

PROSPECTUS 2017

D&A
DESIGN&ARTS
COLLEGE OF NEW ZEALAND

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**DESIGN
YOUR
DREAM
CREATE
YOUR
FUTURE**



WHY DESIGN & ARTS COLLEGE OF NEW ZEALAND?

The Design & Arts College of New Zealand (D&A) is all about taking students with a passion for design and turning them into highly skilled graduates. We have a long history of providing top quality education in arts and design, and our students learn from experienced, industry focused tutors who ensure that study content is relevant for the workforce. Our focus on practical, real-world skills ensures our graduates leave D&A work-ready.

In New Zealand and around the world, opportunities in the creative industries are continually expanding as countries, industries and cultures seek to build on knowledge and innovation. People who can apply a combination of technical skills and creative talents are increasingly sought after for their ability to deliver new ideas and designs.

Thousands of D&A graduates are now working as professionals in their field in New Zealand and around the world. 2017 is our reboot year and we are returning to our roots; fashion, makeup and graphics. We have new and exciting programmes being delivered at our central Christchurch campus.

If you are considering a career in the creative industries then we have the programmes to help you succeed.

WHAT WE OFFER

D&A is New Zealand government funded (TEC) and registered (NZQA) and offers a range of qualifications at Levels 4 and 5 over three disciplines consisting of: Fashion, Makeup Design and Graphic Design.

FASHION

Our Fashion programmes start at Level 4 and provide learners with thorough knowledge of how the fashion industry works and includes exposure to a range of career opportunities available within this industry. Students will be able to tap into D&A's industry links and complete invaluable work experience projects throughout their study. We are currently waiting on NZQA approval for a Level 6 Diploma in Fashion which will provide a high level pathway opportunity for students who complete our Level 5 qualification. This qualification (scheduled to run from February 2019), will allow students to further refine their skills, techniques and professional practice by self-managing real-world fashion projects.

MAKEUP DESIGN

The huge success of film and theatre in New Zealand has created a demand for highly skilled makeup artists. For students seeking an intensive makeup programme, we offer the Certificate of Makeup Design and Production. This programme provides extensive hands-on learning that covers a wide range of techniques in all areas of makeup including beauty, high fashion, television and film, special effects and prosthetics as well as hairstyling and photography.

GRAPHIC DESIGN

Our brand new Graphic Design programme is taught to reflect the creative and professional practices of a design studio environment and will provide students with sought after skills needed to start a career in this exciting industry. The course consists of a combination of design thinking, creative processes, team work, problem solving and technical skills to create and produce graphic design work to a standard expected in corresponding industries.

SO WHAT ARE YOU WAITING FOR? GET IN TOUCH TODAY TO SECURE YOUR FUTURE!

Ночь, лунный свет в окне. Ты — океан во мне... Век по нему плывут огни,
Летят, летят за кем-то вслеп. Но мы с тобой —
Мой любимый, мой родной,

Будь со мной, будь со мной!

Самый лучший на земле, Ты только мой, только мой!
Унеси меня высоко, Я не боюсь — вслеп — с тобой!
Мне свободно и так легко, Ты только мой, только мой!

Ночь, лунный свет в окне. Кто рисует сны мои? Все — лишь только о тебе — огни.

И где-то ждут на якорях. Нас корабли любви.

WHY CHOOSE GRAPHIC DESIGN?

In this day and age we are confronted with examples of graphic design on a daily basis. It's everywhere; from billboards and product packaging, to magazines and websites.

The industry itself is dynamic, creative and exciting. From working for a design agency, to setting up your own business, a graphic design qualification lets you put your passion for design to daily use.

"Throughout the course I've grown to really enjoy and appreciate graphic design as a discipline and my time on the course has opened my eyes to the industry."

Tom Paine, D&A Graphic Design Graduate



NEW ZEALAND DIPLOMA IN GRAPHIC DESIGN LEVEL 5

Our brand new Graphic Design programme is taught to reflect the creative and professional practices of a design studio environment and will provide students with sought after skills needed to start a career in this exciting industry. The course consists of a combination of design thinking, creative processes, team work, problem solving and technical skills to create and produce graphic design work to a standard expected by graphic design related industries.

