# Digital Creativity Foundation

## The first step toward your creative career

Prove to your parents that you can have a career in art. We'll teach you how to make art work for you, whether that's through communication, problem solving or simple entertainment. Dip your toes into the world of digital art and creative tech to see what you can do and what you actually want to learn. We'll let you role-play as a creative art employee at an indie studio, so when it comes to the real thing, you'll be a seasoned pro.

## Can't make it to Auckland?

The Digital Creativity Foundation is also delivered through our satellite learning centres - in Rotorua at Digital Natives Academy, and in Whangārei at NGEN Room. Otherwise, you can learn online!

"I would highly recommend the Digital Creativity Foundation programme because as a former student of the one-year course, I can say with confidence that it helped a lot with my transition into my degree programme."

**Elijah Fuamatu**

## Follow the QR code to find out more

Student artwork by Erin Mckinley

Student artwork by Alicia Oswald
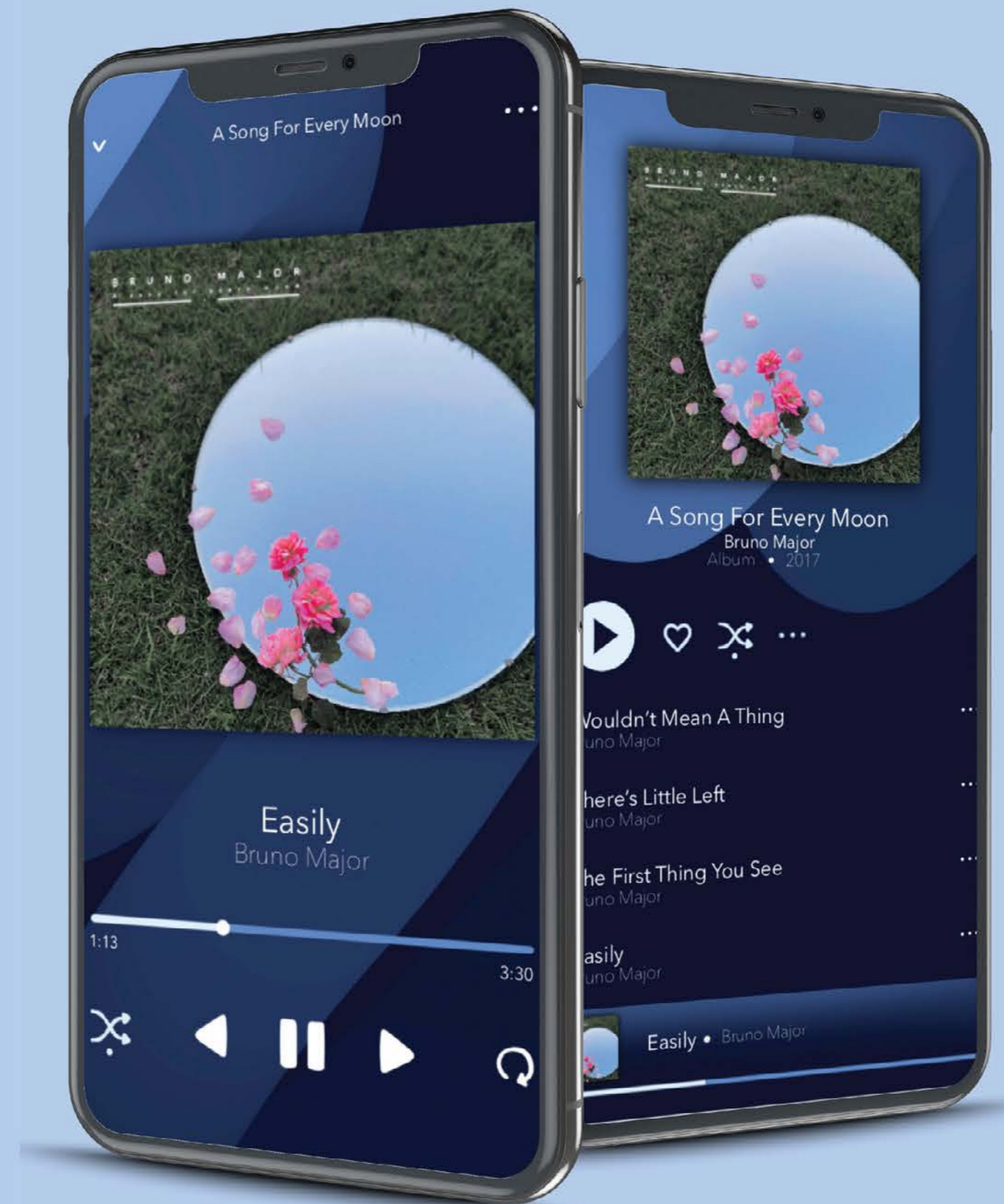
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**Digital Creativity Foundation Programme** | NZQF: Level 4 (120 Credits), 1 EFT per year | Duration: One academic year, full time

## This programme will give you a taste of what it will be like working in the creative and digital design industries.

Don't know what to do? Or know what you want to do but not how to get there? Then this programme has what you need. Whether you're a school leaver, a student looking to change paths, or employed and looking to redirect your passion, this programme will teach you the basics of digital design. Set yourself up with the skills you need to tackle our bachelor's degrees and kickstart your career in graphics, movies, games and beyond.

### What does the course cover?

In the Digital Creativity Foundation Programme you'll:

- Learn different kinds of design: Graphic, Digital and Media
- Learn Character design and creation in 2D and 3D
- Learn the basics and then create your own game
- Polish a professional portfolio to take to you to the next level

### How is it structured?

The Digital Creativity Foundation comprises two certificates: the New Zealand Certificate in Arts and Design and the New Zealand Certificate in Digital Media and Design. Each certificate is worth 60 credits and contributes to the completion of the overall programme.

### Prerequisites

If you are an international student, you'll need to prove that you are proficient in the English language and able to complete this course. We'll be looking for Academic IELTS 5.5 (minimum) or an equivalent language test if English is not your first language. Details are subject to change. Please visit **mediadesignschool.com** for up-to-date and comprehensive course information, including dates and fees.

Student artwork by Loretta Steyn

## NZ Certificate in Arts and Design components

**AD100 Concept Art**
Gain the understanding of arts and design processes and drawing skills with a range of media including digital.

**AD200 3D Design**
Gain the understanding of designing, creating, and building basic 3D models that can be applied to a range of media formats.

**AD300 Game Design**
Gain fundamental knowledge of game design theory, game design principles, intellectual property, cultural appropriation and teamwork skills.

**AD400 Animation**
Gain knowledge of digital animation, animation principles, animation workflow and conveying meaning to a specific target audience.

## NZ Certificate in Digital Media and Design components

**DM100 Visual Communication Design**
Gain knowledge in a range of industry standard applications, visual research skills, design literacy skills, Elements and Principles of Design, industry practice standards and technical skills in a range of software applications.

**DM200 Digital Design**
Gain fundamental knowledge in front-end web design practices, including markup languages, HTML and CSS, W3C standards including accessibility standards.

**DM300 Multimedia Design**
Gain knowledge and skills to design and produce content for multimedia outputs, with consideration to effects, composition, quality content and audio.

**DM400 Portfolio Design**
Gain knowledge and skills to analyse, collate, create and present a portfolio.

Student artwork by Erin Mckinley