

Creative Arts

Programme guide

2022





Creative Arts

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INSIDE COVER: ORIENTATION 2018. STUDENTS GRADUATED 2020 AND 2021.

Please note: The information contained in this publication is indicative of the offerings available in 2022 and subsequent years. This information may be subject to change. While all reasonable efforts will be made to ensure listed programmes are offered and regulations are up to date, the University reserves the right to change the content or method of presentation, or to withdraw any qualification or part thereof, or impose limitations on enrolments. For the most up to date information please go to

creative.massey.ac.nz

OUR GRADUATES ARE SOUGHT AFTER BY EMPLOYERS, WITH 77% OF ALL GRADUATES FROM OUR BACHELOR DEGREE PROGRAMMES* IN FULL OR PART-TIME EMPLOYMENT WITHIN SIX MONTHS OF GRADUATING

* Music, design, fine art and creative media production

– Graduate Destinations Survey 2020



Rankings & Awards

QS WORLD UNIVERSITY RANKINGS

Top 100 for art and design for 5 years running.

RESEARCH (PBRF)

Across design and visual arts and craft, the College of Creative Arts comes out on top, with the largest number of top-rated researchers of all tertiary institutions in New Zealand.

RED DOT

Ngā Pae Māhutonga Wellington School of Design has ranked in the top 3 in Asia Pacific in the annual International Red Dot Awards for six years in a row, with five design graduates winning awards for their work in the 2020 competition.

DINZ BEST AWARDS

In 2020 a third of all student finalists were from Massey, and 24 projects were awarded gold, silver and bronze across all categories. Over the past 18 years of the awards there have been 510 Massey student finalists and 279 award winners.

JAMES DYSON

Massey grads have won the National Dyson Award for 17 of the 19 years of this award. In 2020, of the 24 entries, 7 were from Massey, with all three top places being won by Massey design graduates.

TE TOHI O TE PAPA TONGAREWA RONGOMARAEROA

Ka pai rawe to our Professor Bob Jahnke, who won the Te Tohi o Te Papa Tongarewa Rongomaraeroa award in 2020 for outstanding contribution to ngā toi Māori.

TO THE FLOOR

Wellington School of Design's Ashley Oswin won the To The Floor design competition with her carpet tile design 'Circular Relationships'. She is now developing a carpet tile collection with global manufacturer Milliken-Ontera.

GOOD DESIGN AWARDS

Industrial Design students Daniel Shorrock, Zoe Lovell-Smith, Chris Warren, Oscar Jackson, Fergus Salmon and Liam Avery won a Gold Good Design Award for their Electric Cargo Trike.

ECC NZ STUDENT CRAFT / DESIGN AWARDS

In 2020, PhD candidate Erana Kaa won the Friends of the Dowse Fashion Design Award, and Lucy Grunfeld and Saskia Jamieson won the ECC Lighting and Furniture Product Design Award. Two other Massey students were highly commended, in Ceramics, and Visual Communication Design (Illustration).

AOTEAROA MUSIC AWARDS

Tiare Kelly, Felix Holton and Dylan Clark completed their Bachelor of Commercial Music degrees while working as band members with top-rated act BENEE. BENEE dominated at the 2020 Aotearoa Music Awards.

MAJOR AIRPLAY

2020 graduates who released successful singles and albums include Transistor (Lochie Noble), Sofia Machray and RIIKI (Raquel Abolins-Reid). Transistor and Sofia received strong airplay on student radio throughout New Zealand. The RIIKI single 'High Heights' has had over a million plays on Spotify, significant airplay across major commercial radio stations in New Zealand, and RIIKI has performed at a number of major summer festivals.

INDEPENDENT SHORTS AWARDS

Film lecturer Gwen Isaac received an honorable mention for best documentary short at the Los Angeles based Independent Short Awards for her film 'Siouxsie and the Virus'.

Nau mai Haere mai

WELCOME TO THE COLLEGE OF CREATIVE ARTS



TE HAANA PAEWAI (BMVA 2020)



Toi Rauwhāangi College of Creative Arts is New Zealand's leading university in creative arts, offering comprehensive, internationally benchmarked, future-focused programmes.

Our studio-based learning environment creates innovative thinkers and makers. World-class, industry-connected academic staff provide an inspiring and supportive culture that will give you the knowledge and skills you need to succeed in all creative industries.

We offer internationally acclaimed degrees in Design, Māori Visual Arts, Fine Arts, Commercial Music and Creative Media Production.

With an excellent reputation for innovative creative arts research and practice, Toi Rauwhāangi is New Zealand's oldest and most comprehensive creative arts school.

At Toi Rauwhāangi you will work across disciplines and on collaborative projects that develop leadership skills and foster lifelong connections. Our courses are often based on live briefs and projects, giving you real world understanding and connections with people in the industry. You'll develop both critical thinking and technical expertise that prepares you well for a creative career.

Our degrees place our graduates well ahead in the increasingly competitive global job market, where entrepreneurial attitudes and creative problem-solving skills are highly sought by employers.

Toi Rauwhāangi staff are recognised in Aotearoa, the Pacific and internationally for their distinctive contribution to indigenous art practice. We're dedicated to Māori achievement in teaching, research and learning, and committed to the success of Māori and Pacific students.

Our programmes are based on a pōwhiri framework that acknowledges our distinct cultural and geographical location in Aotearoa New Zealand. This framework develops confident students who display *toi* (creativity), *mōhio* (virtuosity, skill), *mātauranga* (understanding), *mana* (autonomy), and *whānaungatanga* (connectedness).



Wellington

KNOWN AS NEW ZEALAND'S COOLEST LITTLE CAPITAL

Wellington is a creative, friendly, and safe city to live in. Our campus is centrally located, within walking distance from the thriving city centre.

Wellington is compact, accessible and vibrant, and there's always something happening. The centre of government and business in Aotearoa, Wellington is also home to our world-class film industry, top design firms, tech hubs, Te Papa Tongarewa and a flourishing art scene.

Surrounded by lush green hills and a diverse coastline, Wellington is full of walks and places to explore. The city is famous for a vibrant creative culture fuelled by great food, coffee and craft beer.

Massey's campus is not far from entertainment and nightlife in Cuba Street and Courtenay Place, with excellent transport links, as well as the beautiful waterfront. Everything is within easy walking distance so that both work and play are right on your doorstep.



Student life



**WE WELCOME
DIVERSITY, WITH
CLUBS, GROUPS
AND CULTURAL
NETWORKS TO
HELP YOU FIND YOUR
PLACE AND MAKE
NEW CONNECTIONS.**

Our campus offers plenty of resources to inspire and enhance your study and creative practice.



Make & create



KA MUA, KA MURI
XOË HALL

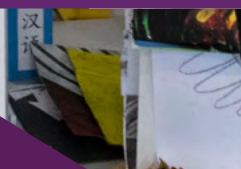
DEVELOP new knowledge, ideas and systems.


EXPERIMENT with new ways of seeing, making and doing.

LEARN from some of the best practitioners and researchers in the world.

EXPLORE what it means to be a creative person in Aotearoa New Zealand.

COLLABORATE AND CONTRIBUTE share ideas, make new work, and participate in real world projects that make a difference.



An overhead view of a studio floor where several students are lying on their backs, creating large-scale drawings with charcoal or pencil. The drawings consist of dense, overlapping circular and radial lines. One student in the center wears a black long-sleeved shirt and black pants. Another student to the left wears a peach-colored t-shirt and dark leggings. A third student at the bottom is partially visible, wearing a grey sweater. The floor is a light grey concrete, and the drawings are on large white sheets of paper. A smartphone is visible on the floor near the student in the peach shirt.

**OUR STUDENTS
SPEND MOST OF
THEIR TIME AT
MASSEY MAKING
AND THINKING
IN STUDIOS,
WORKSHOPS AND
MEDIA LABS.
TYPICALLY, AT LEAST
TWO-THIRDS OF
YOUR CLASSES WILL
BE HANDS-ON.**

Opportunities

WHEN YOU STUDY CREATIVE ARTS AT MASSEY, YOU BECOME PART OF A DIVERSE CREATIVE COMMUNITY. WE OFFER LOTS OF EXTRA OPPORTUNITIES TO HELP YOU FIND YOUR WAY.



MEET AND MAKE NEW BUSINESS

The college has partnered with MBIE, DIA, MPI, Callaghan, Te Papa, Cuba Dupa, WREDA, WOW, Alexander Turnbull Library and Agribusiness New Zealand.

GO ON AN INTERNATIONAL STUDY TOUR

Fashion and Creative Media Production students in India, 2019.



TRAVEL AND WORK ON MEANINGFUL PROJECTS

Producing VAKA, a climate change documentary, enabled students of Creative Media Production to film on location in Tokelau, with assistance from the Ministry of Foreign Affairs and Trade.



STUDY ABROAD AT ONE OF MASSEY'S WORLD-CLASS PARTNER UNIVERSITIES

Clara Gan, BDes (Hons) Industrial Design, studied at Munich University, Germany in 2019.

MAKE GREAT WORK

Our students win awards at national and international competitions.



red dot



JOIN CLUBS AND COLLECTIVES THAT CONNECT YOU WITH PEOPLE WHO SHARE YOUR PASSIONS AND INTERESTS

Banter and Brews, a student initiative focused on supporting the transition from study to work.



EXHIBIT, PROMOTE OR PERFORM YOUR WORK ON AND OFF CAMPUS

The final year exhibition for graduating students, Exposure Exhibition is a must-see event held at the beginning of November each year.



Open Lab

Open Lab is a place for students to gain real life design experience. We bridge the gap between students and the wider design industry, with paid internships and the opportunity to work with actual clients.

Check out *Open Lab The Podcast* on Spotify or iTunes.



ACCESS FAB LAB WGTN

Use all the tools and workshop facilities here at the college, including digital and fabrication resources at Australasia's first Fab Lab.





EVA NGAMAMU
TEXTILE DESIGN



JADE JOHNSTON
PHOTOGRAPHY



ANYA WANGSUWAN
VISUAL COMMUNICATION DESIGN



JENNY MOON
SPATIAL DESIGN



PSYCH

ADAPTABLE MICRO-TRANSPORT

LES MEADOWS, MICHAELA LAWN,
SHUBHAM GHANATHA, INDUSTRIAL DESIGN



HAVILAH ARENDE
FASHION DESIGN

Bachelor of Design with Honours

BDes(Hons)

Selected entry
Four years full time
Wellington

Find your design strengths at New Zealand's most comprehensive design programme.

Ngā Pae Māhutonga Wellington School of Design was established in 1886, and continues a tradition of research-led, innovatively taught design education that has produced some of the world's most respected and successful designers.

The BDes(Hons) offers majors in photography, concept design, fashion and textile design, spatial and industrial design, integrated design and visual communication design.

In the course of your study you'll address local and global issues, producing inspirational design solutions for a rapidly changing world. For example, through design, how do we encourage more young people to vote, our consumer practices to be more sustainable, our services more efficient or our environments healthier?

The first year explores design practice and its core concepts, methods and applications through hands-on projects. You'll be introduced to a range of disciplines and the principles of design through investigation, concept development and making. You'll mix, discuss and collaborate with other students across art, design, music and creative media production. Work individually as well as with peers and tutors to develop your own design voice.

Throughout your study you can choose electives that support your selected major, or allow you to branch out into other creative disciplines.

WHY FOUR YEARS?

Your fourth year is an opportunity to really extend your skills and push the boundaries of design innovation. You can choose between the more research-based honours programme or a project-based non-honours programme.

DESIGN MAJORS INCLUDE:

- > Concept design
- > Fashion design
- > Industrial design
- > Integrated design
- > Photography
- > Spatial design
- > Textile design
- > Visual communication design

WHAT'S SPECIAL ABOUT DESIGN AT MASSEY?

Vibrant studio environments

Collaboration drives your creative development

Shared briefs across majors

Designers work in multi-disciplinary teams as well as on individual projects

Design thinking

Create systems and experiences as well as products

Live briefs

Work on projects for real clients

Pōwhiri framework

Experience learning through an integrated Pōwhiri framework, which incorporates Māori perspectives and guides you through four years of supportive learning

Office hours

Seek advice from any academic staff member, not just your own lecturers

Graduate job-ready

Emerge well-prepared for a creative career anywhere in the world.

CAREERS INCLUDE:

Industrial designer, documentary photographer, graphic designer, fashion designer, textile or surface designer, service designer, spatial designer, advertising executive, brand manager, information designer, commercial photographer, transport designer, interaction designer, concept designer, entertainment designer, pattern-maker, user experience (UX) designer, fashion stylist, typographic designer, freelance design contractor, design researcher, illustrator, business owner, and many more.

■ GUS HUNTER

A visual communication and design graduate, Gus Hunter is now a senior concept designer at Weta Workshop. From an early age he knew he was interested in art. A keen drawer, he was enthralled by the drawings in Marvel, DC and Creepy comic books; films such as *Animal Farm*; and old master painters such as Michelangelo and Leonardo Da Vinci. His Pacific island heritage fueled his desire to give back to the community, and he has worked with local budding artists to illustrate children's stories for their own schools.

He was one of the lead concept designers on *King Kong* and also had a significant contribution to many of Weta Workshop's movies including the *Lord of The Rings* trilogy, *The Hobbit*, the *Narnia* films and *Avatar*. He also worked on the *Gallipoli: The Scale of Our War* exhibition at Te Papa Tongarewa. Gus was inducted into the College of Creative Arts Hall of Fame in 2016.



GUS HUNTER

Concept Design

BDes Major

Create concept design in both 2D and 3D for entertainment and education within film, animation, television, gaming, and location-based experiences. Design stunning visuals and concepts for imaginary worlds, compelling characters, engaging environments, and incredible stories.

Apply these skills as you explore storytelling through idea creation, drawing, explorative design, modelling and sculpting to realise the design of environments, props, characters and costumes.

Concept design is about visualising and developing the ideas behind film, television, gaming, performance, or interactive experiences. In concept design you'll use traditional art forms like drawing and sculpting 3D models, as well as making digital plans and renders, to communicate your concepts for new objects, characters or environments.

You could be designing characters, creatures, props, vehicles and machines, all the way to building entire worlds to form the foundations of feature films, theme parks, events, toys or exhibits.

Concept design is one of the first stages in every design process, and concept designers create the basis for further production and development, rather than finished products.

In this major you'll study in courses focused upon drawing, prototyping and rigorous conceptual development of characters, environments, costumes and creatures.

■ BO MOORE, MDES 2016

Bo Moore is a concept designer with a passion for character design, interactive narrative and worldbuilding. Her work blurs the line between science fiction and fantasy, telling stories of the strange and the strangely familiar through a range of mediums.

She has worked for Huhu (a Māori TV animated children's show). She has also developed concept art for Pukeko Pictures plus she was the key designer on the award winning Promised Land books – the world's first LGBTQ themed fairy tale.

■ JOEL SAVAGE, BDES(HONS) 2014 3D ARTIST (FRAMESTORE, UK)

Joel is a 3D artist. He worked at Weta Workshop and Magic Leap as a 3D artist and modeller, before moving to Framestore in the UK. At Weta Workshop he worked on Ghost in the Shell, GKR and Pacific Rim.



Fashion Design

BDes Major

We consume fashion daily; it constantly shapes us and is shaped by us. The global impact of this multi-billion-dollar industry is challenging future fashion thinkers and makers to explore new directions and make changes to create a more sustainable future in fashion.

