# Bachelor of Design (BDes)

<table>
<thead>
<tr>
<th>Year</th>
<th>Papers</th>
<th>Options</th>
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<tr>
<td></td>
<td>DSGN141</td>
<td>100 Level Major</td>
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<td></td>
<td>CSMAX170</td>
<td>Foundations in Computing and Mathematical Sciences</td>
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<td></td>
<td>DSGN125</td>
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<td>COMPX101</td>
<td>Introduction to Computer Science</td>
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<td>COMPX161</td>
<td>Computing Media</td>
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<td></td>
<td>MEDIA102</td>
<td>Film Production 1: Audio-Visual Communication</td>
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<td>DSGN252</td>
<td>Cultural Perspectives for Design</td>
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<td>DSGN271</td>
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Papers (15 points unless stated otherwise)

- **DSGN125**: Introduction to Communication Design Production
- **COMPX101**: Introduction to Computer Science
- **COMPX161**: Computing Media
- **MEDIA102**: Film Production 1: Audio-Visual Communication

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**Contact us**

**Faculty of Computing and Mathematical Sciences**  
Location: FG Link, Gate 8 Hillcrest Rd, Hamilton  
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Bachelor of Design

The study of Design combines creativity, art, and technology to communicate ideas effectively.

Entry requirements
If you have University Entrance, you are eligible to apply for this degree. Useful NCEA subject credits include Art (Design, History, Painting, Photography, Sculpture or Printmaking) or Graphic Design.

Scholarship information
Each year we offer a $5,000 Design Fees Scholarship, to a student beginning study in Design. We also recognise our top enrolled students. Each year we present the Dean’s Awards to the best ten students at each level, enrolled in an undergraduate degree in the Faculty of Computing and Mathematical Sciences.

Future prospects
Students who graduate with a Design degree from Waikato have proven to be capable performers in the design industry. In addition to career opportunities in design, Waikato graduates have a broad range of options to choose from with further research in Design possible at graduate and postgraduate levels.

Bachelor of Design majors
Communication Design: also known as visual communication design or graphic design – is concerned with visual symbols, the communication of information in words and images across different media.

Interface Design: recognised as User Interface design (UI) – is an area of design developed mainly about digital technologies, where the content is fluid, and there is a need to have interfaces that help users navigate through complex digital experiences.

Media Design: an area that works in the design of multi-modal media content for screen and multi-media platforms.

Career opportunities
The skills students will gain from this programme can lead to work in a variety of areas including:

- Advertising
- Branding and Corporate Identity
- Interactive Media
- Mobile Design
- Motion Graphics
- Multimedia
- User Interface Design (UI)
- User Experience (UX)
- Web Design and Development

Sam Thompson
Bachelor of Computer Graphic Design
Front-end developer,
PAN Media and Advertising, Hamilton

Sam has always been interested in both the creative and computing sides of design, which is why he chose to complete his Bachelor of Computer Graphic Design (BCGD) at the University of Waikato.

During his degree, Sam learned fundamental design principles that set him up for a successful career in design, and he was also able to master the art of coding which means he can now work on websites and other more technical aspects of design.

He enjoyed being able to work closely with lecturers and other students across a variety of different projects, and is now using all of these skills in his role as a front-end developer at PAN Media and Advertising.
Bachelor of Design (BDes)

Y1
- DESIGN141 Design 1
- 100 Level Major
- CSMA110 Foundations in Computing and Mathematical Sciences
- DESIGN171 History of Visual Communication
- DESIGN125 or COMPX101
- COMPX161 or MEDIA102

Y2
- 200 Level Major
- 200 Level Major
- 200 Level Major
- DESIGN252 Cultural Perspectives for Design
- DESIGN271 Design Thinking
- Elective
- Elective
- Elective

Y3
- 300 Level Major
- 300 Level Major
- 300 Level Major
- 300 Level Major
- DESIGN350 Intern Project
- Elective
- Elective
- Elective
- Elective

Papers (15 points unless stated otherwise)
- DESIGN125 Introduction to Communication Design Production
- COMPX101 Introduction to Computer Science
- COMPX161 Computing Media
- MEDIA102 Film Production 1: Audio-Visual Communication

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