



OTAGO

POLYTECHNIC

Te Kura Matatini ki Otago

Design

DESIGN

your future at Otago Polytechnic

World-class
creative
qualifications
www.op.ac.nz/design





Why study Design?

Creative people design the solutions that make our lives better. They also create the beautiful, interesting and challenging things that make our environments stimulating and thought-provoking.

Study one of our acclaimed design programmes and become an industry-ready, creative designer with great prospects for a successful career!

At the School of Design, we are proud that more than 85 per cent of our graduates find jobs in the field of design.

Offering personalised learning, first-rate facilities and the expertise of award-winning staff, you will learn in a stimulating environment and benefit from our extensive industry networks.

www.op.ac.nz/design

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Dunedin is a safe, friendly and vibrant tertiary city and the best place in New Zealand to be a student; 30,000 students are in residence during the academic year.



dunedin

an inspiring city for creative,
independent thinkers!

www.dunedinnz.com

Dunedin is the perfect place to launch your creative career with inspiring historic architecture, numerous art galleries, fashion boutiques and design stores. With its picturesque harbour and assortment of beautiful beaches, it is also one of the best places on earth to lift one's spirit and capture the imagination.

The city also has a strong history of creative success, with many famous musicians, poets, artists, writers and fashion designers beginning their career here.

All the amenities you could possibly want are close to the student district including cafés, restaurants, gyms, libraries and a world-class sports stadium.

Working alongside innovators on real-world projects

The School of Design staff and students often collaborate with **workSpace**, Otago Polytechnic's communication design, product realisation and business transformation studio.

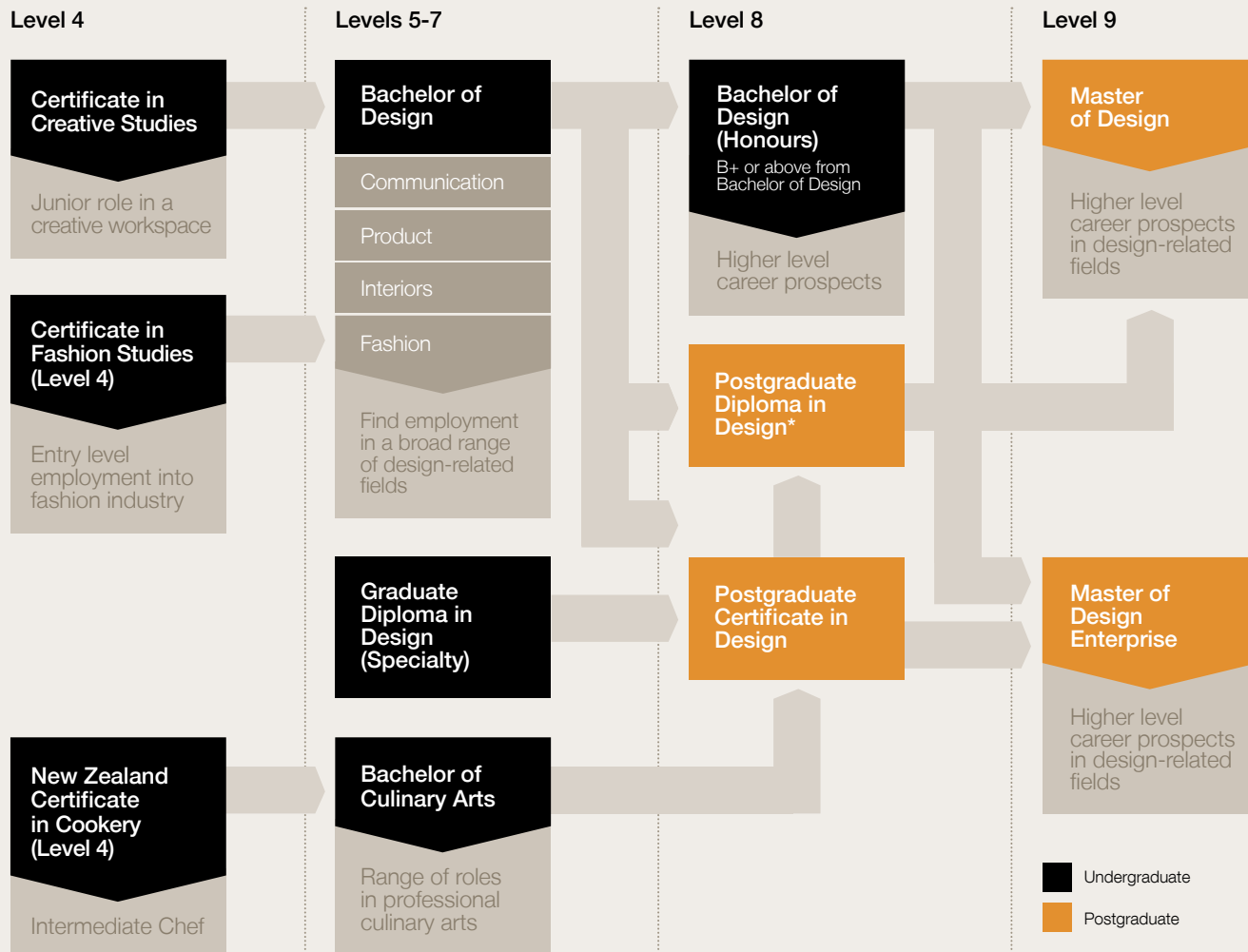
Apply contemporary design thinking practices to develop design solutions in this unique environment. Home to the most promising and motivated students and graduates, **workSpace** houses one of the most comprehensive prototyping facilities in Australasia.