You will explore and develop fashion design concepts for international markets as well as Aotearoa New Zealand, through garments, accessories and systems that respond to the times. Learn skills in idea generation, fashion communication, pattern making, construction, materials, historical and contemporary fashion analysis and critical thinking, challenging how things are done through fashion practice. Think broadly and push boundaries, exploring anything from a 3D printed open-source garment design, to a gender-neutral collection that questions ideas of gender and identity.

Our facilities and staff offer almost unlimited possibility. You may find your work on the catwalk following in the footsteps of alumni like Kate Sylvester and Kathryn Wilson; you may develop new sustainable fashion systems taking fashion towards a more responsible future.

There are also opportunities for internships, and for students to collaborate internationally with other fashion design schools and present collections at New Zealand Fashion Week and other Fashion Weeks around the world. Our graduates have a long history of success in design competitions such as WOW, iD Emerging Designer Awards, Hokonui Fashion Design Awards, Miromoda Fashion Design Awards, including Sean Kelly, winner of Project Runway (USA) in 2014 and Bradley Smit winning a Silver Award at the Best Awards 2019.

■ JING HE, BDES (HONS) FASHION DESIGN, 2020

Assimilation // Annexation intends to simultaneously expose and confront the institution of marriage from my cultural perspective. This collection embodies diverse Asian feminine identities and voices, by performing and capturing moments of my mum's life through transformed bridal dresses, exploring concepts of loss, memory and nostalgia. The white wedding dress may function as a representative stereotype of femininity whilst exploring hidden symbolisms through cultural tradition and social rituals for women. From China.

■ CAITLIN SNELL, BDES (HONS) FASHION DESIGN, 2020

The lockdown created an inability to purchase new non-essential fabrics, providing motivation to find innovative ways to incorporate scrap, damaged or repurposed household materials into my work. These were donated or acquired at zero cost during the Level 3 and 4 restrictions. This allowed me to work slowly and sustainably while also considering the role of nostalgia in producing pleasure.



Industrial Design

BDes Major

As an industrial designer you'll develop aspirational and elegant objects, products and systems for our world. You'll design products and develop new-to-the-world ideas, for example a mountain bike helmet that can manage concussion, or a garment to help people manage anxiety.

You'll learn how to meet the social, cultural, economic, and environmental needs of people through innovative thinking and creative application of new technologies, defining the world for future generations.

As an industrial design student you'll learn how to manipulate the material world using both physical and digital processes. Through studio-based classes you'll learn about idea generation, materials, processes, human experience, ergonomics, visual communication, modelling and production.

You'll work in our state-of-the-art studios, workshops and digital fabrication facilities including Australasia's first Fab Lab. Our industrial design graduates win national and international awards for their work, including Red Dot, Dyson, Electrolux, Sony, LG Designer's Institute Best Awards, and the ECC NZ Student Craft / Design Awards. Our alumni can be found in design roles with Apple, Ducati, Nike, Fisher and Paykel, Formway, Macpac, Howard Wright, Gallaghers, Weta Workshop and phil&teds.

■ LESLIE MEADOWS, MICHAELA LAWN, SHUBHAM GHANATHA, BDES (HONS), 2020

Psych: Leslie, Michaela and Shubham set out to design and develop a personal electric vehicle that could meet the needs of a broader range of commuters. *Psych* is an adaptable electric micro-vehicle that allows the rider to adjust its configuration for different uses, placing it between the convenience of a bicycle and utility of a car.



■ HANNA DE RIDDER BDES (HONS), 2020

Mindful: In this project, Hanna set out to address cluttered, chaotic and stressful home environments especially for people living in smaller spaces. She designed a flat packable, multifunctional storage system for two people with an emphasis on only holding the necessities. 'Mindful' improves peoples' wellbeing through reducing both physical and mental clutter, as well highlighting the often-wasteful life cycle of domestic furniture and reflecting on consumption and purchasing habits.



Integrated Design

BDes Major

In the past decade, designers have had to become agile and multidisciplinary in order to respond to the speed of change in the world around them. The distinction between different fields of design has blurred, as the demand for proactive, versatile, flexible and curious designers has increased.

Integrated design allows you to include design studio courses from two design majors. Choose from concept, fashion, industrial, photography, spatial, textile and visual communication design. You could explore the intersection of photography and fashion, or textile design with an industrial application, or any other design combination that appeals to you.

You'll begin by exploring famous and well-understood models of design from over the past century. As you progress, you'll integrate a variety of techniques and strategies in your design practice, considering perspectives that include a diversity of people, their needs and desires, cultures and contexts, and points of view.

Integrated design offers a new way for you to approach a design career and form your own solutions to the challenges that emerge from contemporary design practice. With the Wellington School of Design's traditions and expertise, integrated design will encourage you to form your own creative, professional and consultative methods.

■ TRACEY GUIEB, BDES, 2020

BenifiSense: A Sensory Jacket for Individuals with SPD. BenifiSense is a jacket that aims to prepare adults with Sensory Processing Disorder (SPD) for environments where they may be prone to experience sensory overload.

It does this by catering for the senses in a discrete and non-disruptive way, allowing the user to interact with the jacket when and how they want, depending on their individual sensory needs.

This project was developed within a 4th year industrial design brief.



Photography

BDes Major

Photographers help people to see the world in new ways, using both critical understanding and highly developed technical skills with the ability to use a range of communication modes.

Massey has the longest running photography programme in New Zealand and is led by some of Aotearoa's most distinguished contemporary photographers, including Anne Noble, Shaun Waugh and Wayne Barrar.

You'll be introduced to a range of technologies while developing a social and cultural understanding of photography's place in society. There are well-equipped studios, colour-managed digital photography computer suites and high quality digital print facilities, as well as wet-based darkrooms and specialist labs.

As the course progresses your work will embrace longer-term, often self-directed projects dealing with ideas and issues of real relevance within your personal and professional life. You can choose to develop expertise in commercial, art-based or documentary photography, with access to a wide range of cameras and capture systems to realise your dreams.

When you graduate, you'll join Massey alumni whose careers span the range from fine art to commercial, photojournalism, fashion photography, content creation for digital media, and work within the gallery/museum sectors.

■ HENDRIX HENNESSY-ROPIHA NGĀTI KAHUNGUNU & NGĀTI RAUKAWA, BDES (HONS) 2020

We can travel only a short way together:
We stood in the intersection and talked without opening our mouths. You appeared younger, like when we first met, surrounded by people who shared a closeness with you. It was strange, fading from a dream while realising that for now, this would be our final farewell.

'We can travel only a short way together' explores the underlying issues of taboo, restriction and invisibility when discussing suicide in New Zealand.

■ MIA VINACCIA BDES 2020

Queen. Gendered stereotypes and unrealistic ideals impact how we view ourselves and the people around us. This is especially evident in editorial, commercial and fashion photography, where gendered stereotypes coincide with the problematic physical appearances that are reinforced in our day to day lives. 'Queen' playfully reveals how the extreme stereotypes of gendered power are embedded in contemporary society and play out through mass media and cinematic experiences.



HENDRIX HENNESSY-ROPIHA



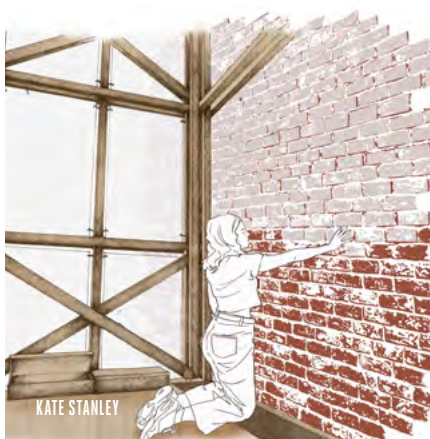
MIA VINACCIA

Spatial Design

BDes Major



Spatial designers shape the environments that we inhabit and the ways we experience them. Spatial design provides educational experience in new and emerging spatial practices and professions, while maintaining a foundation in traditional design such as interior architecture, landscape and urban design. It explores temporary spaces like exhibitions and performances, and digital spaces including online environments, virtual reality and mixed reality.



Rethink built and virtual spaces in ways that are innovative, speculative, and mindful of the wellbeing of people and the planet. You'll learn to understand, represent and create spaces, working between studios, workshops and site-specific environments. Learn technical drawing skills, rendering software and video editing skills to create, imagine and represent spaces.

You will discover ways to imagine and construct engaging environments in both physical and digital space, from the big picture right down to the detail of construction and materiality. You'll explore light, surfaces and materials, and consider the way people interact with spaces, in different social, cultural and historical contexts.

Our graduates find exciting jobs as spatial designers, interior designers, architectural designers, digital designers, performance designers, landscape designers, web designers, digital FX artists, and interaction and experience designers. New types of jobs are constantly emerging.

■ TOM CALDER, (HONS) SPATIAL DESIGN, 2020

Shelter from the Storm offers the tourist industry a contemporary backcountry hut experience on Grasmere Station as an alternative to the Great Walks multi-day tramping geared for mass-tourism. A contemporary interpretation of traditional backcountry hut heritage providing more profound experiences with the natural environment and history. The design is generated through explorations into spatial experiences of shelter, backcountry hut typology and interior elements, including strategies for camouflage and framing.

■ KATE STANLEY, (HONS) SPATIAL DESIGN, 2020

Respect your Elders: This project considers whether practices of holistic healing can be extended beyond the normal empathetic range to include heritage architecture that has suffered or is suffering earthquake trauma. By personifying architecture through its historical, social and cultural layers and connections, brick and mortar can be, and should be afforded personal, body to body care and respect usually reserved for human to human healing. This project re-frames the perception of dormant, traumatized architecture, afflicted by un-inhabitation and reconstruction. By creating a practitioner, patient relationship between myself and a body of brick the building becomes a relatable and recognisable character for the surrounding communities, who have experienced the trauma of earthquakes. Through this act of care I can uplift the building's character and face, renewing its place in the community and culture of the wider site, to celebrate longevity and trauma as part of its character.

Textile Design

BDes Major

Textiles design spans everything from fashion and interiors, to industrial products and exhibitions. Push the boundaries of surface, texture and material, in a programme that prioritises design for sustainability.

The textile design major focuses on the creation of new textiles, materials and surfaces for a diverse range of applications including fashion, product, interiors and art. You will develop specialist skills in print, weave, knit, embroidery, dye and materials through learning traditional textile techniques and working with state-of-the-art digital technologies.

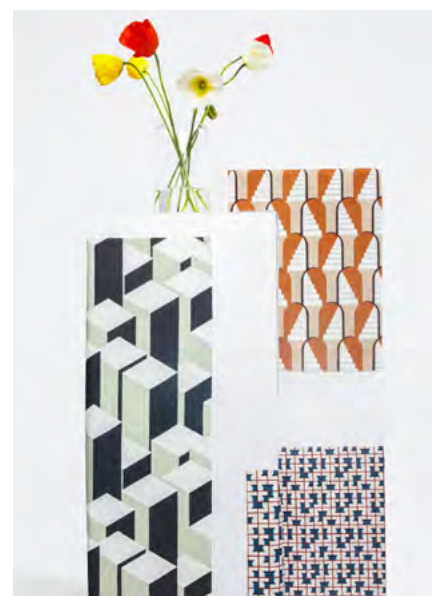
We encourage you to harness the potential that textiles and materials have to make a positive impact in the world, while considering sustainability in your approach. Engage with the history of traditional textiles in Aotearoa New Zealand and globally, and combine conventional methods with high-tech approaches like VR, bio-design and material-driven innovation.

Textile design graduates have gone on to work around the globe in areas including textile design for fashion and interiors; product development for multiple industries like sport, health care and travel; materials research and development; illustration and surface design; and art.

Our students regularly enjoy success in a range of national and international competitions including Best Awards, Red Dot, The Society of Dyers and Colorists, the ECC New Zealand Student Craft / Design Awards and The Surface Design Association.

■ SOPHIE PARSONS, BDES (HONS) TEXTILE DESIGN

Distant Connections is an interior surface design collection that explores New Zealanders response to Covid-19. Inspired by the spatial restrictions that limit our physical interactions, *Distant Connections* captures the consequential bonds formed within our communities. These bonds enable us to maintain strength during uncertain times. Using digital print on paper, textile and ceramic, this collection is designed for your home; the place you now know so well.



Visual Communication Design

BDes Major

Visual communication design (VCD) is at the heart of how we experience the world; guiding, informing, educating and inspiring us every day.

Visual communication design spans print and editorial design, illustration, brand communication, motion graphics, video, information design, AR and VR, and mobile application and web.

As a VCD student you'll learn to become an independent creative and critical thinker and maker, developing innovative responses to address complex issues facing our world.

In the first two years of the VCD major you'll gain confidence and proficiency with technical skills across the discipline, and learn processes for developing ideas.

Our visual communication design students and graduates excel nationally and internationally in the Best Awards, Red Dot Design Awards, and are recognised by the International Society of Typographic Design.

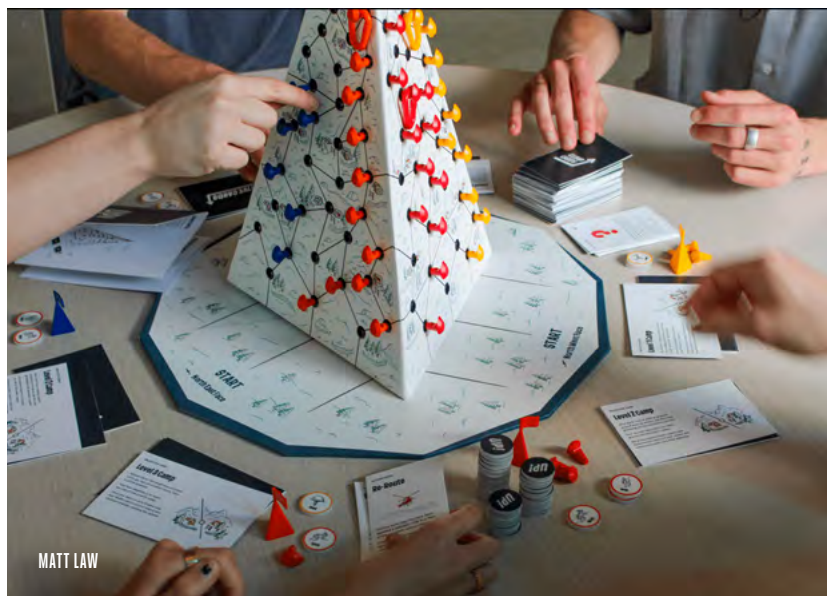
There is a growing demand for graduates who can apply design thinking at a strategic level in business, government and within social and civic enterprises. VCD graduates also go on to work as creative directors, interactive designers, graphic designers, user experience (UX) designers, typographic designers, advertising executives, brand managers, publishers, web designers, and illustrators.

■ MATT LAW, BDES (HONS), VISUAL COMMUNICATION DESIGN

Based on the challenges of climbing a mountain, *UP!* is a gameful tool designed to inspire children to develop healthy self-management strategies — especially those living with a chronic health condition. Players take on the role of mountaineers, acquiring and trading tokens to build a route to the summit. Open-ended question cards prompt meaningful discussion around a holistic approach to health and equip players with transferable skills for future challenges.

■ FRANKIE HAYMAN, BDES (HONS), VISUAL COMMUNICATION DESIGN

Nudge aims to help the students of Massey College of Creative Arts navigate curriculum through radical transparency so they can make informed decisions when picking papers. This online tool gives students access to student reviews, student work and alumni hindsight, acting as a window into the Massey experience.



