



Flow pendant that simulates water by Matthew Kerr
for DSDN 104 Object Codes: 3D Printing /
Ngā Waehere ā-Mātāoroko: Tānga Ahu-Toru.

Bachelor of Design Innovation

**"Kia whakatōmuri te haere whakamua—
I walk backwards into the future with my
eyes fixed on my past."**

We use a range of knowledge, cutting-edge technologies, and collaborative approaches to realise a unified vision for design in Aotearoa. Our dedication extends to teaching, learning, and honouring tikanga Māori and mātauranga Māori, fostering students who, as influencers in design, embrace and honour the rich heritage of design innovation in Aotearoa, shaping our present and future identity.

The Tohu Paetahi Hoahoa—Bachelor of Design Innovation (BDI) takes you on a journey to discover your full potential within the exciting and ever-expanding world of design and the industries it is a part of. We harness your creativity and curiosity as you explore innovative technologies and new modes and methods of designing—all in a context of thoughtful design solutions that grow our cultural, social, and environmental awareness and positive impact. We encourage you to challenge the status quo and give you the agency to determine your own pathways into the future.

Designers' roles are vast and various, but at its heart, design aims to make our lives better—better for humans and non-humans, and better for the planet. Good design needs to be accessible, equitable, and inclusive. Combining behavioural, cultural, and social insights with technology and creativity creates an environment where truly innovative, unexpected, and meaningful designs emerge for the benefit of everyone.

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 eight areas:

- ▶ Animation and Visual Effects / Pakiwaituhi me ngā Mariko Ataata
- ▶ Communication Design / Hoahoa ā-Whakakōrero
- ▶ Design for Social Innovation / Hoahoa mō te Auahatanga ā-Papori
- ▶ Fashion Design Technology / Hangarau Hoahoa ā-Kākahu
- ▶ Game Design / Hoahoa ā-Kemu
- ▶ Industrial Design / Hoahoa ā-Ahumahi
- ▶ Interaction Design / Hoahoa ā-Pāhekoheko
- ▶ Media Design / Hoahoa ā-Arapāho.

You can also enrich your studies in Design Innovation with a minor from within Te Kura Hoahoa—School of Design Innovation; for example, Communication Design with a minor in Design for Social Innovation (or the other way around). You can also do a minor in a complementary discipline such as Computer Science, Cultural Anthropology, Film, Māori Studies, Marketing, Media Studies, Pacific Studies, or Psychological Science.

The first year of the BDI introduces you to the breadth of design through exploring its tools, skills, knowledge, and technologies, and develops your appreciation for the vast array of opportunities there are to use your creative talents.

A distinguishing feature of the School 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. You are encouraged to develop an approach to design that empowers you to identify your skills, increase your knowledge, challenge your thinking, and widen your horizons.

A portfolio is not required to get into the first-year programme.

POSTGRADUATE STUDY

The BDI leads to the 18-month Master of Design Innovation (MDI) for students who wish to expand and personalise their skill sets as 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. The Master of Design Innovation, the Master of Design Technology, the Master of Fine Arts (Creative Practice), and the Master of User Experience Design are also available to BDI students.

 wgtn.ac.nz/design/postgraduate

SCHOOL SUBJECTS

Recommended school subjects include Art, Design, Digital Media, English, Graphics, Media Studies, and Technology, but we welcome all knowledge and curiosity.

MAJORS AND CAREER OPPORTUNITIES

Animation and Visual Effects / Pakiwaituhi me ngā Mariko

Ataata: Extend your creativity, create worlds, and bring stories to life through animation and visual effects. Develop skills and proficiency with cutting-edge technology and industry-standard software and tools. Refine your vision and learn to collaborate and specialise through ongoing individual and team projects. New Zealand's award-winning film and visual effects scene is centred here in Wellington and with our strong links to the industry, you'll have the opportunity to study with experts and be part of this dynamic community.

Careers: Animation and Visual Effects focuses on animation and visual effects for film, and the skills graduates gain will also see them well placed to take up careers in media and communication studios, as well as within the growing and emerging fields of game design and virtual and augmented reality.

Communication Design / Hoahoa ā-Whakakōrero: Learn to speak the language of culture: dynamic, current, and visual. As a student in Communication Design, you'll gain skills in a range of visual media, bringing a fresh design perspective to surfaces, screens, and spaces. Work closely with industry award-winning teachers in courses on comics, concept art, graphic design, illustration, motion design, storytelling, and typography. Emerge from the programme with a range of visual communication tools and a unique body of work, ready to make the visual culture of tomorrow.