workSpace conducts applied research and entrepreneurial design, creates real-world design solutions and is nationally recognised for its innovative outcomes for commercial clients. We implement user-centred design thinking and co-design practices; communication strategy and media; brand development; supporting advertising in print, film, web and apps; product design and development; exhibitions and interactives for many varied sectors and budgets.

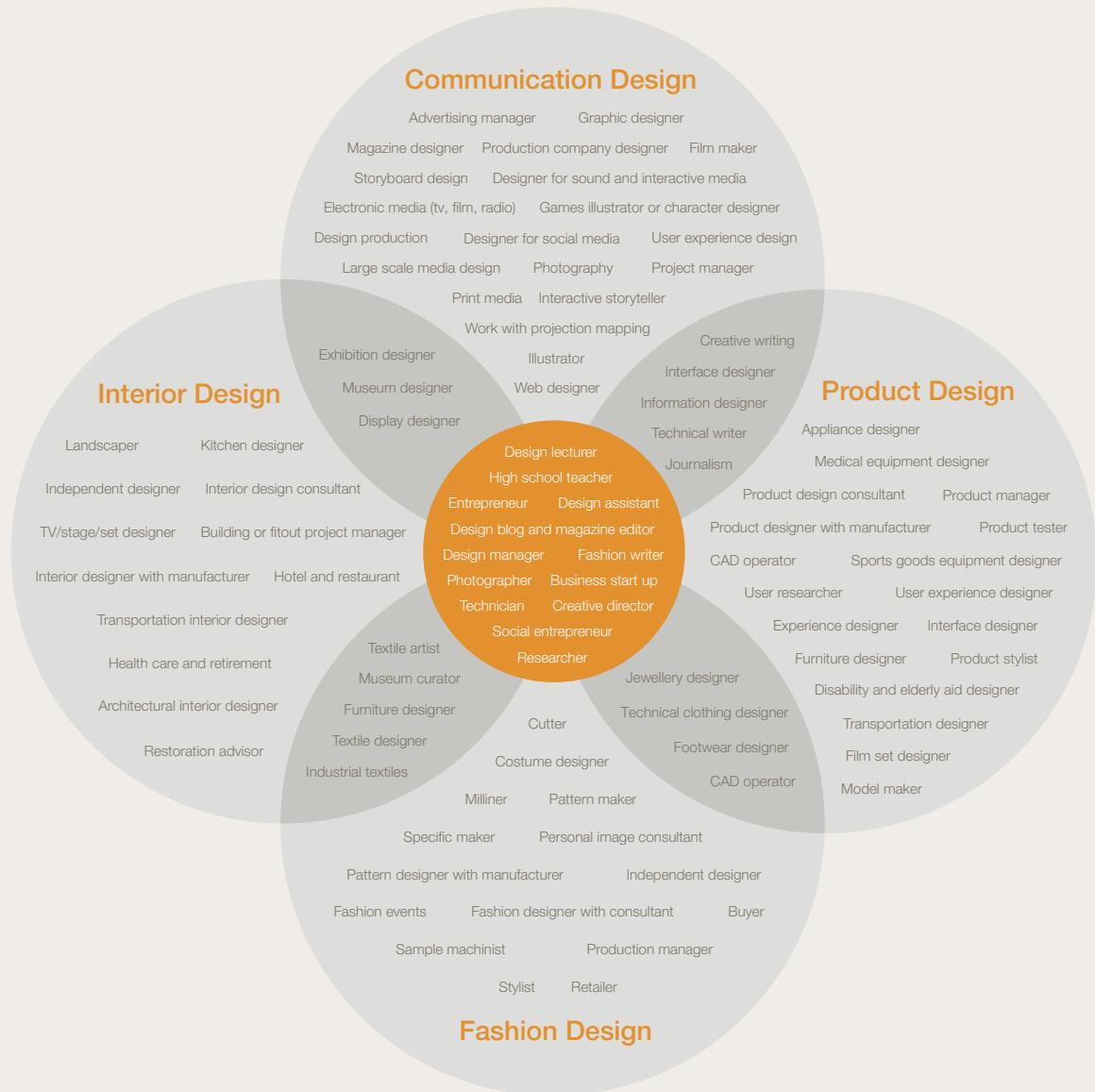
www.workspace.co.nz



Our programmes



Career options



Go global

Travel, learn and expand your horizons with our international study opportunities. It's an excellent way to extend your networks, make new friends and develop life skills... and it'll look great on your CV!

Study Design in some of the world's coolest cultural destinations!

Europe is home to some of the best creative centres in the world, and as a design student you'll have the chance to experience it first-hand.

The School of Design has exchange partnerships with institutes in Milan, Florence, Rome, Madrid and Barcelona. Other exchange partners include Utrecht School of the Arts (HKU) in the Netherlands, and Germany's Designschule München.

There are also opportunities for students to participate in collaborative projects and summer schools in China and Finland.

