

2023 Prospectus

 Whitecliffe



Create Meaningful Change



At Whitecliffe, we
want our students,
staff and alumni to
**Create Meaningful
Change in the world.**



Creativity is curious,
innovation is brave, and
both are needed to create
meaningful change.

Everyone has a vision that is uniquely theirs, a lens through which they see the world, interpret the world, and in turn, help shape the world.

At Whitecliffe, we nurture that vision, and we equip you with the skills, techniques, and methods to make your vision a reality.

Studying at Whitecliffe will help you become a stand-out thinker, innovator, and collaborator. Turn your talents into a life-long career and explore what you're capable of.

Learn to think creatively, critically, take risks, and develop advanced skills. Through these skills you'll make valuable contributions and connections in the industries and communities you choose to work and live in.

At Whitecliffe, we encourage you to be brave and think deeply, so you can join the next generation of thinkers, doers, creatives, artists, design innovators, technologists, therapists, and leaders.

Cultivate your talents, build new skills, and create meaningful change - study at Whitecliffe.

Contents



08 WHY CHOOSE WHITECLIFFE?

22 WHITECLIFFE PROGRAMMES

24 SCHOOL OF FINE ARTS

26 Introduction

28 Certificate in Arts + Design

32 Bachelor of Fine Arts

34 Photography + the Media Arts

36 Fine Arts

38 Bachelor of Fine Arts (Honours)

40 Master of Fine Arts

44 SCHOOL OF CREATIVE ARTS THERAPIES

46 Introduction

48 Postgraduate Diploma in Creative Arts Therapy

50 Master of Arts in Creative Arts Therapy (Clinical)

52 SCHOOL OF DESIGN INNOVATION

54 Introduction

56 Certificate in Digital Media + Design

60 Bachelor of Design + Digital Media

64 SCHOOL OF FASHION + SUSTAINABILITY

66 Introduction

68 Certificate in Apparel + Fashion Technology

70 Certificate in Apparel + Fashion Technology (Patternmaking)

72 Diploma in Apparel + Fashion Technology

76 Bachelor of Sustainable Fashion Design

82 Certificate in Jewellery

86 Bachelor of Jewellery Design + Technology

90 SCHOOL OF INFORMATION TECHNOLOGY

92 Introduction

94 Certificate in IT Essentials

96 Certificate in Information Technology

98 Diploma in Information Technology: Technical Support

102 Diploma in Web Development + Design

104 Diploma in Networking

106 Diploma in Software Development

108 Bachelor of Applied Information Technology

112 Postgraduate Diploma in Information Technology

114 STUDY AT WHITECLIFFE

116 International Student Information

120 Preparing to Study at Whitecliffe

121 Enrolment Process



Why choose
Whitecliffe?



THE WHITECLIFFE
INDUSTRY-READY
GRADUATE

- 1. Graduates who are creative, critical thinkers who are connected
- 2. Graduates who have research and/or project experience
- 3. Graduates who have gained relevant work/industry experience during their studies

OUR VALUES

- Integrity**
We are trustworthy, kind, ethical, and fair.
- Courage**
We are bold in our aspirations and actions.
- Creativity**
We explore new possibilities to create meaningful change.
- Belonging**
We celebrate and embrace diversity. We are better together.

Whitecliffe Campuses



Symonds Street: 67 Symonds Street

The Whitecliffe College head office and campus are based at 67 Symonds Street in the education hub of Auckland Central. This newly renovated campus provides a wide variety of high-quality art and design spaces, classrooms, and other learning facilities. This includes a library, art studios, darkrooms, screen printing facilities, a gallery, and a range of different computer suites to support specific student and programme needs. There are numerous food and entertainment options nearby, and public transport options are extensive and easily accessible.

Manukau: 3 Osterley Way

The Whitecliffe Manukau campus is located at 3 Osterley Way in South Auckland. The campus currently focuses on Level 3 and 4 vocational and foundation programmes in Fashion, Arts and Design, Digital Media, and Information Technology. The campus is situated above the Manukau City Public Library, and next to the main train and bus depot which makes public transport accessibility simple. Downtown Auckland is just a twenty-minute drive from the campus. Westfield Manukau City, which is less than a minute from the campus, provides many food and entertainment options.

New Lynn: 4A Portage Road

The newly obtained Whitecliffe New Lynn campus is located at 4a Portage Road. The compact campus offers Fashion Technology Certificate programmes that are essential to further School of Fashion + Sustainability study. The campus is situated a few minutes from Lynn Mall, the train station and other modes of public transport.

Epsom: 190 Great South Road

The newly obtained Whitecliffe Epsom campus is located at 190 Great South Road. The campus is home to Whitecliffe's jewellery and pottery programmes, including the Bachelor of Jewellery Design + Technology programme. The campus is situated only a few minutes from the Remuera train station.

Wellington: 110 Lambton Quay

The Whitecliffe Wellington campus is located at 110 Lambton Quay. The city's compact size and efficient public transport system close to the centrally located campus makes it ideal for students. The campus is home to Whitecliffe's Information Technology programmes and facilities, and provides a range of Fashion Technology programmes too.

Christchurch: 167 Madras Street

The Whitecliffe campus in Christchurch is located at 167 Madras Street. The campus offers Information Technology programmes and is located close to the Innovation Precinct Zone. The Innovation Precinct Zone is a new hub for emerging businesses to help foster new ideas and growth in the Technology and Innovation sectors in New Zealand.



J.A. Kennedy
2018

Form Gallery

The Whitecliffe Form Gallery has a student focus and operates as a learning tool for exhibition practice. The gallery is a platform for experimentation and academic reflection while also acting as a connecting point between Whitecliffe and the wider arts and creative communities.

The Whitecliffe Form Gallery's exhibition programme includes student-led group exhibitions, course workshops, screenings, and presents the series *Inconversations*. It regularly presents work by students, faculty, alumni, practising artists, and arts and design professionals.

Whitecliffe Library

The Whitecliffe Library provides a vast range of specialist resources and services to support students and staff with their teaching, learning, and research. Our highly qualified and experienced library staff can assist you with various tasks and queries, including library orientation, learning support, research skills sessions for undergraduate and postgraduate students, and accessing inter-library loan services at the Symonds Street Library or online.

The library collection has over nine-thousand print and audio-visual items, in the disciplines of fine arts, fashion, design, and arts therapy. These include books, DVDs, visual arts magazines, journals, dissertations, student publications, artist publications, catalogues, photo books, and zines.

The library hosts online resources such as academic journal databases and online learning platforms. The O'Reilly eBook and e-Learning platforms support the Information Technology faculty and students. LinkedIn Learning offers online learning support for design, creativity, technology, and professional development. Open access academic resources have been collated to meet research needs. Students can access the collection catalogue and resources on site and remotely via the library share site.

The physical library on the Symonds Street Campus is a great space for quiet study, with computers for catalogue searching, internet research, and word processing. Printing and copying facilities are also available for library users to photocopy or scan reference materials. The meeting room can be booked for group work and private study.





Student Wellbeing

We understand that when it comes to students requiring mental health and wellbeing guidance, there is no one size fits all solution. In order to provide effective wellbeing support to individual students, Whitecliffe works in partnership with Clearhead, an online mental health platform.

Clearhead uses a virtual and private chatbot system that provides users with a personalised plan to help them maintain their mental health and wellbeing. If the user requires further assistance, the chatbot will recognise this and connect them with over 150 New Zealand registered therapists on Clearhead that they can seek therapy from either in-person or online.

As a New Zealand owned platform, Clearhead also offers its services in te reo Māori.



WHY CHOOSE WHITECLIFFEE?

Careers + Employment

Assisting students with employment is a priority of ours. Our experienced Whitecliffe Careers and Employment team are passionate about helping you reach your short-term and long-term career goals.

We hold regular workshops through our Careers Lab to help prepare you for various levels of employment. Whether you're looking for part-time or casual roles while you study, workplace experience, or help with starting your career beyond Whitecliffe, these workshops will help you navigate this. The workshops will help you develop a CV, cover letter, and practice interview skills.

We also hold events that are designed to support your successful future beyond Whitecliffe. At these events, you will be able to meet and build valuable connections with people who are relevant to your field of study, learn how to start your own business, create your own brand, and more.

Whatever your future aspirations are, book some time and talk to us so that we can support your future.

The Careers and Employment Team can support you with:

- Employment Support
- CV and Cover Letter writing
- Business Essentials
- Where to find Funding
- Increasing your Presence - Face-to-face and Online

Alumni Spotlight



UELESE VAVAE, LECTURER + ARTIST BFA: FINE ARTS GRADUATE

Whitecliffe Bachelor of Fine Arts Alumni Uelese Vavae is using his undeniable creativity, skill, and talent to give back to his community.

Uelese was recently offered the opportunity to be a lecturer at the Whitecliffe Manukau campus, teaching the Certificate in Digital Media + Design programme which he describes as a “fun and key introduction to the world of design.”

Raised in Papatoetoe, Uelese feels passionate about uplifting South Auckland creatives and providing them with the same support he received that helped him grow into a reputable artist.

“South Aucklanders are resilient by nature, and a lot of creativity comes from struggle which is what originally inspired my personal art practice. I want to give back to South Auckland and be in service of anybody who is interested in any type of art. There is so much talent in South Auckland that needs to be explored and highlighted,” Uelese explains.

Since graduating from Whitecliffe, Uelese has established himself as a digital artist, animator, and mural artist. He has successfully created his own business called Articulate where he has produced an extensive range of artwork. He is also the proud artist behind many captivating murals located in South Auckland.

@articulate_uv

GEORGIA JOHNSTONE, GRAPHIC DESIGNER BFA: GRAPHIC DESIGN GRADUATE

“People usually look back at their high school experience as the best days of their life, but for me, the three and a half years I spent at Whitecliffe is undoubtedly the highlight of my life so far,” says BFA Graphic Design alumni Georgia Johnstone.

Georgia began her Whitecliffe studies by completing the Certificate in Digital Media + Design programme. “I absolutely loved the Certificate in Digital Media + Design programme. Not only was it an incredible introduction to Whitecliffe, but I also met the most amazing people and am lucky to say that I am still close friends with them today,” she reflects.

Georgia describes herself as a logical artist and likes to generate as many ideas as possible when creating. Her working style meant she thrived in Whitecliffe’s learning environment because she was encouraged to expand her ideas even further.

Whitecliffe is closely tied with the wider arts industry and prioritises helping students gain work experience and potential employment opportunities. As part of her study, Georgia interned for Soda Digital. They then offered her a full-time position as a graphic designer and content creator. “I absolutely love my job and couldn’t think of a better place to work!”

Georgia offers some valuable advice for prospective students, “be confident in yourself and your abilities. There are so many times that I missed amazing opportunities because I didn’t back myself and instead let my anxieties get in the way. Go the extra mile, it will seriously pay off and it’s what separates you from everyone else!”

@georgiamaycreative



WHY CHOOSE WHITECLIFFE?



HULITA KOLO'I, BFA, BFA(HONS), MFA GRADUATE

Hulita Kolo'i's five years of studying at Whitecliffe have recently come to an end, and although she has already achieved so much in only a short amount of time, her career as an artist is only just beginning.

Hulita successfully completed her undergraduate and postgraduate study in the Whitecliffe School of Fine Arts where she pursued the Bachelor of Fine Arts, Bachelor of Fine Arts (Honours), and then proceeded to the Master of Fine Arts. For Hulita, Whitecliffe stood out amongst other schools because of its reputation, "I talked to a few artists when I was deciding where to study, and Whitecliffe just always seemed to pop up as the top pick. I was also drawn to studying there because of the smaller class sizes which provide more opportunities for one-on-one time. That feedback is important because it's where you can grow personally as well as increase your artistic goals," she explains. Immediately, Hulita knew she made the right decision to study at Whitecliffe. She was warmly welcomed to the school and appreciated the seamless structure of the programme from the outset.

While studying and trying out various art practices, Hulita discovered that large scale sculpture installation is not only her specialism, but her passion too. She quickly realised that the process of creating such large bodies of artwork helped her to feel closely connected to her cultural identity. "Being Tongan and feeling connected to my cultural identity was quite hard to do growing up in New Zealand. A lot of the practices and events that we do as Tongans is communal, and the aim is always to involve as many people as possible and come together to get a project done. I took that same approach with creating my art and incorporated it into the building style. Because it is large scale installation sculpture work, it requires a lot of people to get it all done. I liked that it wasn't so independent. I got to communally work with others, learn from them and create artwork that we can all celebrate and share together. That is what pushed me to continue in that direction", she explains.

Hulita has many personal highlights of studying at Whitecliffe, but her most memorable moments revolve around the social aspect of the school. "I spent a lot of late nights getting work done with other student artists. I would find myself at McDonald's with them at 3am after a long night of trying to get our projects finished. That support system that you're able to foster during your years studying is so important. I love the way that Whitecliffe really encourages it," she reflects.

As a student, Hulita was able to get a taste of life as a practicing artist because of her devoted involvement in several projects. "Because of my art, and the skills I learnt at Whitecliffe, I've found myself in lots of different spaces that I never thought of being in," she explains. "I've done a lot of community projects and have worked with Creative Souls, I've gotten to co-curate a couple of shows at Te Uru gallery through them. I've been involved in the Fresh One Project which is about supporting emerging artists that haven't been able to easily access art spaces previously. I've done projects that focus on supporting small Pacific and Māori businesses through COVID. I've been part of a climate change conference which focused on ways to mitigate climate change within the Pacific, which led me to presenting to the Wellington Government House where I got to showcase some of my artwork which was incredible." Hulita has plans to continue pursuing meaningful projects that combine her passion for community and collaboration.

To further expand on her specialism, Hulita completed a carpentry course to pair with her Whitecliffe qualifications. "There are a lot of building elements that I need to know to be able to participate thoroughly in my own projects because they are so big. I think just that experience of not being able to help in the project even further pushed me to go into the carpentry course. It was just important to me to develop my skills. Through that decision, it will push my art to keep evolving, and now when I'm thinking about concepts, I will have a much better idea on whether it is possible to carry out. It also relates back to the idea of collaboration and being able to create alongside others, which I value," she explains.

Hulita credits her supportive parents for inspiring her art. "I'm so fortunate because my parents have both been really involved in my process. A lot of the ideas that provide cultural and conceptual underpinnings began from conversations with them. They both work in the communities in different ways, so I'm exposed to a lot of challenges that our Moana communities face," she explains. "As an artist, I have the privilege to pick up on these experiences and narratives and create work that hopefully is meaningful and challenges the way that people think about our communities and even how we think about ourselves too."

Hulita offers some advice to aspiring artists who are currently studying. "Pick up what you like and really push on that, the other things will fall into place. Experiment with ideas that seem too crazy because Whitecliffe is the best place to do it. You have so much space and support. It's so important to be open to change!"

"Growing up, you're always told to leave a place better than when you found it. I think for me, that is what creating meaningful change is about. Whatever spaces you fill, wherever you're going and whatever your contribution may be, big or small, if you can change it or improve it, I think that's more than enough. It doesn't have to be huge all the time."

Whitecliffe Programmes



School of Fine Arts



School of Fine Arts

The Whitecliffe School of Fine Arts offers programmes from Certificate to Masters level that will enable you to explore and extend your own creative ideas in a supportive and engaging environment.

The School of Fine Arts covers a variety of established artistic practices which also includes a dedicated Photography + Media Arts (Photo Media) department for students wishing to specialise in this area for their BFA, BFA (Hons) or MFA.



Meet Matt Ellwood: Head of School, Fine Arts



What is important for prospective students to know about Fine Arts?
The suite of Fine Arts courses all fit together to produce graduates who are ready to be professional exhibiting artists. We facilitate the academic research, technical methodologies, systems of reflection and critique, as well as the real-life experience necessary to succeed in the arts community.

How has Fine Arts changed with recent development in the industry?
Whitecliffe Fine Arts lecturers are all practising artists who are making significant contributions to the current arts landscape in New Zealand and have extensive international experience as well. This means that they are well connected to many different communities, groups, and professional industries and the way in which courses are taught are always refreshed with up-to-date resources and content, ensuring our programme is always relevant and future focused.

Graduate Career Opportunities

- Exhibiting Artist
- Art Project Manager
- Set Design and Construction
- Art Consultant
- Art Director
- Digital Retoucher
- Photographer
- Photo Journalist
- Curator
- Gallery Manager
- Advertising Art Director
- Illustrator
- Printmaker

Meet Dave Cowlard: Programme Leader, Photo Media



What is important for prospective students to know about the BFA Photo Media specialisation?
Students get an overview of a number of contemporary arts and lens-based practices in their first year and then choose their specialisation for the second and third years of study. Our teaching is studio-based, so a large part of the students' time is focused on them making work and experimenting. We put a lot of emphasis on the importance of thinking through ideas and trying out different approaches, which leads to students producing work for publication and exhibition.

How has Photo Media changed with recent development in the industry?
The Photo Media programme is very much shaped around the changing landscape of photography. We made the call a few years ago to rename the subject department from Photography to Photo Media. This recognised the technical changes with camera technology but more importantly brought the focus onto photography, video, and moving image. The importance of video in the wider world is undisputed, and we have made significant changes to bring this into our faculty research and teaching.

Certificate in Arts and Design

Level 4 • 60 credits • 18 weeks / 1 semester
Offered at: Symonds Street, Manukau campus



Kun Sze Chan



Scotie Alexander

This semester-long programme (18 weeks) concentrates on developing a portfolio for application to on-going tertiary study at Whitecliffe, elsewhere in New Zealand, or overseas.

The Certificate in Arts + Design focuses on developing skills in drawing, painting, mixed media, and design. It offers opportunities for focused sampling and exploration primarily within the areas of Fine Arts and Photo Media, with some further content relating to Design Innovation and Fashion and Sustainability, all of which underpins the degree-level programmes at Whitecliffe.

The emphasis is on practical projects and deepening students' understanding of the visual arts as well as the principles and application of design, supported by conceptual content and knowledge. Students are enabled to develop the appropriate skills and can manage projects/briefs under broad guidance. Students are guided to edit, select, and format their best visual outcomes into a portfolio at the end of the programme. Students gain a solid base of art and design-related knowledge, equipping them with the learning strategies, attitudes, and skills for higher-level tertiary study, or entry-level employment in the field.

PROGRAMME STRUCTURE

Studio Based Arts

Students are introduced to a range of drawing, mixed media, painting, collage, and three-dimensional art-making techniques enabling them to communicate ideas visually, whilst providing opportunities to practice, develop, and refine these skills. They will gain an understanding of mark-making, observational, and conceptual drawings and image making. Students will also be introduced to practical painting skills, mediums, techniques, concepts, and colour studies.

Photo Media + Moving Image

Students will experiment with photographic and moving image concepts and processes allowing them to gain an understanding of composition, image capture, and editing techniques in both still-image making and short-film making. Students will learn about contemporary themes in both photographic and moving image mediums.

Design Methodology

Students are introduced to principles, elements, and foundational processes of design and print making. They will use design software and will be encouraged to think about how it can contribute to art making and design processes. This includes elementary print making processes; block-making, stencil creation, and screen printing. Students will develop an understanding of composition, colour, and the use of image and text in the design process as well as elementary theoretical and conceptual design processes.

Arts Practices

Students are introduced to fundamental methods of visual recording, critical analysis, and experimental art making. Students will explore and learn creative processes related to accessing, recording, and presenting information, critical studies, and collaborative work-making related to contextual theme and portfolio design and exhibition practices.