MATT LAW



FRANKIE HAYMAN

Visual Communication Design Pathways

Within the design degree you can combine a selection of electives which will give you a range of specialised skills and in-depth knowledge. Below you can see a variety of options provided currently in the Bachelor of Design with Honours and the Bachelor of Design.

These pathways are sets of electives from visual communication design that fit together well, sometimes in combination with electives from other creative arts disciplines including fine arts, creative media production, and even commercial music. You can take these pathways even if VCD is not your major.

BRAND

Brand communication provides students with a range of critical and practical skills for engaging with marketing, service and experience design thinking. Beginning with visual identity design, the pathway moves through product-centred branding, and concludes with the user-centred strategies for designing services. From designing logos to staging transformational experiences, this pathway will equip you for these exciting and growing areas of design practice.

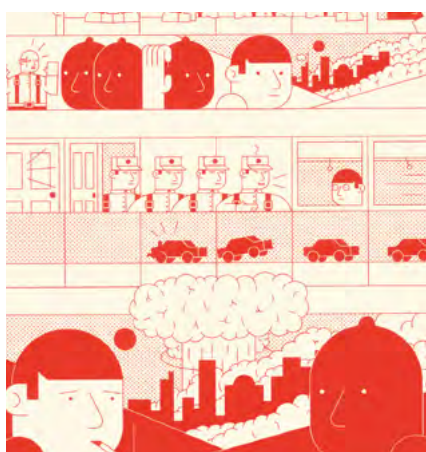


■ KASEY MCDONELL BDES(HONS), 2020

Project Zero. We need a majority of people prioritising action to fight climate change, but climate rhetoric paralyses people rather than motivating them. Designers can persuade more people to demand action by changing the rhetoric of low carbon behaviours. To persuade people from being concerned, to demanding wider change, Project Zero excites people with a fresh approach to plant-based meat, gives confidence with a smart recipe service and helps support community action.

ILLUSTRATION

Explore illustration as both art form, and as a medium for design communication. This entails developing industry-level illustration skills for print and online platforms including: text analysis, conceptual development, visual representation, visual style and rendering, and 3D modelling. You will become accomplished in producing engaging illustrations and narratives on a range of topics, in response to course and industry briefs. Through this pathway you will also develop your own personal style and perspective as an illustrator.



■ MATT JENNINGS BDES(HONS), 2020

Mr Stranger Is Your Friend In The Apocalypse. As the music industry pushes further into the digital space, album covers and music videos are being squeezed into our pockets. I believe that there needs to be a resurgence in the visual translations of music in order to truly communicate an idea to those listening. In response to this, I have designed a modular Graphic-Score that enables a musician to independently establish their own visual identity and enhance the communication of an idea through an album.

INFORMATION DESIGN

Learn how to transform complex data and information into impactful messages. In a world that is increasingly built on information and facts, information design takes these elements and makes them accessible and entertaining. As you progress through this pathway you'll explore how to translate data into clear communication, engaging stories, and finally into meaningful interactions. You'll become a storyteller of data, unlocking the skills to engage users and change minds.



■ TUI WRIGHT-MEMBRY BDES (HONS) 2020

Puku Ora is a personal account of living with Irritable Bowel Syndrome (IBS). IBS is painful and exhausting. Researching and implementing scientific information is consuming and difficult. This project employs a strategy of 'humanising good scientific information'. By carefully identifying each stage of this experience the book offers a nurturing and empathetic step by step support framework to follow. A book delivering good science wrapped in beautiful empathy.

INTERACTION DESIGN

Explore how humans interact with objects, spaces, and technology. This pathway covers a wide range of media and situations including website and app interfaces, exhibitions and installations, and exciting emerging technologies like virtual and augmented reality. Through this learning, you'll gain insight into user-needs and how to guide users in a way that is useful, intuitive and enjoyable.

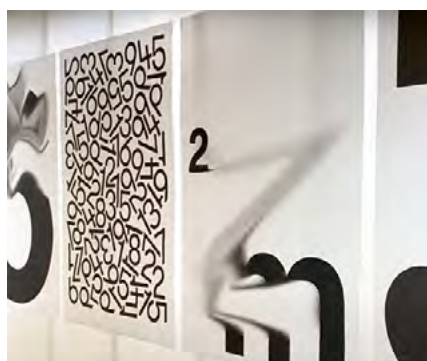


■ JASMIN PAPWORTH BDES(HONS) 2020

Safari 2.0 is an immersive online environment that creates an experience that captivates customers senses and emotions. The website uses experience and destination marketing design to convert the COVID-19 disruption into a transformative innovation, with the added potential to reimagine and reform the next normal for the tourism industry. With the case study of Nigel Perks Discovery, the experience of the website is personal; its aim is not to sell, but inspire.

TYPOGRAPHY

Typography can be informative, expressive or interpretative and spans all forms of media and communication. The typographic pathway builds from fundamental principles of letterforms, legibility and design of layouts to complex narratives. Typographic electives offered in each year aim to develop skills through interpreting simple concepts to complex self-directed research projects with an advanced level of craft and conceptual thinking. In the fourth year there is a hand printing option in contemporary letterpress and the opportunity for submission to an international typographic assessment.



■ SAM FRASER BDES(HONS) 2020

International recognition for Massey typography students. Fourth year design student Sam Fraser was awarded the highest recognition of commendation in the annual International Society of Typographic Designers student membership assessment. He was the only commendation out of 52 students who entered the South Pacific assessment. His personal experience of Covid lockdown was a response to the ISTD brief: The Significance of Numbers.



WINONA FOLAU
MALAGA FA'ALEAGAGA



JORDAN OOSTERMAN
OFFICECORE



SARAH WILLIS
RECREATIONAL GARDENING

Bachelor of Fine Arts with Honours

BFA(Hons)

Selected entry
Four years full time
Wellington

Establish your place in the art world with some of the finest artists in New Zealand.

Be the commentator, the activist, the narrator or the storyteller to transform perceptions, express a point of view or make a political comment.

Work across sculpture, painting, drawing, performance, installation, moving image, sound, photography, printmaking, site-responsive work, curatorial activities and art writing.

At Whiti o Rehua School of Art you'll learn from leading artists, including Walters Art Prize winner Shannon Te Ao, Fulbright-Wallace Arts Award recipient Simon Morris, and Best Award-winning Mana Moana team Rachael Rakena and Michael Bridgman.

This contemporary art programme fosters a critical understanding of the place of art in today's world. Your learning will be hands-on, working in an interdisciplinary open-plan studio surrounded by other students from all year levels.

Develop your own unique art practice, voice and confidence as an artist in a culturally diverse environment.

You'll be exhibiting your work from your second year, on campus and eventually in exhibitions in galleries and public spaces around Wellington.

WHY FOUR YEARS?

Your fourth year is an opportunity to really extend your skills and push the boundaries of contemporary art practice. You can choose between the more research-based honours programme or a project-based non-honours programme.

WHAT'S SPECIAL ABOUT FINE ARTS AT MASSEY?

A cross-media art school

Experiment with different modes of art-making

Define the future of art

Explore sound, moving image, online art and other emerging fields of practice

Vertically streamed classes

Second, third and fourth-year students share studio spaces and classes.

Freedom to try things

An open, friendly culture that encourages diversity and individuality

Engine Room

Contemporary art gallery on campus

Pōwhiri framework

Experience learning through an integrated Pōwhiri framework, which incorporates Māori perspectives and guides you through four years of supportive learning

Office hours

Seek advice from any academic staff member, not just your own lecturers

Know who you are as an artist

With a fine arts degree you'll graduate as an inventive, dedicated thinker and maker, able to define your future career in a broad spectrum of creative fields

CAREERS INCLUDE:

Sculptor, painter, photographer, performance artist, conceptual artist, digital media artist, curator, art writer, gallery assistant, gallery director, gallery owner, gallery public programmer, gallery publicist, teacher, historian, archivist, gallery technician, videographer, film director, scriptwriter, illustrator, editor, stylist, publisher, filmmaker.



■ CIARAN BANKS, BFA (HONS) 2020

What am I making? Where am I going? What am I saying? No way of knowing. My curiosity about the nature of things has led me to a practice centred on questioning and manipulating materials. My exploration through the wider borders of painting and sculpture complements my background in street art, provisionality, and a destructive ethos to create paintings influenced by the contrast between improvisation and composition. These twin entities and my knowledge of industrial processes guides my engagement in the creation of art.



■ **RACHAEL RAKENA**
NGĀI TAHU, NGĀPUHI,
ASSOCIATE PROFESSOR,
WHITI O REHUA SCHOOL OF ART

Rachael Rakena from the Whiti o Rehua School of Art uses the term 'toi rerehiko' to describe her practice, meaning 'art that employs electricity, movement and light'. It claims and names digital arts for Māori by centring the concepts of 'space between', 'fluidity', 'immersion' and 'continuum' within a Māori paradigm, and combines notions of continuum with interdisciplinary and collaborative practice. 'I make art that usually involves video and is often collaborative. I've been exploring themes around identity and water for many years, always with an indigenous focus.'

Rakena co-leads the *Mana Moana* project, a collaboration between Māori and Pasifika musicians, artists, writers and choreographers. It is a series of short art films, fusing poetry, dance, song, painting, photography and animation. Instead of projecting on a traditional film screen, *Mana Moana* explores themes of ocean, climate change and diaspora on a screen of projected water.

manamoana.co.nz

Design and Fine Arts Degree Structure

You are automatically enrolled in a BDes or BFA Honours degree at Massey (four years). This gives you a competitive edge in a world where having initiative and confidence are an advantage, and where new careers continue to be invented.

100 LEVEL / INTRODUCTION

Explore what it means to be a university student. Find your feet. Choose your path.

200 LEVEL / DEVELOPMENT

Become more familiar with the practices and processes of design or contemporary art production. Experiment.

300 LEVEL / EXPANSION

Extend your art and design practice and hone your critical skills further.

400 LEVEL (HONS) / INNOVATION

Push the boundaries of your design process or art practice with a significant research-led independent body of work, and celebrate your growth into a fully-fledged creative arts graduate.

YOUR FIRST YEAR

The University year is divided into two 12-week semesters from February–November, with mid-semester as well as mid-year breaks. Please check online for a full calendar of important dates and university holidays.

In your first year, you will take 8 courses, each worth 15 credits. That is 120 credits in total, which is full time at Massey. Full-time study equates to about 40 hours per week, including class time and independent work.

Core Major Courses:

Depending on the course, you might create site-specific art, photographic images, objects, garments, performances, new materials, video or graphics.

Shared Core Courses:

There are two compulsory courses, Communication for Makers **and** Conversations in Creative Cultures, where we introduce you to ideas and people that shape the creative arts and develop skills for communicating your work. You discuss, blog, read, listen, and communicate in a whole range of ways.

Elective Courses:

Examples include: fashion construction, printmaking, painting, contemporary sculpture, drawing the body, introduction to computer animation, photography as an agent of change and digital fabrication. You can also take electives from other parts of Massey. Check out all options online.

The Yellow Book programme guide provides more details about all degree content and elective options, download it from:

creative.massey.ac.nz/apply

If you are wondering which core studio courses are right for you check out our two-minute videos about each first year studio course options: **massey.ac.nz/papervideos**

Year One

Semester 1 Weeks 1–12

Studio I S1B1 —.157/8 Select one Lens Art Place Space Dress Screen Object	Studio I S1B2 —.157/8 Select one Lens Imagine Art Lab Material Screen Type
6 weeks 15 credits	6 weeks 15 credits

Communication for Makers
237.130

12 weeks
15 credits

Elective
100 level

12 weeks
15 credits

Semester 2 Weeks 1–12

Studio I S2B1 —.157/8 Select one Lens Art Place Space Dress Object Type	Studio I S2B2 —.157/8 Select one Lens Imagine Art Lab Material Screen Type
6 weeks 15 credits	6 weeks 15 credits

Conversations in Creative Cultures
237.131

12 weeks
15 credits

Elective
100 level

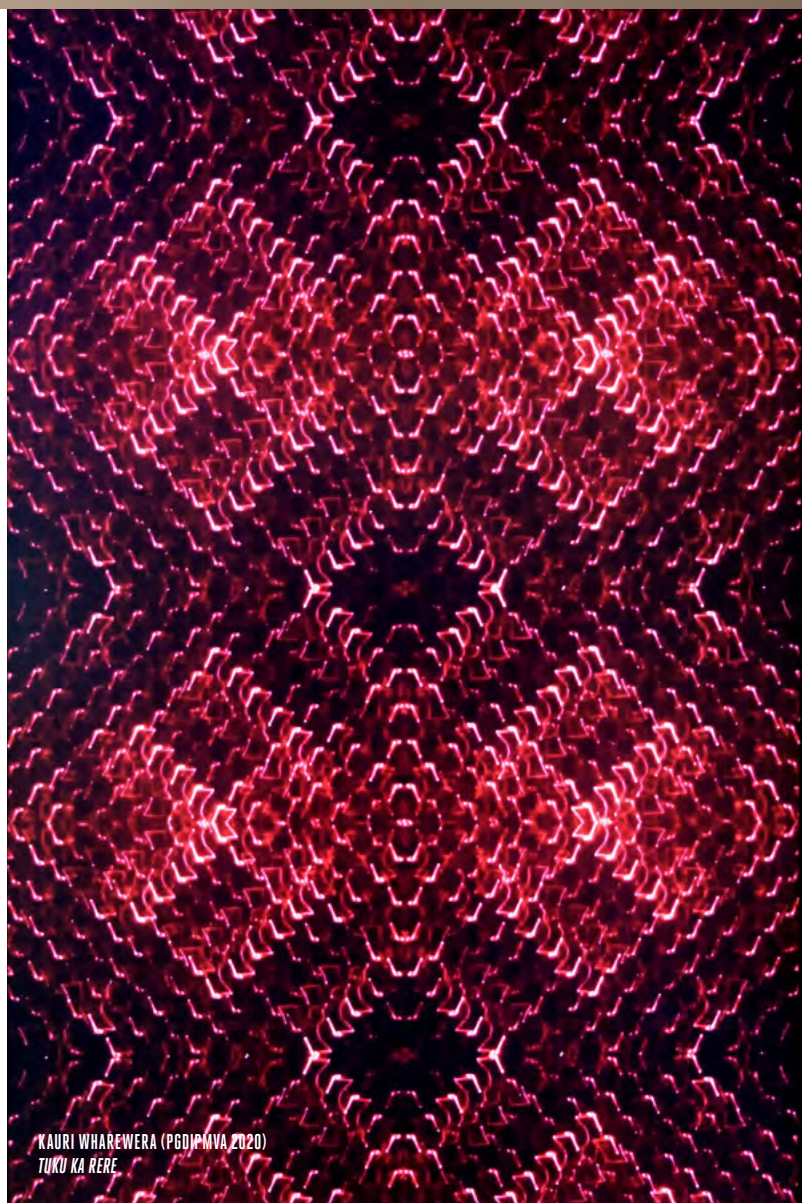
12 weeks
15 credits



JORDAN QUINNELL (PGDIPMVA 2020)
ALL GOOD BRO?
MASKED UP
I AM FINE



TE HAANA PAEWAI (BMVA 2020)
KAWAKAWA PRINT #4



KAURI WHAREWERA (PGDIPMVA 2020)
TUKU KA RERE

Toioho Ki Āpiti Bachelor of Māori Visual Arts BMVA

Selected entry
Four years full time
Manawatū

Immerse yourself in the only university-based four year degree in Māori Visual Arts in Aotearoa.