Collection by Jessie Wong. Photo by Laura Benjamin.





“Take the opportunities that Otago Polytechnic are offering you because you’ll have the time of your life!”

MADISON HENRY

Bachelor of Design (Communication)
Shanghai Summer School Oceania Programme Exchange

Shanghai Summer School

“The thought of travelling to China at first was really intimidating but once I got over there I realised that I had a huge crew of support.

“I got to travel a lot during the weekends which was awesome. We went to Nanjing and Beijing, and stayed at the Great Wall of China, as well as learning the language and interacting with the locals.

“It was a totally amazing experience and it massively opened my eyes to other cultures. If you’re thinking about going overseas to study, I’d say go for it because it’s life-changing.”



Certificate in Creative Studies

Gain a foundation in drawing and mixed media, creative processes and digital design, and choose from a range of Art and Design-based studio papers.

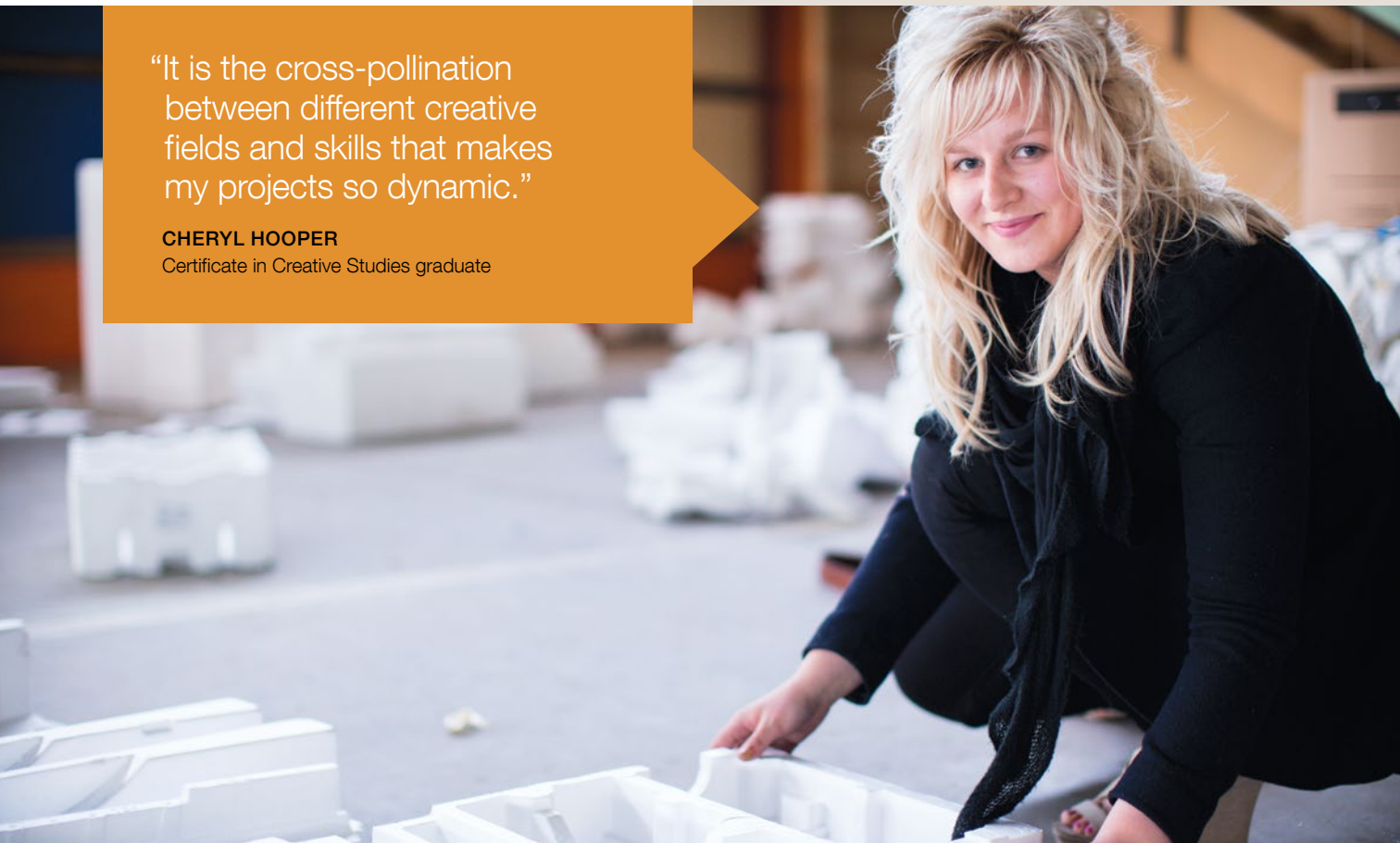
“It’s not every day you can upholster a chair with fabric you have designed and printed yourself, while working on illustrations for a children’s book and adding some finishing touches to posters and a catalogue cover,” Cheryl enthuses.