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your arts and design career opportunities with the following programmes at Whitecliffe:

- Level 4: Certificate in Digital Media + Design
- Level 7: Bachelor of Fine Arts (Fine Arts / Photo Media)
- Level 7: Bachelor of Design + Digital Media
- Level 7: Bachelor of Sustainable Fashion Design

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATES

- 15 July 2022
- 20 February 2023
- 17 July 2023



Harriet Lightfoot



Kahurangi Ngata



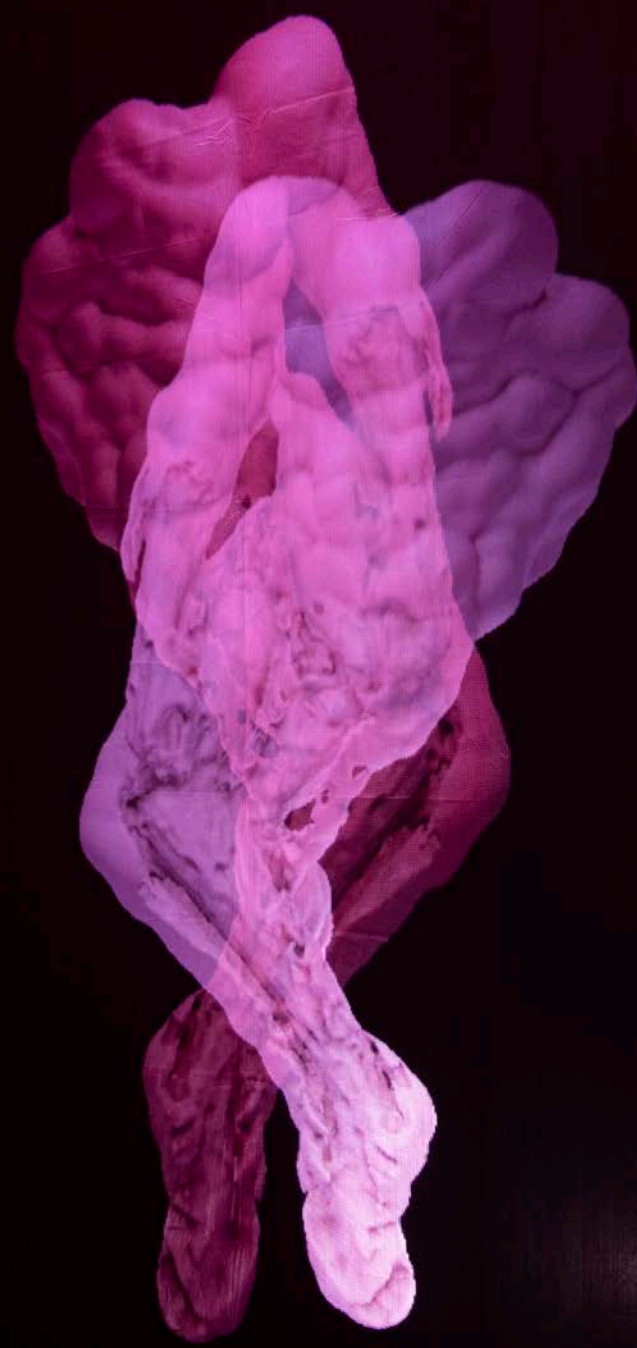
Mia Fowlds



Claudia Cook-Diongsiou

Bachelor of Fine Arts

Level 7 • 360 credits • 3 academic years full-time
Offered at: Symonds Street campus



Elvis Park • BFA Fine Arts

The Bachelor of Fine Arts (BFA) focuses on contemporary art and the development of a meaningful artistic and professional career.

Our focus is on encouraging the emergence and development of a meaningful artistic practice through experimentation with a range of creative media and processes. This is underpinned and supported by teaching the necessary skills, techniques, and research methodologies to foster your creative, practical, and contextual development. You will be taught by lecturers who are practising artists themselves with established local, national, and international reputations.

The uniqueness of the Whitecliffe Bachelor of Fine Arts qualification is that it begins by aligning the subjects of Fine Arts and Photo Media (Photography and the Media Arts) together, allowing students to experiment with all forms of working before choosing to focus on a specialism for further study. This means Whitecliffe graduates are better prepared to work across new and traditional fields of contemporary arts practice utilising these highly sought-after transferable skills in an increasingly wide range of industries after graduating.

Whitecliffe's Form Gallery provides an excellent site for students, alumni, faculty, and visiting artists to exhibit. These exhibitions provide insight into professional contemporary practice and help students to connect with the wider arts community.

PROGRAMME STRUCTURE

BFA YEAR ONE

All BFA students will be required to complete the following four compulsory 15 credit courses in the first semester.

FA7501 Critical and Contextual IA:

Critical and Contextual Introduction offers students the essential tools to confidently approach the development of their critical and contextual research and its application to studio practice.

FA7502 Materials and Processes:

A practical study into a range of art making processes and applications including drawing, painting, screen printing, and 3D object making.

FA7512 Photography and the Media Arts:

A practical study into a range of lens-based processes, methodologies, and technologies. The course introduces students to camera and lighting, moving image and sound recording.

FA7522 Visual Thinking:

An introduction to methods of visual research. Facilitates an introductory understanding of the fundamental research processes supporting the development of a studio-based practice.

After completing Semester One in their first year, students will then enrol in 7504 Studio I (45 credits) and 7503 Critical + Contextual (15 credits). These two courses interrelate with each other and provide the basis for students to create and develop their own ideas and creative outcomes and allow them to choose their specialism in Year 2.

Years 2 + 3 follow the same format (45 credit Studio and 15 credit Critical + Contextual courses) per Semester. Students select either **Fine Arts or Photo Media** as their specialism for the remainder of the Degree.

Photography + the Media Arts

The Bachelor of Fine Arts: Photo Media specialism places emphasis on contemporary fine art photographic and moving image practice, historical contextual learning, current theoretical concerns, and best practice industry expectations. Students will consider the formal and technical aspects of photography and video as well as the theory and debate surrounding lens-based image-making today.

The programme is underpinned by the delivery of essential skills, techniques, and methodologies to foster students' creative, practical, and contextual development. Students develop this creative potential while gaining an understanding of professional practice applicable to the photographic and wider communications and media industries. Photo Media students are supported in working on projects that are realised in the form of exhibitions, screenings, and publications.

Students have access seven days a week to modern adaptable studio spaces and specialist digital equipment within which to develop and display their work. They are supported by a range of photographic, lighting, and video equipment and the input of a highly-skilled technician. At the end of each Semester, students stage formal assessment exhibitions within these spaces which provide opportunities to showcase work, resolve ideas, and consider new directions.

Photo Media graduates will be well-positioned to embark on dynamic and creative careers. Alumni of the specialism have established their own commercial and fine art practices, assisted professional photographers, and worked in galleries, photo labs, and for photographic agencies and producers.

PHOTO MEDIA YEAR TWO

Year Two focuses on the development of individual practice research, experimentation, and art-making undertaken in the studio with an emphasis on student-directed outcomes. A series of project briefs support students to evaluate complex issues and discuss critical frameworks relevant to contemporary art practice. Students work in their studio spaces to develop a lens-based practice as a response to their encounter with the world.

PHOTO MEDIA YEAR THREE

Students in their final year will engage with two important platforms for the creation and dissemination of their work: publication and exhibition. Semester One addresses the form of the Photobook. During this extended project, students generate a significant body of work that provides the material for their developing skills in editing, sequence, and series. Students engage with ideas around design, production, distribution, and the book as object. At the culmination of the project, the work is assessed and displayed at an open event.

In the second Semester, students are supported in generative and experimental methodologies, across a range of digital and analogue media. The studio-based project sees student work refined and resolved through a series of Formal Critiques and supported by the development of an Artist Statement. The outcomes are presented and assessed in an end-of-year exhibition. In addition to these major projects, students receive ongoing technical tutorials, workshops, and specialist support in relevant areas including the use of medium and large format analogue cameras and advanced approaches to digital post-production and lighting. Students also receive ongoing advanced support for moving image and sound production.

Visiting artists and practitioners talk frankly to students about 'real world' working conditions. The Whitecliffe internship programme exposes them to industry standards and expectations and helps set up a network of connections for their future.

LIFE AFTER A BFA PHOTO MEDIA

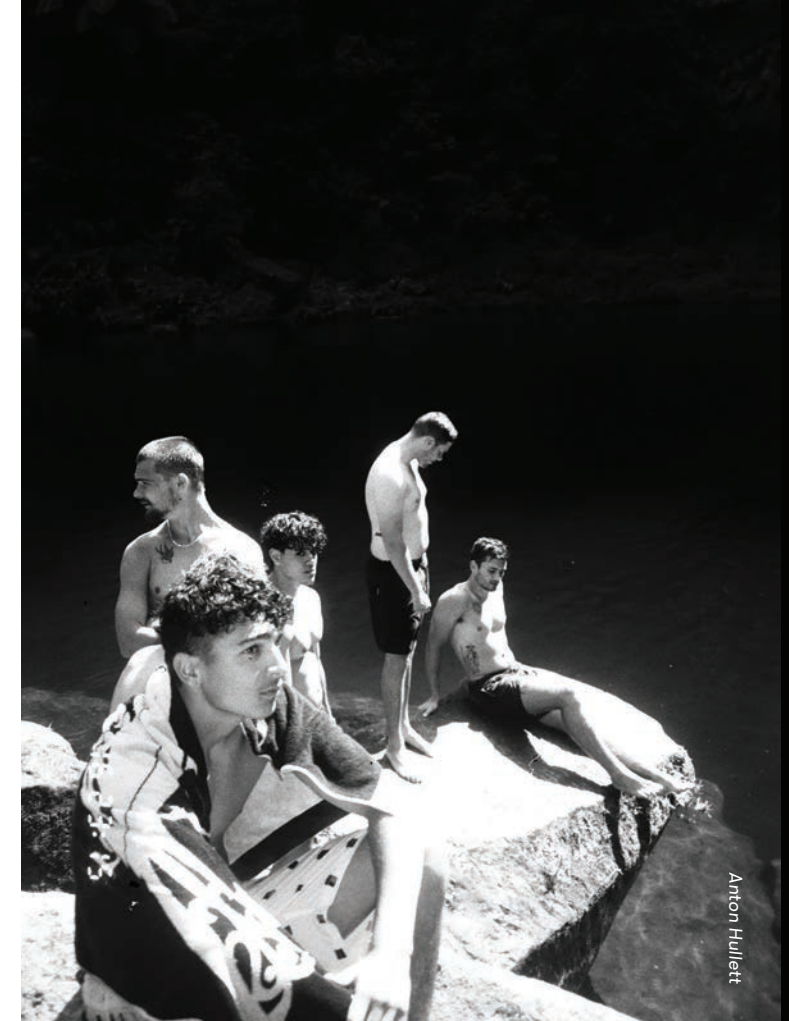
Photo Media graduates are positioned to maximise opportunities as practising lens-based artists in a visual world. Many graduates work as Freelance Photographers in their own businesses, collaborate in creative team, or have found employment at Printing Labs, Photographic Studios, and as Assistants to well-respected Photographers. Alumni have also gone on to work as Producers, Post-production Artists, Curators, Gallery Assistants, and Magazine Editors. Each year several graduates continue into further academic research at postgraduate level.



Sophie Macpherson



Hannah Moore



Anton Hullett



Warisara Thomson

Fine Arts

Fine Arts explores traditional and contemporary materials, techniques, and approaches in relation to students' own ideas and creativity. Learning takes place within an integrated programme of studio-based and contextual courses that prepare students for a range of creative professions. Whitecliffe provides individual studio space, which can be accessed seven days a week. Students are further supported by technical equipment and support. At the end of each Semester, students stage formal assessment exhibitions within their studio space. These displays provide opportunities for showcasing work to the public and are essential for resolving existing ideas and considering new directions.

FINE ARTS YEAR TWO

Year Two Fine Arts students develop a broad learning base utilising a variety of media. In Terms 1 - 3, students participate in a series of set assignments, tutorials, and workshops that assist them to experiment with a range of media and techniques, evaluate complex issues and discuss critical frameworks relevant to contemporary art practice. In Term Four, students focus on the transition from working with set assignments to working on a self-directed project that extends studio-based visual and theoretical research. Intensive supervision from the faculty supports their creative, practical, and contextual development.

FINE ARTS YEAR THREE

By undertaking a negotiated studio research project in Year Three, students will creatively engage in a largely self-directed course of study to produce practical work, which is evaluated within a critical framework. Year Three students accumulate a contextual portfolio, which contains photographic documentation of their studio work as it has developed throughout the year alongside an annotated bibliography of relevant reading material. Students also complete 40 hours in an internship component that connects them to the industry.

By the end of Year Three, students will resolve a professional body of work that represents an original area of inquiry which is then presented together with the rest of their cohort at the Whitecliffe Graduate Exhibition. This exhibition is well attended by industry professionals and is an important opportunity to showcase student work, supporting them to graduate with momentum, to have confidence and make a contribution to their chosen discipline and the wider arts community.

LIFE AFTER A BFA FINE ARTS

Many of our graduates have gone on to be successful exhibiting artists, both in New Zealand and overseas. However, a Fine Arts degree also prepares graduates for a wide range of careers, giving them essential skills for the modern job market: the ability to think creatively and flexibly; to work independently or collaboratively; to respond constructively to criticism, and to participate in intelligent debate. Our graduates are proven self-starters, many of whom become self-employed or owners of successful small businesses within the creative fields.

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your Fine Arts and Photo Media career opportunities with the following programmes at Whitecliffe:

- Level 8: Bachelor of Fine Arts (Honours)
- Level 9: Master of Fine Arts

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

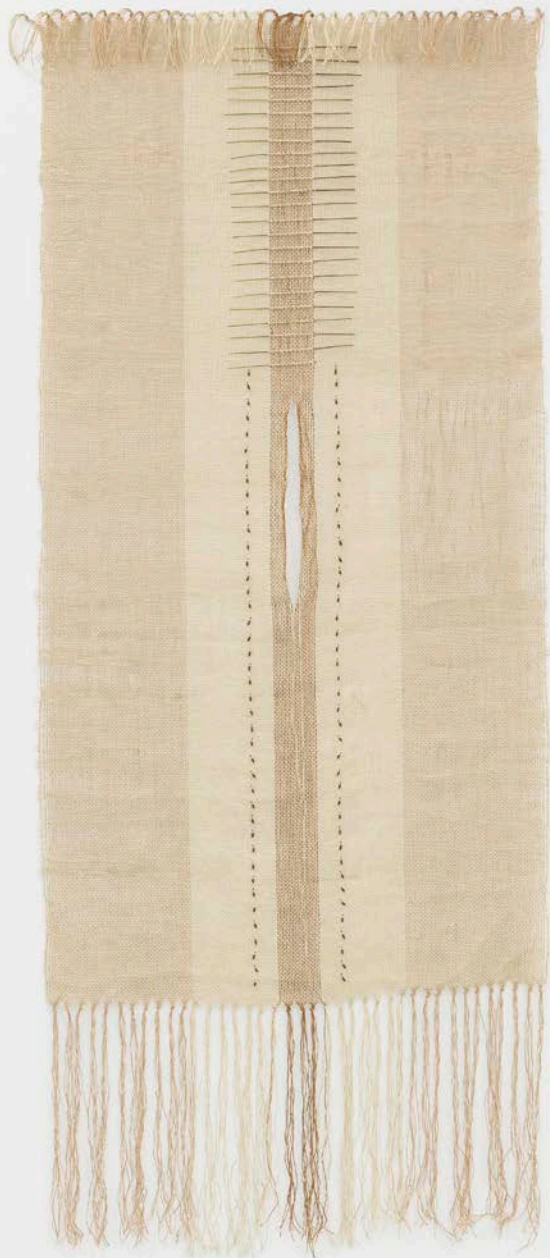
CREDIT RECOGNITION AND TRANSFER (CRT) + RECOGNITION OF PRIOR LEARNING (RPL)

Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

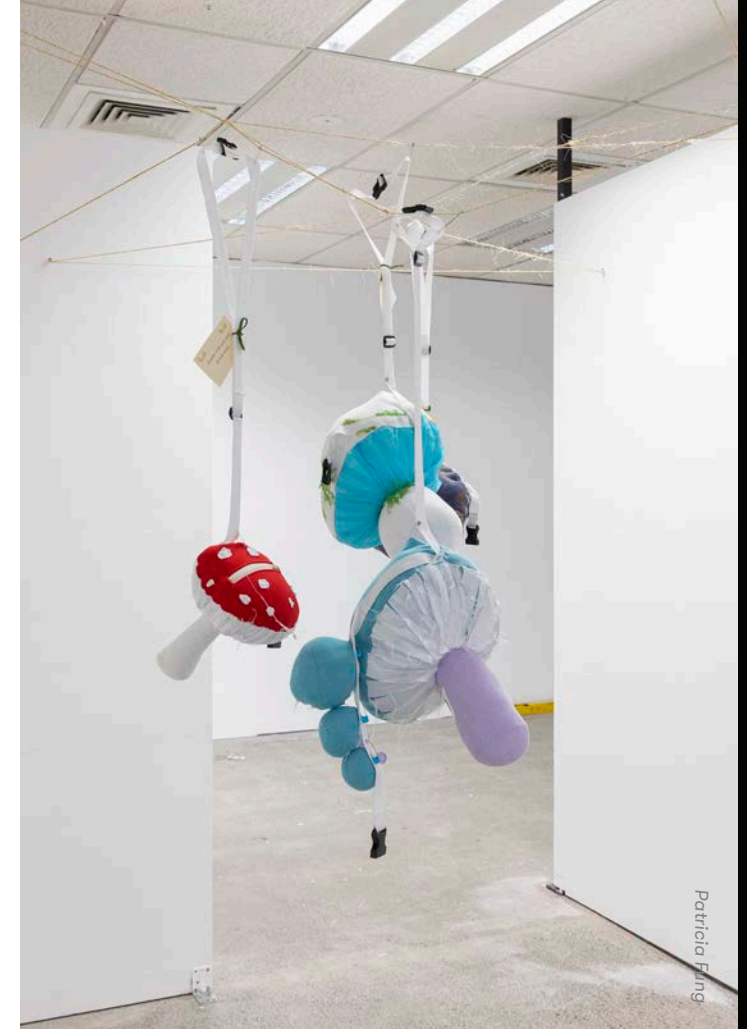
PROGRAMME START DATE

- 13 February 2023

Hollie Teutscher



Shamus Stewart-Sergeant



Patricia Fung

Bachelor of Fine Arts (Honours)

Level 8 • 120 credits • 1 academic year full-time
Offered at: Symonds Street campus



Ashleigh Tuck



Claudia McNulty

The Bachelor of Fine Arts (Honours) programme is a stand-alone postgraduate qualification, directly following on from the Level 7 Bachelor of Fine Arts programme.

Whitecliffe BFA (Hons) students consolidate the learning and achievements of the BFA undergraduate study through the realisation of a sustained practice-based research inquiry to prepare students for professional life in the creative industries. Students often undertake the Honours qualification to develop foundations for further research in a higher degree, pathwaying into a Master of Fine Arts (or equivalent), or where conditions are met, directly into a Doctorate programme.

Students undertake two courses of study across two Semesters: Studio Research and Critical Contexts. Both courses work to develop and integrate contextual, theoretical, and studio-based learning centred on student's in-depth research projects. The BFA (Hons) programme culminates in a final exhibition or presentation of studio research outcomes and an accompanying written research summary.