Staff and students engage creatively in a culturally rich environment where te reo, tikanga and whanaungatanga are fundamental to growing creative processes and practices in toi Māori. Students will have access to staff who are acknowledged Māori artists, both nationally and internationally, in their areas of expertise.

Established in 1995 by Professor Robert Jahnke ONZM, Toioho ki Āpiti (Māori Visual Arts) is based at Te Pūtahi-a-Toi on the Manawatū campus in Palmerston North. The programme caters for all levels of proficiency in te reo whether you have grown up through kohanga and kura or are an absolute beginner.

Students and staff start each study year with a stay on a marae where whakawhānau begins, and continues to be fostered through collective experiences throughout the degree. Exposure to contemporary visual arts, both mainstream and indigenous, is facilitated through visits to galleries, hui, wānanga and exhibition openings. Previously this has included travel to marae and exhibitions in Sydney, Melbourne, Venice, Tokyo, Korea, Hawai'i, Paris, Tahiti, as well as New Zealand.

The Toioho ki Āpiti community has extensive professional relationships with curators, public and commercial galleries, and artist networks both nationally and internationally. You will be able to access and develop connections with these networks to help further their chosen career in the arts.

WHAT'S SPECIAL ABOUT THE BACHELOR OF MĀORI VISUAL ARTS?

This four-year degree is kaupapa Māori-based. Engage in te reo Māori, tikanga and whanaungatanga, and become a conceptual and critical thinker and creative maker.

Mana Whakapapa

Open your senses to Māori visual culture and explore your identity through a Māori worldview. Become part of the whānau.

Mana Tiriti

Awaken your responsibility to Te Tiriti o Waitangi. Become aware and engage with the political context.

Mana Whenua

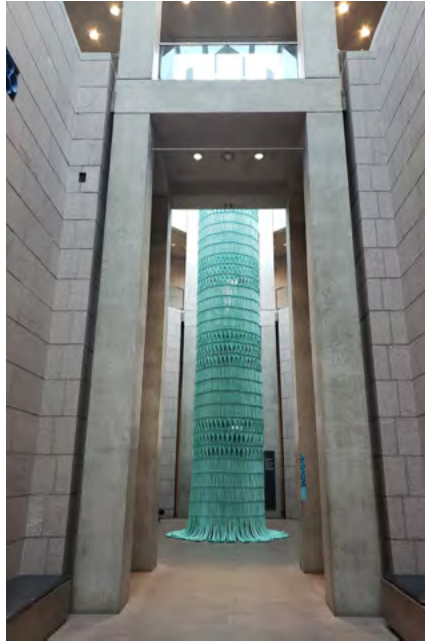
Carve your own pathway within the landscape of contemporary Māori art.

Mana Tangata

Take leadership and responsibility for your creative practice. Pursue artistic excellence. He toi whakairo, he mana tangata!

CAREERS INCLUDE:

Artist, designer, academic/researcher, curator, museum and art gallery collections manager, gallery director, gallery assistant, iwi development officer, Māori cultural adviser, teacher, lecturer, archivist, historian.



IMAGES: NATIONAL ART
GALLERY OF CANADA

■ MATA AHO COLLECTIVE

The Mata Aho Collective is a group of four Māori women artists who produce large scale fibre based works and work with a single collective authorship.

The artists are lecturer at Toioho ki Āpiti Māori visual arts, Erena Baker, of Te Atiawa ki Whakarongotai and Ngāti Toa Rangātira, Toioho ki Āpiti graduates Bridget Reweti, of Ngāti Ranginui and Ngāi Te Rangi, and Sarah Hudson, of Ngāti Awa and Ngāi Tūhoe, and Whiti o Rehua School of Art graduate Terri Te Tau, of Rangitāne ki Wairarapa.

They credit Toioho ki Āpiti as giving them a foundation of visual arts practice. "It helped us to see the relevance of mātauranga Māori in the work we create for the current contemporary art landscape and to push for innovation within our work.

AKA is a 14m high hand-woven work made from 25mm thick marine rope, situated in the rotunda of the National Gallery of Canada.

■ PUAWAI TAIAPA-APORO BACHELOR OF MĀORI VISUAL ARTS, 2015

Puawai says her BMVA gave her the confidence to express herself and has helped take her to places not even she imagined at the beginning of her studies. "When I started I was really passionate about painting but the course offers other art forms like photography and media studies. Over the years my passion changed as I started creating videos."

After graduating Puawai became one of the presenters on iconic youth TV show Pukana and has a growing online audience for her *Hey Puawai* videos. She credits her success to the course that awakened her passion for performance art.

"The amazing lecturers have open minds about different whakaaro, different types of work and you're appreciated for your ideas. I wouldn't be where I am today without the BMVA... the skills to express myself and the confidence and passion I've gained in my art and in where I come from, in my pepeha."

A woman of many talents, Puawai was one of the artists involved in the hit te reo song *Maimoatia* which pushed Justin Timberlake off the top of the NZ iTunes chart in 2016, and also performed at the national kapa haka championships with the Hatea team from Whangārei.



Māori Visual Arts Degree Structure

YOUR FIRST YEAR: MANA WHAKAPAPA

As part of the Toioho ki Āpiti Māori Visual Arts whānau, you will participate in a range of collective activities such as kapa haka, exhibitions and wānanga. The programme aims to encourage and challenge you to push the boundaries of contemporary Māori art.

The University year is divided into two 12-week semesters between February and November, with mid-semester and mid-year breaks. Please check online for a full calendar of important dates and university holidays.

In your first year, you will take five courses that add up to 120 credits, which is full time at Massey. Full-time study equates to about 40 hours per week, including class time and independent work.

Mata Puare Studio:

You will spend two full days a week in the studio making, experimenting, discussing and developing ideas. All lecturers are exhibiting artists and so depending on their experience and skills you might create a conventional or unconventional painting, sculpture, photographic or design work, video or performance piece or a mixed media installation.

Te Reo Whakahoahoa:

Take a language paper at the level appropriate to you. You may also choose to do the next level in semester two.

Critical and Contextual:

In this distance course, you will learn about customary Māori visual arts. This includes a contact course at Te Papa Tongarewa that takes you into the storerooms to learn from taonga tuku iho.

Elective:

You may be interested in other courses offered by the College of Creative Arts, the School of Māori Studies, or from other parts of Massey. Examples include digital fabrication, fashion construction, printmaking, painting, contemporary sculpture and drawing.

The Yellow Book programme guide provides more details about all degree content and elective options, download it from:

creative.massey.ac.nz/apply

Year One

Semester 1 Weeks 1–12

Mata Puare
Studio IA
150.107

12 weeks
30 credits

Ngā Hanga
Whakairo
150.106

12 weeks
15 credits

Te Reo Whakahoahoa
300.110

12 weeks
15 credits

Semester 2 Weeks 1–12

Mata Puare
Studio IB
150.108

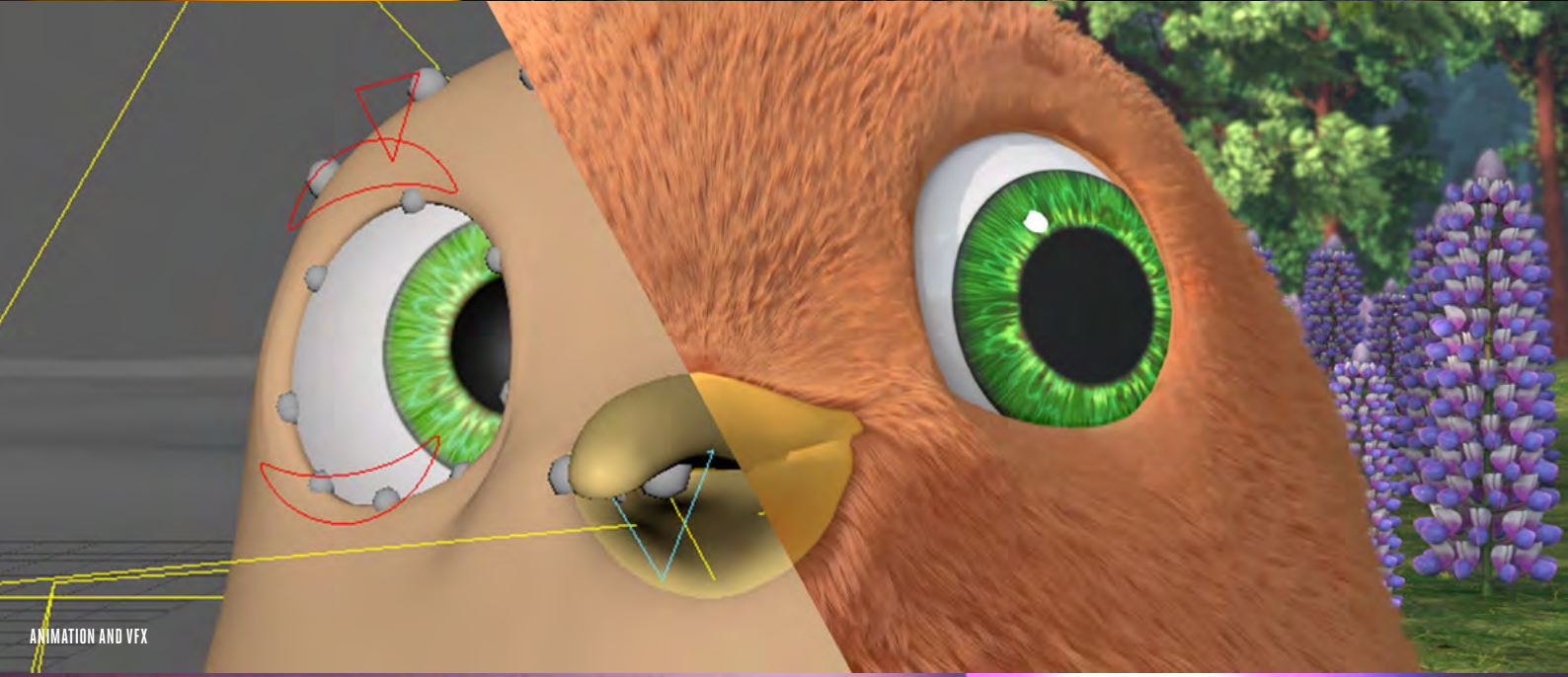
12 weeks
45 credits

Te Reo
Kōnakinaki
300.111

12 weeks
15 credits



GAME DEVELOPMENT



ANIMATION AND VFX



FILM AND TELEVISION

Bachelor of Creative Media Production

BCMP

Open entry
Three years full time
Wellington

Future-focused, this degree emphasises originality, innovation and critical thought, and is led by practising academics and industry experts.

The BCMP aims to give you the skills and creativity to realise your vision in interactive and digital media production. With an emphasis on production skills, you'll take creative media projects through development of initial concepts and narratives to a completed, distributable work. Using industry-standard production facilities, studios and labs, you'll respond to briefs that combine creative studio practice, linear and non-linear storytelling, professional practice and portfolio development.

BCMP PATHWAYS INCLUDE:

- > Animation and VFX
- > Creative Technologies
- > Film and Television
- > Game Development
- > Immersive Media
(subject to regulatory approval)
- > Producing and Directing

GET CAREER READY

Immerse yourself in the screen industry. Assemble a robust and diverse portfolio. Develop a unique production through a mentored final-year project, with an opportunity to have your work seen by the industry sector.

WHAT'S SPECIAL ABOUT CREATIVE MEDIA PRODUCTION AT MASSEY?

Learn from the experts

Developed and taught by award-winning industry professionals and academics, who've worked on projects including Avatar, The Hobbit, Iron Man 3, Planet of the Apes, Babe, Ocean Girl, 20,000 Leagues Under the Sea and Daffodils.

Industry connections

Staff are well connected in the screen industry, and include former staff of Weta Digital, Weta Workshop, Park Road Post, TVNZ, SKY and the BBC.

Cross-discipline collaboration

Embedded in an internationally recognised art and design school, which fosters creativity and innovation.

Graduate job-ready

Builds on Massey's strong track record of training graduates for successful careers in the screen sector.

CAREERS INCLUDE

Producer, director, visual effects producer, special effects technical director, virtual producer, sound designer, sound recording engineer, camera operator, lighting technician, editor interactive/ creative technologies producer, app developer, concept artist, storyboard artist, art director, animator, 3D modeller, rigger, games art director, games developer, web and mobile games producer, VR/AR developer, audio producer, CG artist, motion capture animator, digital effects artist.

HONOURS

Extend your study, develop your research and create outstanding creative media in the BCMP Honours programme. For more information, go to the Postgraduate section on page 43.

YOUR FIRST YEAR

The University year is divided into two 12-week semesters from February–November, with mid-semester as well as mid-year breaks. Please check online for a full calendar of important dates and university holidays. In your first year, you will take 8 courses, each worth 15 credits. That is 120 credits in total, which is full time with Massey. We expect you to spend 40 hours per week on your studies, including class time.

The Yellow Book programme guide provides more details about all degree content and elective options, download it from:

creative.massey.ac.nz/apply

Year One

Semester 1 Weeks 1–12

Select two:

- ☐ Animation
- ☐ Digital Video
- ☐ Games
- ☐ Producing & Directing
- ☐ Visualisation
- ☐ Web & Mobile

12 weeks
15 credits each

Introduction to Creative Media Production
289.100

12 weeks
15 credits

Elective
100 level

12 weeks
15 credits

Semester 2 Weeks 1–12

Select two:

- ☐ Audio
- ☐ 3D Modelling
- ☐ Film & Video on Location
- ☐ Prototyping for Creative Tech
- ☐ Programming for Interactive
- ☐ Time-based Editing
- ☐ VFX

12 weeks
15 credits each

Working with Scripted Material
289.120

12 weeks
15 credits

Elective
100 level

12 weeks
15 credits

BCMP Pathways

Film and Television

From blockbuster films to online formats, film and television practitioners work across the full production pipeline to create compelling stories.

In the film and television pathway, you'll study the art and craft of storytelling through moving image and sound. Using industry standard equipment and tools, gain skills in pre-production development, on-set and on-location filming, editing, post-production, grading and delivery technologies. You'll also work across formats, including short film, television and documentary.

Our award-winning film and television staff have practical working experience in Hollywood films, indie breakouts, and international television development.

The group-oriented courses allow you to practice across roles and responsibilities, including story and concept development, direction, camera operation, production design, editing, lighting, and sound.

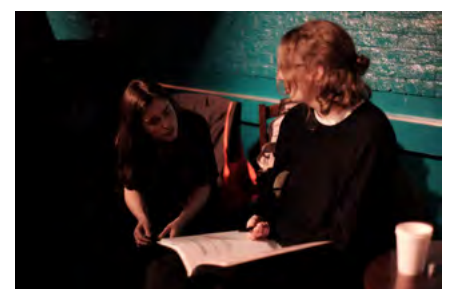
■ FRANCESCA SEWELL BACHELOR OF CREATIVE MEDIA PRODUCTION

Francesca is an emerging writer, director and editor and recently graduated as a part of the Bachelor of Creative Media Production's second cohort.

Fresh from wrapping her directorial debut, she is currently working as a freelance short film and commercials editor, and is collaborating with like-minded creatives to develop and share New Zealand-focused stories.

Francesca's major project *Raspberry and Coke* is a short Kiwi drama, a melancholic slice of New Zealand life which she co-wrote, directed and edited.