During her Creative Studies programme, she explored a wide range of fields including product design, fashion, stained glass, design software, layout, mixed media, illustration and bookbinding. Cheryl went on to develop these further in her communication design degree at Otago Polytechnic.

“It is the cross-pollination between different creative fields and skills that makes my projects so dynamic.”

CHERYL HOOPER

Certificate in Creative Studies graduate





“I tell anyone who is interested in fashion to go to Otago Polytechnic as it is definitely the best place in New Zealand to study.”

SAMUEL RALPH

Certificate in Fashion Studies (Level 4) and
Bachelor of Design (Fashion) graduate

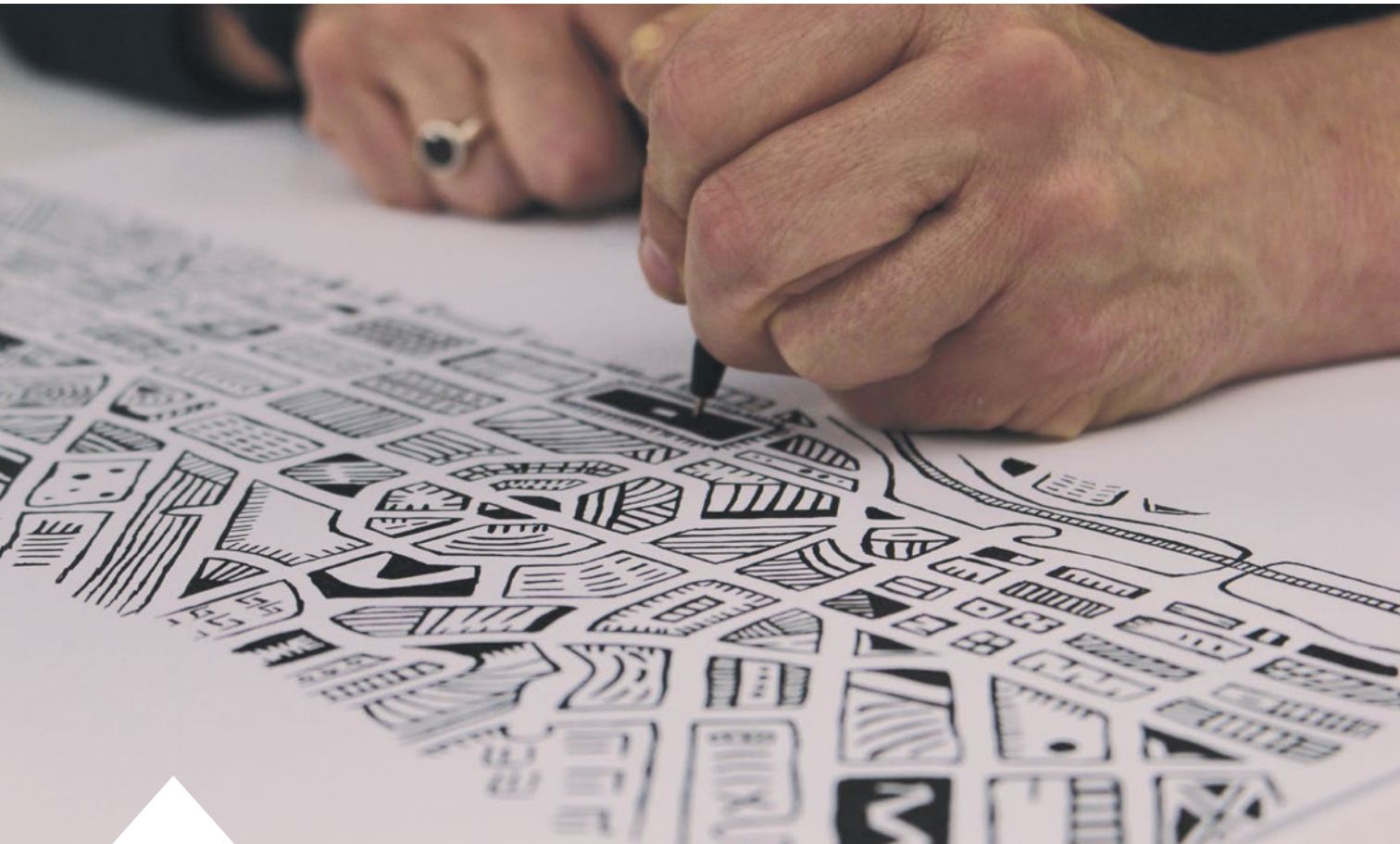
Certificate in Fashion Studies (Level 4)

Develop the skills, knowledge and industry-awareness necessary to study for the Bachelor of Design (Fashion) or to gain entry-level employment in the fashion industry.

Initially graduating with a Certificate in Fashion Studies (Level 4), Sam's passion for the fashion world inspired him to apply for the Bachelor of Design (Fashion).

“I already knew all of the tutors and had a great knowledge about the different machines and techniques”, he explained. “This gave me a massive advantage, especially in areas like patternmaking and hand-work skills”.

Sam's talent was recognised when he was chosen to show his graduate collection at Shanghai Fashion Week and iD Dunedin Fashion Week. Sam has gone on to participate in the Shanghai student fashion project, id Dunedin, was a finalist in Mittelmöda 2014 and is now part of a design collective called NO END, showing at Beijing Fashion Week 2015 (above).



Bachelor of Design Communication

Much more than a graphic design programme, your ideas and creativity will be extended and connected to a variety of innovative thinkers and real-world projects.

Our degree emphasises creative storytelling through a wide range of media: text, image, sound, digital filmmaking and interactive media.

You will get the opportunity to explore:

- ▶ storytelling
- ▶ graphic design
- ▶ photography
- ▶ branding and advertising
- ▶ digital film-making
- ▶ illustration
- ▶ web design
- ▶ interactive media and interaction design
- ▶ 2D animation.

Creating their own pathway

“We realised there was a niche skill set that is lacking in the industry between front-end web development and design so we took some IT courses to buff up our skills. We stepped outside our comfort zone, found out how to do it and overcame challenges along the way.”

High school friends, Oliver Jones and Alex Murray, studied Bachelor of Design (Communication) together and now they work side-by-side.