WHAT WILL I LEARN?

DESIGN STUDIO 1: this module will introduce you at a basic level to the essential conceptual, practical and technical skills you will need as a graphic designer. Some of the topics covered include design thinking, idea generation, design process, meeting brief requirements, page layout and typographic conventions, design software and document design.

DESIGN STUDIO 2: building on the previous module, you will learn all about the anatomy of type, common type classifications, expressive digital type and typographic conventions. Using previously learned skills, you will expand on layout principles, and design elements to let you create more complex documents such as promotional items, packaging and magazine publications.

DESIGN STUDIO 3: this module introduces you to icon and logo design, corporate identity, and style guides, and you will learn how to present a pitch to a mock client and how to assemble a physical portfolio. The course introduces the exploration of time-based storytelling using graphic design principles in a motion design context.

WEB DESIGN STUDIO 4: here you will learn basic web design skills including creation of a simple responsive website and commercial web templates. You will learn the essentials of HTML/5 and CSS/3 and use your skills to design and create content on a website.

DESIGN WORKSHOP: in this module you will be introduced to the history of type and graphic design with a focus on the 20th century. You will explore the ways in which meaning is created, communicated and received through a basic understanding of visual signs and symbols in a variety of contexts.

CREATIVE WORKSHOP: you will learn basic drawing techniques including line, shape and volume, composition (including positive and negative space), texture and tone, and concept development through illustration. Also covered in this module are hand rendered design techniques and processes including lettering, print making, packaging templates, mood boards and book binding.

DIGITAL IMAGING WORKSHOP: in this module you will learn about a range of photography and digital editing techniques that will help to support your graphic design skills. There is a focus on image manipulation software, basic digital SLR camera function and studio lighting principles.

QUALIFICATION

New Zealand Diploma in Graphic Design
Level 5

ENTRY REQUIREMENTS

Be at least 16 years old

Have successfully completed NCEA Level 3 Or the New Zealand Certificate in Arts and Design (Level 3)
OR be able to show equivalent evidence of creative work

Attend an interview and provide samples of your creative work

CAREER OPPORTUNITIES

Design studios
In-house design studios
Pre-press and printing
Publishing, magazine, newspapers and corporate or niche publishing
Packaging
Advertising agencies
Freelance design
Freelance illustration

2017 INTAKE DATES

13 February

DURATION

42 weeks including 6 weeks holiday

WHY CHOOSE FASHION?

A career in fashion is exciting and fast paced. Whether you want to launch your own fashion label, work with a design team for an international company, or put to good use your highly refined organisational and 'eye for detail' skills, a qualification in fashion will help you to get ahead in the demanding world of garment production.

"D&A has got me to where I am today. It's a great course and the tutors have the best current knowledge for Fashion Design that you could ask for, but you must be willing to work hard."

**Nicola Mackintosh,
D&A Fashion
Graduate**



PHOTO (Left & Right): Nicola Mackintosh, Fashion

NEW ZEALAND CERTIFICATE IN FASHION LEVEL 4

As one of only two schools approved to deliver this qualification, we will train you in a diverse set of skills and knowledge of fashion, enabling you to assist in areas such as design, styling, visual merchandising, pattern-making and basic garment construction. You will have the opportunity to enter the industry or study at a more advanced level of fashion design.

WHAT WILL I LEARN?

DESIGN COMMUNICATION: in this module you will learn all about fashion drawing and design development techniques and will gain basic software and digital skills to create digital formats and hand drawn illustrations for the fashion industry. You will be introduced to basic research and design development skills.

FASHION COMMUNICATION: this module introduces you to the expression and communication of fashion. You will learn about the fashion industry both in New Zealand and internationally and explore clothes, hair and makeup styling, and photo shoots. Other topics include fashion styling, visual merchandising and marketing within a fashion context.