Raspberry and Coke has recently been featured in the official selection of four international film festivals and has won awards at the California International Short Film Festival and the Independent Shorts Awards. Mentored by US/Kiwi Writer/Director and Producer Casey Zilbert (*Ash vs Evil*; *Hangtime*; *Born to Dance*), *Raspberry and Coke* and its success has been an amazing springboard project for Francesca and her team.



Animation and VFX

Animators and visual effects artists create fantastic characters and scenes from their imagination, using advanced technology to achieve their vision.

In the animation and VFX pathway you'll gain skills in character design, 3D modelling, texturing and rigging, storyboarding, compositing, particle generation and dynamics. With access to the 20-camera motion capture and green screen stage, you'll get hands-on experience with industry-standard pipelines. You'll also work closely with the film and television students to collaborate on projects.



■ COURTNEY GILBERT BACHELOR OF CREATIVE MEDIA PRODUCTION

Courtney has been responsible for a variety of roles throughout production including directing, producing, screenwriting, production management, production design, pre-visualisation and animation. Courtney aspires to bring her fun and appealing, 3D animated mini-series for young children *Kiwis Can Fly* to the international market and she continues to create original content and develop and build her intellectual property. Courtney recently won the South Pacific Pictures Big Pitch Competition and is working in production at global screen company Gibson Group.

Her show is currently being broadcast on TVNZ's HEIHEI platform.



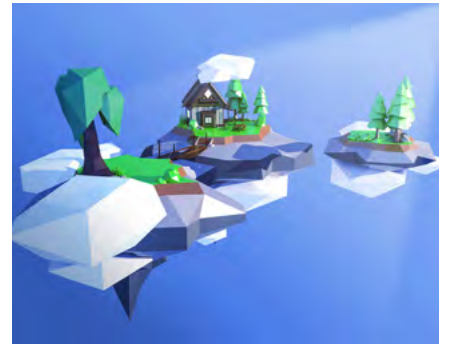
Game Development

Game developers work in game design, visual and audio asset production, and game programming, to create the next generation of desktop, mobile, and console games.

Using industry-standard development tools, you'll study the emerging art of the game. With no prior programming knowledge required, this course equips you to design, implement, and test your own game creations. Learn prototyping and balancing practices, asset creation, and deployment of games. With access to VR/AR hardware and alternative user input devices, push the boundaries in your own games.

■ DYLAN RICHARDSON BACHELOR OF CREATIVE MEDIA PRODUCTION

Dylan is one of the first graduates from this new degree. He briefly studied graphic design before opting to follow his true passions, moving to Wellington to study game design and animation. During the course he developed new skills and focused his efforts further on game design, exploring the medium through new tech including motion capture and virtual reality. Dylan was the lead game designer and programmer on the Major Project game *Mara and Blu*, a local multiplayer co-op puzzle platformer. He has gone on to work at local game studio PikPok as a Tester and most recently a Junior Game Designer.



Creative Technologies

Creative technologists are pioneering makers and thinkers who explore the intersection of technology and art, blending computational and creative practice to craft fresh and engaging digital experiences.

In the creative technologies pathway, you'll learn about creative coding, hardware prototyping, front- and back-end web development, real-time development platforms, and more. You'll use physical computing devices to construct interactive artworks and kiosks, build web apps that visualise data, develop AR/VR experiences, and explore machine intelligence.

Graduate with a portfolio showcasing your technical and creative skills, and a vision of how you want to change the world shaped through critical analysis of digital media's impact on society.

■ NURSYAFIQAH BINTI JAMAL (EQA) BACHELOR OF CREATIVE MEDIA PRODUCTION

An international student from Malaysia in her first year of CMP, Eqa's prototyping project exceeded the expectations of the experimental game controller brief by building the electronic table game *Basket Madness*. Her project evolved into a self-standing arcade game, fitted with a sensor and a microcontroller to connect to a laptop for score keeping, timing and sound effects. Eqa rigorously went through an iterative design process, starting with a simple paper prototype and user testing at each stage of her design. *Basket Madness* won the inaugural "Prototyping Pineapple Award" as the most popular project among this student cohort.



Producing and Directing

Creative leadership, vision and voice: producers and directors are at the core of media production. Using strategic planning and creative problem-solving, they lead and manage teams to complete successful, viable projects.

In the producing and directing pathway you will learn professional techniques and tools for shepherding creative projects to completion, and foster your creative leadership skills. Through initial ideation and pitching, intellectual property development, pre-production scheduling and budgeting, fundraising and stakeholder management, you'll gain extensive hands-on experience in this in-demand field.

■ WIKTORIA OJRZYNSKA BACHELOR OF CREATIVE MEDIA PRODUCTION

Presented with an opportunity to work with an external client to create meaningful content for an international audience, Wiktoria knew it was a chance to bring awareness to the issue of climate change. Directing *Subject to Change*, a documentary film that explores the impacts that climate change is having on the Pacific, Wiktoria developed and practiced critical leadership and production skills. The documentary has since been shown at major exhibitions in Poland, London, and Paris.



Immersive Media

(Subject to regulatory approval)

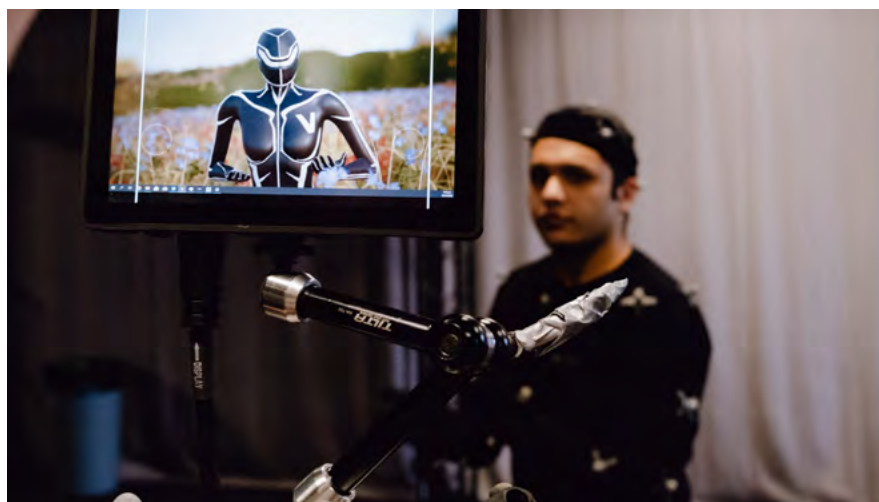
Virtual and Augmented Realities (VR and AR) allow new ways for us to blend the physical and digital worlds, creating uncharted possibilities for the future.

Study at the frontier of immersive media development. Gain skills working with industry-standard software, VR/AR, and capture hardware, to develop and produce a range of immersion-based projects. Blend digital technology with real-world experiences. You don't need to have used or worked with these tools before—just bring your eagerness to explore the tools and applications of this exciting new area of practice.

■ THOMAS WILLIAMS BACHELOR OF CREATIVE MEDIA PRODUCTION, 2020

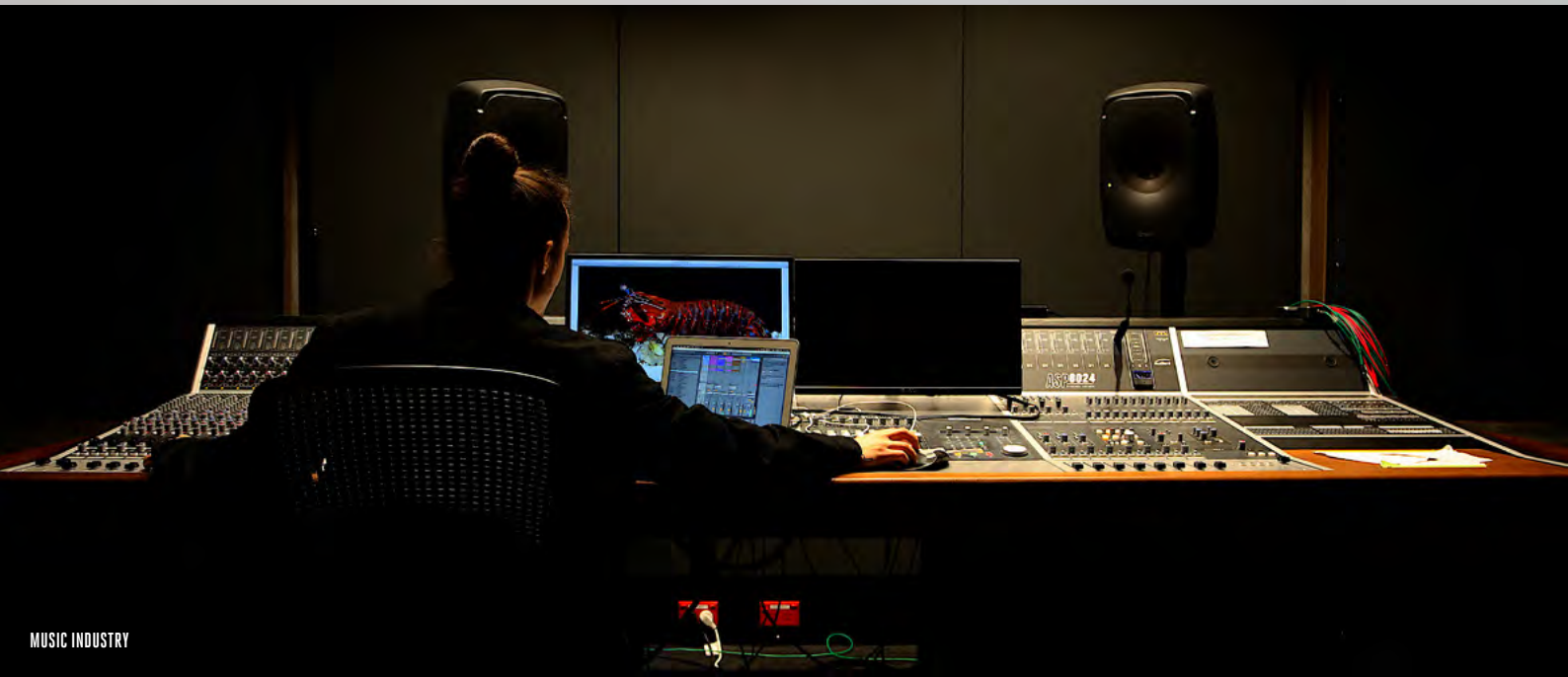
Thomas Williams has used a multitude of immersive and emerging technologies to enhance his practice. Technologies such as photogrammetry, motion capture and 360 HDRI imagery have aided him in the development of virtual production workflows for film and VFX. In a recent short film production, lighting assets created with

photogrammetry and 360 HDRI images allowed Thomas to insert objects into any shot with accurate lighting. These tools provide ways to speed up existing production processes and open the door to new possibilities..





MUSIC PRACTICE

MUSIC TECHNOLOGY
BAXTER PERRY

MUSIC INDUSTRY

Selected entry
Music Practice

Open entry
Music Industry
Music Technology

Three years full time
Wellington

Bachelor of Commercial Music

BCommMus

The Bachelor of Commercial Music degree is the most progressive music programme in New Zealand. It is future-focused, technology-driven and industry-engaged, with a faculty that includes some of New Zealand's top music industry professionals.

There are three majors:

- > Music Practice
- > Music Technology
- > Music Industry

Choose whether you want to make and perform new music, engineer live and studio sound and design new music technology, or immerse yourself in the business of music entrepreneurship including artist development and events promotion.

You'll become a successful practitioner, media-savvy artist, developer, engineer, entrepreneur or performer. Learn to use and develop new production tools, processes, technology and distribution networks.

The BCommMus has a strong emphasis on popular music genres, new technologies, innovation and commercialisation. You'll consider the role of streaming and digital media in the music industry and explore how to disrupt and operate in new and future business models.

In the BCommMus core courses you'll join with students in all majors to learn music video production and online and media skills, organise and promote music events and experiences, and make and release recordings. The critical content of the programme spans new musicology, free culture, the political economy of music, and music philosophy.

All majors foreground music as the primary discipline, whether explored through a creative, critical, technical or commercial context.

WHAT'S SPECIAL ABOUT COMMERCIAL MUSIC AT MASSEY?

Look to the future

Future focused and cross-genre, this degree emphasises creativity and innovation and the latest industry models.

Popular music focus

All content is based firmly in popular music, covering a wide range of genres.

Learn from the experts

Music Practice is taught by practicing international and award-winning professionals, and contemporary composers and performers, from iconic bands like Fat Freddy's Drop and The Chills.

Tech specialists

Music Technology is taught by pioneering music software and hardware developers, sound engineers, lighting and stage designers and sonic artists.

Industry connections

Music Industry is taught by professional industry experts who have decades of experience working with both major and independent labels as well as major music festivals and international artists.

CAREERS INCLUDE

Music producer, promoter, music performer, songwriter, film and media composer, music software and new technology designer/developer, event manager, event promoter, musician, DJ, producer, label manager, music marketer, artist manager and developer, studio engineer, live sound engineer, lighting engineer, publisher, booking agent.

HONOURS

Extend your study, develop your research and advance your skills in music practice, technology or industry. For more information about the Honours programme, go to the Postgraduate section on page 43.

YOUR FIRST YEAR

The university year is divided into two 12-week semesters from February–November, with mid-semester as well as mid-year breaks. Please check online for a full calendar of important dates and university holidays.

In your first year, you will take 7 courses, worth 120 credits in total, which is full time at Massey. Full-time study equates to about 40 hours per week, including class time and independent work.

The Yellow Book programme guide provides more details about all degree content and elective options, download it from:

creative.massey.ac.nz/apply

Year One

Semester 1 Weeks 1–12

Select Your Major:

- ☐ Industry 133.167
- ☐ Practice 133.175
- ☐ Technology 133.185

12 weeks
15 credits

Your Major:

- ☐ Industry 133.168
- ☐ Practice 133.176
- ☐ Technology 133.186

12 weeks
15 credits

133.1—
Other Music Course
Music Course

12 weeks
15 credits

Elective
100 level

12 weeks
15 credits

Semester 2 Weeks 1–12

Contemporary
Musicology
133.154

12 weeks
15 credits

Music Media 1
133.152

12 weeks
15 credits

Music Project 1
133.153

12 weeks
30 credits

Music Industry

BCommMus Major

Music industry practitioners are innovators and entrepreneurs, who seek out and develop new ways to commercialise music in a rapidly changing digital environment.

In the music industry major you'll study artist development and management, label and distribution networks, music publishing and one-off and large-scale live events. Learn skills in new media and develop an essential understanding of emerging and future business models that challenge traditional industry conventions.

You'll learn from staff with experience working for major festivals and events, and with international touring and record label and artist management backgrounds. Classes are group-oriented and designed for you to develop both practical and theoretical skills and apply these to real-world situations.

■ SOFIA MACHRAY BACHELOR OF COMMERCIAL MUSIC, 2020

Rūi the Tūi is a picture and songbook based around New Zealand's native birds. The storyline of *Rūi the Tūi* follows Rūi on an adventure through the forest while she's trying to find a spot to sing. Along the way, she bumps into other bird species such as Tony the Takahē, Murray the Morepork, and Kevin the Kākāpō. My aim for the project was to explore ways music can act as a learning tool and how music instruction with literature could benefit children in their engagement with literacy education. The book is accessible to all learning styles such as visual, auditory, and reading. On my website you can experience the story by either singing along to the song, following with narration, or reading an online version. Throughout the musical aspects of the works, I've incorporated samples of bird sounds, forest ambiance, and facts about each species of bird with the aim that children would become more familiar with New Zealand native birds. In the future I hope that my songbook is published and available for purchase in stores across New Zealand.



