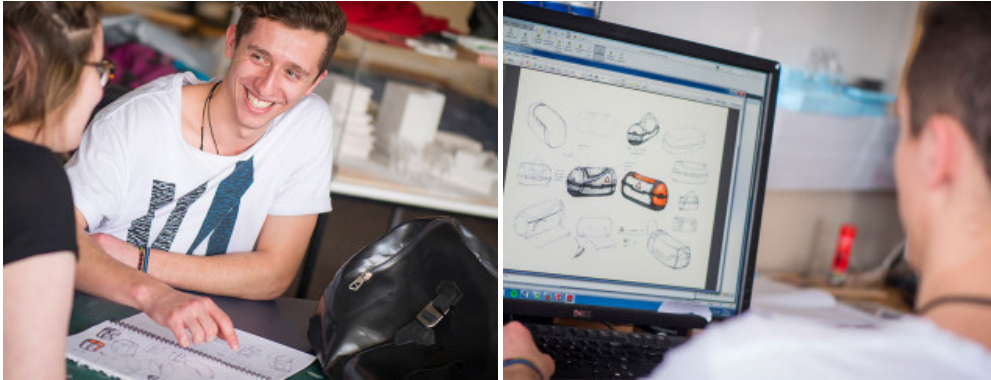




# Graduate Diploma in Design (Specialty)



**Domestic fee:** \$7,800

**International fee:** \$24,620

Compulsory student levy >  
StudyLink >

\*Fees are approximate, subject to change and exchange rates

Location    Dunedin  
Duration    One year full-time; up to two years part-time  
Delivery    On campus

Credits    120  
Level        7  
Start        February and July  
Apply        Now

## PORTFOLIO REQUIREMENTS

Looking to achieve an applied qualification in a specialist area to complement your existing design degree or experience? Perhaps you are a professional designer or practitioner wishing to develop practical skills and studio project experience to build on your existing knowledge?

Either way, this programme provides the ideal solution. New Zealand's future is being designed by people like you! Play your part by designing new products, innovating ideas, tackling social issues and creating commercial success. As the global population increases so does the demand for clever and practical designers to find solutions to material problems. Designers work in a broad range of creative areas and your skills will be highly valued by a variety of companies. A design qualification will open the doors to an endless array of opportunities. You may find yourself in an exciting industry you never imagined (it might not even exist yet)!

Within your specific discipline area - Communication, Fashion or Product - you will initially focus on a series of first and second year Bachelor of Design courses to complement and enhance your existing abilities and to help you meet your individual goals. The skills you develop will then be applied during your selected third year courses and within your final projects which could include film-making, fashion communication or accessory design. Choose to study at one of New Zealand's most innovative and progressive design schools and benefit from our modern workshop facilities, strong links with the local, national and international design community and the chance to showcase your creative talent through numerous talks, exhibitions and events.

The July intake is available for students in the following specialties (Communication or Fashion) - please contact pamh@op.ac.nz for more details.

### Skills required

> A passion for your focused area of design.

- > The ability to see an idea through from concept to reality.
- > Research and practical ability to function at year three level study.
- > The ability to communicate your ideas to others.
- > An interest in people and the world around you.
- > The ability to work in teams and individually.

#### Entry requirements

- > You must hold a recognised undergraduate degree in a design- or art-related field OR degree-equivalent practical, professional or scholarly experience.
- > You must submit a portfolio (which includes your CV, and a letter explaining your interests and motivation).
- > International students must hold a recognised bachelor's degree in a design- or art-related field OR degree-equivalent practical, professional or scholarly experience.
- > If English is not your first language, you must provide:
  - > New Zealand University Entrance OR
  - > Overall Academic IELTS 6.0 with no individual band score lower than 6.0 (achieved in one test completed in the last two years) OR
  - > Acceptable alternative evidence of the required IELTS (see here for NZQA proficiency table and here for list of recognised proficiency tests).

If you need to improve your English Language skills, we offer a wide range of English programmes.

#### Your portfolio

Find out what you need to include in your portfolio, what we're looking for, and how to submit it to us.

#### Additional documentation

You must supply certified copies of proof of identify, academic records, proof of residency (where appropriate) and curriculum vitae.

