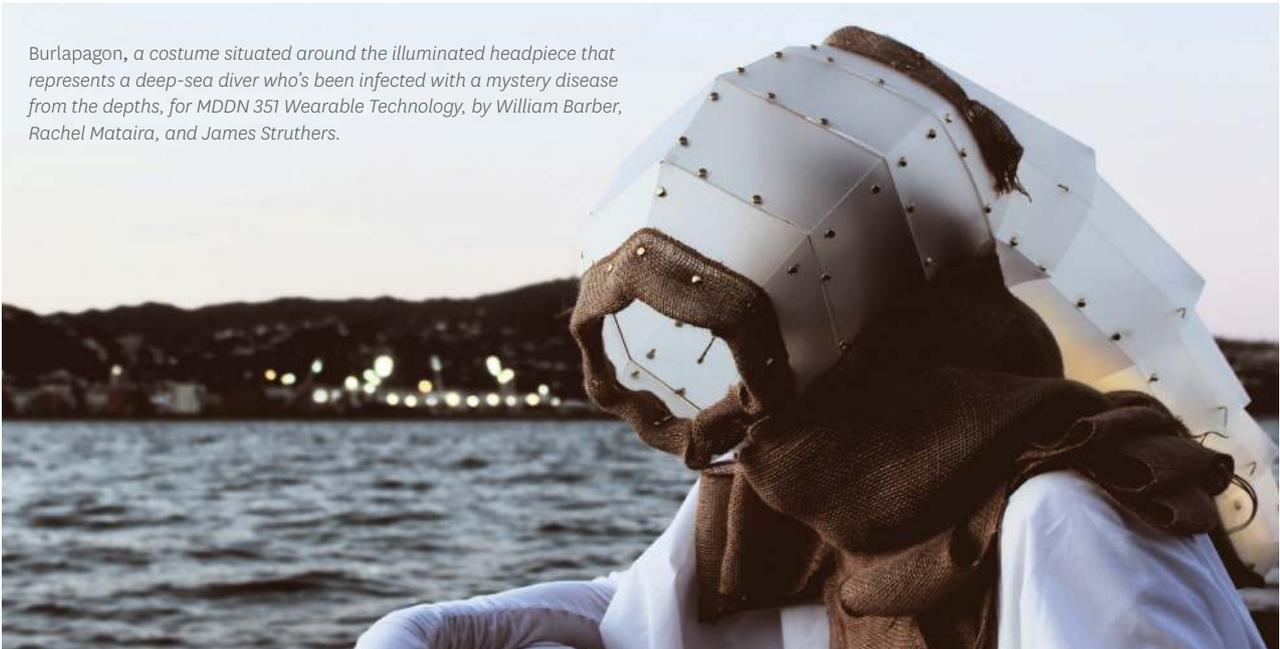


BACHELOR OF DESIGN INNOVATION

Burlapagon, a costume situated around the illuminated headpiece that represents a deep-sea diver who's been infected with a mystery disease from the depths, for MDDN 351 Wearable Technology, by William Barber, Rachel Mataira, and James Struthers.



At Victoria University of Wellington, Design is about innovation. Think of a surfboard, an art exhibition, an avatar, or a prosthetic leg—all were imagined by designers who took their creativity and gave it a purpose.

The Bachelor of Design Innovation (BDI) will push you to forge a future in the many expanding design-related industries by learning how to use technology to encourage creative and thoughtful design solutions that will challenge the way the world works.

Design innovation is vital to the design process and has the potential to enhance both cultural and economic wellbeing. Bringing together behavioural, cultural, and social insights with technology creates an environment where truly innovative, unexpected, and meaningful designs emerge.

The University's three-year BDI allows you to configure your course of study to suit your individual interests and prepare you for your desired career.

You can major in one of seven areas—Animation and Visual Effects, Communication Design, Design for Social Innovation, Fashion Design Technology, Industrial Design, Interaction Design, or Media Design—or combine your studies in Design with a minor in a complementary discipline such as

Computer Science, Cultural Anthropology, Film, Marketing, Māori Studies, Media Studies, Pacific Studies, or Psychology.