GRADUATES WILL BE ABLE TO:

- Critically analyse and adapt relevant conceptual, critical, and theoretical frameworks to independent studio-based research
- Frame, refine, and resolve complex ideas through advanced research

- methodologies in creative contexts
- Generate and present bodies of work to a professional industry standard, evidencing a contextually informed sustained inquiry
- Reflexively innovate creative practice to connect and confidently contribute to wider contemporary discourses

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your Fine Arts and Photo Media career opportunities with the following programmes at Whitecliffe:

- Level 9: Master of Fine Arts

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

CREDIT RECOGNITION AND TRANSFER (CRT) + RECOGNITION OF PRIOR LEARNING (RPL)

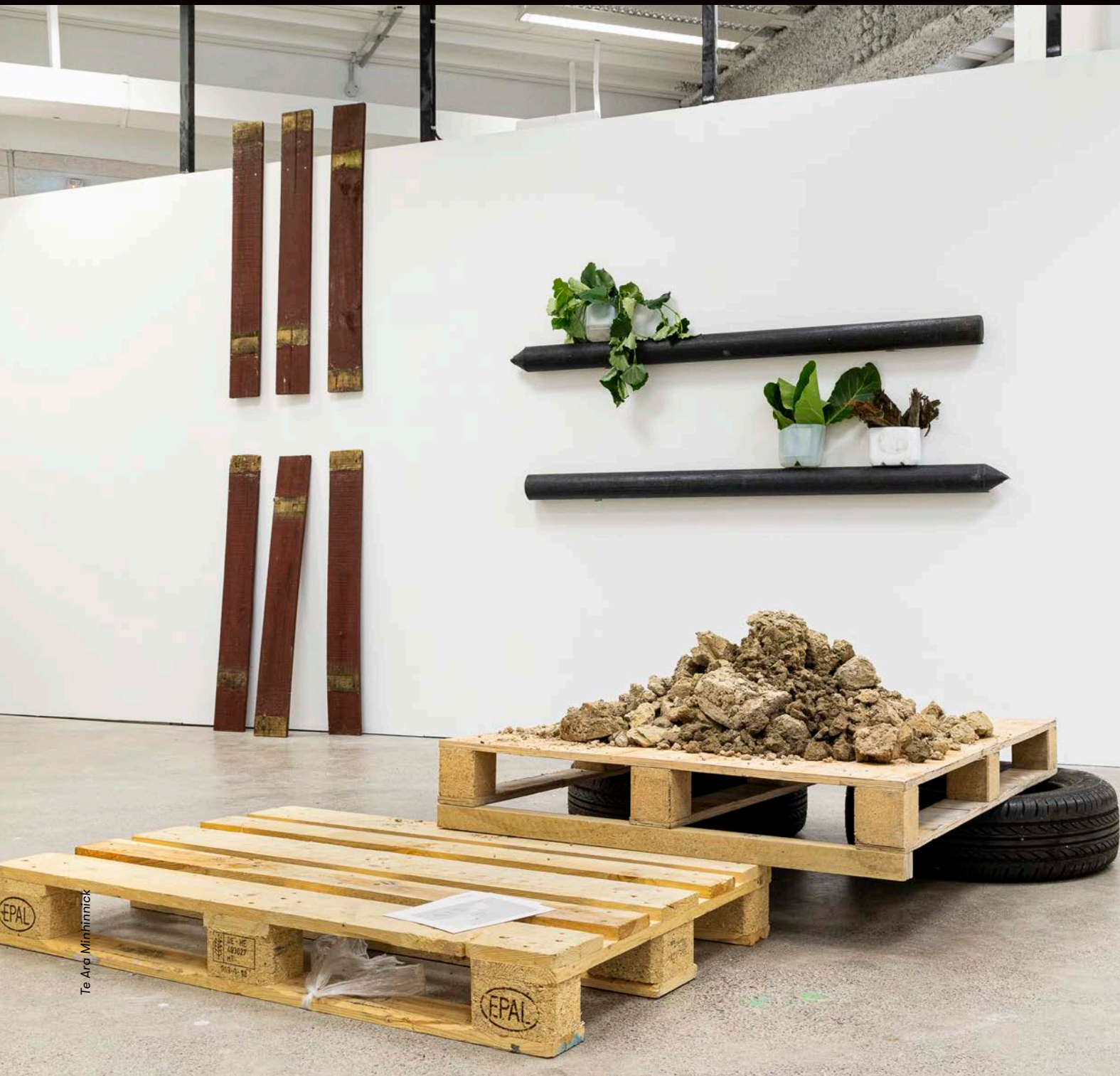
Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATE

- 13 February 2023
- Preferred Application Deadline: 27 January 2023

Master of Fine Arts

Level 9 • 240 credits • 2 academic years full-time
Offered at: Symonds Street campus (low-residency)



Whitecliffe Master of Fine Arts students experience intelligent discussion, rigorous critique, and high-quality encounters with exceptional artists, curators, writers, and arts professionals from New Zealand and overseas, graduating with the skills to become leaders in their chosen field.

The Master of Fine Arts is a full-time, two-year (year one at level 8, year two at level 9), low-residency programme enabling enrolled artists to live and work anywhere in New Zealand. Designed around four, week-long seminars per year, the programme is delivered by faculty and guests that are nationally and internationally respected artists, critics, writers, and curators. According to their interests and proposed direction of study, students are assigned two supervisors to support their studio practice as it develops from Semester to Semester in order to best support their direction and research throughout the programme.

The MFA programme prepares artists for a professional career working within a diverse field of contemporary art practices across local and international contexts. The interdisciplinary structure and philosophy support artists in understanding how art and artworks operate in the world, and through regular critique, supervisory guidance, seminar participation, and a focus on exhibition and publication practice assists them to develop their individual approach to practice and research.

PROGRAMME STRUCTURE

The Master of Fine Arts programme is built around a comprehensive programme of supervised studio research and contextual studies requiring self-directed learning and continuing professional development. The principal aims are for students to extend their established creative capacity, develop critical skills, and foster a mature understanding of the relationships between their work and contemporary culture. The intensive format of the seminars is structured around themed discussions, guest artist presentations, exhibition visits, and studio critique.

Intensive, week-long seminars are held four times annually at the Symonds Street, Auckland campus. By the completion of the MFA students will present:

- An oral presentation in the final semester outlining their studio and contextual research direction
- A blog site showcasing analysis of influential modes of practice and critical debate
- A printed catalogue containing critical essays and photographic evidence of key projects
- A final public exhibition of works contributing to their chosen field of practice

Final Exhibition

The final Master of Fine Arts exhibition, attended by artists, art dealers, critics, curators, and other arts professionals, is the most significant event in the programme - the point at which an international or national artist or critic helps the internal panel assess each student's research on its sophistication, critical awareness, and professionalism. It is the springboard for our new graduates to move on from the educational sphere to life as professional artists.



**LIFE AFTER A MASTER
OF FINE ARTS**

Many of our graduates have gone on to be successful exhibiting artists, both in New Zealand and overseas. However, a Fine Arts degree also prepares graduates for a wide range of careers, giving them essential skills for the modern job market: the ability to think creatively and flexibly; to work independently or collaboratively; to respond constructively to critical, and to participate in intelligent debate. Our emphasis on business skills - such as marketing, career management, and public relations - also prepares graduates for self-employment or to engage in a range of creative industries.

ENTRY REQUIREMENTS

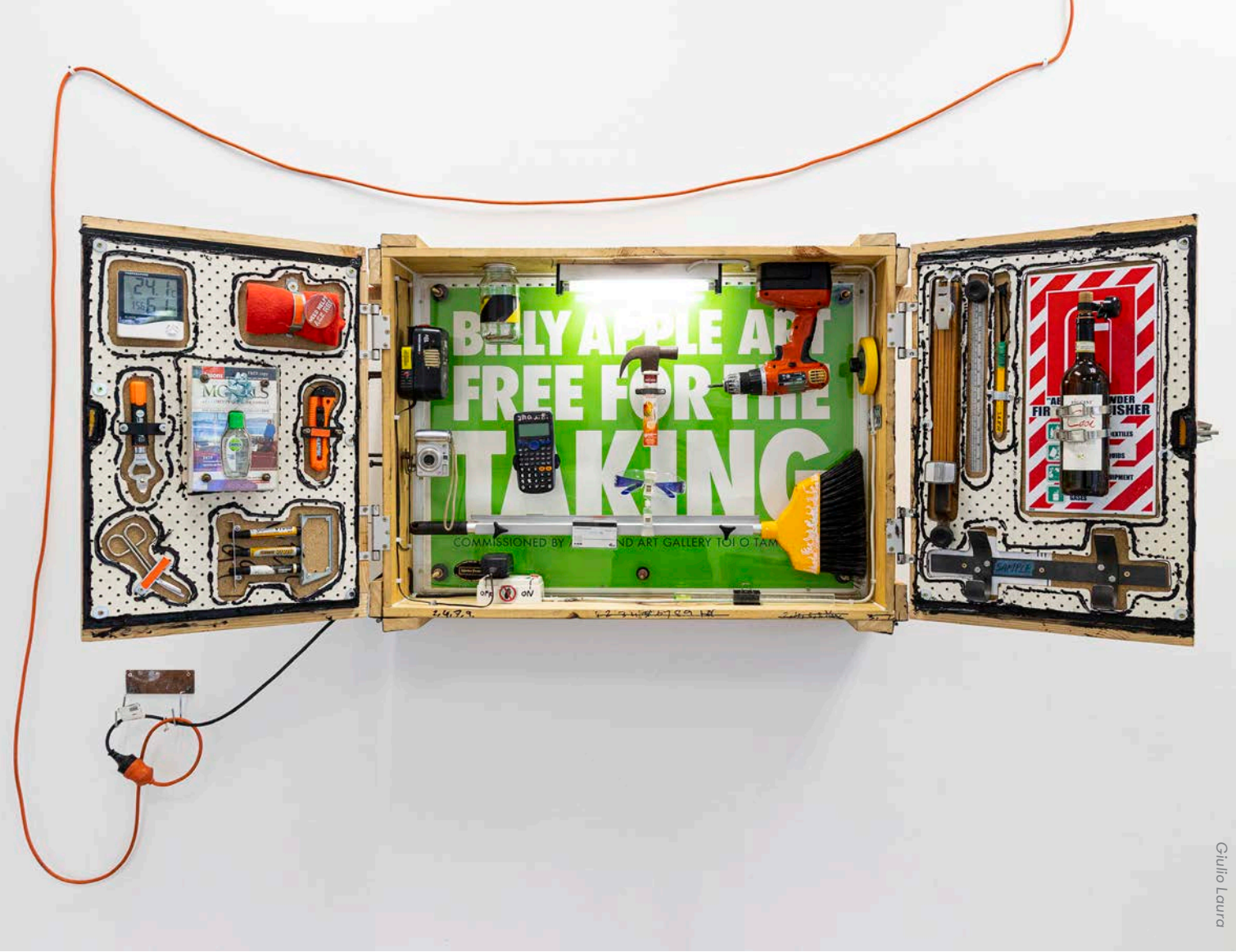
Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

**CREDIT RECOGNITION
AND TRANSFER (CRT) +
RECOGNITION OF PRIOR
LEARNING (RPL)**

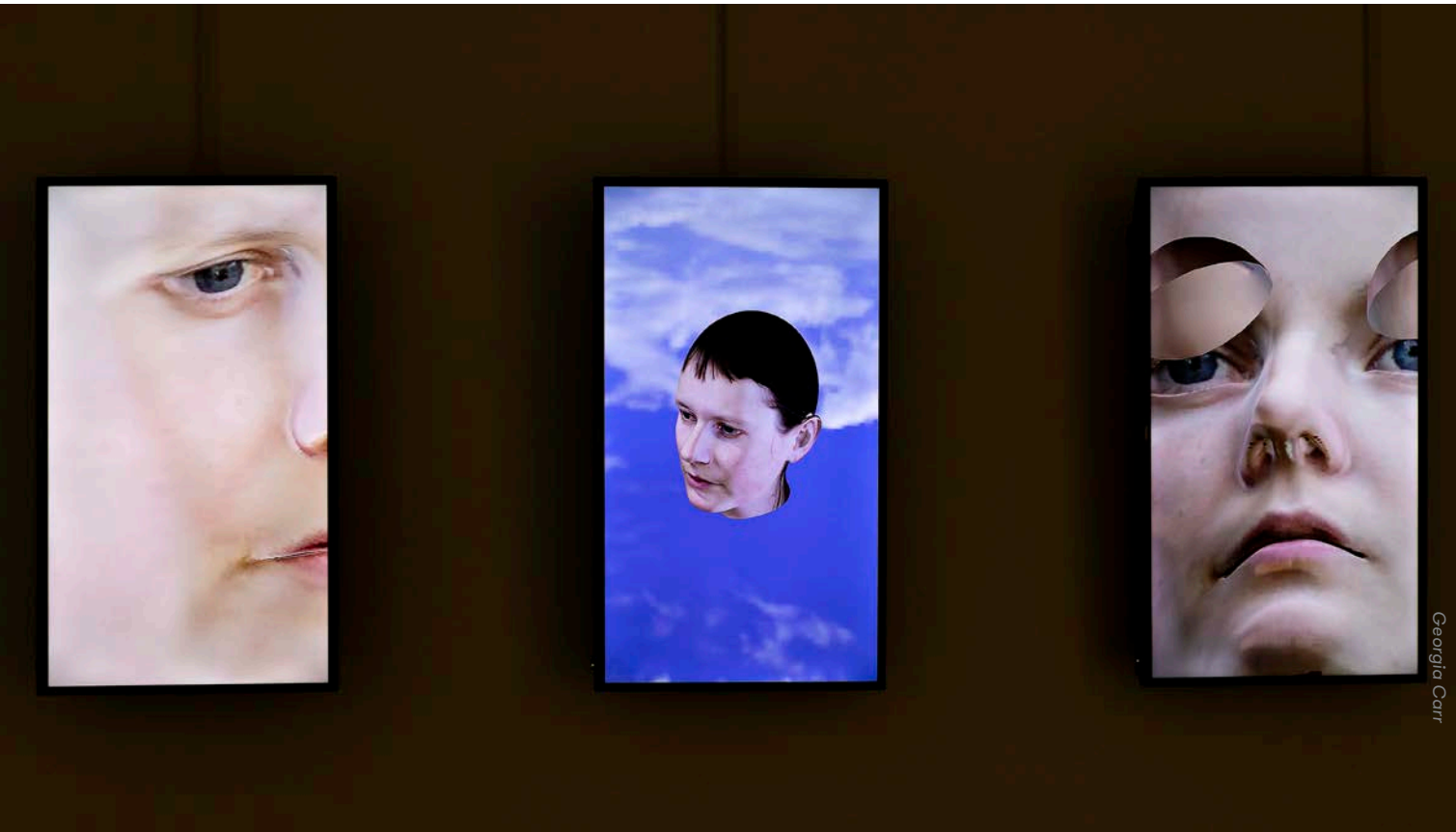
Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATE

- 07 February 2023
- Preferred Application Deadline: 20 January 2023



Giulio Laura



Georgia Carr

School of Creative Arts Therapies



The Whitecliffe School of Creative Arts Therapies offers a Postgraduate Diploma and Masters degree.

Creative Arts Therapy is a form of psychotherapy that utilises creative modalities - including visual arts-making, drama, dance/movement, creative writing, and nature-connected arts - to improve and inform physical, mental, emotional, and spiritual well-being. Whitecliffe is the only school in New Zealand to offer the suite of Creative Arts Therapies programmes.

You will combine your passion for creativity, collaboration, and supporting others in order to enhance wellbeing. You will develop the confidence to contribute to this dynamic, emerging field, harnessing your own experience and interests to pioneer new frontiers in this rapidly expanding profession.

Meet Amanda Levey; Co-Head of School, Creative Arts Therapies



What is important for prospective students to know about the Creative Arts Therapy specialisation?

The Master of Arts in Arts Therapy (Clinical) programme is designed to extend and deepen knowledge and skills by building on attainment in the principal subjects of the creative arts and psychotherapy. It provides the student with a systematic and coherent survey of current thinking and the opportunity to undertake self-directed study, research, and scholarship in the area of the creative arts in psychotherapy. The supervised placement and case studies, report writing, treatment plans and supervised research dissertation will demonstrate intellectual independence, analytical / reflexible rigour and sound communication, equipping graduates to work effectively both independently and as members of multidisciplinary teams within the expanding opportunities being offered to creative arts therapists in Aotearoa New Zealand.

How have the programmes changed with recent developments in the industry?

Creative Arts Therapy is still regarded as an emerging profession but is increasingly recognised in a wider variety of settings.

Graduate Career Opportunities

Arts Therapists may work in mental health environments, education facilities, the forensic and prison systems, community settings, and private practice. After completion of the programme, many of our graduates have been employed by their clinical placements such as special schools, prison rehabilitation, drug and alcohol services, school counselling, trauma services, disability services, and community mental health settings. Graduates of the Whitecliffe MACAT (Clinical) are eligible to become professional members of ANZACATA and continue to be instrumental in extending the field's reach into new applications. Professionally registered Arts Therapists with suitable backgrounds and experience can go into private practice, apply for registration to be ACC counsellors, provide counselling through the WINZ Disability Allowance Scheme, and register for programmes such as the "I Am Hope" free counselling scheme for youth.

Creative Arts Therapists are benefiting from increasing recognition of the profession. They are now able to register as ACC providers and obtain WINZ funding for clients and are expanding inclusion of more indigenous/Māori/ Pasifika approaches to health. The programme is opening opportunities for students in placement and graduates to engage with these communities in appropriate ways. Schools have also embraced the use of Creative Arts Therapy in their counselling departments for all age groups. The programme aims to equip students to work across a wide range of settings so that when they graduate, they can maximise their options for work opportunities.

What ties does Whitecliffe have with the professional industry?

Students in the final 18 months of the degree do placements in many settings including Schools, Healthcare Facilities, Justice Settings, Trauma Agencies, and Aged Care Facilities. Whitecliffe has close contacts with these placement providers as well as other course providers in related industries.

How does Whitecliffe adapt to trends and emerging needs in the industry?

The Whitecliffe programme is particularly strong in the integration of a wide range of creative modalities with an emerging theoretical framework that is indigenous to the Creative Arts Therapies rather than borrowed from traditional 'talk' therapies. We are also at the forefront of the most innovative arts-based research methods.

Postgraduate Diploma in Creative Arts Therapy

Level 8 • 120 credits • 1 academic year full-time
Offered at: Symonds Street, Christchurch campus

Master of Arts in Creative Arts Therapy (Clinical)

Level 9 • 240 credits • 2 academic years full-time
Offered at: Symonds Street, Christchurch campus



Creative Arts Therapy is a form of psychotherapy that utilises creative modalities - including visual arts-making, drama, dance/movement, creative writing, and nature-connected arts - to improve and inform physical, mental, emotional, and spiritual well-being.

Creative Arts Therapy differs from traditional art-making or performance in that the emphasis expands to include attention to the processes of creating and meaning-making. Creative Arts Therapists work with individuals and groups by establishing a therapeutic relationship with their client/s with clear boundaries, and collaboratively developed treatment plans, and outcomes to assist them in their healing. Within this therapeutic relationship, creative expression can have significant impact on the healing process for all people including those experiencing trauma, addictions, and psychological or emotional problems.

Whitecliffe Creative Arts Therapy graduates combine their passion for creativity and for working with others to enhance well-being. They develop the confidence to contribute to this dynamic, emerging field of Creative Arts Therapy, harnessing their own experience and interests to pioneer new frontiers in this rapidly expanding profession.