GARMENT TECHNOLOGY: you will be introduced to how garments are made, ranging from a designer's workroom to a larger scale manufacturing process. This includes an introduction to basic pattern-making, garment construction and textile knowledge across both women's and men's clothing.

QUALIFICATION

New Zealand Certificate in Fashion Level 4

ENTRY REQUIREMENTS

Be at least 16 years old

Have NCEA Level 2 or 3 **OR** the New Zealand Certificate in Arts and Design (Level 3) **OR** equivalent

Attend an interview and provide samples of your creative work

CAREER OPPORTUNITIES

Entry-level Fashion Retail Stylist
Junior Visual Merchandiser
Photoshoot Assistant
Junior Personal Stylist
Entry-level Workroom Assistant

2017 INTAKE DATES

13 February, 24 July

DURATION

20 weeks including 2 weeks holiday



NEW ZEALAND DIPLOMA IN FASHION LEVEL 5

The New Zealand Diploma in Fashion (Level 5) will prepare you to work in this exciting and dynamic industry. This year long Diploma is the natural progression for those who have completed the New Zealand Certificate in Fashion (Level 4). It is also ideal for those with some experience in the area, who have the basic skills to go straight to the Diploma level.

WHAT WILL I LEARN?

DESIGN COMMUNICATION: in this module you will refine and cultivate skills in drawing and illustration, design development processes, creative digital competencies and fashion forward software technology to produce work relevant to the industry. You will also further develop processing skills in a fashion context, through sound research techniques, problem solving and reflection skills.

FASHION COMMUNICATION: this module covers visual communication. It builds competencies in communicating fashion through a range of mediums. It is informed by research, building on technical skills, and may include fashion styling, visual merchandising, photo shoots, online and web based presence, digital layouts, portfolio, presentations and fashion related marketing. You will cultivate skills in written, visual and oral presentations.

GARMENT TECHNOLOGY: this module will equip you with fundamental technical skills and knowledge in textiles, garment construction and patternmaking. The techniques gained in this module will give you the skills required to execute a range of standard and detailed design features. You will gain knowledge of a range of textile properties and care label requirements and will be introduced to fabric testing procedures and reports.

FASHION PRACTICE AND APPLICATION: this module allows you to practice and self-manage design projects and engage with the fashion industry during a two-week, unpaid work placement. You will undertake a total of 60 hours of work experience which will introduce you to a fashion related work environment.

QUALIFICATION

New Zealand Diploma in Fashion Level 5

ENTRY REQUIREMENTS

Be at least 16 years old

Have completed the New Zealand Certificate in Fashion (Level 4)

OR

Have NCEA Level 3 or equivalent and be able to show evidence of basic pattern-making, garment construction and demonstrate basic computer skills.

Attend an interview and provide samples of your creative work

CAREER OPPORTUNITIES

Fashion Design Assistant
Design Room Assistant
Product Development Assistant
Junior Garment Technician
Specification Technician
Junior Merchandising Assistant
Junior Production Assistant
Planning Assistant
Buyer's Assistant

2017 INTAKE DATES

24 July

DURATION

42 weeks including 6 weeks holiday



WHY CHOOSE MAKEUP DESIGN?

Do you dream about working in fashion, film, television or theatre? Want to see your makeup designs on the big screen? A qualification in makeup design is the first step to making your dream come true. The industry is highly creative and technical with a large range of career opportunities available worldwide to qualified makeup artists.

“I began this course because of my love for creativity and art and wanted a different way to express my artistic talents and abilities. My skills have grown, developed and improved immensely over the course of this year and I can’t wait to transfer my skills into both my artwork and the creative lifestyle I live.”

**Hannah Watt, D&A
Makeup Design Graduate
D&A Graduate**



PHOTO: Tori Perriton, Makeup Design

CERTIFICATE OF MAKEUP DESIGN AND PRODUCTION LEVEL 4

The Certificate in Makeup Design and Production offers extensive, hands-on learning of a range of techniques in all areas of makeup including: beauty, high fashion and photographic, theatre, television, film and special effects makeup. If you are looking for an all-encompassing makeup programme, then this is the programme for you.