Music Practice

BCommMus Major

Music practitioners are artists who push creative boundaries and foster a sense of community and identity among audiences.

Study popular musicianship and performance. Whether you're a singer, DJ or in a band, Music Practice will give you the skills and confidence to take risks and make it in the music industry.

Learn songwriting, composition, musicianship and performance from some of New Zealand's top musicians and professionals.

You'll develop your writing and performing craft in your instrument or interface of choice—that could be an instrument, your voice or your computer. Learn to produce and compose music with industry-standard software and hardware, in some of the best facilities in the Southern Hemisphere.

Work in ensembles and respond to briefs designed to develop artistry in an environment that encourages creative risk-taking. You'll learn to be a working musician with industry-ready practical skills, connections and experience.

■ ANNA WILD, BACHELOR OF COMMERCIAL MUSIC 2020

Wool

Anna is establishing herself in the music industry as a versatile and reliable musician within live and recorded performances. Her debut project 'WOOL' is a self directed visual EP which explores an abstract perspective on Endometriosis and other conditions which affect a person's motherhood. She explores the sonic templates through analog synths, drums and percussion, performed by her. Anna also performs and records as a session drummer for local artists.



Music Technology

BCommMus Major

Music technologists drive disruption and change in the music industry. They use and develop new technologies that change both the way musicians create, and the way consumers share and engage with music.

In the music technology major you'll study new interface and instrument design, development and electronics alongside audio engineering, recording and editing technologies, and live lighting and sound.

Master microphone techniques and sound design. Learn how to operate industry-leading industry equipment, work with musicians to capture great recordings, and develop mixing and mastering techniques to produce professional quality recordings.

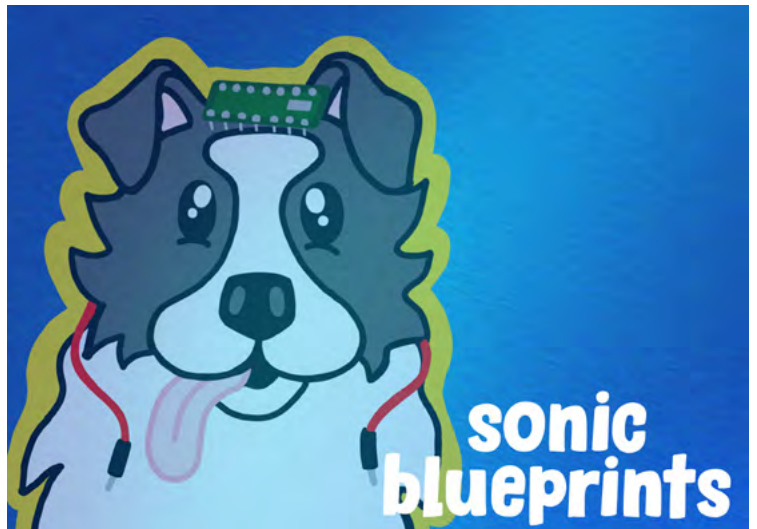
You'll also learn live light and sound skills, including how to operate small and large scale PAs, and design and programme advanced lighting and projection rigs. We'll teach you about all aspects of live, venue-based industry requirements.

■ BAXTER PERRY BACHELOR OF COMMERCIAL MUSIC

Arcomidi is a midi keyboard, built and developed by me to replicate/imitate string and breath-controlled instrument expressivity. I wanted to create a slick, industry standard midi controller that provides a tactile response, enabling the user to play notes in the fashion that they want to. I have used clothes pegs for their spring action and joysticks to convert this motion into midi.

■ SAM STONNEL, BACHELOR OF COMMERCIAL MUSIC 2020

Sonic Blueprints, is a D-I-Y electronics kit that introduces children to aspects of music technology including software, hardware, and composition with a DAW. This kit is accompanied by several self-produced instructional videos that feature Hiko the border collie.



Foundation Certificate

Certificate in Foundation Studies (CFS) and Certificate of University Preparation (CUP)

If you don't meet the entry requirements for a Bachelor's (undergraduate) degree, you can complete a pre-degree programme (also known as a foundation programme).

There are two pre-degree programmes with creative arts pathways: the Certificate of University Preparation (CUP) and Certificate in Foundation Studies (CFS). If you apply for entry to a Bachelor's degree programme and don't meet the entry requirements, you will be offered a place in one of these programmes based on your education background and experience. If you already know you don't meet the entry requirements, get in touch with us and we can guide you to the right pre-degree programme for you.

The creative arts pathways in both CUP and CFS include three creative arts courses that introduce you to a world of making, drawing, thinking and creating, with supporting courses in core academic writing and study skills.

Massey offers the only on-campus, university-taught pre-degree creative arts programmes in New Zealand. You'll study with Massey staff on campus, using the College of Creative Arts facilities in Wellington.

CERTIFICATE OF UNIVERSITY PREPARATION (CUP)

Guided entry
1 semester full time
Wellington

You will be offered a place in the Certificate of University Preparation if you **narrowly miss** meeting the entry requirements for admission to the University.

CERTIFICATE IN FOUNDATION STUDIES (CFS)

Guided entry
2 semesters full time
Wellington

You will be offered a place in the Certificate in Foundation Studies if you don't meet the entry requirements for admission to the University.

PATHWAY TO BACHELOR'S STUDY

Once you successfully complete the Certificate of University Preparation or Certificate in Foundation Studies you will gain admission to Massey's unrestricted undergraduate programmes and be prepared for undergraduate study. You will need to apply online again for admission to a Bachelor's degree.

If you complete the creative arts pathway you will be able to use your coursework as your portfolio to gain entry to the Bachelor of Design with Honours, Bachelor of Fine Arts with Honours or Bachelor of Māori Visual Arts.

Completing the creative arts pathway will give you entry to the Bachelor of Creative Media Production, and the Bachelor of Commercial Music majoring in Music Technology or Music Industry. For entry to the Bachelor of Commercial Music majoring in Music Practice, you will also need to pass an audition.

Foundation Studies (CFS)

Across two Semesters (CUP 1 + CUP 2)

(CUP 1)

Semester 1
Weeks 1–12

Academic Language and Writing 1
192.040

Study Skills and Strategies
192.042

Foundation Drawing
293.001

Foundation Sound and Image
293.002

(CUP 2)

Semester 2
Weeks 1–12

Academic Language and Writing 2
192.041

Critical Academic Skills
192.043

Foundation Māori Culture
150.001

Foundation Fabricate
293.003

Postgraduate Study

The College of Creative Arts offers a suite of internationally recognised postgraduate qualifications, which can advance your career and invigorate your creative practice. Once you've completed your Bachelor's degree you may wish to dig deeper into subject-specific research.

OUR POSTGRADUATE DEGREES INCLUDE:

- > Bachelor of Creative Media Production (Honours)
- > Bachelor of Commercial Music (Honours)
- > Postgraduate Diploma Design
- > Postgraduate Diploma Fine Arts
- > Postgraduate Diploma Māori Visual Arts
- > Master of Design
- > Master of Design Weta Workshop
- > Master of Fine Arts
- > Master of Creative Enterprise
- > PhD

CONTACT US

We welcome enquiries from suitably qualified applicants.
For more information, contact:
creative.postgrad@massey.ac.nz

Master of Māori Visual Arts MMVA

Location Available on the Manawatū campus and by distance.

Toioho ki Āpiti Māori Visual Arts is the leading provider of advanced indigenous visual arts education in New Zealand, and has an unparalleled list of significant New Zealand artists amongst its alumni.

In the Master of Māori Visual Arts you are encouraged to ground your practice within a kaupapa Māori paradigm. International students from other indigenous cultures are encouraged to engage in research and applied practices relevant to their individual cultural contexts. The programme is especially strong in its ability to embrace customary practice from carving to weaving alongside contemporary practice from painting to moving image.

■ KEZIA WHAKAMOE,
MASTER OF MĀORI VISUAL ARTS,
2020, MATAATUA



Postgraduate Diploma in Māori Visual Arts PGDipMVA

Duration 1 year full time. Available part time.

Location Available on the Manawatū campus and by distance.

You will balance independent creative work in the studio with learning in Māori studies or museum studies. You will spend most of your time making art. If you have over ten years of exhibition practice you can apply to do a studio-only postgraduate diploma—talk to us about your situation. The PGDip MVA is available one year full time and is also available part-time.

Bachelor of Creative Media Production (Honours) BCMP(Hons)

Location Wellington, New Zealand.

Extend your study, develop your research and create outstanding creative media in the BCMP Honours programme. BCMP Honours is a one-year qualification for students with a Bachelor of Creative Media Production (BCMP) or any media-based three-year degree. You'll focus on a significant research project of your own, with supporting coursework. Entry to the programme is available to students who achieve a B grade average in their third year of study.

Drive your own project from conception to completion under the expert supervision of our industry-connected staff. It could be a short film, video game, mixed reality experience or whatever you can imagine.

Make use of our world-class facilities and gear: 5K cameras, lighting and audio kits, MOCAP array, 360-degree cameras and green screens.

Develop advanced research skills and understand critically how your work fits in a landscape of film, entertainment, and new media. You'll produce an exegesis to critically situate your independent project.

Location: Wellington, New Zealand.

Extend your study, develop your research and advance your skills in music practice, technology, or industry. You'll take an independent research project from conception to completion, with supporting coursework.

The Bachelor of Commercial Music (Honours) is a one-year qualification for students with a Bachelor of Commercial Music (BCommMus) or other three-year music degree. Entry to the programme is available to students who achieve a B grade average in their third year of study.

As a Bachelor of Commercial Music (Honours) student you'll have access to Toi Rauwhāngi College of Creative Arts' state-of-the-art facilities, including world-class recording facilities and technology labs as well as a range of immersive media technologies. Learn from well-connected academics working in the industry with extensive research and performance expertise.

Start in Semester 1 by conceptualising and developing your independent project through research and prototyping while engaging with the important contemporary issues of your discipline.

Then in Semester 2 you'll focus on realising your project with academic mentors. Your creative practice will be research-driven, as you critically explore your place in the complex, ever-changing music industry. You'll produce an exegesis to critically situate your independent project.

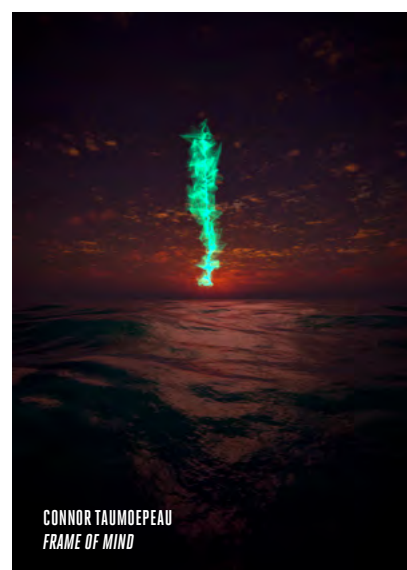
■ GARNER MCVAY BACHELOR OF CREATIVE MEDIA PRODUCTION (HONOURS), 2020

Cella is a 2.5D side-scroller puzzle-platformer video game that explores the ideas ambiguous narratives and their effect on audience engagement.



■ CONNOR TAUMOEPEAU BACHELOR OF COMMERCIAL MUSIC (HONOURS), 2020

Frame of Mind is an audiovisual exploring self-reflection. The fifteen-minute work features four new audiovisual compositions that seek to express a specific emotion, felt during the creation of the track.



Bachelor of Commercial Music (Honours) BCommMus (Hons)

Master of Design

MDes

The Master of Design is an advanced design research qualification, closely aligned to industry, society and the environment. The course of study is concentrated. It provides opportunity for focused and self-directed students to independently interrogate a self-selected issue through targeted design research methodologies, methods, techniques and processes. Through this interrogation, you'll develop mastery of critical and innovative design thinking and making. In some instances, projects involve collaboration with industry mentors and partners, or key communities. The Master of Design is 1 year full-time (part-time study may be negotiated).

Duration 12 to 18 months full time, or part-time over a longer period.

Entry MDes 120 credit — you'll need to submit a portfolio of your creative work, a research proposal and attend an interview.

MDes 180 credit — you'll need to submit a portfolio of your creative work, a research statement and attend an interview.

Location Wellington, New Zealand.

Starts MDes 120 and 180 in February, July. MDes 180 September (tba).

Application

Due 30 November (February start),
15 May (July start), 15 July (September start).

■ GLENN CATCHPOLE, MASTER OF DESIGN, 2017

Project Zero eliminates waste in the fabrication of timber furniture and is a prototype zero waste chair that is influenced by an extensive zero waste material exploration.

■ HOLLY DOWNER, MASTER OF DESIGN, 2020

Plastic and the Sea Turtle is a VR experience which visualises data in a manner which allows participants to experience a first-person perspective that is not typically accessible in our everyday lives. By taking on the perspective of a sea turtle, and experiencing the effect of human waste on the environment, it is suggested that the participant is prompted to have a more compassionate understanding of the plight of non-human beings, such as sea turtles.



Postgraduate Diploma in Design

PGDip Design

Extend your design speciality or explore new horizons. You'll have the opportunity to specialise in fashion design, industrial design, photography, spatial design, textile design or visual communication design.

This programme will give you an introduction to postgraduate research processes and contemporary design theory. You'll push the boundaries of your design practice with a research-led independent project. You'll also have elective courses focused on creative entrepreneurship, exhibition or writing in the creative arts.

Duration 1 year full time. Available part time.

Location Wellington, New Zealand.

Master of Design, Weta Workshop School MDes WW

By specialising in Entertainment Design, you'll emerge with the tools to create incredible imaginary worlds for film, television, and gaming. The programme focuses on the key areas of idea creation, storytelling, and concept design within a self-driven research project. As you progress through the one-year course, you'll expand your technical ability and develop critical thinking skills. Adapt an existing IP, or develop your own world and push the boundaries within your own conceptual world.

Undertake your own research and design project, exploring how Entertainment Design works as a tool for creating compelling characters, engaging worlds, and incredible stories. The programme culminates with a written research component presented alongside a body of concept design work.

Duration One year of full-time study.

Entry Selected entry—you'll need to submit a portfolio of your creative work, a research proposal and attend an interview.

Location Wellington, New Zealand.

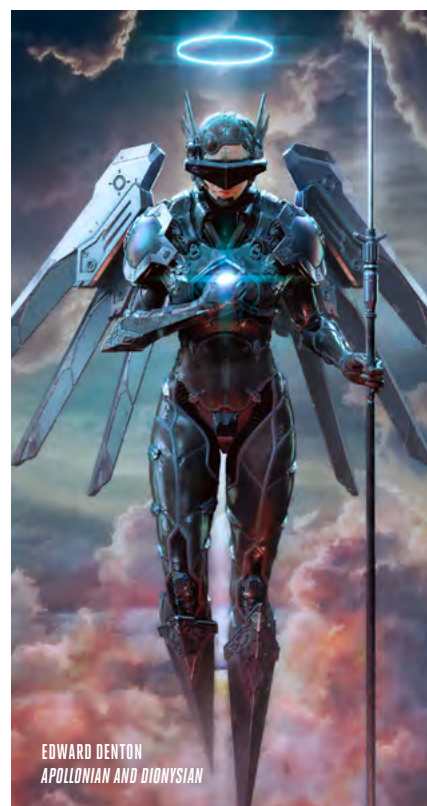
Starts February 2022

Application Due 1 December 2021

wetaworkshopschool.massey.ac.nz

■ EDWARD DENTON, MASTER OF DESIGN WETA WORKSHOP SCHOOL, 2020

*Apollonian and Dionysian:
An exploration through character
concept design.*



Master of Creative Enterprise MCE

Duration 12 to 18 months full time, or part time over a longer period.

