

THE DESIGN SCHOOL

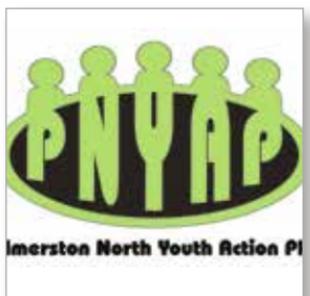
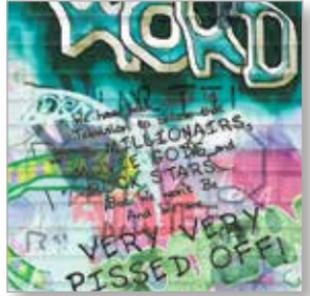
PALMERSTON NORTH - WHANGAREI

graphic design - fashion design

the design school
guide to a career
in the creative
industries

New Zealand's best foundation design schools





Design is all about ideas

Designers combine creative thinking and critical thinking skills to come up with things that no-one has thought of before.

There are a wide range of disciplines in the creative industries. This is what makes the creative industries both exciting and daunting. All disciplines require creative thinking skills, visual skills to communicate ideas and then specialist technical skills to create the final product.

Almost everything that has been created has been thought of by a designer. From company brands to buildings; from websites to cars; from phones to planes.

In New Zealand and around the world, the Creative Industries have grown faster than any other field of employment. As more and more people realise the benefit of good design, job opportunities are expanding year by year and New Zealand designers lead the world for their creativity and innovation.





Design is a thinking career

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Creative people are always thinking and analysing. Why are things the way they are, what could be done better? They draw together all their knowledge and creative abilities to solve problems in new and innovative ways.

Design and Fine Arts use similar creative skills and the boundaries between art and design have become blurred. A design can be seen as a work of art and a work of art can be applied to solve a design problem. The key difference is that design almost always has a client that has the problem to be solved and also sets boundaries for the solution. Fine Artists are usually more focused on creative expression and they then try to attract a customer to purchase their work.

Designers specialise in their chosen discipline with different technical skills and knowledge in each, but strong creative and critical thinking skills are the key to being a successful designer.





The Creative Industries

Graphic Designers are visual communicators. They design a wide range of printed and digital media including logos and corporate branding's, posters, brochures, signage and web sites.

Animation, Game Design, Web Development and Multimedia combine the visual skills of graphic designers with software programming skills.

Fashion Designers are experts in clothing from head to toe. They can design one off garments as boutique designers or collections for large brands.

Industrial Designers create consumer products for manufacturing. They create the look and feel of a wide range of products and equipment from phones to vehicles.

Furniture Design is a specialist area of Industrial Design.

Interior Designers are spatial designers. They create the look and feel of spaces for people.

Photographers can utilise their skills for graphic design or fine art.

Advertising Designers combine creativity and psychology to create campaigns that sell products and services.

Product Designers and Engineering Designers design the workings of products and equipment.

Architectural Designers combine creative skills with physics, maths and engineering to design buildings.



NCEA 1

Design
Tasters

Level 1-2
Zero Fees
courses
including
NCEA L2
Creative
Industries
Pathway

NCEA L2
Creative
Industries
Pathway

Part time
study while
attending
Secondary
School

STAR &
Gateway
extensions

NZ
Certificate
in Art &
Design L2

Advanced
Certificate
in Design
Level 4

NCEA 3

NZ
Certificate
in Art &
Design L3

(including
the National
Certificate
in Design
Level 3)

Diploma and Degree
programmes at
Polytechnics and
Universities

Work as
a junior
designer

Post
Graduate
studies

Employment as a
designer in
New Zealand and
around the World

Design your own career.

Secondary School students should take as many [creative subjects](#) as possible in addition to the core subjects Maths, Science and English. School subjects offered will be different between schools but generally include Design, Graphics, Art, Photography and Technology. In addition to the creative subjects, Computing and Digital Technology is recommended for Animation and Web Development and Physics is recommended for Architecture and Industrial design careers.

Additional options can be added through [Part-Time Courses](#) which allow students to remain enrolled at school and also attend The Design School. Up to 40 credits can be achieved which count towards NCEA L2 or L3. [STAR and Gateway](#) extensions are also available which allow students to achieve up to 20 credits towards NCEA.

For students who know design is their intended career, there are a range of full-time courses with Zero Fees options. These include the [Youth Guarantee](#) initiative offering both NCEA Level 2 and the National Certificate in Design Level 2 and NCEA Level 3. The level two programmes cater for students who need extension beyond the Secondary Curriculum or are looking for an alternative to School.

New Zealand has some of the world's best [Tertiary Design programmes](#). The Design School is the best Foundation Design School in New Zealand and most Universities and Polytechnics offer a wide range of degree options with international reputations.

Entry to these courses is very competitive and many applicants with NCEA L3 are declined. A [Bridging Course](#) such as the Advanced Certificate in Design Level 4 is often necessary to build the skills and substantial portfolio required to enter and be successful.



THE DESIGN SCHOOL

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The Design School is New Zealand's leading Foundation Design School. For nearly 25 years The Design School has helped hundreds of students focus on their creative talents and develop them into successful careers in the creative industries.

Regardless of previous academic achievement, creative students at The Design School can achieve the qualifications and portfolio they need to progress onto the degree course of their choice.

Courses provide the core skills to be successful in any of the creative disciplines. Projects focus on Drawing, Graphic Design, Computer Graphics or Fashion Design. Graduates progress onto degrees in these areas as well as Architecture, Industrial Design and Computer Science.

As a small specialist school, The Design School can tailor a programme to the individual needs of each student and provide additional support whenever necessary. Whether a student simply needs advice about their final portfolio or a full-time programme to achieve NCEA, students can be confident they will achieve their goals and more.

Design has always been discussed as a key part of New Zealand's Knowledge Economy and the government has now made it an economic goal. The NZ Inc objectives identified design as a priority which will increase the international demand for kiwi creative talent and provide a fantastic future for students in the creative industries.

The Design School staff can be contacted to help creative students with their subject choices, portfolio options and their ideal career path to enter the Creative Industries.

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Over 20 years of design education excellence