WHAT WILL I LEARN?

BASIC CORRECTIVE AND FASHION MAKEUP: in this module you begin by learning about skin care, face shapes, contouring, highlighting, and base matching. As skills increase, you complete projects ranging from natural, glamour, evening, male, mature, bridal and high fashion makeup looks to avant-garde, editorial, HDTV and modern decade interpretations; all while working to strict industry standards.

CHARACTER AND DECADE: this module gives you an introduction to stage, screen and fantasy makeup, and body art. You learn to create characters using specialist techniques and also explore the history of makeup and hairstyling throughout the decades with a main focus on the 1920's – 1980's.

SPECIAL FX/PROSTHETICS/AGING: create simulated trauma and burn injuries, aging, horror looks, natural and fantasy bald caps and prosthetic applications; all using up-to-date techniques and products. You learn to sculpt, mold, apply and paint your own basic prosthetic creations.

HAIRSTYLING: this module covers the basic fundamentals of hairstyling, hot styling equipment and basic blow drying techniques. You will also cover up-styles, both traditional and contemporary, lace front wig application and blocking, use of hair pieces and laying on facial hair.

PHOTOGRAPHY/PORTFOLIO: an introduction to basic model photography principles including studio portraiture and outdoor location shoots. You will produce a portfolio covering a range of course work to highlight your achievements. Hair and makeup work is critiqued on camera and captured in photo sessions throughout the course.

AIRBRUSHING: in this module you develop an understanding of the airbrush, its functions and its uses within makeup artistry including the application of beauty makeup, covering tattoos and creating fantasy looks.

QUALIFICATION

Certificate of Makeup Design and Production Level 4

ENTRY REQUIREMENTS

Attend an interview and provide samples of your work

CAREER OPPORTUNITIES

Makeup artist in industries such as fashion, film, television, theatre and modelling
Makeup artist in a beauty salon
Sales Consultant
Freelance Makeup Artist

2017 INTAKE DATES

13 February, 24 July

DURATION

41 weeks including 5 weeks holiday

WHAT TO DO NEXT!

ENTRY REQUIREMENTS

Please see individual course pages for information on entry requirements as these differ depending on your programme of choice. If you have any concerns about meeting our entry requirements, please call our Course Advisor on **0800 50 88 50** or email **annabel.barringer@dac.ac.nz**

PROGRAMME DATES

Please refer to our website for all intake dates. D&A reserves the right to cancel or amend programme streams and holiday dates.

FEE PROTECTION

Students' fees will be held in a trust, called the Public Trust, in compliance with section 236a of the Education Act (No4) 1991. The Public Trust is a government owned trust company. For more information on fee protection call **0800 494 733** or visit **www.publictrust.co.nz**.

STUDENT LOAN SCHEME

Please contact your Course Advisor for full information and assistance with your application for student loans and allowances. Alternatively you can contact StudyLink on **0800 88 99 00** or apply online at **www.studylink.govt.nz**.

INTERNATIONAL STUDENTS

This prospectus contains course information for domestic students only. If you are an international student interested in enrolling at D&A, please call **+64 9 222 4590** or visit our website for more information. D&A complies with the Code of Practice for the Pastoral Care of International Students.



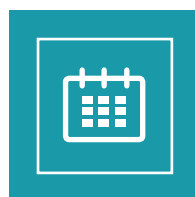
CHOOSE
YOUR
COURSE



CHECK THE
ENROLMENT
REQUIREMENTS



FILL OUT AN
ENQUIRY FORM
ON OUR WEBSITE
OR CALL OUR
COURSE ADVISORS
ON 0800 50 88 50



SCHEDULE AN
INTERVIEW



ENROL!



CONTACT US

info@dac.ac.nz

0800 50 88 50

GO ONLINE

designandarts.ac.nz

facebook.com/dacnz

VISIT US

Main Campus

150 Hereford Street

Christchurch Central 8011

Postal Address

PO Box 539

Christchurch 8140