Entry

MCE 120 credit—you'll need to submit a portfolio of your creative work, a research proposal and attend a consultation.

MCE 180 credit—you'll need to submit a portfolio of your creative work, an expression of interest, and attend a consultation.

Location Wellington, New Zealand.

The Master of Creative Enterprise is a unique postgraduate degree for creative practitioners to explore domestic and international market opportunities and the commercial applications of ideas. You'll focus on developing a sustainable career through your artistic practice.

The programme is open to makers across the creative sector, including but not limited to film, TV, music, games, fine art, fashion, industrial design and creative technologies such as AR/VR, hardware and software development. We're also interested in hearing from applicants with creative propositions for events, publishing, curation, promotion and distribution.

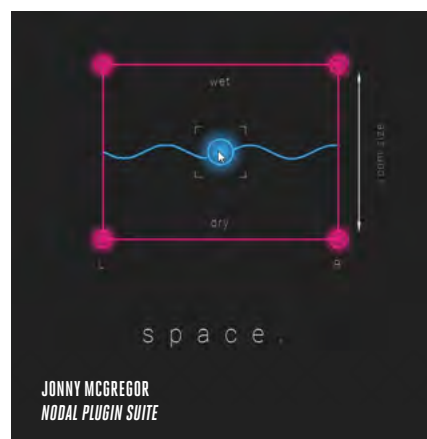
You will be mentored closely by academics and industry leaders. The applied research and commercialisation components of the programme are aligned with your practice-based courses.

Driven by innovation and creativity, project development models are iterative in their approach, and are career focused.

You will also have access to a range of world-class facilities including fabrication, recording, film, electronics, motion capture and immersive tech studios and labs to develop prototypes and work.

■ JONNY MCGREGOR, MCE, 2019

*Nodal Plugin Suite, an example of
Jonny McGregor's software development
investigation into how alternate user
interfaces influence the use of audio
plugins in music production.*



Master of Fine Arts MFA

Duration 2 years full time, or 3–4 years part-time study.

Starts February or July.

Location Available on the Wellington campus, and by distance with permission.

The Master of Fine Arts (Art or Design) emphasises independent learning punctuated by shared community critiques, masterclasses and lectures led by a team of international invited guests and academics that are expert creative practice researchers. It is geared toward the production of research-driven, critically engaged, expertly realised and highly innovative original creative work. It supports trans-, multi- or cross-disciplinary practices and media while also endorsing the development of specific art and design expertise.

■ **WARREN MAXWELL (NGĀTI WHARE / NGĀI TE RIU / NGĀTI RĀKAIPAKA / NGĀI TŪKAIRANGI)**
MASTER OF FINE ARTS 2019

Recording 'Bebop Flags' on the Ross Ice Shelf - Antarctica, 2016. Image courtesy of Jason O'Hara.

Re-connecting with Te Taiao via a site specific presence, directs and underpins these works.

They encourage the participant to sit and *feel* a place, and then be immersed in it.

■ **TURUMEKE HARRINGTON (NGĀI TAHU)**
CURRENT MFA STUDENT, 2021
COLLIN POST MEMORIAL
SCHOLARSHIP RECIPIENT

Longer Than I Can Remember (Installation from the exhibition Gentle Ribbing), 2020
Nylon, steel installation 15,000mm x 1800mm

Gentle Ribbing is a birth, a coming into being with a lifetime ahead. The exhibition of sculpture and major installation features a huge, brightly coloured quilt. Much like birth itself, the quilt represents hours of labour, boredom, procrastination and a triumphant finish.

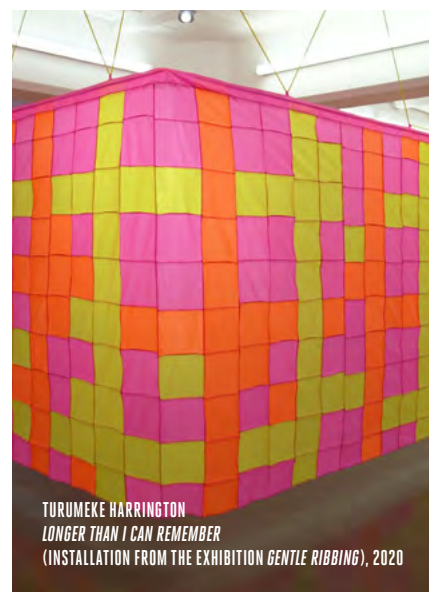
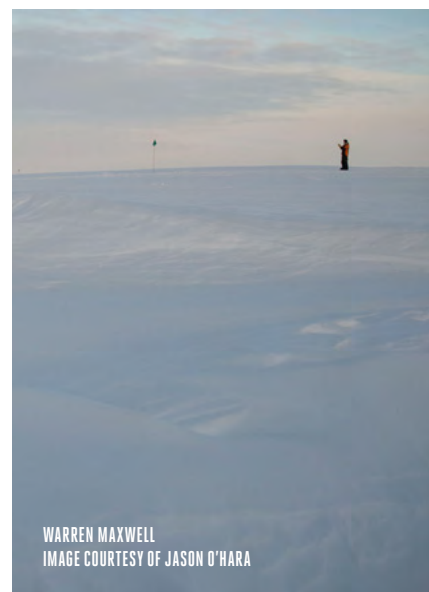
Duration 1 year full time. Available part time.

Starts February

Location Wellington, New Zealand.

The Postgraduate Diploma in Fine Arts gives you the opportunity for advanced study in contemporary art.

The programme combines theoretical inquiry with studio-based practice. It focuses on identifying, exploring and developing research methods that are relevant to current art practices and enquiry.



Postgraduate Diploma in Fine Arts PGDip FA

PhD

Duration 3–4 years full time, or 5–6 years part time.

Entry Selected entry—you'll need to submit a portfolio of your creative work, a research proposal and Curriculum Vitae.

Massey University Doctoral Scholarship 1 April 2021 for a Semester 2, 2021 start, and 1 October 2021 for a Semester 1 2022 start.

Location Wellington, Manawatū, and by distance within New Zealand.

At the College of Creative Arts candidates for PhD are expected to produce a sustained piece of advanced research work in one of these areas; design, fine arts, Māori visual arts, Indigenous visual arts, music, creative media production, visual and material culture, or across disciplinary areas.

The doctoral thesis may either involve creative practice work with a substantial piece of academic writing (approx. 30,000–40,000 words), or a wholly written thesis (up to a maximum of 100,000 words). The PhD requires an original contribution to the field.

Applicants should preferably have a Master of Fine Arts, Master of Design, Master of Music, Master of Māori Visual Arts (or equivalent), with a high research concentration and an A-grade point average. Outstanding candidates with an Honours qualification will also be considered.

International PhD students accepted into the programme need to be based in New Zealand. You would pay the same fees as Domestic students and are eligible to apply for Massey University Doctoral Scholarships.

A suite of Professional Doctorates (ProfDoc Fine Arts, ProfDoc Design, ProfDoc Music) are in development and we plan to offer these (pending CUAP approval) from Semester 1, 2022. Please contact creative.postgrad@massey.ac.nz for more information.

■ JUDITH BEYER, PHD 2020

Gender fluidity plays an increasing role in today's fashion industry. This project focuses on the incorporation of non-binary fashion in contemporary fashion design. Drawing from Judith Butler's notion of gender performativity, and troubling gender, this study investigates how contemporary fashion design can challenge and critique norms of gender identities and their representation. The research looks at fashion as a system of signification, analysing contemporary fashion imagery and design via a critical and textual analysis through a multiple case-study approach, discussing four contemporary designers – Gucci, Hoodie Air, Vetements, Blindness – and their potential to challenge, blur and critique traditional gender boundaries in the context of fashion and culture.



PHOTOS BY JUDITH BEYER OF FASHION
AT THE GUCCI MUSEUM, ITALY.



DOMESTIC
STUDENTS

Admission and enrolment

ENROLLING IS A TWO-STEP PROCESS

- 1 APPLY TO STUDY**
Apply to study at Massey University and you will receive a student ID number. Once your application is complete the university will notify you by email.
- 2 ENROL IN YOUR COURSES**
Course enrolment opens from 1 October; you will be emailed information about how and when to do this after you have been provisionally accepted to study at the university.

MAKE THE MOST OF OUR FLEXIBLE START DATES

Bachelor programme	Years	Semester 1 February start	Semester 2 July start	Fast Track Includes Summer School	Full year Excludes Summer School in first year
Design	4	✓	✓	3.5	4.5
Fine Arts	4	✓	✓	3.5	4.5
Creative Media Production	3	✓	✓	2.5	3.5
Commercial Music	3	✓			
Māori Visual Arts	3	✓			

OR

0 **Years to complete**
The number of years to complete the particular bachelor programme.

SELECTED ENTRY

BACHELOR OF DESIGN WITH HONOURS

BACHELOR OF FINE ARTS WITH HONOURS

DUE DATE
SEMESTER 1 30 NOVEMBER
SEMESTER 2 28 JUNE

BACHELOR OF MĀORI VISUAL ARTS

DUE DATE
SEMESTER 1 13 JANUARY

There are three main ways to apply for selected entry degrees:

- 1 AUTOMATIC ENTRY**
If you are still at secondary school or left secondary school with NCEA and have achieved NCEA level 2 or level 3 with Merit or Excellence overall and a Merit or Excellence endorsement in an approved art, design or technology subject, you have **automatic entry**, and will **not** need to submit a portfolio.

This also applies to students achieving Cambridge International AS grade A or B in an approved art, design or technology subject. When you apply online and you are prompted to upload a portfolio – please either:

- A** Upload a copy of your NCEA level 2 or 3 results
OR
- B** Upload a note (handwritten is OK) stating “I qualify for Auto Entry” and we will verify this with NZQA.

- 2 PORTFOLIO PRE-APPROVAL ENTRY**
You can show ‘work in progress’ to a College of Creative Arts staff member during a visit to a school, at a Massey Open Day or at another arranged event. Staff will look at examples of your work with you, on digital platforms like Instagram, or in workbooks and folders, and if this shows the creative potential we are looking for they will sign a Portfolio Pre-Approval letter, which you can then upload with your online application – a final portfolio will not need to be submitted after this.

If you would like to speak to someone about Portfolio Pre-Approval visit:
creative.massey.ac.nz/apply/portfolios.

- 3 PORTFOLIO ENTRY**
A portfolio is a selection of your creative work that demonstrates your creative potential. It can include examples from school or your own personal projects at home or in the community. See the next page for portfolio requirements.

30 November – Due date for selected entry course applications and portfolios.

ALTERNATIVE ENTRY
We also welcome applications from people who do not have a standard secondary school art or design background; people who have not had the opportunity to take NCEA subjects in art or design; and people who, for good reason, have not had the opportunity to complete a portfolio by the due date.

To discuss alternative ways of demonstrating your desire and potential in these subject areas please contact us at:
contact@massey.ac.nz.

UNIVERSITY ENTRANCE
If you have not met the academic requirements for admission to University, you can apply to enrol in a Foundation Certificate. This programme will not only enable you to gain university entrance, but will also prepare you for undergraduate study. Check our more information on page 41.

LATE APPLICATIONS
Late applications to study may be considered, subject to available spaces.

OPEN ENTRY

BACHELOR OF CREATIVE MEDIA PRODUCTION

DUE DATE
SEMESTER 1 13 JANUARY
SEMESTER 2 28 JUNE

BACHELOR OF COMMERCIAL MUSIC

DUE DATE
SEMESTER 1 13 JANUARY

CREATIVE MEDIA PRODUCTION
Open entry for all pathways, which means all you need to do is apply online at:
massey.ac.nz/apply.

COMMERCIAL MUSIC
Apply online at: massey.ac.nz/apply.

You will receive an email to confirm that Massey has received your application.

**TECHNOLOGY AND
INDUSTRY MAJORS**
You will be invited to a consultation with staff to ensure the course is right for you.

PRACTICE MAJOR
You will be invited to an audition.

If you have any questions please contact:
commercialmusic@massey.ac.nz.

ENROLMENT ENQUIRIES

-  0800 MASSEY
-  Text 5222
-  contact@massey.ac.nz

PORTFOLIO ENQUIRIES
creative.massey.ac.nz/apply/portfolios

APPLY ONLINE
massey.ac.nz/apply

BACHELOR OF DESIGN WITH HONOURS

BACHELOR OF FINE ARTS WITH HONOURS

BACHELOR OF MĀORI VISUAL ARTS

PORTFOLIO ENTRY

A portfolio is a selection of your creative work that demonstrates your creative potential. It can include examples from school or your own personal projects at home or in the community.

DUE DATES

The university due date for all applications for:

SEMESTER 1 START 2022

30 NOVEMBER 2021

SEMESTER 2 START 2022

28 JUNE 2022

Applications received after the due date will be accepted subject to places being available.

FORMAT

Your portfolio can be supplied to us in either:

- 1 PDF UPLOAD THROUGH YOUR ONLINE APPLICATION**
This can be A4 or A3 and should contain 12–24 pages. Please ensure the file is no larger than 20MB. You are able to upload multiple documents if needed.
- 2 DIGITAL LINK SHARED IN YOUR ONLINE APPLICATION**
If you have your portfolio in a website, Google Doc or other online platform, please send us the live link in a PDF or Word document.
- 3 PORTFOLIO PRE-APPROVAL**
You can meet with our staff, either on campus or over Zoom, to review your portfolio at any point during the year. If successful, you will be given a portfolio pre-approval certificate, which you upload in place of a portfolio when you submit your online application.

Portfolio Requirements



**YOU CAN ENQUIRE
ABOUT PORTFOLIO
PRE-APPROVAL
OR APPLY WITH YOUR
PORTFOLIO AT
ANY TIME DURING
THE YEAR IF YOU
HAVE WORK READY
TO SHOW US.**

PORTFOLIO CONTENT

The work in your portfolio should tell us something about you and how you...

- > generate, explore and develop creative ideas
- > experiment with different media, materials, techniques and technologies
- > use these methods to transform your ideas into creative works
- > think in innovative and contrasting ways
- > show originality and inventiveness

EXAMPLES OF WHAT YOU CAN INCLUDE IN YOUR PORTFOLIO

- > Drawings
- > Sketches
- > Paintings
- > Photographs
- > Prototypes
- > Mock-ups and 3D models
- > Videos of performance art
- > Graphic design
- > Sculpture or installations
- > Fashion, sewing, patterns and textiles
- > Developmental work, such as copies of workbook pages or journals
- > Digital or conventional photographic contact sheets
- > Screen captures in the case of digital work
- > Links to work on digital platforms

TIPS

Things to make your portfolio stand out:

- A** It's good to provide notes about the ideas behind your work and how these ideas were translated into their final form.
- B** Please do not include items such as art history assignments, research assignments or testimonials in your application.
- C** If you are providing links to your work that is online, please include live links within your PDF.