The first year of the BDI introduces you to the breadth of design tools and technologies and develops the discipline necessary for working in a creative practice. By employing 'designing through making' learning processes, you will develop design confidence through a series of experimental challenges in your first year.

A distinguishing feature of the School of Design is its cross-disciplinary programme that allows strong relationships to develop across the majors. It is an integrated programme of study that challenges traditional definitions of design through the creative investigation of the skills and principles of design.

You are encouraged to develop a strong, individual approach to design while identifying a commitment to a particular design discipline.

A portfolio is not required to get into the first-year programme, but selection into second-year disciplines is based on academic performance in the first year.

FIND OUT MORE ABOUT THIS DEGREE

 www.victoria.ac.nz/bdi

FACULTY OF ARCHITECTURE AND DESIGN

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 www.victoria.ac.nz/design

CAREER OPPORTUNITIES

Animation and Visual Effects focuses on visual effects for film, but the skills graduates gain will also see them well placed to take up careers in newly emerging fields of virtual and augmented reality, game design, and web broadcasting.

Communication Design graduates will be fittingly prepared to start their career in a range of design fields, including art direction, communication design, digital branding, graphic design, illustration, layout design, photography, and publishing.

Design for Social Innovation offers a variety of career opportunities in the rapidly expanding field of the creative industries. Future careers include design advocates, design and material culture advisers, consultants, critics, curators, facilitators, managers, researchers, strategists, teachers, and writers.

Fashion Design Technology provides a strong base for any career in fashion, including generative textiles, interaction design for healthcare, and wearable technology. Graduates will be prepared for roles such as concept artist, costume designer, creative director-fashion, fashion designer, fashion editor, retail merchandiser, textile designer, wardrobe stylist, and wearable technology expert.

Industrial Design has an established range of career opportunities. The programme encourages a global perspective and provides an internationally competitive qualification. Whether operating in New Zealand or practising internationally, Industrial Design students can look forward to such positions as 3D digital designers, design consultants, exhibition designers, furniture designers, in-house industrial designers, physical interaction designers, product interface designers, product usability designers, and design and technology teachers.

Interaction Design graduates will be suitably placed to start their career in the fast-growing design industry as a game designer, interaction designer, interface designer, service designer, user-experience designer, or web designer.

Media Design prepares graduates for roles in interactive media, one of the fastest growing sectors of the new mobile world economy. Graduates can look forward to careers in 3D animation, entertainment and interactive TV, film and visual effects, game development and design, motion graphics, performance arts and exhibition design, and web design.

www.victoria.ac.nz/careers

POSTGRADUATE OPPORTUNITIES

The BDI leads to the 13–18-month Master of Design Innovation (MDI) for students who wish to train as professional designers. While the BDI will inspire and open your mind to an exciting new world of career possibilities in design, the MDI offers you the opportunity to focus your studies and develop your skills to internationally competitive levels of professional practice.

www.victoria.ac.nz/design/postgraduate

RECOMMENDED SCHOOL SUBJECTS

Recommended school subjects include Art, Design, Digital Media, English, Graphics, Media Studies, and Technology. If you have not achieved 14 credits in an English-rich subject at NCEA Level 3 (for example, Art History, Classics, Economics, English, Geography, History, or Media Studies), you must complete a writing-skills course (WRIT 101 or WRIT 151) in your first year of the BDI.

MAJORS

Animation and Visual Effects: Blend your creativity with emerging technologies and learn how to bring stories to life through animation and visual effects. Gain skills in cutting-edge technology and conceptual development while using problem-based learning, case-study analysis, and doing project work. New Zealand's award-winning film and visual effects industry is centred here in Wellington, and with our strong links to the industry, you'll have the opportunity to study with experts.

Communication Design: Actively shape and inform the future evolution of the design industry in New Zealand and learn how to respond and contribute to a global society that is creative, ethical, sustainable, experimental, and reflective of different cultures. Unlike other communication design programmes in New Zealand, this one will explore innovative concepts such as generative design, digital painting, and visual narratives, while considering Māori knowledge and culture.