Careers: There is a wide variety of careers for the in-demand skill sets of communication design. Some possible jobs include art director, concept artist, graphic designer, graphic novelist, illustrator, and motion designer.

Design for Social Innovation / Hoahoa mō te Auahatanga

ā-Papori: Become an agent of change—join the forefront of design evolution as a part of an expanding discipline that is reshaping Aotearoa New Zealand and the global design landscape. In Design for Social Innovation, you'll explore pressing global and local issues such as cultural diversity, disability rights, equity, ethics, social justice, sustainability, and localised learning and craft solutions that span industrial and digital products, brand strategies, games, videos, visual campaigns, systems, and services. By aligning a complementary minor to your design studies, you'll gain a comprehensive, collaborative, and empathetic approach to designing.

Careers: Design for Social Innovation offers a variety of career opportunities in the rapidly expanding field of the creative industries. Future careers include co-designer, communication designer, design educator, human-centred designer, innovation strategist, learning designer, museum curator, policy designer, service designer, social designer, strategic designer, sustainability design strategist, sustainability designer, and user-experience designer.

Fashion Design Technology / Hangarau Hoahoa ā-Kākahu:

Fashion Design Technology explores the practices, skills, and materials associated with clothing the body, including pattern making and construction of garments, computational approaches to textile design, and design for animated performance, all through consideration for ethical, sustainable, and culturally diverse practices. Responding to the increasing need of clothing professionals in digital industries, our courses provide knowledge and access to the cutting-edge digital tools and workflows that enable work in international digital workspaces in collaboration with interdisciplinary technical and creative teams. Fashion students can tailor their particular area of interest in fashion design, from narrative, social innovation, sustainability, and technology through to commerce, environmental science, film, and theatre.

Careers: Fashion Design Technology provides a strong base for any body-centric design career, including content and fashion asset creation in the digital realm; fashion design; fashion illustration, writing, and editing; generative textiles; styling; wearable technology for design in interaction, healthcare, and wellbeing; and character and costume design on film, stage, or television, or digital media such as animation, video games, and virtual and extended realities. Graduates will be prepared for roles such as character concept artist, costume designer, creative director—fashion, fashion designer, fashion editor, textile designer, and wardrobe stylist.

FIND OUT MORE

 info@vuw.ac.nz

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 wgtn.ac.nz/bdi

 wgtn.ac.nz/wfadi

Game Design / Hoahoa ā-Kemu: This major introduces students to the key concepts of game design and explores the varied skills of game development. You will learn to design video games with a multidisciplinary approach and gain knowledge in art and animation, coding, gaming fundamentals, game history, interaction design, new technologies, place-based storytelling, and software.

Careers: Game Design will prepare you for a career in the game development industry in areas such as asset production, game design, game programming, game testing, and related creative industries while also providing a pathway into the Master of Design Technology or other postgraduate study.

Industrial Design / Hoahoa ā-Ahumahi: Industrial Design, also called product design, is all about creating innovative physical objects and manufactured products. It's about shaping how a product looks, feels, and works through sketching, modelling, prototyping, and testing your ideas. By studying Industrial Design, you'll learn about cutting-edge digital manufacturing technologies such as 3D printing, artificial intelligence (AI), and robotics. You'll also have access to some of the most advanced design and prototyping facilities in Aotearoa New Zealand. As well, you'll learn about sustainable design, working with eco-friendly materials and even transforming plastic waste into new, exciting products. A BDI in Industrial Design will open doors to fast-growing areas such as the automotive and film industries, furniture, homeware, medical devices, and sports.

Careers: Industrial Design has an established range of career opportunities in sectors such as capital goods, consumer electronics, exhibitions and installations, furniture and homeware, or medical and assistive devices. However, the Industrial Design major equips graduates to bring their own fresh perspectives to these career opportunities, or to forge new careers in emerging fields such as animatronics for medical and film applications, biotechnology, computational and data-driven design processes, or sustainable materials for manufacturing.