#### Selection procedure

Applicants will be interviewed by the Academic Leader of the specialty area in which they wish to study. This interview will include review of the portfolio and discussion of an appropriate path of study with the applicant. Should the number of applicants who meet the selection process requirements exceed the available places, the professional judgement of staff will be used to determine those given immediate entry and those placed on a waiting list. Applicants who do not meet the acceptance criteria will be directed to a more appropriate programme of study.

#### Additional costs

Individual costs will vary depending on the nature of your study pathway. You will be advised of any equipment you may need upon commencement of the programme.

#### Further study options

Hone your skills further with our postgraduate programmes in Design or Art, or expand your career prospects with our graduate teaching programme.

#### Programme specific risks

Prior to enrolment, you are advised of the programme specific risks in the workplace, workshops and CAD rooms and of the requirements to undertake significant health and safety training (refer to student handbook). This information is provided by way of discussion at interview and written notification with acceptance and you will be required to undertake training before independent use of many types of equipment in workshops and studios. In some disciplines, you will be required to attend training sessions in first aid and computer health and safety.

#### Studying at the School of Design

Offering small class sizes in immersive studio environments, the School of Design provides you with numerous chances to showcase your creative talent. You will be frequently involved in talks, exhibitions and events, with the year culminating in the 'Excite' exhibition, a highlight on the Otago Polytechnic calendar. Benefit from our excellent workshop facilities, discipline-related studio and production areas and up-to-date CAD suites.

The Design School also houses year group studios, a gallery space and we have access to the EPICentre Design Studio.

EPICentre is a dedicated resource to deliver practical research that solves real world problems. Our staff and student researchers cover diverse disciplines including art, design, information technology and engineering.

The School of Design also enjoys strong and frequent links to the local, national and international design community. You will benefit from ongoing networks and opportunities through these associations which will allow you to form contacts within the industry, while at the same time earning credits towards your degree. No matter what your discipline, we offer you the chance to work with 'real' clients, creating design-based solutions and services.

#### Your workload

It is expected that you will have strong independent learning skills and work habits for this qualification. Individual workloads will vary depending on your chosen study pathway.

#### Qualification structure

You will enrol into the Graduate Diploma in Design (Specialty) within ONE of the following specialties - Communication, Fashion, Product or Interiors. All of the courses you select must be drawn from your specific discipline area within the Bachelor of Design programme - you cannot mix and match across specialties.

In consultation with the Academic Leader, you will select courses which best meet your individual requirements. For example, within the Communication specialty, you may choose to pursue a graphic design focus or a film making focus. You will choose first and second year Bachelor of Design courses to develop your skills and will then use these skills in your final projects within your selected third year courses.

The criteria for a graduate diploma require at least 72 out of 120 credits to be at Level 7 (year 3). The remaining credits can be drawn from Level 5 (year 1) and Level 6 (year 2) courses to support the Level 7 learning.

You will study

SHARED COURSES Common across all specialties

Studio Workshops (Level 6)

All interdisciplinary courses are intended to broaden knowledge and provide opportunities for collaboration. Studio workshops are set at Level 6 in the first two years and at Level 7 in the final year. They are available to all three years of all four programme streams simultaneously, enabling you to work with, and learn from, other students in your own and allied specialties. Interdisciplinary studios are set at Levels 5, 6 and 7, again providing opportunities for you to work with students from different design disciplines on a shared brief, drawing on your own discipline-specific approaches and learning from other approaches at the same time.

Studio workshops vary each year and may include: Metals/Jewellery, Photography, Production Ceramics, Furniture Design, Digital Film, Digital Animation, Packaging and Retail, Sculptural Design, Storyboarding and Illustration, Textiles, Environmental Design, Printmaking, Rapid Prototyping, Exhibition Design, Small Business, Digital Photography, 2D Prototyping, Stained Glass and Leadlight, and a Negotiated Research Project.

Strategic Design (Level 7)

Develop an understanding of the professional and strategic requirements of the design industry. Extend your professional research techniques and critical reflection skills to define your personal design philosophy and potential career pathways upon graduation. Communicate these through a portfolio that utilises a range of visual, verbal and online formats and a written report.

Interdisciplinary Studio 3 (Level 7)

Explore design perspectives and approaches which will enhance the communication of your discipline-specific learning through both individual and team-based integrated projects.

COMMUNICATION DESIGN COURSES

Course choices at all levels will be discussed with the Academic Leader and are dependent on your skills and experience.

Level 5 and Level 6 courses Please refer to the discipline specific papers within the Bachelor of Design information.