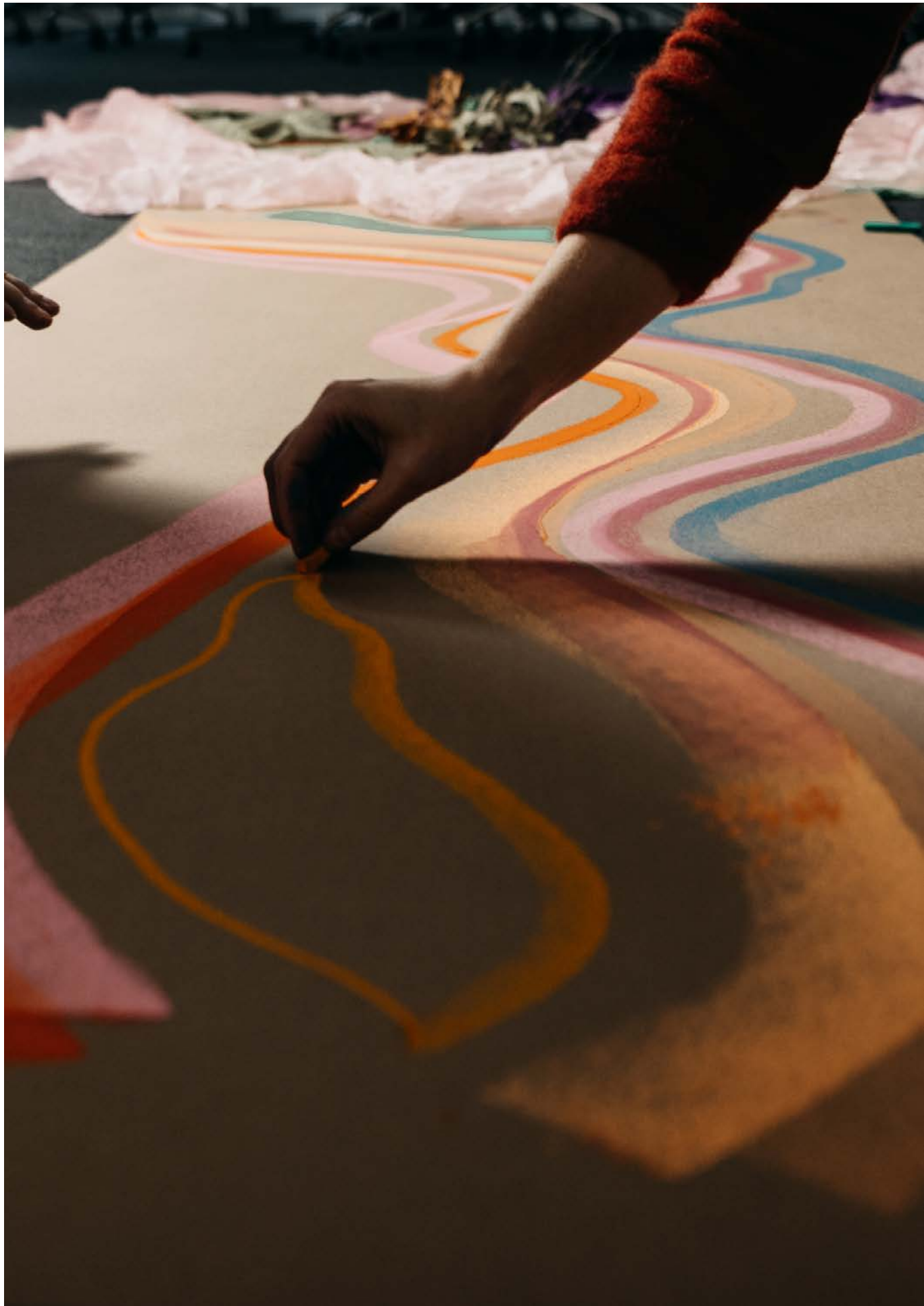
APPROACH

The Whitecliffe programme offers a spectrum of approaches to Creative Arts Therapy, stretching between two poles:

- ‘The arts as therapy’ follows the philosophy that participation in creative activities is universally beneficial, and that engagement with any of the arts at any level of proficiency, can have a healing effect.
- ‘The arts in therapy’ or arts psychotherapy, involves drawing upon established psychotherapeutic models and using the arts within a psychotherapeutic relationship as a powerful mode of expression and change ally.

Students will gain an understanding of how a Creative Arts Therapist can work along this spectrum, taking into account the population they are working with as well as a range of other factors such as context, presenting problems, and appropriate arts modalities.

It is a highly innovative programme offering a variety of creative arts modalities. Applicants are expected to be comfortable or familiar with at least one of these when entering the programme, and to achieve a basic grounding in the other creative modalities during the programme. The programme supports students to develop culturally sensitive practices responsive the Māori worldview as well as other cultures.



PROGRAMME OVERVIEWS

Postgraduate Diploma in Creative Arts Therapy
The Postgraduate Diploma in Creative Arts Therapy (PGDip CAT) is a one-year full-time programme that offers an introduction to the foundational philosophy, theories, and practices relating to the Creative Arts Therapies. The Diploma is offered in two locations, Symonds Street Auckland and Christchurch, and is scheduled for ten weekends - one per month from February to November - in each location. This introduction operates as a stand-alone qualification equipping students to take skills into the workplace for those working in a related field. The Diploma is also the pre-requisite for progression onto the Master's qualification. Progression requirements include assessment of a student's ability for clinical practice and academic ability to undertake Level 9 research.

This one-year full-time (blended delivery, low-residency) programme includes the following papers:

- Creative Studio
- Social Aspects of Creative Arts Therapy
- Psychology of Creative Arts Therapy
- Group Creative Arts Therapy

Master of Arts in Creative Arts Therapy (Clinical)
The Master of Arts in Creative Arts Therapy (Clinical) (MA CAT) is a two-year, full-time programme that is currently offered at the Symonds Street campus only with a few seminars conducted in Christchurch. The seminar pattern involves six intensive seminars during the first year and four during the second year of study.

The Three Interrelated Elements of the MA CAT Programme

Intensive weekend and four-to-five day seminars are held between four and six times annually to enable students to:

- Engage in theoretical and experiential learning with faculty, peers, and local and international practitioners
- Participate in group processes and self-reflexive practices
- Build clinical, research, and presentation skills

Research Project

In the final year of study, students complete an independent research project supported by a research supervisor.

Supervised Practice

Students must complete 750 hours of supervised clinical practice to successfully complete the MA CAT and be eligible for professional registration with the regional professional body, the Australian, New Zealand, and Asian Creative Arts Therapy Association (ANZACATA). This is achieved in the final 18-month period of study via placements that involve work with real-world clients and populations. Students are encouraged to seek out a variety of placement opportunities, assisted by faculty. External Creative Arts Therapy supervision is funded by Whitecliffe.

To complete the Master of Arts in Creative Arts Therapy (Clinical), students must complete three years of full-time (with embedded PGDip CAT) study through blended, low-residency delivery. In addition to papers listed for the PGDip CAT, the MA CAT comprises the following papers:

- Creative Arts Psychotherapy
- Research I: Research and Creative Arts Therapy
- Professional Practice I + II
- Research II + III: Proposal Preparation + Dissertation
- Clinical Placement I + II

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

CREDIT RECOGNITION AND TRANSFER (CRT) + RECOGNITION OF PRIOR LEARNING (RPL)

Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATES

- PGDip CAT (Christchurch): 18 February 2023
- PGDip CAT (Auckland): 25 February 2023
- MA CAT (Clinical) (Auckland): 21 January 2023
- Applications close: 1 October 2022

School of Design Innovation



School of Design Innovation

The Whitecliffe School of Design Innovation offers programmes from Certificate to Degree level in Design and Digital Media.

You will explore the future of design and gain the knowledge and skills required to exist in the dynamic industry. You will be encouraged to take an innovative and leading-edge approach to create insightful and thought-provoking design outcomes.

Meet Eric Thompson: Head of School, Design Innovation



What is important for prospective students to know about the new School of Design Innovation?

The School of Design Innovation teaches skills in Graphic Design, User Experience, Web, and Responsive Design, Data Visualisation, Human-centered Design, Design Thinking, Entrepreneurship, and Independent Research and will be suitable for a broad range of user experiences in a myriad of design-related sectors with an intent to increase employability. Graduates will create innovative solutions, will build on their existing knowledge, and develop their design theory and research capabilities.

How has the programme changed with recent developments in the industry?

The programme has been developed in response to industry feedback and provides scaffolding for students to develop communication skills through collaboration and negotiation with multifarious stakeholders, including community projects, live briefs, and internships.

Technological relationships will be created in the context of social, cultural, and environmental situations. Critical thinking and analytic skills will be developed through diverse projects, solving real-life challenges with current and future focus designed to have industry relevance and increased employability.

Can you tell us a bit about the Design Innovation faculty?

The Design Innovation faculty are all practising designers and creatives with extensive and diverse professional and educational experience. Our lecturers have many different areas of specialisation and there is a great balance in the School where we are all able to bring our specific skills, research interests, and experience to our students. We have a wide range of experience that spans from Digital Design, Motion and Interactive Graphics, and Screen Arts to Print Media, Typography, Photography, and Interdisciplinary Arts and Design.

How does Whitecliffe keep abreast of trends and emerging needs in Design?

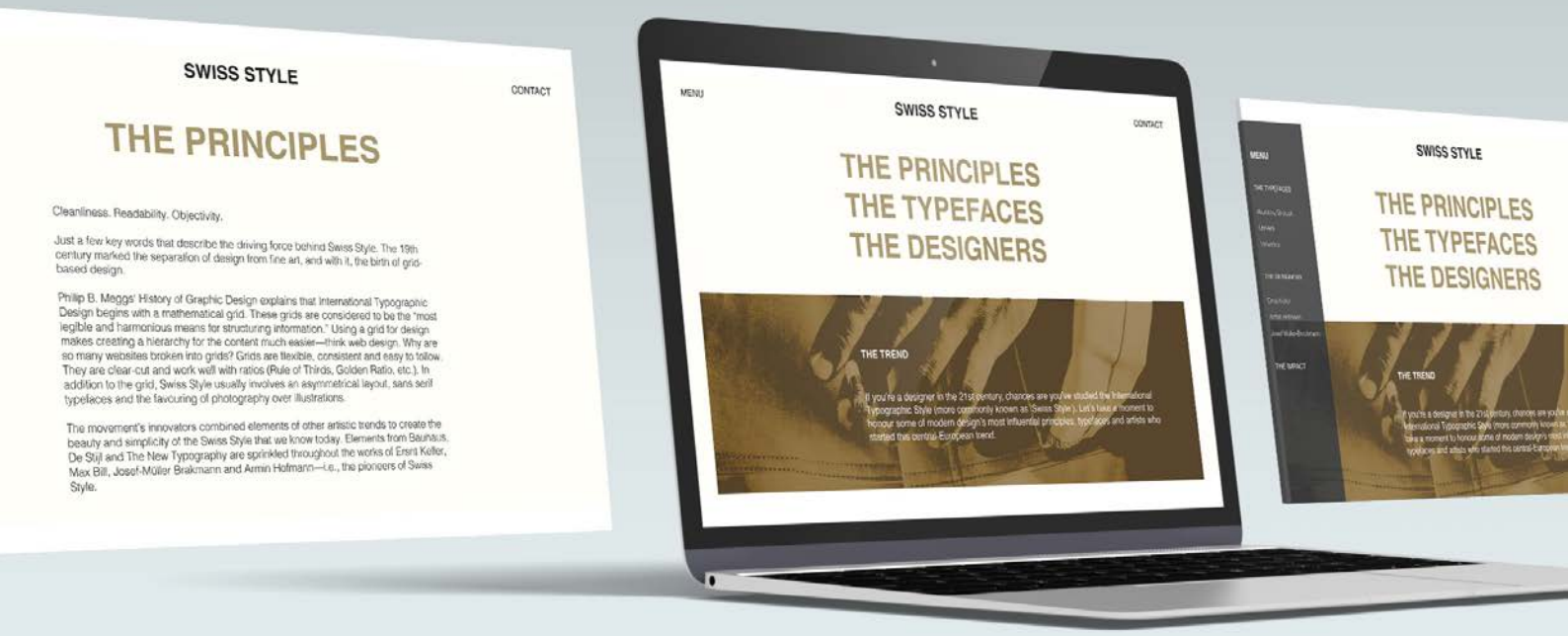
Graduates learn to be creative, critical, and connected as change instigators. This degree will provide graduates with the dynamic skills necessary for employability in future design technologies that will emerge in an ever-changing design landscape. The degree is a platform for human-centered creativity, impacting social, cultural, economic, and environmental outcomes, using ever-changing, emerging, and future digital tools and technologies. Design practices, skills, and knowledge will be used to explore, share, and shape the evolving world of design technology.

Graduate Career Opportunities

- Creative Director
- Digital Designer
- Graphic Designer (Digital Agency)
- UI/UX Designer
- Interactive Media Designer
- Multimedia Designer
- Web/App Designer
- Experience Designer
- Social Media Designer, Online/Digital Designer
- Front-end Designer
- Information Architect
- Freelancer

Certificate in Digital Media and Design

Level 4 • 60 credits • 18 weeks / 1 semester
Offered at: Symonds Street, Manukau campus



Olivia Blackwell

The Certificate in Digital Media + Design is a semester-long programme (18 weeks) that is centered around the introduction to graphic design practice and digital media processes.

The programme culminates in the development of a portfolio for application to continuing tertiary study at Whitecliffe and/or elsewhere in New Zealand, or overseas.

The programme focuses on the development of theoretical knowledge and technical skills related to visual communication and drawing techniques and their application within the graphic design space. Upon the completion of the programme, students will have built on the foundation skills that can be further developed in Whitecliffe’s degree-level programmes.

The emphasis of the Certificate in Digital Media + Design programme is on the understanding of critical thinking and technical processes as tools to solve for the design inquiry/brief. These are delivered through lectures, demonstrations, individual and peer discussions, and assignments of practical tasks and creative projects, both in-class as well as self-directed learning.

PROGRAMME STRUCTURE

Design
Introduction to principles, elements, and processes of graphic design and typography, which are the building blocks of visual communication. The emphasis of this course is to provide students with an awareness of design principles, compositional, and typographic strategies applicable to the broader creative processes related to graphic design. Industry-standard technical skills related to digital software such as Adobe Photoshop, Illustrator, and InDesign are developed within this course.

Drawing and Digital Media
Introduction to drawing and digital processes related to photography, moving image, and concept design. Course content is designed to offer students an understanding of drawing practices as part of the graphic design workflow. Major projects for this course include digital photography and imaging, motion graphics, storyboarding, and concept design. In parallel to developing an in-depth understanding of conceptualisation sequence, and professional practice, industry-standard technical skills related to digital software such as Adobe Premiere Pro and After Effects are developed within this course.

Graphic Illustration
This is an introduction to illustration processes and techniques with a focus on the study of creative approaches to digital production and graphical styles. Students will select and experiment from a range of illustrative media and contemporary themes to develop technical skills related to rendering both analogue and digital.

Publication Design
This is an introduction to principles and processes of publication design with a focus on a specific audience. Students will develop an understanding of functionality in graphic design and compositional strategies related to page layout.

WORKSHOPS

Design Research Workshop

A course with a focus on fundamental methods of visual recording, critical analysis, and experimental work-making. Students will explore and learn creative processes related to accessing and recording of information from various sources to build a visual reference bank which is an integral part of their art-making process.

Contextual Studies Workshop

A block course with a focus on critical studies and collaborative work-making related to contextual themes. Students will have the opportunity to explore with the generation of creative concepts from a body of research that translates into a collaborative art and design project developed with their peers.

Portfolio Techniques Workshop

A block course with a focus on portfolio design and exhibition practices. The course aims to provide students with an opportunity to bring together all creative works generated from the Certificate in Digital Media and Design programme to be collated into a conclusive showcase of their work.

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your graphic and digital design career opportunities with the following programmes at Whitecliffe:

- Level 4: Certificate in Arts + Design
- Level 7: Bachelor of Design + Digital Media
- Level 7: Bachelor of Fine Arts (Fine Arts / Photo Media)
- Level 7: Bachelor of Sustainable Fashion Design

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATES

- 15 July 2022
- 20 February 2023
- 24 July 2023



Mateaki He Lotu Vave



Jacque Temu



Eseta Lesa



Olivia Blackwell



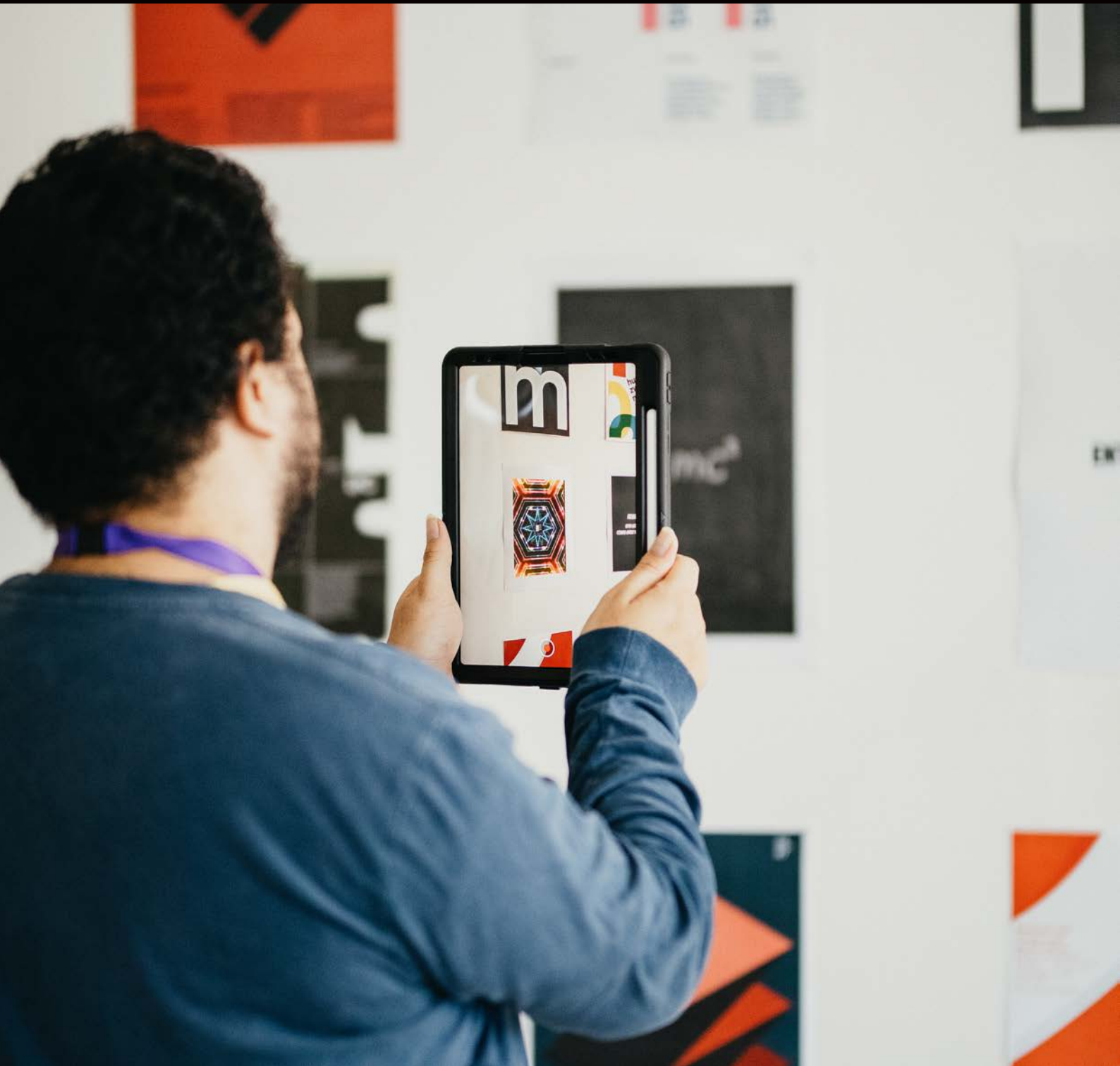
Manu Barrett



Olivia Blackwell

Bachelor of Design and Digital Media

Level 7 • 360 credits • 3 academic years full-time
Offered at: Symonds Street campus



The aim for the Bachelor of Design + Digital Media is to provide graduates with future-focused creative skills within the field of design.