Design for Social Innovation: This major will give you a good understanding of the relationship between design and culture, society, technology, and the environment. Explore their impact on each other and delve into the theoretical and practical connections between them. You'll look at how design is applied across a variety of industries and how it relates to other areas of study.

Fashion Design Technology: Learn to design and create clothing and accessories while exploring rich cultures and histories. Discover how fashion is used to tell stories and how garments are being constructed for the needs of the twenty-first century. You'll study the human body, pattern making, and the design and construction of garments, while exploring the history of fashion, ethical production practices, and sustainability alongside cutting-edge applications in fashion design.

Industrial Design: Learn how to develop original, useful, and meaningful products that enrich our daily lives. You'll explore the complex social and cultural considerations that go into creating good design. Study human experience, behaviour, needs, and desires so that you can design products that respond to them.

Interaction Design: Be part of one of the most important emerging fields within the design discipline. From mobile computing to gaming and the emerging virtual reality sector, Interaction Design is a highly interdisciplinary field. You'll be introduced to a range of design disciplines and have the opportunity to combine your knowledge with courses from other schools and faculties at the University.

Media Design: Explore the diverse ways people interact with digital technology, which includes augmented and virtual reality, gaming and mobile media, visual and audio communication, and web experiences. You'll spend most of your class time in studios working on design solutions to real-world problems. You'll brainstorm, build concepts, and craft projects while developing new software skills.

DEGREE REQUIREMENTS

Three years of full-time study.

A total of 360 points is required:

- at least 240 points must be from courses listed for the BDI
- at least 200 points must be at 200 and 300 level
- of the 200 points, at least 120 points must be from courses listed for the BDI and at least 80 points must be at 300 level
- of the 80 points, at least 60 points must be from courses listed for the BDI.

The requirements for one major must be satisfied. Courses at 300 level may be counted only towards one major.

MAJORS

Major	Code
Animation and Visual Effects	ANFX
Communication Design	COMD
Design for Social Innovation	CCDN
Fashion Design Technology	FADN
Industrial Design	INDN
Interaction Design	IXXN
Media Design	MDDN

First-year core courses

All BDI students must complete four core courses at 100 level.

Course code	Course title
DSDN 101	Design Visualisation
DSDN 111	Ideas and Principles of Design
DSDN 171	Design in Context
WRIT 101 or WRIT 151	Writing at University or Writing in English as a Second Language

If you have 14 NCEA Level 3 credits in Art History, Classics, Economics, English, Geography, History, or Media Studies, you may substitute the WRIT course with another 100-level course.

In addition to these core courses, you will take other 100-level courses as required for your major. You can also include a minor within your programme of study. See below for more information.

Specialisations

Within each major, it is possible to include specialisations, as described under each major.

Minors

If you are majoring in Animation and Visual Effects, Communication Design, Industrial Design, Interaction Design, or Media Design, you have the option of including a minor within your programme of study. If you are majoring in Design for Social Innovation, you must include a major or minor in an approved complementary subject from outside the BDI schedule.

Minors require course planning from your first year to ensure prerequisites are met for 200- and 300-level courses. Minors

consist of 60 points from 200–300 level, including at least 15 points at 300 level. For a list of recommended minors, with your required first-year courses, go to www.victoria.ac.nz/bdi

The BDI must include 240 Design points overall, so plan any non-Design electives or minors carefully to meet this requirement.

Animation and Visual Effects

First year

Trimester 1	Trimester 2
DSDN 101	WRIT 101 or WRIT 151*
DSDN 111	DSDN 152
DSDN 171	DSDN 172
ANFX 101	Elective

- In the second year, complete CCDN 271, ANFX 201, ANFX 211, ANFX 271, ANFX 272; and 45 points from elective courses or courses for a minor.
- In the third year, complete ANFX 301, ANFX 311, ANFX 312, COMD 331; and 60 points from elective courses or courses for a minor, including at least 20 points at 300 level.