Interaction Design / Hoahoa ā-Pāhekoheko: This major is about the process of creating experiences, digital and hybrid, that facilitate meaningful interactions between users and products or services. It is a playground for creativity and problem-solving, as it involves designing interfaces (from mobile apps or websites to immersive virtual reality environments) and interactions that are intuitive, useful, and enjoyable, with a focus on user needs, behaviours, and values. Interaction Design draws insights from fields such as anthropology, computer science, graphic design, and psychology. As a result, interaction designers often collaborate with end users and professionals from various backgrounds to bring projects to life. You'll learn diverse design skills and strategies and how to use them to create user experiences that improve people's everyday lives and create meaningful connections to the world we live in.

Careers: Interaction Design graduates will be suitably placed to start their careers in the fast-growing design industry as app designers, digital product designers, health designers, interaction designers, interface designers, service designers, user-experience designers, or web designers.

Media Design / Hoahoa ā-Arapāho: Explore the diverse ways people interact with digital technology, through the exciting realms of artificial intelligence, audiovisual communication, creative coding, social networks, and virtual/augmented reality. 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 digital skills.

Careers: Media Design prepares graduates for roles in a variety of digital media industries. Graduates can look forward to careers as AI content creators, augmented-reality designers, content marketing specialists, creative coders, interactive exhibit designers, sound designers, and video specialists.

 wgtn.ac.nz/careers

DEGREE REQUIREMENTS

Three years of full-time study.

A total of 360 points is required:

- ▶ at least 240 points must be from the BDI schedule
- ▶ at least 195 points must be at 200 and 300 level, including at least 120 points from the BDI schedule
- ▶ at least 75 points must be at 300 level, including at least 60 points from the BDI schedule.

The requirements for one major must be satisfied. Courses at 300 level may be counted only towards one major, with the exception of DSDN 321, DSDN 331, and DSDN 351, which may be counted towards two of the BDI majors.

MINORS

As a BDI student, you can include up to two minors within your programme of study. You can minor in any of the listed BDI majors. For more information about how minors work, see page 51.

The following minors must include 60 points from the corresponding major, including the courses listed:

- ▶ Animation and Visual Effects (ANFX): 15 points from ANFX 300–399
- ▶ Communication Design (COMD): 15 points from COMD 300–399
- ▶ Design for Social Innovation (SIDN): 15 points from SIDN 300–399
- ▶ Fashion Design Technology (FADN): 15 points from FADN 300–399
- ▶ Game Design (GMDN): GAME 201, 30 further points from GAME 201–299, 15 points from GAME 301–399
- ▶ Industrial Design (INDN): 15 points from INDN 300–399
- ▶ Interaction Design (IXXN): 15 points from IXXN 300–399
- ▶ Media Design (MDDN): 15 points from MDDN 300–399.

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

FIRST YEAR

In the first year, BDI students must include the following courses:

- ▶ DSDN 101 Design Visualisation
- ▶ DSDN 103 Critical Approaches to Design Communication (can be substituted for WRIT 101 Writing at University, or WRIT 151 Writing in English as a Second Language*) or DSDN 142 Creative Coding and AI
- ▶ DSDN 111 Design Composition
- ▶ DSDN 171 Design in a Global Context
- ▶ DSDN 172 Whakapapa Design I
- ▶ three further 100-level courses from the BDI or electives required for a minor.

*If you have 14 NCEA Level 3 credits in Art History, Classics, Economics, English, Geography, History, or other literacy-related subjects, you may substitute DSDN 103 or WRIT 101 with another 100-level course.

You can also include a minor within your programme of study. See opposite for more information.

Electives

Elective courses may be chosen from the BDI schedule of first-year courses below, or from subjects outside Design. See from page 167 for more information about courses.

First-year BDI courses

DSDN 101 Design Visualisation / Pohewatanga ā-Hoahoa

DSDN 102 Game, Animation and Motion Design / Hoahoa ā-Kēmu, ā-Pakiwaituhi, ā-Ranga

DSDN 103 Critical Approaches to Design Communication / Tukanga Arohaehae Korero a-Hoahoa

DSDN 104 Digital Fabrication / Waihanga Matihiko

DSDN 111 Design Composition / Hanganga ā-Hoahoa

DSDN 132 Design Narratives and Visual Storytelling / Paki ā-Hoahoa me te Pakiwaitara ā-Ataata

DSDN 141 Design Mediums and Processes / Ngā Huarahi me Ngā Tukanga ā-Hoahoa

DSDN 142 Creative Coding and AI I / Waehera ā-Auaha me te Atamai Hangahanga I

DSDN 151 Graphic Design and Photography / Hoahoa Whakanikoniko me te Whakaahuatanga

DSDN 153 Wearable Design / Hoahoa Kākahu

DSDN 171 Design in a Global Context / Hoahoa i te Horopaki o te Ao Whānui

DSDN 172 Whakapapa Design I / Kōrero Ahurea: Pakiwaitara Hei Hoahoa I



Hindsight by Ryan Paul Droutman, Jamie Bucknor, and Corban Buxton.