The degree will promote industry relevant, experimental, innovative, critical, and reflective approaches to emerging design ideas and technologies. It will encourage students to develop their own independent practices and positions and to fulfil the needs of industry.

The programme provides a framework within which innovative learning and teaching approaches, advanced digital skill, future-focused design. Assessment for learning elevates the student experience from technical to work ready graduates who will positively impact local and global design-related industries.

PROGRAMME STRUCTURE

The degree is anchored within the three pillars of design innovation to ensure graduates are equipped to enter employment, or entrepreneurial ventures, with a sound foundation in criticality, creativity, and connectedness.

For any design solution to be both innovative and impactful for its intended audience, it must be Desirable, Feasible, and Viable. First, design solutions must meet the needs of the stakeholder, client, or customer to be desirable. Secondly, the design must be assessed objectively for its branding, customer service, technological, financial, and collaborative capabilities to be feasible. Finally, the design solution must be viable and fit the client's business model. Of equal importance, the design solution should be sustainable and add value commercially, socio-economically, and culturally.

The three pillars of design innovation are mirrored in the courses over the three years of study.

DESIGN + DIGITAL MEDIA YEAR ONE

Students are encouraged to explore Design Fundamentals examining typography, grids, layout, hierarchy of visual needs, print and digital processes. Coupled with this is Design Context where students will research, analyse, and reflect on major historical eras of influences including historical socio-political movements. There is an introduction to Design Thinking as a strategic methodology and problem solving process.

Keeping in mind the ever-changing landscape of design in the digital age, students will learn in Coding Fundamentals the elements and what it means to write code and concepts, techniques, and strategies to produce media design artefacts. They will also look at Digital Technologies being able to develop knowledge, methods, and skills related to the processes of digital imaging, photography, and video production, as well as learn the fundamental knowledge and technical skills related to Motion Design production and distribution.

Also in Year One, students will be introduced to theories and principles of Interactive Design with a focus on user experience design. In Studio I students will gain design experience through research and creative exploration within a specific problem.

DESIGN + DIGITAL MEDIA YEAR TWO

Building on knowledge learned in Year One students continue with Design Context II where they explore and learn the theory and practice that sits behind brand development, creation, values, techniques, positioning, context, influence, and cultural significance. Design Thinking II will enable students to broaden their strategic perspective and find novel and interesting opportunities for innovation.

In Motion Design II students will further develop their knowledge and skills and take a step further into the world of 3D animation while Interaction Design II has students developing simple interactive pieces and progressively produce more complex assets using multiple design concepts and principles.

During Emerging and Future Design Technologies, students will learn to embrace everything from Artificial Intelligence, Machine Learning to Hybrid Reality (AR/VR/MR) and the Internet of Things, using them as tools to improve design outcomes.

Studio II exposes students to the wider influence of design through the creative process to generate positive, meaningful, and lasting change, to improve lives and making our world a better place. It will enable them to become social change agents in the social, cultural, and community space through holistic approaches to design solutions.

DESIGN + DIGITAL MEDIA YEAR THREE

In response to industry feedback, students will also embrace Entrepreneurship I during which they will explore developing their own business by taking a creative idea and making it viable, relatable, and sustainable. An important part of this course is guidance to develop their own personal brand and reflect on where they think they will fit best and develop a portfolio that will focus on their insight into specific strengths and weaknesses, their self-promotional and communication skills, and awareness of how they could fit into industry as professionals. With Entrepreneurship II students will design in the context of what is achievable business-wise and where design intersects with the business world and how it adds value and changes the world by solving big and wicked problems. This course will delve into enterprise-level technology and explore the ways in which businesses use disruptive technologies to support growth. Through a series of case studies and research, students will investigate what it means to provide entrepreneurial and innovative solutions, additional as to what is required to create a successful start-up.

This is the year where everything is pulled together to create a design that is first research in Studio IIIA where they will document a proof of concept and the resulting research that will explore the viability, feasibility, and desirability of the project. Students will gain practical experience in the adoption of new concepts, processes, and techniques through the completion of a research project proposal and prototype. The proposal requires students to visualise and explain their development processes, personal design approaches, and ongoing implementation plan, which will inform how they will innovate in Studio IIIB, where the rubber hits the road.

The overarching goal of the Bachelor of Design + Digital Media is to ensure students are work-ready and employable within their chosen field.

LIFE AFTER A BACHELOR OF DESIGN + DIGITAL MEDIA

Graduates of the Bachelor of Design + Digital Media are connected, critical thinkers who behave sustainably, stay relevant, and are culturally capable and employable. Graduates will lead the conversation on the future of design leadership and its impact.

Graduates will be able to:

- Apply creative curiosity, design business awareness as well as emerging and future design technologies to positively impact local and global design-related industries.
- Re-imagine contemporary concepts and technologies through an understanding of the role of design, technologies, and innovation in an entrepreneurial business environment for commercial outcomes.
- Create design outputs through the lens of cultural perspectives, including New Zealand.
- Demonstrate critical thinking through awareness of cognitive design disciplines, discerning the impact of design innovation on human activity.
- Communicate creatively with intended audiences, through analytical engagement, contextualised information and innovative storytelling.
- Identify global design conventions and

contribute to interconnected international design disciplines through the application of digital technology and human centered approaches to design and design business.

- Demonstrate responsible awareness for local and global sustainable, environmental longevity of the design lifecycle.

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

CREDIT RECOGNITION AND TRANSFER (CRT) + RECOGNITION OF PRIOR LEARNING (RPL)

Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATE

- 20 February 2023



School of Fashion + Sustainability



School of Fashion + Sustainability

Carol Shang

The Whitecliffe School of Fashion + Sustainability offers programmes in fashion and jewellery from Certificate to Degree level.

Our internationally recognised Fashion + Sustainability programmes focus on the importance of being creative, yet responsive and socially conscious. You will emerge as a thoughtful, skilled, and intelligent designer with connections to industry professionals and extensive design practice.

Meet Belinda Watt: Head of School, Fashion + Sustainability



What is important for prospective students to know about the Fashion specialisations?

The School of Fashion and Sustainability provides an environment that values and fosters Manaakitanga (mutual respect, care, and support), wisdom, courage, and integrity. We encourage a collaborative learning and educational environment that fosters creative minds to become responsible individuals, forming ideas and approaches to their sustainable and ethical fashion practice and research, and to apply their knowledge of sustainable, innovative, and regenerative practices to express their individual perspective and critical thinking. We encourage students to draw upon their own cultures and histories, social issues, values, and their local community to increase their awareness of wider issues within the local and global fashion industry, and to inform their contribution to this rapidly changing industry.

How have the programmes changed with recent developments in the industry?

At Whitecliffe, we challenge the conventional ways the industry operates, offering strategies around true sustainability from an environmental and ecological perspective. Our courses are designed to facilitate, implement, and redesign the value of fashion, past, present, and future, through critically reflective sustainable fashion research and practice, theory and craft.

What ties does Whitecliffe have with the professional fashion industry?

Whitecliffe works very closely with the wider fashion industry and creates opportunities within our programmes for students to be involved in industry-linked projects and to connect with industry specialists. This may be through interning at New Zealand Fashion Week, alongside designers and international guests, as well as interning within New Zealand and overseas, in designer workrooms and other fashion businesses. Students also showcase their individual collections at the prestigious annual Whitecliffe Fashion Show and participate in the Graduate Show and the Resene Colour of Fashion project which are showcased at New Zealand Fashion Week. Industry professionals regularly visit to deliver guest presentations on specialist areas within the industry, and provide invaluable feedback during individual student critique sessions, enriching our students' design practices.

Fashion Graduate Career Opportunities

- Patternmaker
- Machinist
- Quality Control
- Designer
- Merchandiser
- Stylist
- Fashion Journalist
- Buyer
- Fashion Marketing

Jewellery Graduate Career Opportunities

- Goldsmith
- CAD
- Jewellery Designer
- Bench Jeweller
- Freelance Practitioner

Certificate in Apparel and Fashion Technology

Level 3 • 120 credits • 1 academic year full-time

Offered at: Symonds Street, Manukau, New Lynn, Wellington campus

**Whitecliffe is updating the programme this year and will be transitioning to the new version on the NZ Qualifications Framework*



This entry-level programme teaches practical, hands-on, technical skills that are used to construct full garments.

Students become familiar with industrial machinery, techniques, and terminology necessary for fashion garment construction and are introduced to fabric technology and patternmaking.

Students learn to use industry-specific construction methods to make a range of full garments including skirts, tops, and trousers. Students will learn industrial machine handling skills and garment construction techniques to start their journey into the world of commercial fashion design.

PROGRAMME STRUCTURE

CFT 1: Production Technology 1 - Core Sewing Skills

Setting, adjusting, and using industrial lockstitch and overlock sewing machines, and progressively developing efficient machining and handling skills to produce quality sewn work consistently, safely, and at speed.

CFT 2: Production Technology 2 - Maintaining Machinery

Maintaining industrial lockstitch, overlock, and specialist sewing machines, work aids, and ancillary equipment. Preventative maintenance includes cleaning and lubricating equipment as necessary. It also covers setting up and using specialist industrial sewing machinery for constructing and finishing garments.

CFT 3: Production Technology 3 - Construction Techniques

Using a range of construction techniques and production methods to sew a variety of garment parts consistently, safely, and at speed, to meet operator efficiency and performance requirements.

CFT 4: Garment Technology

Recognising pattern pieces and using patterns to cut out, assemble, and sew complete garments to workplace requirements.

CFT 5: Textile Technology

Identifying, describing, and selecting common fabrics and apparel componentry to match product end-use.

CFT 6: Workplace Practice

The application of accepted industry standards and procedures that demonstrate an understanding of health and safety requirements, workplace practice, communication skills, and behavioural expectations in apparel and manufacturing organisations.

GRADUATES WILL BE ABLE TO:

- Safely set up, use, and maintain industrial sewing equipment under limited supervision
- Select appropriate fabric and patterns, cut out, and sew garment parts to recognised industry quality standards using prepared job breakdowns
- Demonstrate behaviour and workplace communications appropriate for fashion and apparel manufacturing
- Meet the entry-level requirements for the Level 4 Certificate in Apparel and Fashion Technology (Patternmaking) programme

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your Fashion + Sustainability career opportunities with the following programmes at Whitecliffe:

- Level 4: Certificate in Apparel + Fashion Technology (Patternmaking)

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATE

- 13 February 2023

Certificate in Apparel and Fashion Technology (Patternmaking)

Level 4 • 120 credits • 1 academic year full-time

Offered at: Symonds Street, Manukau, Wellington campus

**Whitecliffe is updating the programme this year and will be transitioning to the new version on the NZ Qualifications Framework*



This programme will broaden your understanding of the terminology and techniques used in fashion garment production.

Students study body measurement, create blocks for men, women, and children, and learn to make, adapt, test-fit, and grade a range of patterns for outerwear garments.

Students extend their fabric knowledge, and learn computer tasks for garment production whilst continuing their journey into the realm of commercial fashion design.

PROGRAMME STRUCTURE

CPD 1: Pattern Design Technology 1 -

Core Sewing Skills

Use core patternmaking skills to make (develop) unstructured flat patterns for outerwear garments for women, men, and children - does not include structured patternmaking such as lingerie or undergarments, swimwear, or tailoring. It also covers taking and recording body measurements or using standard size charts to develop patterns. Patterns are developed, then cut out and sewn up to test-fit to workplace requirements.

CPD 2: Pattern Technology 2 - Pattern Development

Select appropriate blocks and patternmaking techniques to adapt and develop patterns for design and/or fit for a range of outerwear garments for women, men, and children - does not include structured garments (see CPD 1). Patterns are adapted, then cut out and sewn up to test-fit for design and/or fit to workplace requirements.

CPD 3: Pattern Technology 3 - Grading

Use specified grade rules and zero points, and apply manual pattern grading techniques to grade knit and woven patterns for structured outerwear garments to workplace requirements. Grading is completed for women, men, and children.

CPD 4: Production Technology

Identify and describe fabric properties, including understanding knit stretch factors, and identifying fabric types such as knitted, woven, and non-woven, to match product end-use. It also covers selecting appropriate apparel and componentry and care labelling, and developing specification sheets for unstructured garments to match end-use and legal requirements.

CPD 5: Workplace Practice

The application of accepted industry procedures that demonstrate an understanding of health and safety requirements, workplace practice, communication skills, and behavioural expectations in apparel and manufacturing organisations.

GRADUATES WILL BE ABLE TO:

- Make, adapt, test-fit, and grade flat patterns for unstructured outerwear garments
- Identify fabrics, component, and care labels appropriate to end-use of a garment
- Prepare specification sheets and job breakdowns for garments
- Communicate patternmaking requirements to customers for a range of unstructured garments
- Meet the entry requirements for the Level 5 Diploma in Apparel and Fashion Technology programme

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your Fashion + Sustainability career opportunities with the following programmes at Whitecliffe:

- Level 5: Diploma in Apparel + Fashion Technology*
- Level 7: Bachelor of Sustainable Fashion Design

**Please confirm availability of the new version of this programme with the Whitecliffe Admissions Team*

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATE

- 13 February 2023

Diploma in Apparel and Fashion Technology

Level 5 • 120 credits • 1 academic year full-time

Offered at: Symonds Street, Wellington campus

**Please confirm availability of the new version of this programme with the Whitecliffe Admissions Team*



Jordan Tay

In this programme, students further develop the skills and knowledge of the two certificate programmes to a more advanced level.

Students use and refine advanced skills in patternmaking, fit, garment construction, and production to create lingerie, swimwear, and tailored garments.

Students learn CAD and Pattern Aided Design (PAD) to make, digitise, and grade patterns, and learn to create digital drawings and storyboard, as well as extending their knowledge of textile technology and garment manufacturing.

Commercial fashion design comes to life in exciting design projects, and students will design and make a graduate collection which is presented at the annual Whitecliffe Fashion Show.

PROGRAMME STRUCTURE

DFT 1: Advanced Pattern Technology

Use advanced patternmaking skills to make (develop) or adapt and grade patterns for design and/or fit of unstructured and structured garments in a comprehensive range of styles and fabric types. In this context, structured garments include lingerie or undergarments, swimwear, and tailoring. Patterns cut, sewn, and finished to high-quality workplace requirements.

DFT 2: Production Technology

Use knowledge of garment assembly operations to define sequencing for job breakdowns, and develop manual spec sheets for a range of garments that match product end-use and legal requirements - spec sheets may include job breakdowns, lay plans, fabric information, size specs, apparel componentry, and care label requirements, spec drawings, and garment costing. It also includes hand drawing techniques for spec drawing and garment/fabric drawings/sketches and creating commercial storyboards.

DFT 3: Textile and Apparel Technology

Apply knowledge of fabric properties and composition to make appropriate fabric selections that match product end-use. Use apparel componentry (may include notions and trims including labels, thread, needles, and fastenings etc.) knowledge to make appropriate selections that match product end-use and customer requirements. It also includes knowledge of methods used to manufacture and cost a range of garment products.

DFT 4: Design (CAD) Technology

Application and use of Microsoft Word/Excel and Cad programmes to make (develop), digitise, and grade patterns, create lay plans and spec sheets, scale spec drawings, and garment/fabric drawings and commercial digital storyboards.

DFT 5: Garment Design Technology

Ability to gather design research and compile a portfolio, interpret a client brief and research, and design a new project or garment design/s to present to the customer for approval. Students will adjust style/s and/or pattern/s to meet customer feedback and requirements.

GRADUATES WILL BE ABLE TO:

- Use advanced technical skills to make, adapt, and grade flat patterns for structured and unstructured garments in a comprehensive range of styles and fabric types
- Create detailed manual specification sheets and commercial storyboards
- Select fabrics and apparel componentry to product end-use
- Use CAD and PAD (Pattern Aided Design) to make, digitise, and grade patterns, create lay plans, and specification sheets and draw garments
- Analyse a client brief to research, design, and present a new project or garment design to meet client requirements



RESENE COLOUR OF FASHION

Creative flair, a stunning colour palette, and exquisite silk - three elements that come together in the Resene Colour of Fashion project. This exciting project takes students out of the studios and into a contemporary world of colour and design to bring Resene's fashion colours to life, contributing in an exciting, collaborative way to fashion education at Whitecliffe.

Students receive a length of silk dyed to match one of the latest Resene fashion palette colours. They have four weeks following a brief to design and create a look that would light up a catwalk. The garments are modelled before a judging panel and each year a number are selected to open the Resene Designer Runways at New Zealand Fashion Week.

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your Fashion + Sustainability career opportunities with the following programme at Whitecliffe:

- Level 7: Bachelor of Sustainable Fashion Design

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATE

- 13 February 2023



Leane Challenged



Jordan Toy



Grace Ngametua



Niamh Morris



Sarah Browning



Lydia Rogers

Bachelor of Sustainable Fashion Design

Level 7 • 360 credits • 3 academic years full-time

Offered at: Symonds Street campus



Benjamin Rowe

“Manaaki whenua, manaaki tangata, haere whakamua - Care for the land, care for the people, go forward,” is the core philosophy and vision of this programme.

Ensure inclusive and quality education for all and promote lifelong learning (United Nations Sustainable Development Goal Number 4).

The Bachelor of Sustainable Fashion Design programme addresses the belief that if we care for the land and the people, we ensure our stakeholders are better stewards of the planet and are more responsible towards ensuring a sustainable and progressive future for the fashion industry. We take pride in providing an educational environment that values and fosters in students and staff, Manaakitanga (mutual respect, care, and support), wisdom, courage, agility, and integrity. We provide a collaborative learning and educational environment that values and fosters creative minds to become responsible individuals, by weaving the concepts and values of Whitecliffe and Te Tiriti o Waitangi - protection, participation, and partnership.

The Bachelor of Sustainable Fashion Design acknowledges the urgent need to address the negative environmental and social impact of the fashion industry. The programme redesigns the value of fashion by challenging the conventional ways the industry operates, by integrating skills and knowledge of sustainable and innovative design theories and practices, to promote learning relevant to the future of sustainable and ethical fashion. The programme offers rich learning opportunities that inspire critical and creative thinkers as future change instigators, enabling them to address the need for rapid, positive, restorative, and regenerative design solutions, through individual and expressive outcomes.

The programme provides an opportunity for students to draw upon their cultural knowledge, social issues,

values, and their local community context/s, to be involved, and to increase their awareness of wider issues within the local and global fashion industry and subsequently, to inform their contribution to this rapidly-changing industry. Students are encouraged to be confident to express their perspectives while developing their ability to be critically reflective and responsive to the broader contexts of influence and significance relevant to their own practice and individual creative inquiry. The programme emphasises ongoing development of attitudes, values, and self-awareness as a foundation for continuing personal and professional effectiveness and growth.

Faculty are encouraged to include reference to Māori Tikanga in the initiation and delivery of course content throughout the programme. Students are encouraged to draw from their own cultures and histories when forming ideas and approaches to their sustainable and ethical fashion practice and research and to apply their knowledge of sustainable, innovative, and regenerative practices to express their individual perspectives and critical thinking. The participative, studio-based experiential learning and instruction offer many rich opportunities for students to participate in their practice and research in a culturally appropriate manner. The studio learning environment supports a range of learning styles and approaches and encourages students to develop an informed respect for the diversity of cultures and values.