Communication Design

First year

Trimester 1	Trimester 2
DSDN 101	WRIT 101 or WRIT 151*
DSDN 111	DSDN 152
DSDN 171	DSDN 144 (recommended)
Elective	Elective

- In the second year, complete CCDN 271, COMD 201, COMD 231, COMD 241; and 40 points from elective courses or courses for a minor.
- In the third year, complete COMD 301 and two courses from COMD 321, COMD 331, COMD 342, COMD 351; one further course from the BDI schedule; and 40 points from elective courses or courses for a minor, including at least 20 points at 300 level.

Specialisations

If you are completing a major in Communication Design, you may obtain a specialisation within that major by completing the courses in your chosen specialisation:

Advertising: COMD 321, COMD 351, CCDN 244, and 20 points from MDIA 100–199

Computational Graphic Design: COMD 342, MDDN 242, and 20 further points from MDDN 200–399.

Design for Social Innovation

First year

Trimester 1	Trimester 2
DSDN 101	WRIT 101 or WRIT 151*
DSDN 111	DSDN 144
DSDN 171	Elective
Elective	Elective

- In the second year, complete CCDN 271 and two courses from CCDN 200–270; and 60 points from elective courses or courses for a minor.

- In the third year, complete CCDN 312, CCDN 331, and one course from CCDN 300–399; and 60 points from elective courses or courses for a minor, including at least 20 points at 300 level.

Specialisations

If you are completing a major in Design for Social Innovation, you may obtain a specialisation within that major by completing the courses in your chosen specialisation:

Cultures of Making: CCDN 233, CCDN 244, CCDN 344

Service Design: DSDN 251, CCDN 233, CCDN 312

Speculative Design: CCDN 233, CCDN 242, CCDN 312, CCDN 342.

Minors

If you are majoring in Design for Social Innovation, you must also complete one minor in a complementary subject from outside the BDI subjects. See previous page for more information about minors.

Fashion Design Technology

First year

Trimester 1	Trimester 2
DSDN 101	WRIT 101 or WRIT 151*
DSDN 111	DSDN 142
DSDN 171	FADN 101
DSDN 152	Elective

- In the second year, complete CCDN 271, FADN 201, FADN 242, and two further courses from COMD 211, INDN 241, INDN 252, MDDN 251; 20 points from elective courses.
- In the third year, complete FADN 301, FADN 312, FADN 341, MDDN 351, and one course from INDN 321, INDN 332, IXXN 341; 20 points from elective courses.

Industrial Design

First year

Trimester 1	Trimester 2
DSDN 101	WRIT 101 or WRIT 151*
DSDN 111	DSDN 104
DSDN 171	DSDN 141
Elective	Elective

- In the second year, complete CCDN 271, INDN 211, INDN 212; and 60 points from elective courses or courses for a minor.
- In the third year, complete INDN 311, INDN 312, one of INDN 321, INDN 341, and one of CCDN 331, CCDN 344, INDN 332; and 40 points from elective courses or courses for a minor.

Specialisations

If you are completing a major in Industrial Design, you may obtain a specialisation within that major by completing the three courses in your chosen specialisation:

Design for Digital Making: INDN 252, INDN 341, INDN 342

Design for Future Technologies: INDN 252, INDN 332, CCDN 242 or CCDN 344.

Tangible Interactions Design: DSDN 251, INDN 312, INDN 321.

Interaction Design

First year

Trimester 1	Trimester 2
DSDN 101	WRIT 101 or WRIT 151*
DSDN 111	DSDN 104
DSDN 171	DSDN 112
Elective	DSDN 142

- In the second year, complete CCDN 271, INDN 252, IXXN 201, IXXN 221; two courses from CCDN 233, DSDN 251, MDDN 201, MDDN 243, MDDN 251; and 20 points from elective courses.
- In the third year, complete IXXN 301, IXXN 321; two further courses from INDN 321, IXXN 341, MDDN 343, MDDN 352; and 40 points from elective courses.

Specialisations

If you are completing a major in Interaction Design, you may obtain a specialisation within that major by completing the courses in your chosen specialisation:

Design for Healthcare: INDN 252, IXXN 341, CCDN 233

Web Design: IXXN 221, IXXN 321, MDDN 201.