MAJOR REQUIREMENTS

It is recommended that you apply for admission as soon as possible (see page 28 for details).

The requirements listed below are the requirements to complete a major; degree regulations are listed in the University's *Calendar*.

Animation and Visual Effects (ANFX)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151) (required)
DSDN 171 (required)	DSDN 102 (required)
DSDN 151 (recommended) or elective	DSDN 142 (recommended) or elective

Second year: DSDN 221, ANFX 201; one of (DSDN 211, DSDN 242, DSDN 244); 15 further points from ANFX 200–299, COMD 241, COMD 261, GAME 202, INDN 204.

Third year: DSDN 371, ANFX 301, ANFX 390; one of (DSDN 321, DSDN 331, DSDN 351); 15 further points from ANFX 300–399, FADN 321, MDDN 314.

Communication Design (COMD)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151) (required)
DSDN 171 (required)	DSDN 132 (recommended) or elective
DSDN 151 (recommended) or elective	DSDN 142 (recommended) or elective

Second year: DSDN 221, COMD 201; one of (DSDN 211, DSDN 242, DSDN 244); 30 further points from COMD 200–299, IXXN 251, SIDN 233.

Third year: DSDN 371, COMD 390; one of (DSDN 321, DSDN 331, DSDN 351); 15 further points from COMD 300–399, MDDN 333, MDDN 345, SIDN 321.

Design for Social Innovation (SIDN)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151) (required)
DSDN 171 (required)	DSDN 100 level or minor
DSDN 151 (recommended) or elective	DSDN 100 level or minor

Second year: DSDN 221, SIDN 272, DSDN 242; 15 further points from DSDN 211, SIDN 200–299, IXXN 251.

Third year: DSDN 371, SIDN 321, SIDN 390; one of (DSDN 321, DSDN 331, DSDN 351); 15 further points from SIDN 300–399, IXXN 311, IXXN 341.

If you are majoring in Design for Social Innovation, you must also complete a major or a minor in an approved complementary subject area from within or outside the BDI. See page 96 for more information about minors. BDI students who have previously completed a set of non-BDI courses equivalent to a minor are exempt from this requirement.

Fashion Design Technology (FADN)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151) (required)
DSDN 171 (required)	DSDN 153 (required)
DSDN 100 level or elective	DSDN 141 (recommended) or elective

Second year: DSDN 221, FADN 201; one of (DSDN 211, DSDN 242, DSDN 244); 30 further points from ANFX 211, ANTH 201, COMD 211, COMD 241, FADN 200–299, GAME 202, INDN 252, MDDN 231, THEA 210.

Third year: DSDN 371, FADN 390; one of (DSDN 321, DSDN 331, DSDN 351); 30 further points from FADN 300–399, FILM 302, INDN 342, SIDN 321, THEA 308.

Game Design (GMDN)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151) (required)
DSDN 171 (required)	DSDN 102 (required)
DSDN 100 level or elective	DSDN 132 (recommended) or elective

Second year: DSDN 221, GAME 201, GAME 203; one of (DSDN 211, DSDN 242, DSDN 244); 15 further points from ANFX 211, ANFX 221, COMD 211, COMD 241, GAME 200–299, INDN 204, MDDN 222, MDDN 242.

Third year: DSDN 371, GAME 301, GAME 390; one of (DSDN 321, DSDN 331, DSDN 351).

Industrial Design (INDN)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151) (required)
DSDN 171 (required)	DSDN 141 (recommended)
DSDN 104 (recommended) or elective	DSDN 142 (recommended) or elective

Second year: DSDN 221, INDN 211; one of (DSDN 211, DSDN 242, DSDN 244); 30 further points from INDN 200–299, MDDN 231, SIDN 233.

Third year: DSDN 371, INDN 390; one of (DSDN 321, DSDN 331, DSDN 351); 30 further points from INDN 300–399.

Interaction Design (IXXN)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151) (required)
DSDN 171 (required)	DSDN 100 level or elective
DSDN 100 level or elective	DSDN 100 level or elective

Second year: DSDN 221, IXXN 201, IXXN 202, DSDN 211; 15 further points from IXXN 200–299, MDDN 201, MDDN 231, SIDN 233.