The Bachelor of Sustainable Fashion Design is creative practitioner, community, and industry-focused, designed to meet the professional needs of the wider sustainable fashion and design industry. It is structured by three key interrelated strands of content: sustainable fashion research and practice, theoretical studies, and creative enterprise. The BSFD degree positions sustainable fashion research and practice as the core philosophy of the programme. All technical, theoretical, and professional knowledge and skills inform and are integrated into the practice of designing and making sustainable and innovative design solutions.

Fashion History and Theory courses are delivered across Years One, Two, and Three of the programme, and encourage and support students' knowledge about sustainable and ethical fashion design from multiple perspectives and cultural positions. This includes reference to multi-culturalism, diversity, gender, and equality issues, regeneration, and environmental ethics which are addressed through practical and studio research course components. Courses may also include guest speakers, along with opportunities to address Māori Tikanga and stewardship of Aotearoa.

Industry-focused course content and workshops include Pattern Making, Garment Construction, Research and Design, Concept Development, Fabric Manipulation, Tailoring, and Internships. Studio Practice is complemented by courses in Sustainable Fashion Practices, Fashion History and Theory, Fashion Illustration, Illustrator for Fashion, and Natural Dyeing. Students research, design, and develop conceptually-based collections that reflect a personal design aesthetic and incorporate sustainable practices, and produce a professional body of work presented through a Design Portfolio and Lookbook towards their end-of-year course requirement.

Throughout the degree, students focus on areas of personal interest to develop conceptually-based sustainable fashion collections that are informed by the United Nations Sustainable Development Goals, relevant research, design, and sustainable fashion theory, thinking, and practices. Their understanding of the subject specialism reflects in their design innovations through original and in-depth design thinking and rigorous research, and is presented as a body of creative work executed to an exceptionally high professional standard.

Industry professionals provide invaluable feedback during student critical thinking and design sessions and are regularly invited as guest speakers to lecture on relevant topics related to the fashion industry. Graduates gain employment nationally as well as internationally as Design Assistants, Patternmakers, Sustainability Consultants, Value Chain Consultants,

Production Assistants, Workroom Assistants, Buyers, Stylists, Costumiers, Sewists, and Design Educators as well as establishing their own sustainable brands.

PROGRAMME STRUCTURE

SUSTAINABLE FASHION DESIGN YEAR ONE

Year One courses are considered fundamental to fashion and sustainability practice and include a balance of contemporary and traditional skills, sustainable practices and knowledge, natural dyeing and fabric manipulation, as well as an introduction to environmental and social concerns within the global fashion industry.

Year One Courses:

- Pattern Making and Garment Construction I + II
- Earth-Centered Design and Cultural Sustainability
- Fashion Practices
- Fashion History and Theory
- Creative Fashion Studio Project

SUSTAINABLE FASHION DESIGN YEAR TWO

Students progressing into Year Two work within an overall framework of both historical and contemporary investigation and collection development.

Sustainable design thinking and practices are embedded into the courses and students are encouraged to consider environmental and social concerns within the global fashion industry and their own sustainable fashion practice. Students explore and work with natural dyes, craft techniques, organic fabrics, deadstock fabrics, upcycled materials, and minimal or Zero Waste pattern making and cutting methods.

Students participate in a tailoring module, upcycling, draping, fashion illustration, illustrator for fashion design, and make a collection incorporating industry-relevant methodology and sustainable practices, to present at the annual Whitecliffe Fashion Show.

Students also gain relevant industry experience through industry partnered projects. Studio research assignments, projects, and/or workshops are mainly lecture-initiated but largely student-directed and are based around a series of in-depth fashion design topics that support students to evaluate complex issues and discuss critical frameworks relevant to contemporary fashion and sustainability.

Year Two Courses:

- Sustainable Fashion Practices and Design
- Nature in Fashion
- Earth-Centered Design Thinking and Practices
- Sustainable Fashion Studio Project

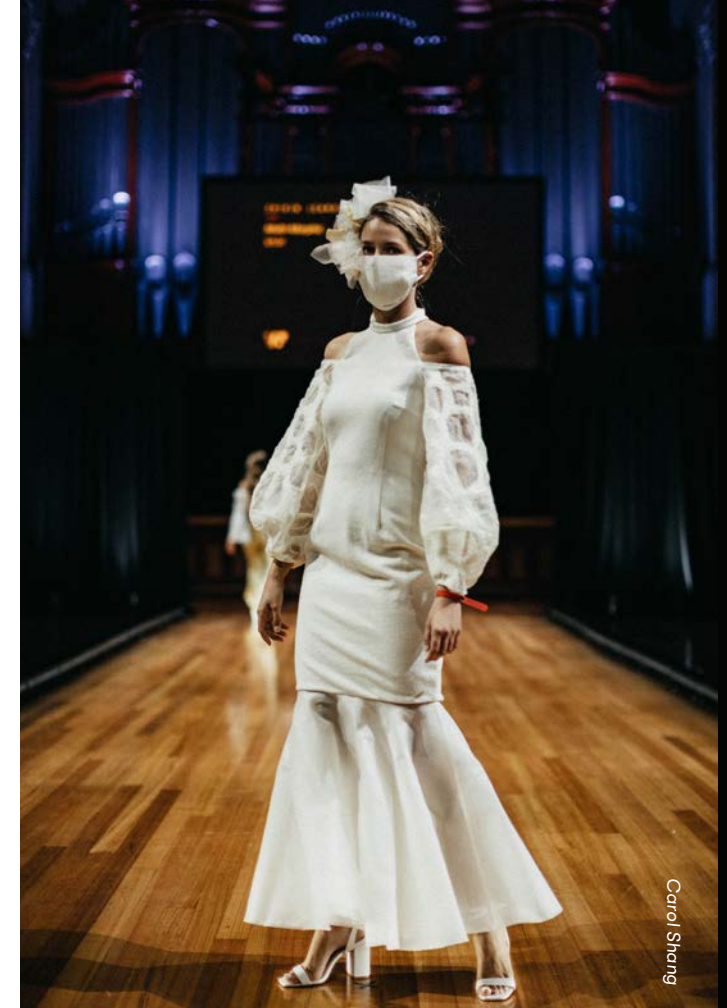
SUSTAINABLE FASHION DESIGN YEAR THREE

As students progress further into Year Three, their ability to apply more advanced skills and knowledge and critically reflect on their research is developed through their studio practice.

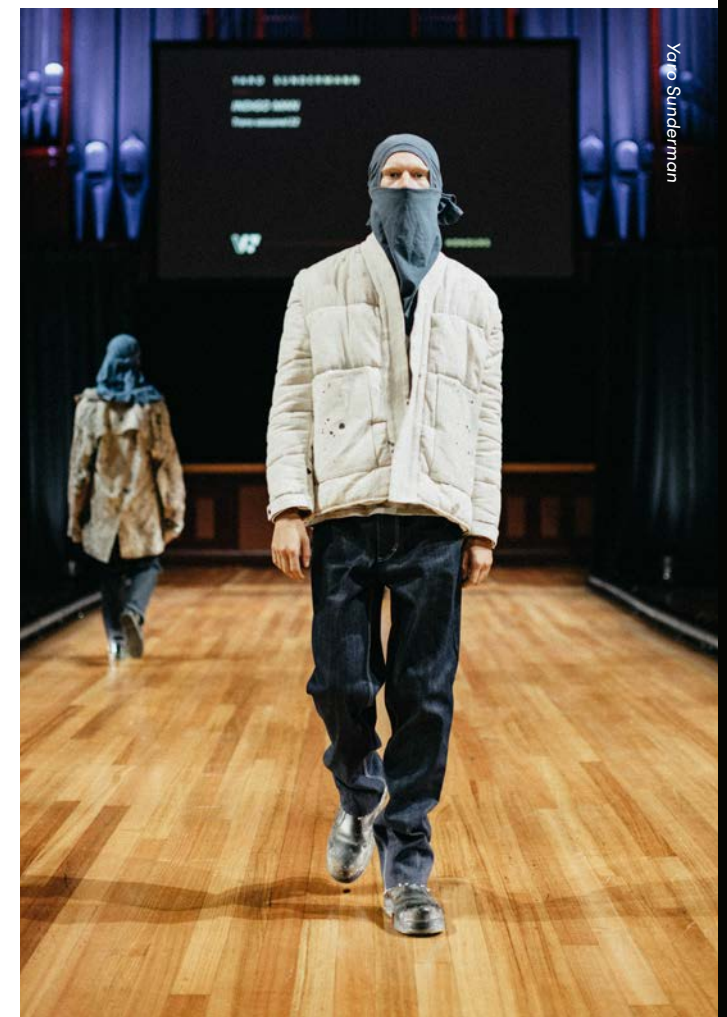
Students in Year Three concentrate on developing a conceptually based, innovative, and sustainable collection of garments that reflect their personal aesthetic style and prepares them for the global fashion industry. New Zealand based fashion designers visit the studio and provide students with critical feedback on their design process, and students participate in industry internships and industry-partnered projects. Students expand on their knowledge of sustainable practices, pattern making, and garment construction, employing relevant industry methodology and workroom practices. At the end of the year, students produce a Design Portfolio, Collection Lookbook, and present at the annual Whitecliffe Fashion Show.

Year Three Courses:

- Sustainable Fashion Studio Research and Design
- Regenerative Design: Fashion Futures
- Creative Enterprise and Internship
- Sustainable Fashion Collection



Carol Shang



Yara Sunderman

LIFE AFTER A BACHELOR OF SUSTAINABLE FASHION DESIGN

At the end of the programme, our graduates are equipped with an increased capacity for employment as sustainable change instigators in the global fashion industry. Our graduates are adaptive and agile creative professionals who have interpersonal and collaborative skills and the ability to respond positively and creatively to address the urgent need for rapid and positive change in the sustainable fashion industry.

As change instigators, graduates will benefit the fashion industry through their innovative perspectives, skills, and attitudes. They will engage in ethical creative practice to be culturally sensitive and responsive to environmental and social challenges in contemporary and future, earth-centered, regenerative, circular, and sustainable fashion industries.

The Sustainable Fashion Design sector in New Zealand has grown significantly over the last ten years, creating employment opportunities focusing on sustainability.

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

CREDIT RECOGNITION AND TRANSFER (CRT) + RECOGNITION OF PRIOR LEARNING (RPL)

Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATE

- 20 February 2023



Certificate in Jewellery

Level 4 • 60 credits • 19 weeks
Offered at: Epsom campus



This programme is an informative and practical starting point for those who are interested in learning about the general manufacturing process of jewellery, and for those who are looking to take the first step towards pursuing a career in the jewellery or goldsmithing industry.

Students will develop theoretical knowledge about precision, accuracy, and problem-solving. This knowledge will be applied and practised through hands-on tasks.

This programme will also equip students with foundational theory and practice if they decide to proceed with further study of jewellery and goldsmithing.

Students will study jewellery and goldsmith theory, and apply this knowledge to manufacturing tasks such as dimensions, marking out, forming, filing, soldering, making settings, cutting stone holes, back holes, and polishing.

This programme will provide students with a general and fundamental understanding of the theory, skills, and techniques required to enter the jewellery or goldsmith industry.

PROGRAMME STRUCTURE

Course 01: Filing Designs

- Identify the use of geometric designs and materials used in jewellery
- Develop ideas for basic geometric shapes and features through self-reflection
- Replicate filing designs from paper to metal using a selection of tools, such as dividers, Vernier gauge, steel ruler, engineers square
- Develop fabrication techniques in making basic shapes to prescribed parameters, such as accurate lines and angles, forming, and filing
- Problem solve for plate and wire in the construction and soldering of geometric shapes
- Identify the steps of cleaning up work for finishing and polishing using filing, emery, and buffing

Course 02: Band Ring Designs

- Identify a range of profiles and styles used in basic band rings and ring making
- Develop ideas for band ring designs through self-reflection practices
- Modify and relate fabrication techniques to ring making such as hallmarking, determining profiles using drawplates, swaging, and forging
- Manufacture a band ring to the correct finger size
- Apply solutions for bar, plate, and wire required in ring making
- Maintain dimensions in the process of finishing and polishing

Course 03: Mount Designs

- Investigate the functions of basic mount designs
- Develop ideas for basic mounts through self-reflection practices
- Recognise gem-setting design styles such as Bezel, Rub-over, Rex, and Tiffany
- Apply fabrication techniques in basic mounts, such as claws and feet, under bezels, shoulders, and shanks
- Apply solutions for bar, plate, Chenier, and wire required in fabricating mounts
- Apply finishing and polishing techniques without loss of form

Course 04: Portfolio

- Summarise standard jewellery workshop practices, under HSWA16 conditions of the safe operation of tools, cleaning, maintenance, management of equipment, and independent workshop practice
- Identify culturally safe workshop practices for indigenous design in arts, crafts, and jewellery
- Support well-informed judgements in the critical analysis of own and other practices
- Contribute to group discussions and brainstorming sessions, validating informed research decisions
- Demonstrate planning of materials and time management to ensure completion of an exercise
- Present a portfolio in a coherent manner

GRADUATES WILL BE ABLE TO:

- Execute jewellery fabrication techniques such as; dimensions, filing, forming, wirework, soldering, settings, and polishing
- Create additional dimensions to work such as stone openings, back-holes, wirework, shank designs, bezels, pips, brooch pins, and bales
- Understand culturally safe work practices
- Meet entry requirements for the Bachelor of Jewellery Design + Technology, and other further study
- Enter the goldsmithing industry at a junior level

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your Jewellery Design career opportunities with the following programme at Whitecliffe:

- Level 7: Bachelor of Jewellery Design + Technology

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATE

- 13 February 2023



Victoria Rosa Watt



Iakia Dzhanev



Michelle Fowler



Te Pokura

Bachelor of Jewellery Design and Technology

Level 7 • 360 credits • 3 academic years full-time
Offered at: Epsom campus



The Bachelor of Jewellery Design + Technology is a thorough and comprehensive degree-level course designed for those who are looking to expand on their foundational jewellery and goldsmithing manufacturing knowledge, and for those who are eager to become industry professionals.

This programme combines workshop experience characterised by attainment of master goldsmith skills through comprehensive hand-making, digital, and other manufacturing techniques required in creating fine jewellery. It will develop students into professionals who are able to manage all phases of design from initial inspiration, analysis, development, and finishing of the final product.

Students will be equipped with skills focusing on entrepreneurship, resource and material management, identifying new opportunities, and how to effectively direct their resources to appropriately respond to market opportunities.

This programme will include working sessions, technical and practical workshops, authentic projects, research activities, group and self-reflection activities.

The students will learn how to study and expand on relevant jewellery and goldsmithing theory, techniques, and skills, and apply this knowledge to comprehensive manufacturing tasks in order to become an industry professional.

This programme is designed to deliver an industry aligned adaptive curriculum to develop creative stimulus, innovation, and originality. The purpose of this qualification is to provide the sector with qualified jewellery manufacturing professionals who have specialist knowledge and skills required to be a goldsmith.

PROGRAMME STRUCTURE

JEWELLERY DESIGN + TECHNOLOGY YEAR ONE

- Business Environment and Communication
- Design Studio 1
- CAD Designs
- Design Research
- Creative Design Studio 1

JEWELLERY DESIGN + TECHNOLOGY YEAR TWO

- Entrepreneurship
- Advanced Design Studio 2
- Advanced CAD Designs
- Advanced Creative Design Studio 2

JEWELLERY DESIGN + TECHNOLOGY YEAR THREE

- Gemmology
- Jewellery Engraving
- Complex CAD Designs
- Gemstone Setting
- Jewellery Repair
- Capstone Project

**LIFE AFTER A BACHELOR
OF JEWELLERY DESIGN
+ TECHNOLOGY**

Graduates of this programme will be able to apply advanced specialist skills required to develop and generate creative design solutions to manufacture jewellery. They will be able to research and analyse a broad range of information to independently select and apply critical thinking in the management of unfamiliar and sometimes complex projects. They will be able to select, adapt, and apply a range of professional business acumen relevant to their own practice. They will be able to independently manage projects and present their work in a variety of contexts.

Graduates of this qualification will be able to work in a range of settings such as manufacturing, goldsmithing, jewellery and designer organisations, or in a self-employment/freelance practitioner capacity.

GRADUATES WILL BE ABLE TO:

- Offer diverse skills in design techniques to manufacture jewellery
- Provide creative and quality design solutions for custom-made work
- Provide quality outputs in the mass production of jewellery
- Positively contribute to the ethos of the wider jewellery trade

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

**CREDIT RECOGNITION
AND TRANSFER (CRT) +
RECOGNITION OF PRIOR
LEARNING (RPL)**

Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATE

- 13 February 2023



School of Information Technology



School of Information Technology

The Whitecliffe School of Information Technology offers programmes from Certificate to Postgraduate Diploma level in Information Technology.

We offer programmes within an array of information technology areas from web and software development and design to network engineering and security.

Meet Muhammad Azam: Head of School, Information Technology



What is important for prospective students to know about the Information Technology specialisation? Whitecliffe offers a unique blended delivery model which is a mix of face-to-face, on-campus learning, and online learning. This gives our students the chance to work independently as well as collaboratively.

Our programmes are designed with industry partners to ensure our programmes are aligned with current industry standards, so that our graduates are equipped with the skills needed to enter the workforce successfully upon gaining their qualification.

Graduate Career Opportunities

L4/5 Certificate and L5 Diploma level study

- | | | |
|---------------------------|-----------------------------|--------------------------|
| • Junior IT Support Roles | • Customer Service Engineer | • Front-end Web Designer |
| • Junior Help-desk Roles | • Technical Support | • Web Content Editor |
| • Network Administrator | • Field Technician | • Web Designer |
| • Systems Support | • Help Desk | • UX Designer |

L6 Diploma level study

- | | | |
|-------------------------|---------------------------|--------------------------------|
| • IT Technician | • Network Engineer | • Mobile Application Developer |
| • Service Desk | • Network Support | • Software Tester |
| • Desktop Support | • Front-end Web Developer | • Junior Software Developer |
| • Network Administrator | • Back-end Web Developer | |

Degree level study

- | | | |
|-----------------------------|--------------------------------|----------------------------|
| • Network Engineer | • IT Business Analyst | • Software Architect |
| • Security Systems Engineer | • Infrastructure Support | • Software Release Manager |
| • Cybersecurity Specialist | • Software Developer | • Systems Analyst |
| • IP Design Engineer | • Front-end/Back-end Developer | • Application Developer |
| • Dev Ops Engineer | | • QA Test Analyst |

Postgraduate level study

- | | | |
|---|------------------------------------|--|
| • ICT Project Manager | • Organisation and Methods Analyst | • Solutions Engineer |
| • Systems Analyst | • ICT Business Analyst | • Machine Learning Engineer |
| • Security Specialist | • Cybersecurity Expert | • IT Security Analyst |
| • Computer Network and Systems Engineer | • Data Analyst | • Information Technology Subject Expert (Academia) |
| • Network Administrator | • AI Analyst | |

Certificate in IT Essentials

Level 4 • 60 credits • 18 weeks
Offered at: Manukau, Christchurch campus



This programme is a great place to start learning about the IT industry. It has a practical, hands-on focus which will provide you with the transferable skills and knowledge to be employed in a range of entry-level support roles in an organisation.

Successful completion of the Level 4 NZ Certificate in IT Essentials also provides automatic entry into Whitecliffe's Information Technology programmes at Level 5 and the Level 7 Bachelor of Applied Information Technology programme.

PROGRAMME STRUCTURE

The Level 4 NZ Certificate in IT Essentials is a 60-credit programme, consisting of four x 15 credit courses. This is a six-month programme (18 weeks excluding a two-week study break), intended to educate students on the basics of ICT.