Level 7 courses This is only a selection of the courses available and individual study pathways will vary.

Communication Design Studio 2

Become familiar with interaction design techniques and develop an appreciation of user needs in the computer-human interaction paradigm. Test your ideas in real-world scenarios such as developing museum-style interactive projects for indoor and outdoor public spaces.

Communication Design Studio 3

Gain insight into client-designer relationships and develop applied project management skills, through project work on client-based creative solutions, ranging from wall graphics to web solutions and corporate video design.

Communication Design Studio 4 & 5 (self-directed project spaces in semester 2)

Develop unique and complex communication events based on your interests and choice. These projects will respond to a client briefing or be developed from your own brief based on a strong concept and context. You are expected to take significant responsibility for the whole project from inception to completion. Supervisory support and industry critique is provided to help you to achieve a resolved final outcome suitable for public exhibition or entry into a competition.

FASHION DESIGN COURSES

Course choices at all levels will be discussed with the Academic Leader and are dependent on your skills and experience.

Level 5 and Level 6 courses Please refer to the discipline specific papers within the Bachelor of Design information.

Level 7 courses This is only a selection of the courses available and individual study pathways will vary.

Fashion Design Studio 5

Develop your own brief for a directional collection. Research and develop ideas that require analysis, transformation and evaluation resulting in a creative end product suitable for a design award.

Work Placement (optional, unassessed)

Experience the fashion industry through a two week work placement. You will research options for your

placement and negotiate this with your lecturers. Placements can be taken in Dunedin, within New Zealand or internationally (national and international travel and accommodation are at your expense). Examples of previous work placements include Nom\*D, Company of Strangers, Charmaine Reveley, Logan Park High, Otago Daily Times (Dunedin); St Kevin's College (Oamaru); twentysevendances, Lucire (Wellington); Ruby, Zambesi, Kathryn Wilson (Auckland); MaterialByProducts, Australian Ballet (Melbourne); Akira (Sydney); Lutz (Paris).

## PRODUCT DESIGN COURSES

Course choices at all levels will be discussed with the Academic Leader and are dependent on your skills and experience.

Level 5 and Level 6 courses Please refer to the discipline specific papers within the Bachelor of Design information.

Level 7 courses This is only a selection of the courses available and individual study pathways will vary.

### Product Design Studio 6 – Major Project part A

Take the opportunity to identify and develop your design focus. Bring together the key elements of your previous two years of study and design a portfolio of product solutions that is resolved, relevant, compelling and evocative. You are expected to take significant responsibility for the whole project from inception to completion with supervisory support provided.

### Product Design Studio 7 – Reprise previous work

'Reprise' work developed in previous years to a similar standard to that being achieved in Product Studio's 6 and 8. Embrace the opportunity to reconfigure your previous work so it aligns more closely with your current design focus. You will be expected to refine your product solutions so they are resolved, relevant, compelling and evocative.

### Product Design Studio 8 – Major Project part B

This studio is linked to the aims of Product Studio 6. Take the opportunity to further identify and develop your design focus. You will have the choice of further extending the work developed in Product Studio 6 or design a second portfolio of product solutions that is resolved, relevant, compelling and evocative. You are expected to take significant responsibility for the whole project from inception to completion with supervisory support provided.

### Student loans/allowances

Student loans and allowances are for domestic students only. For information about student loans and allowances please visit the Studylink website. It is important to apply for your student loan/allowance at the same time as you apply for this programme, due to the length of time Studylink take to process.

Loan/allowance applications can be cancelled at any time if you decide to withdraw your programme application or if it is unsuccessful.

### Disclaimer

While every effort is made to ensure that this sheet is accurate, Otago Polytechnic reserves the right to amend, alter or withdraw any of the contained information. The fees shown in this document are indicative ONLY. Both domestic and international fees are subject to change and are dependent on the development and implementation of Government policies. Please note that additional fees may from time to time be required for external examination, NZQA fees and/or additional material fees.

International **+64 3 477 3014**  
New Zealand **0800 762 786**  
Email **info@op.ac.nz**

**Dunedin Campus**  
Forth Street, Dunedin  
Private Bag 1910  
New Zealand 9054

**Central Otago Campus**  
Corner Erris & Ray Streets  
PO Box 16, Cromwell  
New Zealand 9342

**Auckland Campus**  
Level 2, 350 Queen Street  
PO Box 5268, Auckland  
New Zealand 1141