ENROLMENT ENQUIRIES

-  0800 MASSEY
-  Text 5222
-  contact@massey.ac.nz

PORTFOLIO ENQUIRIES

[creative.massey.ac.nz/apply/
portfolios](https://creative.massey.ac.nz/apply/portfolios)

APPLY ONLINE

massey.ac.nz/apply



JING HE (CHINA)
BACHELOR OF DESIGN
FASHION DESIGN 2020



KIM NGAN NGUYEN (VIETNAM)
BACHELOR OF CREATIVE MEDIA PRODUCTION
2D ARTIST AND CO-DIRECTOR 'NEOCENSE' GAME



JONAS PERSSON (SWEDEN)
BACHELOR OF COMMERCIAL MUSIC
MUSIC TECHNOLOGY, SOUND ENGINEER

Applying and Enrolling for International Students

- > BACHELOR OF DESIGN WITH HONOURS
- > BACHELOR OF FINE ARTS WITH HONOURS
- > BACHELOR OF MĀORI VISUAL ARTS

International students whose first language is not English need to fulfil the University's English entry requirements. For more information see: massey.ac.nz/massey/international

International students whose first language is not English need to fulfil the University's English entry requirements. For more information see: massey.ac.nz/massey/international

Applying to study all selected entry programmes (design, fine art, Māori visual arts) is the same as for domestic students.

1. If you are studying NCEA in NZ and qualify for automatic entry go straight to massey.ac.nz/apply and follow the prompts. If you do not meet automatic entry criteria you will need to upload a portfolio.

2. If you are studying Foundation Studies at Taylors College (AFY) and have earned 270 in your top four subjects, including at least 65 in English and 65 in Art, you will qualify for automatic entry.

Go straight to massey.ac.nz/apply and follow the prompts. If you have not earned 65 for Art (or did not take Art at Taylors) you will need to upload a portfolio.

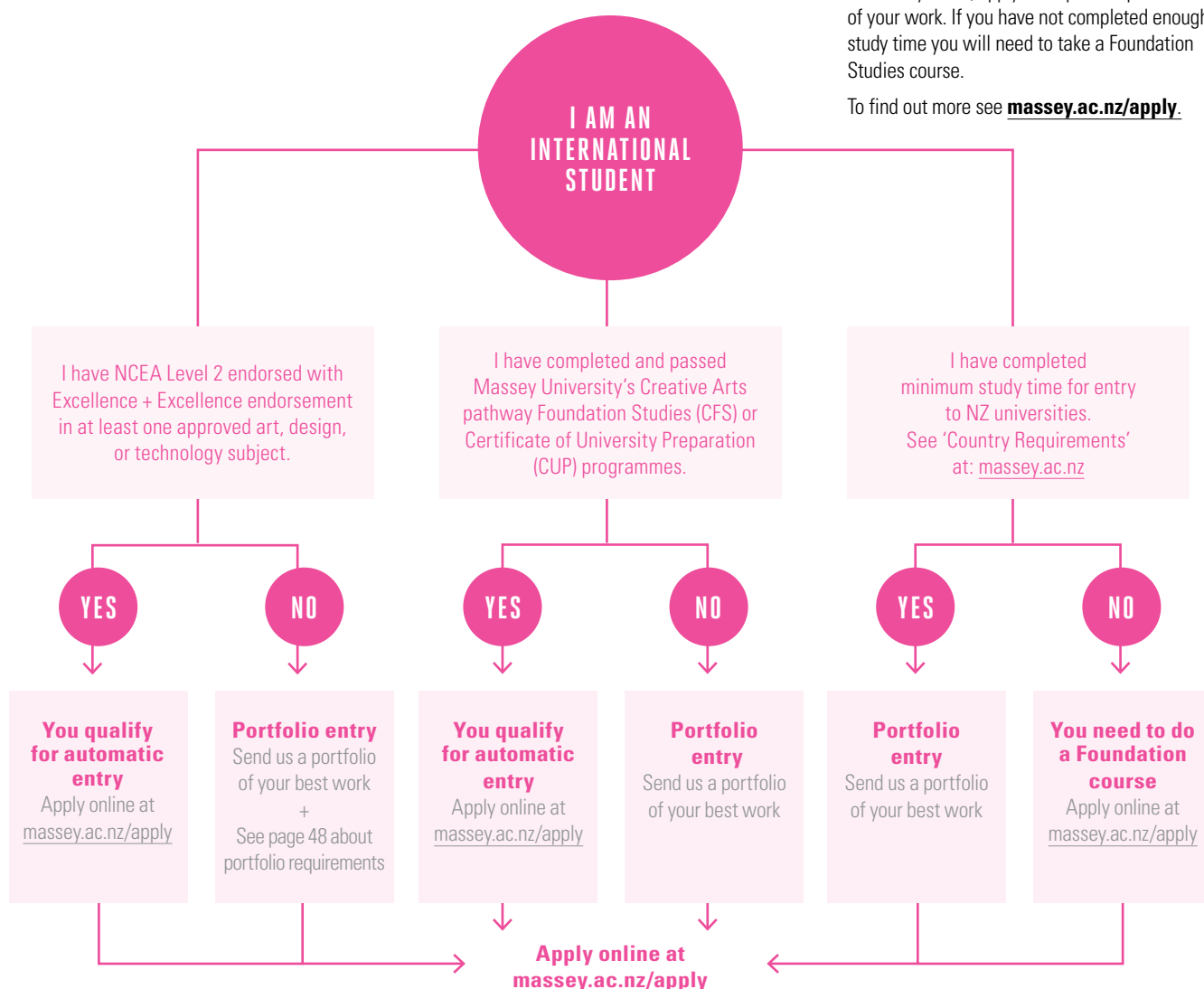
3. If you are planning to study Foundation Studies (FCS), Certificate of University Preparation

(CUP), or a Pathway programme before enrolling at Massey University in a select entry programme, you will need to upload a portfolio as part of your application.

4. If you have submitted a portfolio, which has been approved by the College, but still need to take Foundation Studies (FCS) or Certificate of University Preparation (CUP), you need to apply for FCS / CUP, but you do not need to submit your portfolio again.

5. If you are studying in your home country and have completed the minimum study time required for entry to New Zealand university, go to massey.ac.nz/apply and upload a portfolio of your work. If you have not completed enough study time you will need to take a Foundation Studies course.

To find out more see massey.ac.nz/apply.





Scholarships

UNDERGRADUATE SCHOLARSHIPS

TOIOHO KI ĀPITI MĀORI VISUAL ARTS UNDERGRADUATE SCHOLARSHIPS

For students studying towards the Bachelor of Māori Visual Arts.

\$ 3 awards of \$5000 each

DUE 12 February

MASSEY UNIVERSITY PACIFIC SCHOLARSHIP FOR FIRST YEAR UNDERGRADUATE STUDIES

For domestic students of Pacific origin starting their first degree, demonstrating good character and community participation.

\$ 5 awards of \$3,000 each

DUE 10 July

MASSEY UNIVERSITY PACIFIC SCHOLARSHIP FOR FOUNDATION STUDIES

For Pacific students studying the Foundation Certificate or Certificate in University Preparation.

\$ 2 awards of \$2,500 each

DUE 10 July

MASSEY UNIVERSITY INTERNATIONAL STUDENT EXCELLENCE SCHOLARSHIPS

For international students new to Massey University and enrolling in an undergraduate degree for the first time. Recipients will receive a \$10,000 tuition discount in their first year of study and \$5,000 in subsequent years for the length of the degree. Students must maintain a B average each year to remain eligible.

\$ 10 awards of up to \$25,000 each

DUE 1 December

MASSEY UNIVERSITY VICE CHANCELLOR'S EXCELLENCE SCHOLARSHIPS

For students with a previous record of excellence, leadership and community engagement.

\$ 10 awards of \$21,000 each

DUE 20 August

MASSEY UNIVERSITY UNDERGRADUATE SCHOLARSHIPS

For students enrolling in university study for the first time, who demonstrate excellence in study, work, community, or other areas of life.

\$ Up to 60 awards of \$5,000 each

DUE 20 August

MASSEY UNIVERSITY ACADEMY OF SPORT SCHOLARSHIPS

For new student athletes with a previous record of high achievement in sport and who show future potential in their chosen sport. You do not need to be studying sports at Massey to be eligible.

\$ 25 awards of \$5,000 each

DUE 7 September

COLLIN POST MEMORIAL SCHOLARSHIP IN SCULPTURE

For an undergraduate or postgraduate student with a strong interest in sculpture as a medium. Undergraduate applicants must be in their third or fourth year of a Bachelor of Fine Arts or Bachelor of Māori Visual Arts.

\$ 1 award of up to \$25,000

DUE 1 October

COMMERCIAL MUSIC SCHOLARSHIP

For a student studying towards the Bachelor of Commercial Music.

\$ 1 award of \$10,000

DUE 31 October

CREATIVE MEDIA PRODUCTION SCHOLARSHIP

For a student studying towards the Bachelor of Creative Media Production.

\$ 1 award of \$10,000

DUE 31 October

SCHOOL OF MUSIC AND CREATIVE MEDIA PRODUCTION MĀORI SCHOLARSHIP

For a Māori student studying towards the Bachelor of Creative Media Production or Bachelor of Commercial Music.

\$ 1 award of \$10,000

DUE 31 October

SCHOOL OF MUSIC AND CREATIVE MEDIA PRODUCTION PASIFIKA SCHOLARSHIP

For a Pacific student studying towards the Bachelor of Creative Media Production or Bachelor of Commercial Music.

\$ 1 award of \$10,000

DUE 31 October

HINEMOA HILLIARD MEMORIAL SCHOLARSHIP

For first year Māori students proceeding into art or design studies in second year.

\$ 1 award of \$7,500

DUE 9 December

POSTGRADUATE STUDENTS**MASSEY UNIVERSITY DOCTORAL SCHOLARSHIPS**

For domestic and international students, including scholarships for Māori and Pacific students.

\$ Multiple awards of \$75,000 stipend, plus tuition fees, each

DUE 1 April or 1 October

MASSEY UNIVERSITY PACIFIC SUCCESS FOR DOCTORAL STUDENTS

For Pacific students enrolled in doctoral programmes at Massey.

\$ 4 awards of \$6,000 each

DUE 10 July

MASSEY UNIVERSITY PACIFIC POSTGRADUATE STUDENT SCHOLARSHIPS

For students of Pacific origin enrolled in postgraduate study.

\$ 4 awards of \$4,000 each

DUE 10 July

COLLIN POST MEMORIAL SCHOLARSHIP IN SCULPTURE

For an undergraduate or postgraduate student with a strong interest in sculpture as a medium. Postgraduate applicants must be enrolled in the Master of Fine Arts or Master of Māori Visual Arts.

\$ 1 award of up to \$25,000

DUE 1 October

MASSEY UNIVERSITY MASTER'S RESEARCH SCHOLARSHIPS

For candidates enrolled in the research component of a Masters degree.

\$ Multiple awards of \$15,000 each

DUE 15 November and 22 February

MASSEY SCHOLARS

Awarded to the top 5% of students completing their undergraduate degrees, who progress to postgraduate study.

\$ \$4,000 per annum towards fees

DUE No application needed.

ALEXANDRA COLLINSON SCHOLARSHIP

For a visual communication design student progressing into postgraduate study.

\$ 1 award of \$7,500

DUE 30 November

PETER TURNER SCHOLARSHIP IN PHOTOGRAPHY

For a promising fourth-year photography student progressing to the Master of Fine Arts or Master of Māori Visual Arts.

\$ 1 award of \$5,000

DUE 15 December

FOR THE FULL LIST OF SCHOLARSHIPS, BURSARIES, AWARDS AND HOW TO APPLY VISIT

massey.ac.nz/scholarships

Events

COLLEGE TOURS 2021

TOUR DATES:

- > 23 April
- > 7 May
- > 18 June
- > 2 July
- > 16 July
- > 6 August
- > 3 September
- > 17 September
- > 1 October
- > 8 October
- > 15 October
- > 22 October

DURING EXPOSURE EXHIBITION:

- > 10 November
- > 12 November
- > 17 November
- > 19 November

Other dates may be arranged on request.

Please register to attend a tour at creative.massey.ac.nz/visit/tours or contact our Recruitment Advisors at contact@massey.ac.nz

EXPERIENCE DAY 1

WEDNESDAY 28 APRIL

A taster day across all subjects, for Year 12 and Year 13 students.

EXPERIENCE DAY 2

TUESDAY 8 JUNE

A taster day across all subjects, for Year 12 and Year 13 students.

MASSEY VIRTUAL OPEN DAY (ONLINE)

FRIDAY 30–SATURDAY 31 JULY

Join us online for an introduction to our programmes and to explore the university from your own home.

MANAWATŪ TASTER DAY

WEDNESDAY 4 AUGUST

Visit us at our stand for portfolio reviews and course information.

WELLINGTON TASTER DAY

FRIDAY 20 AUGUST

See our facilities and talk to our staff about studying creative arts at Massey Wellington.

AUCKLAND TASTER DAY

SATURDAY 21 AUGUST

Visit us at our stand for portfolio reviews and course information.

VIRTUAL ENROLMENT SESSIONS

1–5 NOVEMBER

Get one-on-one help with your enrolment over Zoom. Check massey.ac.nz for details.

EXPOSURE GRADUATE EXHIBITION

6–19 NOVEMBER

Come and see what our graduating students have achieved, from Bachelor through to Masters degrees, and across all subject areas. The two week exhibition across three buildings includes music performances, film screenings, art exhibitions and fashion shows.

Have a look at student work from Exposure 2020 at exposure2020.massey.ac.nz



VIRTUAL OPEN DAY - TEI RAUWHĀRANGI KŌRERO SHOW



EXPERIENCE DAY - FINE ARTS



TOURS

Fees

To find out if you are eligible for first year free fees, go to: feesfree.govt.nz

Fees vary depending on your course of study. For creative arts, a full-time undergraduate workload in 2021 costs about \$6,975 plus non-tuition-related fees.

If you need a student loan, apply here: studylink.govt.nz

For more information go to: massey.ac.nz/fees

Accommodation

A range of supervised student accommodation is available in Wellington and Manawātū, including student units, homestay and halls of residence. Our monthly college tours can include a visit to accommodation in Wellington.

Applications are due by 1 October.

For more information go to: massey.ac.nz/accommodation

Support

We have a range of advisors available including international, domestic, Māori and Pacific Student Advisors.

TUKUTUKU MĀORI MENTORING KAUPAPA

First and second year Māori students are encouraged to engage with our mentors in a collaborative and supportive environment that celebrates cultural knowledge and understanding.

Contact: Belinda Weepu
B.weepu@massey.ac.nz



TE RAU TAUAWHI – MĀORI STUDENT CENTRE

Founded on tikanga Māori principles of whānau manaakitanga, whanaungatanga and mātauranga, the centre is based in T18 and provides a range of general and pastoral care services to help prospective and current Māori students and their whānau to engage with the University.

Contact: Awhina Wakefield
A.Wakefield@massey.ac.nz

KAFA KOLLECTIVE PACIFIC MENTORING PROGRAMME

This Pacific mentoring programme is named after the kafa/afa (sennit) which is used in the ancient Pacific art of sennit lashing, used in the construction of canoes and houses. Our senior Pacific students are the kafa for new College of Creative Arts Pacific students navigating this new environment. The Kafa Kollektive mentors work alongside students as well as assisting them with projects, events and outreach activities.

Contact: Belinda Weepu
B.weepu@massey.ac.nz



PASIFIKA FALE BILONG LUMI

The Wellington campus Fale is located in T33 and is designed to be a space for Pacific students to study and relax in, as well as connect with our Pacific staff.

Contact: Ruth Laulu, Senior Pacific Advisor,
R.laulu@massey.ac.nz

MASSEY CONTACT



0800 MASSEY



Text 5222



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