QUALIFICATION OUTCOMES

- Apply essential knowledge and concepts of computer hardware, operating systems, applications, and networks to provide support for hardware and software resources
- Apply knowledge and concepts of business analysis, database, and user experience to provide a foundation for supporting organisational information systems requirements; and they can contribute to a user interface design using web design concepts and knowledge

- Apply software development knowledge to provide a foundation for developing applications, and apply project management and planning tools to meet the requirements of specified IT briefs
- Communicate clearly and professionally to maintain relationships and achieve objectives in a range of contexts within the IT industry; including applying appropriate professional, ethical, and legal principles and practices to comply with legal and organisational requirements. This helps provide a foundation for an IT career

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your IT career opportunities with the following programme at Whitecliffe:

- Level 5: Certificate in Information Technology
- Level 5: Diploma in Information Technology - Technical Support
- Level 5: Diploma in Web Development + Design
- Level 6: NZ Diploma in Software Development
- Level 7: Bachelor of Applied Information Technology

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATES

- 25 July 2022
- 20 February 2023
- 24 July 2023

Certificate in Information Technology

Level 5 • 60 credits • 18 weeks
Offered at: Symonds Street, Wellington, Christchurch campus



This programme is perfect for those with a keen interest in looking to enter the IT industry or to upskill for future career opportunities. It also provides a solid foundation for IT diploma-level study.

You will gain essential IT and professional skills that are needed in today's IT industry with training in technical support fundamentals, information systems, software development fundamentals, and web concepts.

PROGRAMME STRUCTURE

The Level 5 Certificate in Information Technology is a 60-credit programme, consisting of four x 15 credit courses. A full-time student is expected to complete the programme in up to six months (18 weeks excluding a two-week study break).

This programme has full-time and part-time study options available. If you are interested in studying this programme part-time, please speak to our admissions team. For further information email: admissions@whitecliffe.ac.nz

QUALIFICATION OUTCOMES

- Apply the fundamentals of information systems concepts and practice, including business concepts, development life cycles, data modelling and administration, to support and enhance organisational processes and systems
- Apply the fundamentals of IT technical support concepts and practice to securely manage hardware, and software, and networking resources to support end users and meet security, ethical, and organisational requirements
- Apply the fundamental principles of software development, including fundamental mathematical and logical concepts that

underpin computational and systems thinking, to plan, to create, test, and document simple working applications

- Apply knowledge and concepts of business analysis, user experience, and interface design to create accessible interactive digital media
- Apply professional, legal, and ethical principles and practices in a socially responsible manner as an emerging IT professional
- Apply critical analysis and decision-making techniques to solve IT problems and provide relevant and timely outcomes
- Apply communication, collaboration, teamwork, documentation, and customer service personal and interpersonal skills to enhance effectiveness in an IT role

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your IT career opportunities with the following programme at Whitecliffe:

- Level 5: Diploma in Information Technology - Technical Support
- Level 5: Diploma in Web Development + Design
- Level 6: NZ Diploma in Software Development
- Level 7: Bachelor of Applied Information Technology

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

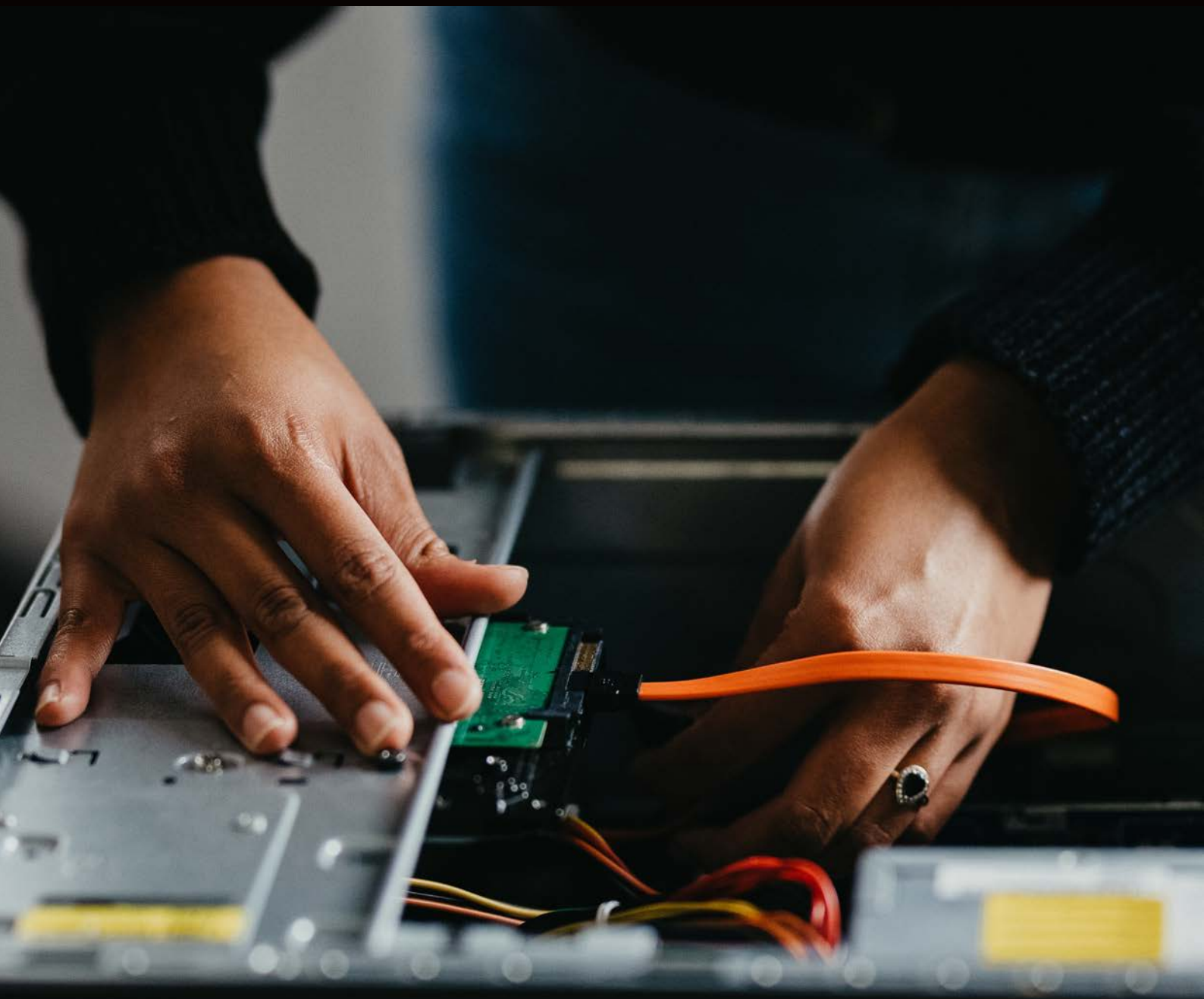
PROGRAMME START DATES

- 25 July 2022
- 10 October 2022
- 20 February 2023
- 08 May 2023
- 24 July 2023
- 09 October 2023

Diploma in Information Technology: Technical Support

Level 5 • 120 credits • 1 academic year full-time

Offered at: Symonds Street, Wellington, Christchurch campus



This programme prepares you to work in a range of entry-level support roles in an organisation, which may include employment in roles such as computer technician, service desk, or technical support. It also provides a pathway to further IT related study.

Graduates will have an awareness of the IT environment, appreciate the needs of users, and be able to provide IT technical support. They will also be able to operate within the applicable professional standards and practice, as part of a team, or independently with a broad level of supervision.

PROGRAMME STRUCTURE

The Level 5 Diploma in Information Technology: Technical Support is a 120-credit programme, consisting of eight x 15 credit courses. A full-time student is expected to complete this programme in up to one year (36 weeks excluding study breaks).

This programme has full-time and part-time study options available. If you are interested in studying this programme part-time, please speak to our admissions team. For further information email: admissions@whitecliffe.ac.nz

QUALIFICATION OUTCOMES

- Apply the fundamentals of information systems concepts and practice, including business concepts, development life cycles, data modelling, and administration, to support and enhance organisational processes and systems
- Apply knowledge of established IT Service Management frameworks to meet organisational customer service requirements
- Apply knowledge and concepts of business analysis, user experience, and interface design, to create accessible interactive digital media
- Apply critical analysis and decision-making techniques to solve problems and provide relevant and timely IT outcomes
- Apply a broad operational knowledge of networking technologies, security, associated services, and troubleshooting techniques to meet organisational requirements
- Select, install, configure, maintain, and troubleshoot IT hardware, networking, systems, and application software in a secure manner to meet organisational customer service requirements
- Apply the fundamental principles of software development, including fundamental mathematical and logical concepts that underpin computational and systems thinking, to plan, create, test, and document simple working code
- Apply communication, collaboration, teamwork, documentation, and customer service skills to enhance effectiveness in an IT role
- Apply knowledge of database administration and query languages to meet organisational data storage and retrieval requirements, including database management system (DBMS) optimisation, cleansing, security, and backups
- Apply professional, legal, and ethical principles and practices in a socially responsible manner as an emerging IT professional

INDUSTRY CERTIFICATIONS

This qualification offers training towards the following globally recognised vendor certifications:

- CompTIA A+ (220-901 / 220-902)
- CompTIA Network+ N10-006

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your IT career opportunities with the following programme at Whitecliffe:

- Level 6: Diploma in Networking
- Level 7: Bachelor of Applied Information Technology

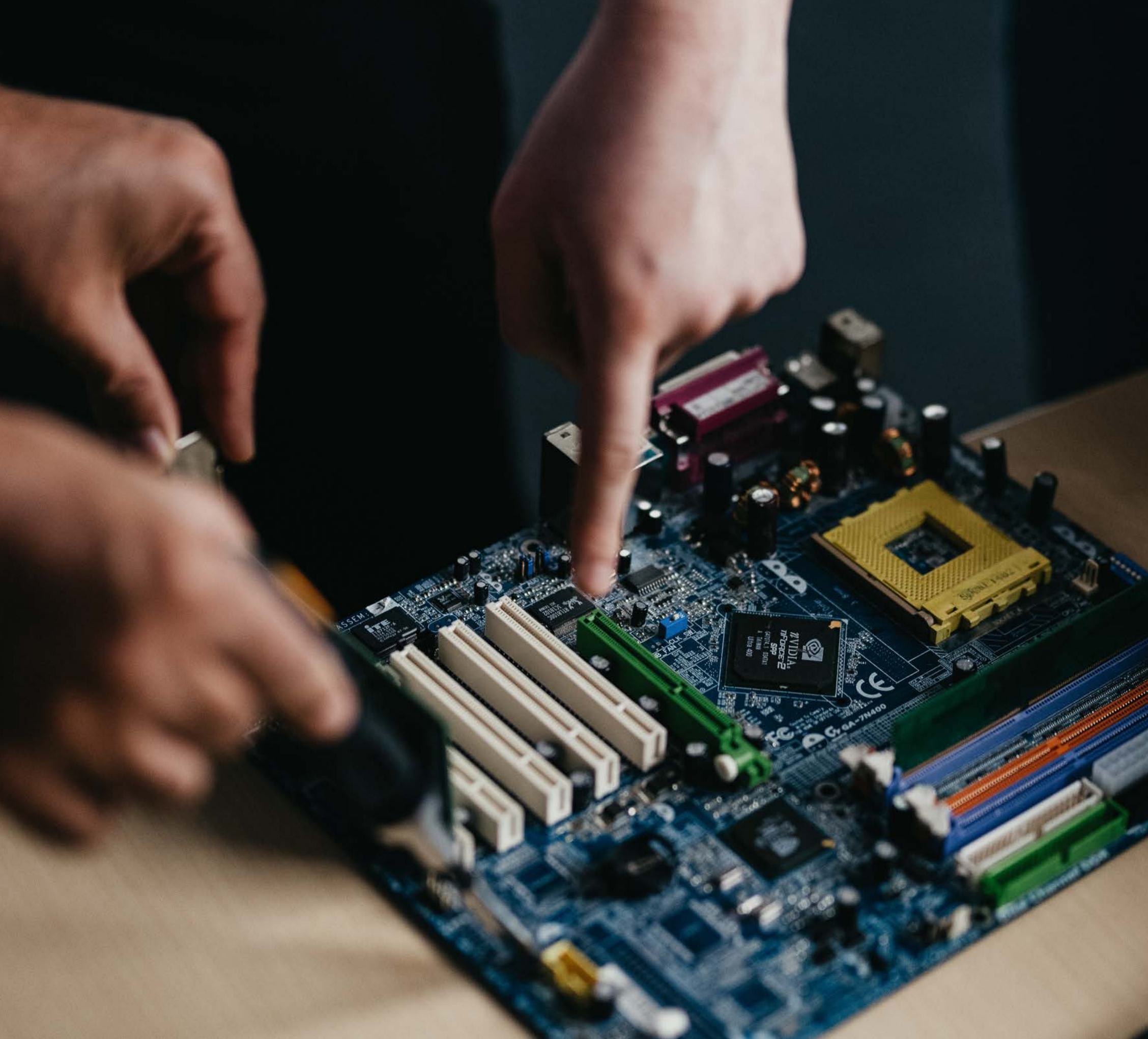
This programme contributes 15 credits towards the completion of the Level 6 Diploma in Networking and 120 credits towards the completion of the Level 7 Bachelor of Applied Information Technology programme.

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATES

- 25 July 2022
- 10 October 2022
- 20 February 2023
- 08 May 2023
- 24 July 2023
- 09 October 2023



Diploma in Web Development and Design

Level 5 • 120 credits • 1 academic year full-time

Offered at: Symonds Street, Wellington, Christchurch campus



This programme is designed for those looking to gain an entry-level role as a web developer. You'll also gain practical IT and professional skills needed to succeed in your IT career.

On completion of this programme, graduates will be able to customise front-end web solutions or proceed to further IT related studies. They will also be capable of operating within applicable professional standards and practice, both independently and collaboratively as part of a team.

PROGRAMME STRUCTURE

The Level 5 Diploma in Web Development and Design is a 120-credit programme, consisting of eight x 15 credit courses. A full-time student is expected to complete this programme in up to one year (36 weeks excluding study breaks).

This programme has full-time and part-time study options available. If you are interested in studying this programme part-time, please speak to our admissions team. For further information email: admissions@whitecliffe.ac.nz

QUALIFICATION OUTCOMES

- Apply the fundamentals of information systems concepts and practice to determine and analyse client requirements and prepare and present relevant web solution(s)
- Write code that adheres to coding and other appropriate web standards to implement and customise a secure and accessible solutions using frameworks, libraries, and appropriate plug-in modules
- Apply HCI principles to design and implement accessible and responsive user interfaces (UI) which enhance user experience (UX) and functionality
- Create and execute a test plan consistent with industry standards to test functionality and usability of a web solution on multiple platforms to meet client requirements
- Implement, configure, and deploy a tested web solution, including creating accurate and clear documentation for both end users and technical staff, to meet client requirements

- Apply the fundamentals of IT technical support concepts and practice to securely manage hardware, software, and networking resources to support end users and meet security, ethical, and organisational requirements
- Apply the fundamental principles of software development, including fundamental mathematical and logical concepts that underpin computational and systems thinking, to plan, create, test, and document simple working code
- Apply professional, legal, and ethical principles and practices in a socially responsible manner as an emerging IT professional
- Apply communication, collaboration, teamwork, documentation, and customer service skills to enhance effectiveness in an IT role
- Apply critical analysis and decision-making techniques to solve problems and provide relevant and timely IT outcomes

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your IT career opportunities with the following programme at Whitecliffe:

- Level 6: Diploma in Software Development
- Level 7: Bachelor of Applied Information Technology

This programme contributes 90 credits towards the completion of the Level 6 Diploma in Software Development and Level 7 Bachelor of Applied Information Technology programmes.

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATES

- 25 July 2022
- 10 October 2022
- 20 February 2023
- 08 May 2023
- 24 July 2023
- 09 October 2023

Diploma in Networking

Level 6 • 120 credits • 1 academic year full-time

Offered at: Symonds Street, Wellington, Christchurch campus



This programme will prepare you to enter employment in roles such as a network professional in a service environment. You will be capable of configuring, maintaining and monitoring networks, using internationally relevant skills and knowledge.

PROGRAMME STRUCTURE

The Level 6 Diploma in Networking is a 120-credit programme, consisting of eight x 15 credit courses. A full-time student is expected to complete the programme in up to one year (36 weeks excluding study breaks).

QUALIFICATION OUTCOMES

- Apply advanced wireless and switching configuration and troubleshooting techniques to resolve switching and routing issues for organisational networks
- Apply routing configurations and troubleshooting techniques to implement and maintain networks
- Analyse the impact of convergence on network infrastructure and implement unified communications to maintain acceptable organisation service levels
- Apply specialised knowledge of networking protocols and technologies to configure, maintain, and monitor networks
- Analyse and implement advanced network security to protect and secure assets and to meet best practice and organisational requirements
- Behave with integrity as a responsible information technology professional, to contribute positively to society

- Apply communication, information design, personal, and interpersonal skills, clearly and professionally to enhance working effectiveness, efficiency, and quality outcomes in an organisational environment
- Apply project management tools and techniques

INDUSTRY CERTIFICATIONS

This qualification offers training towards the following globally recognised vendor certifications:

- CCNA Routing and Switching
- CCNA Wireless
- CCNA Collaboration
- CCNA Security
- CompTIA Project+

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your IT career opportunities with the following programme at Whitecliffe:

- Level 7: Bachelor of Applied Information Technology

This programme contributes 120 credits towards the completion of the Level 7 Bachelor of Applied Information Technology programme.

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATES

- 25 July 2022
- 10 October 2022
- 20 February 2023

Diploma in Software Development

Level 6 • 240 credits • 2 academic years full-time

Offered at: Symonds Street, Wellington, Christchurch campus



This programme is designed for people seeking to focus on one or more application domains such as application development, web development, games development, and mobile application development.

The programme provides students with the opportunity to achieve a qualification in software development that meets industry standards for appropriately qualified information technology employees.

Upon completion, you will be able to enter employment in development or testing roles, in a range of organisational contexts.

PROGRAMME STRUCTURE

The Level 6 Diploma in Software Development is a 240-credit programme, consisting of 14 × 15 credit courses and one × 30 credit project. A full-time student is expected to complete the programme in up to two years (72 weeks excluding study breaks).

QUALIFICATION OUTCOMES

- Analyse requirements and apply appropriate modelling tools, SDLC and HCI principles, to design and document software solutions for a range of problems in an organisational context, including creating accurate and clear technical and user documentation/resources
- Write and maintain complex programs using design patterns, data structures and algorithms to meet specifications and software development standards
- Apply a range of software quality assurance techniques, including designing and executing a variety of tests, to verify correctness of systems on a range of platforms to meet requirements, and document results
- Apply data management and storage technologies to support the software application and the development process to match the application domain
- Integrate security and privacy principles throughout software development to ensure application security and system integrity using current best practices

- Select, justify, and apply architecture, patterns, services, technologies, and tools to implement the software solution/s using current and emerging technologies
- Apply IT technical support concepts and practice to securely manage hardware, software, and networking resources to support end users and meet security, ethical, and organisational requirements in a software development context
- Apply professional and ethical practices with integrity to meet the industry-wide expectations of a responsible IT professional, in accordance with legal, regulatory, and organisational requirements
- Apply communication, information design, teamwork, personal, and interpersonal skills to enhance working effectiveness, efficiency, and quality outcomes in a variety of situations in an organisational environment
- Apply project management tools and techniques, using critical thinking, enterprise skills and knowledge of project planning, management and control, to an IT related project, to analyse and solve problems

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your IT career opportunities with the following programme at Whitecliffe:

- Level 7: Bachelor of Applied Information Technology

This programme contributes 210 credits towards the completion of the Bachelor of Applied Information Technology programme.