Media Design

First year

Trimester 1	Trimester 2
DSDN 101	WRIT 101 or WRIT 151*
DSDN 111	DSDN 112
DSDN 171	DSDN 142
Elective	Elective

- In the second year, complete CCDN 271; three courses from MDDN 200–299 (60 points); and 40 points from elective courses or courses for a minor.
- In the third year, complete one course from INDN, DSDN, or CCDN 300–399; three courses from MDDN 300–399 (60 points), and 40 points from elective courses or courses for a minor.

Specialisations

If you are completing a major in Media Design, you may obtain a specialisation within that major by completing the courses in your chosen specialisation:

3D Design and Animation: DSDN 132, MDDN 211, MDDN 241, MDDN 311

Creative Coding: MDDN 242, MDDN 251, MDDN 342, CGRA 151

Game Design: DSDN 132, MDDN 241, MDDN 243, MDDN 343

Interactive Design: MDDN 251, either MDDN 201 or MDDN 242, either MDDN 351 or MDDN 352

Digital Video: DSDN 132, DSDN 144, MDDN 211, MDDN 311, MDDN 314, CCDN 244.

*If you have 14 NCEA Level 3 credits in Art History, Classics, Economics, English, Geography, History, or Media Studies, you may substitute the WRIT course with another 100-level course.

DEGREE EXAMPLES

BDI majoring in Design for Social Innovation

Year 1		Year 2		Year 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 101 15 points	WRIT 101 20 points	CCDN 200 level 20 points	CCDN 271 20 points	CCDN 300 level 20 points	CCDN 331 20 points
DSDN 111 15 points	DSDN 144 15 points	CCDN 200 level 20 points	Elective 20 points	300-level minor 20 points	CCDN 312 20 points
DSDN 171 15 points	100-level minor 20 points	200-level minor 20 points	200-level minor 20 points	Elective 20 points	Elective 20 points
100-level minor 20 points					
65 points	55 points	60 points	60 points	60 points	60 points
120 points		120 points		120 points	

Total points required: 360
Total points completed: 360

BDI majoring in Industrial Design

Year 1		Year 2		Year 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 101 15 points	WRIT 101 20 points	INDN 211 20 points	INDN 212 20 points	INDN 311 20 points	INDN 312 20 points
DSDN 111 15 points	DSDN 104 15 points	Elective 20 points	CCDN 271 20 points	300-level major 20 points	300-level major 20 points
DSDN 171 15 points	DSDN 141 15 points	Elective 20 points	200- or 300-level elective 20 points	200- or 300-level elective 20 points	200- or 300-level elective 20 points
Elective 15 points	Elective 15 points				
60 points	65 points	60 points	60 points	60 points	60 points
125 points		120 points		120 points	

Total points required: 360
Total points completed: 365

BDI majoring in Media Design

Year 1		Year 2		Year 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 101 15 points	WRIT 101 20 points	MDDN 200 level 20 points	CCDN 271 20 points	MMDN 300 level 20 points	MMDN 300 level 20 points
DSDN 111 15 points	DSDN 112 15 points	MMDN 200-level 20 points	MMDN 200 level 20 points	MMDN 300 level 20 points	DSDN, INDN or SIDN 300 level 20 points
DSDN 171 15 points	DSDN 142 15 points	Elective 20 points	Elective 20 points	200- or 300-level elective 20 points	200- or 300-level elective 20 points
Elective 15 points	Elective 15 points				
60 points	65 points	60 points	60 points	60 points	60 points
125 points		120 points		120 points	

Total points required: 360
Total points completed: 365

Key

Core	Major	Minor	Elective
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CAROLINE SANTOS O'CONNELL

Student, Bachelor of Design Innovation in
Design for Social Innovation

“I wanted to study design and marketing at a university that was highly regarded in both fields. Being able to combine Design for Social Innovation with a minor in Marketing allows me to use my skills across both fields and develop them into exciting projects. At the Te Aro campus, I love the open and collaborative environment of the design studios. It’s a great place to engage with other students.”