Third year: DSDN 371, IXXN 311, IXXN 390; one of (DSDN 321, DSDN 331, DSDN 351); 15 further points from IXXN 300–399, SIDN 372.

Media Design (MDDN)

First year

Trimester 1 (1/3)	Trimester 2 (2/3)
DSDN 101 (required)	DSDN 172 (required)
DSDN 111 (required)	DSDN 142 or DSDN 103 (DSDN 103 can be substituted with WRIT 101 or WRIT 151)
DSDN 171 (required)	DSDN 142 (recommended) or elective
DSDN 100 level or elective	DSDN 100 level or elective

Second year: DSDN 221, 45 points from INDN 204, IXXN 221, MDDN 200–299; SIDN 233; one of (DSDN 211, DSDN 242, DSDN 244).

Third year: DSDN 371, MDDN 390; one of (DSDN 321, DSDN 331, DSDN 351); 15 further points from COMD 342, FADN 331, MDDN 300–399.



Hungry for Change by Eevee Oughton for COMD 201 Typography I / Tātai Momotuhi I.

DEGREE EXAMPLES

BDI majoring in Communication Design

YEAR 1		YEAR 2		YEAR 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 101 15 points	DSDN 172 15 points	DSDN 221 15 points	DSDN 211 15 points	DSDN 371 15 points	COMD 390 30 points
DSDN 111 15 points	DSDN 142 15 points	COMD 201 15 points	COMD 200 LEVEL 15 points	DSDN 321 15 points	
DSDN 171 15 points	DSDN 132 15 points	COMD 200 LEVEL 15 points	BDI 200-LEVEL ELECTIVE 15 points	BDI 300-LEVEL ELECTIVE 15 points	COMD 300 LEVEL 15 points
DSDN 151 15 points	ELECTIVE 15 points	ELECTIVE 15 points	ELECTIVE 15 points	ELECTIVE 15 points	BDI 300-LEVEL ELECTIVE 15 points
60 POINTS	60 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	DSDN 172 15 points	DSDN 221 15 points	DSDN 211 15 points	DSDN 371 15 points	INDN 390 30 points
DSDN 111 15 points	DSDN 142 15 points	INDN 211 15 points	INDN 200 LEVEL 15 points	DSDN 321 15 points	
DSDN 171 15 points	DSDN 141 15 points	INDN 200 LEVEL 15 points	BDI 200-LEVEL ELECTIVE 15 points	BDI 300-LEVEL ELECTIVE 15 points	INDN 300 LEVEL 15 points
DSDN 104 15 points	ELECTIVE 15 points	ELECTIVE 15 points	ELECTIVE 15 points	ELECTIVE 15 points	INDN 300 LEVEL 15 points
60 POINTS	60 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 Media Design

YEAR 1		YEAR 2		YEAR 3	
1/3	2/3	1/3	2/3	1/3	2/3
DSDN 101 15 points	DSDN 172 15 points	DSDN 221 15 points	DSDN 211 15 points	DSDN 371 15 points	MDDN 390 30 points
DSDN 111 15 points	DSDN 142 15 points	INDN 204 15 points	MDDN 200 LEVEL 15 points	DSDN 321 15 points	
DSDN 171 15 points	DSDN 100 LEVEL 15 points	MDDN 200 LEVEL 15 points	BDI 200-LEVEL ELECTIVE 15 points	BDI 300-LEVEL ELECTIVE 15 points	COMD 342 15 points
ELECTIVE 15 points	ELECTIVE 15 points	ELECTIVE 15 points	ELECTIVE 15 points	MDDN 300 LEVEL 15 points	ELECTIVE 15 points
60 POINTS	60 POINTS	60 POINTS	60 POINTS	60 POINTS	60 POINTS
120 POINTS		120 POINTS		120 POINTS	

Total points required: 360

Total points completed: 360

KEY: CORE MAJOR BDI ELECTIVE ELECTIVE



"I chose Design Innovation because I am a creative person and love design. This degree gives you a lot of freedom to design, create, or build anything you want while also giving you the skills you need to continue these projects into work experiences at places like Wētā, PikPok, or Click Suite."

**Kylana (Tongan heritage,
Ngāti Kahungunu, Rangitāne)**

**Student, Bachelor of Design Innovation in
Animation and Visual Effects**