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

PROGRAMME START DATES

- 25 July 2022
- 10 October 2022
- 20 February 2023
- 08 May 2023
- 24 July 2023
- 09 October 2023

Bachelor of Applied Information Technology

Level 7 • 360 credits • 3 academic years full-time
Offered at: Symonds Street*, Wellington, Christchurch campus
*Subject to NZQA Approval



This degree programme aims to prepare industry-ready graduates who are specialists in their chosen field of Network Engineering and Security or Software and Web Development. Graduates will develop a systemic and coherent understanding of Information Technology.

Students graduating with our Level 5 and 6 programmes will be able to transfer credits towards this degree.

The degree is endorsed by IT Professionals New Zealand and is a part of the Seoul Accord, so graduates will have an internationally recognised qualification.

PROGRAMME STRUCTURE
The Level 7 Bachelor of Applied Information Technology is a 360-credit programme, consisting of two specialisations: Network Engineering and Security, and Software and Web Development. A full-time student is expected to complete the programme in up to three years (108 weeks excluding study breaks).

GRADUATE PROFILE OUTCOMES
Graduates of the Bachelor of Applied Information Technology programme will develop a systemic and coherent understanding of Information Technology. In their chosen specialisation of Network Engineering and Security or Software and Web Development, they will develop knowledge and understanding that they can apply in the workplace and will prepare them for IT professional body membership and certification.

- CORE KNOWLEDGE + SKILLS**
- Apply critical thinking skills to resolve information technology challenges in a range of contexts and communicate ideas effectively
 - Select, adapt, and apply a range of IT infrastructure, architecture, and software development processes and solutions in their organisational or industry context
 - Manage the requirements analysis, design, development, implementation, and quality assurance of information technology projects and systems
 - Apply ethical, legal, and social practice within the industry, while working with professional intent, demonstrating commitment to Te Tiriti o Waitangi
 - Self-manage, lead, and/or collaborate within a project to generate and communicate the solutions identified to meet the needs of the market or business

SPECIALISED KNOWLEDGE
+ SKILLS

- Identify opportunities for the application of specialist knowledge to a range of technical contexts including security, systems development, and maintenance
- Lead and implement change management processes and procedures for an organisation in their chosen area of specialisation

Network Engineering and Security

Graduates will be able to:

- Troubleshoot local and wide-area enterprise networks on advanced security, voice, wireless, and video solutions
- Plan, configure, install, and verify the implementation of complex enterprise switched and routed networks using current network architecture

Software and Web Development

Graduates will be able to:

- Design, develop, and maintain software applications, web, and mobile solutions, and related technologies
- Critically evaluate and implement solutions for software and web-related environments

INDUSTRY CERTIFICATIONS

This qualification offers training towards the following globally recognised vendor qualifications:

- CompTIA IT Fundamentals
- CompTIA A+
- CompTIA Security+
- Cisco Certified Entry Networking Technician (CCENT)
- CCNA Wireless
- Cisco CCNA Routing and Switching
- Implementing Cisco Collaboration
- Devices (CICD)
- Cisco CCNP Switching and Routing
- Cisco 210-260 IINS Certification
- [CCNA Security]

If you are currently employed, there are valuable opportunities that are connected to work-related scenarios that may build on an existing role or equip for new responsibilities.

Graduates of the Bachelor of Applied Information Technology programme may find employment in a wide range of fields, such as public and private sectors, technology, finance, government, health, education, business, gaming, and commerce.

Graduates may be employed as specialists in network engineering and security, software development, software engineering, or web technologies.

FURTHER STUDY OPTIONS

Upon successful completion of this programme, you can further enhance your IT career opportunities with the following programme at Whitecliffe:

- Level 8: Postgraduate Diploma in Information Technology

ENTRY REQUIREMENTS

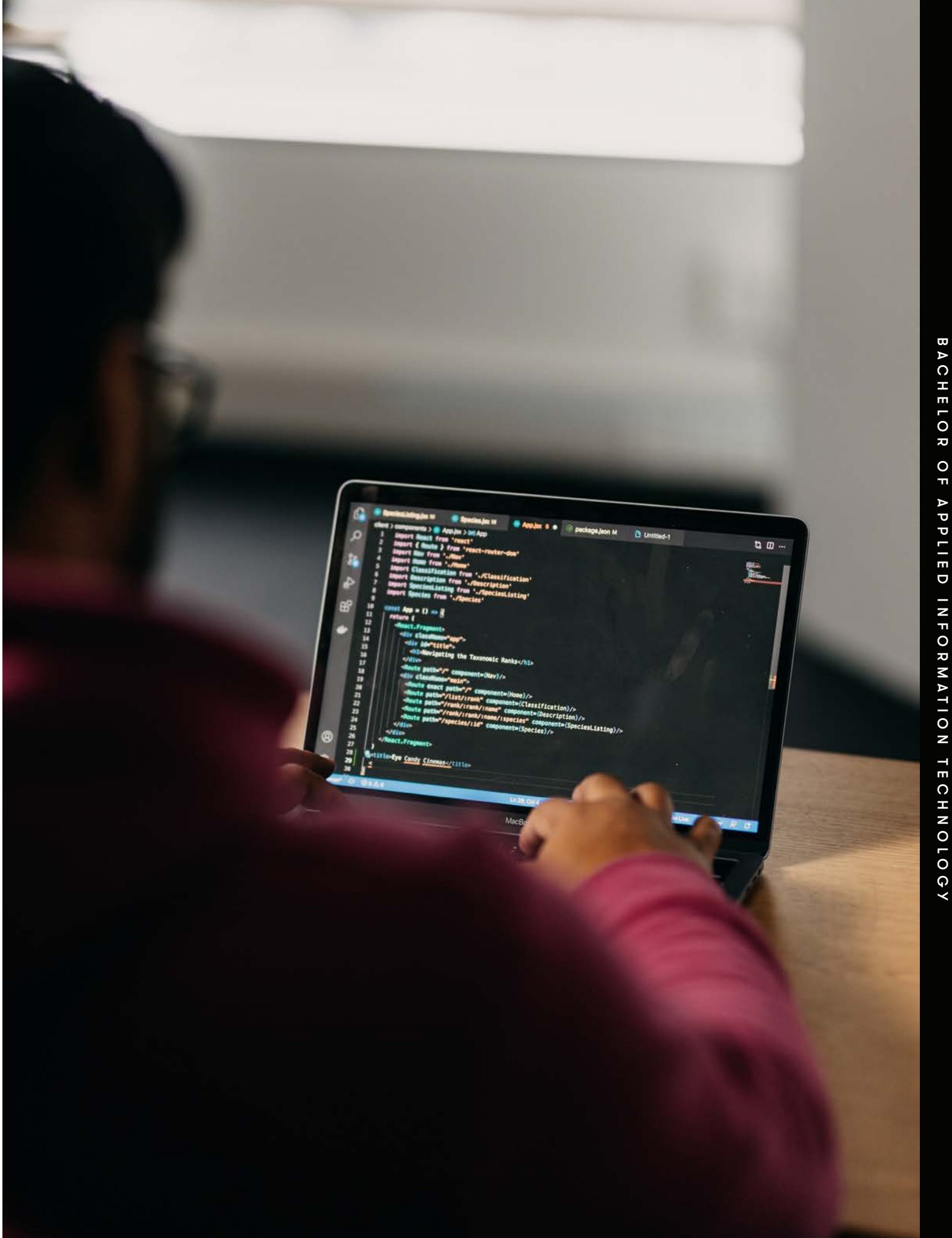
Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

CREDIT RECOGNITION
AND TRANSFER (CRT) +
RECOGNITION OF PRIOR
LEARNING (RPL)

Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATES

- 25 July 2022
- 20 February 2023
- 24 July 2023



Postgraduate Diploma in Information Technology

Level 8 • 120 credits • 1 academic year full-time
Offered at: Symonds Street, Wellington, Christchurch campus + Online Learning



The aim of this programme is to provide graduates with the knowledge and experience in their chosen field of study: Cyber Security, Ubiquitous Computing, Data Analysis, or Machine Learning.

You will build on your existing knowledge, develop research capability, and create innovative solutions in your chosen topic or area of interest. This qualification provides a pathway for graduates and students wishing to engage in higher level studies or progress their career in the IT industry.

PROGRAMME STRUCTURE

The Level 8 Postgraduate Diploma in Information Technology is a 120 credit programme, consisting of two x 20 credit compulsory courses, one x 20 credit elective course, and one x 60 credit capstone final project. A full-time student is expected to complete this programme in up to one year (36 weeks excluding study breaks). A part-time students is expected to complete this programme in up to two years (72 weeks excluding study breaks).

This programme has full-time and part-time study options available. If you are interested in studying this programme part-time, please speak to our admissions team. For further information email: admissions@whitecliffe.ac.nz

GRADUATE PROFILE OUTCOMES

Graduates of the Postgraduate Diploma in Information Technology will develop an ability to solve Information Technology programmes in a systemic and coherent way with an emphasis on analysis and innovation.

GRADUATES WILL BE ABLE TO:

- Critically evaluate existing knowledge in the field of IT and create new knowledge that informs innovative solutions
- Analyse complex scenarios and design solutions applying advanced tools and techniques that meet specific needs considering cultural and societal impacts
- Lead, manage, and communicate IT projects with the IT and/or research community through evidence-based outputs
- Apply legal, ethical, and social practices of the IT industry in research and solution design

ENTRY REQUIREMENTS

Entry requirements for this programme can be found online at our website: whitecliffe.ac.nz/admissions

CREDIT RECOGNITION AND TRANSFER (CRT) + RECOGNITION OF PRIOR LEARNING (RPL)

Applicants wishing to be considered for credit recognition and transfer or RPL should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME START DATES

- 25 July 2022
- 20 February 2023
- 24 July 2023



Study at
Whitecliffe

International Student Information



CODE

Whitecliffe Enterprises Limited has agreed to observe and be bound by the Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021. Copies of the Code are available from the New Zealand Qualifications Authority (NZQA) website at: www.nzqa.govt.nz

COMPLAINTS AND BREACHES OF THE CODE OF PRACTICE

When an international student has a complaint in relation to a breach of the Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021, Whitecliffe Enterprises Limited has a process (displayed on noticeboards on campus and included in your student information at registration) to work through the complaint internally.

EXTERNAL GRIEVANCE PROCEDURE

If you feel your concerns have not been resolved by Whitecliffe Enterprises Limited's internal complaint process, the complaint can be taken to iStudents Complaints - an independent dispute resolution scheme established by the New Zealand Government.

Postal Address: PO Box 2272, Wellington, 6140, New Zealand

Phone: 0800 00 66 75 | Fax: +64 4 918 4901

Email: complaints@istudent.org.nz

Website: www.istudent.org.nz

Facebook: facebook.com/istudent.complaints

CONDITION OF ACCEPTANCE FOR STUDY AT WHITECLIFFE ENTERPRISES LIMITED

Upon satisfactory completion of the enrolment procedure and meeting the entry requirements, International Student Applications will be accepted in writing. If your application can be accepted conditionally, we will do so and issue a "Letter of Offer" to assist you with your Student Visa application. Once all the conditions have been met, we will issue a confirming "Letter of Acceptance" stating that your enrolment has been accepted.

ELIGIBILITY FOR HEALTH SERVICES

Most international students are not entitled to publicly funded health services while in New Zealand. If you receive medical treatment during your visit, you may be liable for the full costs of the treatment. Full details on entitlements to publicly funded health services are available through the Ministry of Health, and can be viewed on their website at: www.moh.govt.nz

IMMIGRATION

Full details of immigration requirements, advice on rights to employment in New Zealand while studying, and reporting requirements are available from Immigration New Zealand, and can be viewed on their website at: www.immigration.govt.nz

ACCIDENT INSURANCE

The Accident Compensation Corporation provides accident insurance for all New Zealand citizens, residents, and temporary visitors to New Zealand, but you may still be liable for all other medical and related costs. Further information can be viewed on the ACC website at: www.acc.co.nz

MEDICAL AND TRAVEL INSURANCE

International Students (including group students) must have appropriate and current medical and travel insurance while in New Zealand. Whitecliffe Enterprises Limited can arrange travel and medical insurance for you via our default insurance provider Uni Care: www.uni-care.org

ACCOMMODATION

For assistance with your accommodation requirements please contact the Student Services Department at your campus.

Whitecliffe Enterprises Limited will not provide accommodation services directly, but will do so via arrangements with accredited Accommodation Agents who adhere to the requirements of the Code of Practice for the Pastoral Care of International Students.

International Students requiring assistance in sourcing Homestay accommodation must identify this at the time their enrolment application is accepted. Payment for accommodation must take place at the same time as fee payment.

Homestay accommodation packages are available in prepaid 'blocks' of four weeks minimum only. Should a student source alternative accommodation within a prepaid 'block', no refund of accommodation costs will be made.

CONTACT WITH FAMILY

Before your enrolment is finalised, Whitecliffe Enterprises Limited will require you to provide a contact name, address, and phone number for your parents of nominated emergency contact person. It is essential that we hold this information and that you update us with any changes, so that we may care for you in the unlikely event that you become unwell or are involved in an accident.

WITHDRAWAL AND REFUND PROCEDURES

Refund policies are established in compliance with the 1990 Education Act and provide the following:

- A. If a student withdraws before commencement (defined as the first day of required attendance), he/she is entitled to a complete refund of any course fees paid.
- B. If a student withdraws within ten (10) days after commencement (including weekends), he/she is entitled to a refund of any course fees paid reduced by an administration charge of up to 25% of the course fees. If a student who withdraws has not paid any fees, he/she remains liable for up to 25% of the total fees amount. If a student has not paid their course fees to Public Trust, then the administration charge is payable to Whitecliffe Enterprises Limited directly.
- C. If a student withdraws more than ten (10) days after commencement, he/she is not entitled to any refund. If a student who withdraws has not paid any fees, he/she remains liable for the total fees amount.

All refund requests must be made in writing to the manager at your campus.

STUDENT FEE PROTECTION

In compliance with the New Zealand Education Act 1989 (section 236A and amendments) and the NZQA Student Fee Protection Policy 2005, Whitecliffe Enterprises Limited provides a comprehensive Student Fee Protection by way of the Student Fee Trust Account (independently administered by the New Zealand Public Trust). Student Fee Protection covers all payments made to the Company on behalf of a student, including fees and course-related costs.

This arrangement has been accepted by the New Zealand Qualifications Authority (NZQA) (www.nzqa.govt.nz) as meeting the requirements of its Student Fee Protection policy and by the Ministry of Education as meeting the requirements of the Code of Practice for the Pastoral Care of International Students.

This policy comes into effect if the PTE stops offering a Programme in which the student is enrolled.

www.publictrust.co.nz/fee-protect

SUPPORT AT THE INSTITUTE

Whitecliffe Enterprises Limited has Student Services staff members at each campus who can help you adjust to life in New Zealand, with orientation, academic progress, counselling, welfare, and accommodation. You can arrange to contact the Student Services Department at any time during your studies with us.

ATTENDANCE REQUIREMENTS

Students are required to attend their programme at all times unless there are genuine reasons for any absence and making satisfactory academic progress.

IELTS REQUIREMENTS

Students may be exempt from IELTS requirements if they can provide clear evidence that satisfies one of NZQA's criteria for existing English proficiency.

This includes:

- Previous primary and secondary study in English;
- Previous tertiary study in English;
- Certificate in English Language Teaching to Adults (CELTA);
- New Zealand Certificate in English Language (NZCEL)

Please visit www.nzqa.govt.nz for more information.

RECOGNITION OF PRIOR LEARNING (RPL)

It is the policy of Whitecliffe Enterprises Limited to give appropriate recognition to the prior learning of students obtained through work with the industry or previous academic study.

You must submit an "Application for RPL" to the Education Team Leader or International Business Consultant at the time of enrolment.

Your application must include evidence that your level of knowledge, skills, or attribute equates to what you would have obtained had you formally completed the course of recognised qualification that you are seeking RPL for. Evidence may include a portfolio of your work demonstrating your knowledge, skills, and abilities and the evidence of an appropriately qualified referee.

To assist in the decision-making regarding the relevance of your skills and knowledge to the curriculum, the Education Team Leader may additionally ask you to undertake a written, practical, or oral test, or to participate in a panel interview.



Preparing to Study at Whitecliffe

Admission to Whitecliffe Programmes

There are certain entry requirements you need to achieve before gaining entry to study at Whitecliffe. View the entry criteria for each programme at whitecliffe.ac.nz/admissions to make sure you're on track for achieving the required criteria.

If you're currently studying at high school

Check in with your school's career advisor to ensure you're choosing suitable subjects in school to meet the prerequisites for your chosen qualification/pathway.

Visit the Campus

Whitecliffe holds Open Days throughout the year at all our campuses. You'll get a chance to visit the campus, meet with our staff and students, participate in interactive sessions, and get a taste of life as a Whitecliffe student. We also hold regular workshop sessions and campus tours throughout the year.

To view our current and upcoming events, visit our website:
whitecliffe.ac.nz/open-day or call us on 0800 800 300

Get Advice and Guidance

Get in touch with our Admissions team for advice and support for enrolment at Whitecliffe. Our team can help you any information or questions you may have about Whitecliffe, our programmes, application process, and paying for fees.

You can also organise a campus tour to visit the campus and meet our Admissions team in person. Contact the Admissions team via email: admissions@whitecliffe.ac.nz or give us a call on 0800 800 300

Apply for a Student Loan and/or Allowance

Studylink recommends applying for your student loan and/or allowance before December to ensure you're ready to study the following year. Visit studylink.govt.nz for more information.

Submit your Application

Applications to enrol at Whitecliffe are submitted via our website at whitecliffe.ac.nz/apply-online

For assistance contact our admissions team: admissions@whitecliffe.ac.nz or 0800 800 300

01.

Complete the Whitecliffe Student Application Form online
whitecliffe.ac.nz

02.

Attach certified copies of all documents which are relevant to your application - this includes previous tertiary/secondary school academic transcripts, passport/birth certificate copies, and English Language proficiency evidence (IELTS or equivalent, International Students).

Note: Some programmes have additional requirements, such as portfolio or further supporting documents. Please refer to the specific programme entry requirements that apply to you and include these with your application.

03.

Submit your application online or via email

- Domestic Students:
admissions@whitecliffe.ac.nz
- International Students
international@whitecliffe.ac.nz

04.

Receive your enrolment contract, and other forms related to your admission at Whitecliffe.

Note: The enrolment contract must also be signed and received by Whitecliffe prior to students arriving to orientation.

05.

Pay your student fees:

- Domestic Students:
This can be organised through Studylink, or Electronic Funds Transfer (EFT)
- International Students:
Fees are to be paid in New Zealand Dollars by Electronic Funds Transfer (EFT). Whitecliffe will forward you a Fee Protect Student Acknowledgment Form which indicates the fees amount and public trust bank account details.

Note: Students in Mainland China and India must apply for their Student Visa and gain approval in principle before transferring fees. Once we have received your fees, we will send you a formal "Letter of Acceptance" which acknowledges the payment and includes information about orientation and course commencement arrangements.

06.

Receive your formal Letter of Acceptance to study at Whitecliffe.

07.

Present your acceptance letter when you apply for your Student Visa. A minimum of four weeks should be allowed before the start of the course for the issue of a Student Visa (International Students).

Enrolment Process



All campus and student
life photos in this
prospectus are shot
by Bachelor of Fine
Arts - Photo Media
Alumni Jono Kraettili.

Whitecliffe College
0800 800 300 • whitecliffe.ac.nz
admissions@whitecliffe.ac.nz
international@whitecliffe.ac.nz
Auckland • Manukau
Wellington • Christchurch

Create Meaningful Change