

Bachelor of Design



COMPUTING & MATHEMATICAL SCIENCES
ROROHIKO ME NGĀ PŪTAIAO PĀNGARAU

Bachelor of Design

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

Training in design is suitable for both school leavers as well as mature learners wishing to enhance their skills. Students within the programme develop knowledge in a broad range of industry standard software, while using the latest digital technology. Contact with the Design industry is encouraged, and students will have opportunities to interact with Design professionals during their study.



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	DSIGN141 Design 1	100 Level Major	CSMAX170 Foundations in Computing and Mathematical Sciences	DSIGN151 History of Visual Communication	DSIGN125 or COMPX101	COMPX161 or MEDIA102	Elective	Elective
Y2	200 Level Major	200 Level Major	200 Level Major	DSIGN252 Cultural Perspectives for Design	DSIGN271 Design Thinking	Elective	Elective	Elective
Y3	300 Level Major	300 Level Major	300 Level Major	300 Level Major	DSIGN350 Intern Project	Elective	Elective	Elective

Papers (15 points unless stated otherwise)

DSIGN125	Introduction to Communication Design Production
COMPX101	Introduction to Computer Science
COMPX161	Computing Media
MEDIA102	Film Production 1: Audio-Visual Communication

Contact us

Faculty of Computing and Mathematical Sciences

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