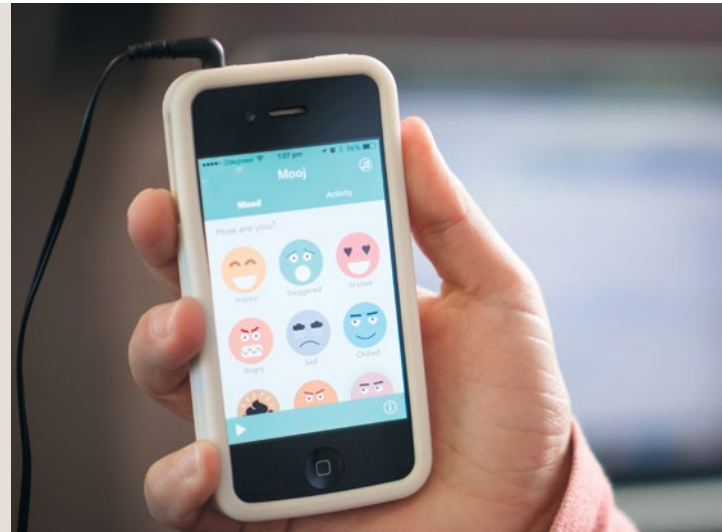
Swapping from degrees at the University of Otago because of their lack of practicality, they chose to study instead at Otago Polytechnic, due to the hands-on real-world nature of the qualification. After completing their studies, the pair worked for three years at workSpace while studying the Graduate Certificate in Information Technology part-time.

Alex (left) and Oliver (right) now work at Dunedin web design firm, Firebrand, designing state-of-the-art websites. “I love working at Firebrand, I get paid to do what I studied,” says Alex. “I love the variety, we’re not just tied to the one job,” says Oliver.



Regina Speer, from Munich, Germany, enjoyed the final year of her Bachelor of Design (Communication) degree, appreciating the practical approach and industry focus.

In semester two, Regina won a highly commended award at the 2014 Audacious student business competition for her emotionally-responsive music app. “I think designers don’t realise how much they can participate in entrepreneurship activities, and we have so much to offer. It really opens a whole new world! I enjoyed the many opportunities to learn new things that the Audacious workshops offered me. I’ve made lots of great connections, learned how to network and to be comfortable meeting new people.”



“During my internship at workSpace I gained lots of great experience. We were really trusted to behave as professionals.”

REGINA SPEER

Bachelor of Design (Communication) graduate

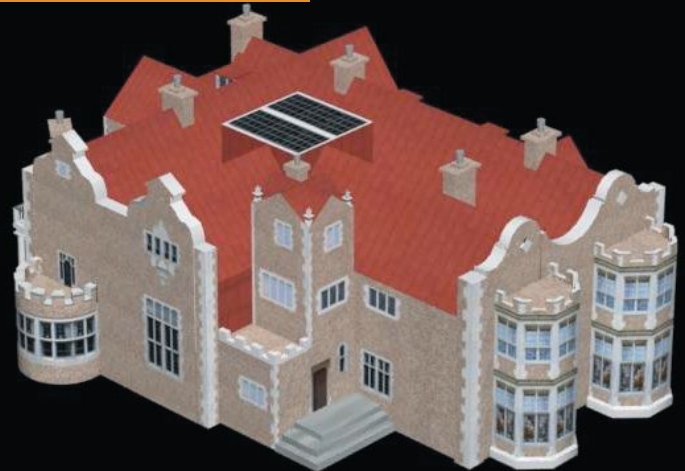




INDUSTRY PROJECT

Olveston Live

In 2014, students and staff worked together to develop a new visitor experience at one of Dunedin's historic gems – Olveston House. Using Augmented Reality software they created a set of 3D toys. Soon visitors to Olveston can use their smart devices to search the gardens to find a set of these 3D toys, believed to have once been lost by the Theomin children who previously lived there. These historically accurate virtual toys are collected to complete a game.



Bachelor of Design Fashion

Immerse yourself in the world of fashion at Otago Polytechnic and become a skilled, industry-ready fashion professional with this internationally-recognised qualification.

Many of our graduates have gone on to work for internationally-acclaimed designers such as NOM*D, or to create successful labels of their own such as Maaiké and Twentysevennames. One of our graduates, Duncan Chambers-Watson, was even selected to compete on Season 14 of hit television show, Project Runway, in the United States.

This leading fashion degree is recognised for its international opportunities, industry connections and the chance to truly develop your individual style and identity as a designer in our small classes where the lecturers know you by name.





Photo: Chris Sullivan, seenindunedin.co.nz; Model: Kate at All McD

“I never dreamed I would have so many opportunities at Otago Polytechnic. And I made heaps of friends.”

RAKEL BLOMSTERBERG

Bachelor of Design (Fashion) graduate

Originally from Iceland, Rakel chose to head south because New Zealand was high on the list of countries that she wanted to visit.

Her choice to study fashion at Otago Polytechnic proved to be a wise decision. As a result, she made her international fashion debut at Shanghai Fashion Week, and followed that up in style by winning the International Emerging Designer Award at iD Dunedin Fashion Week.



Photo by Emily Hivac-Grean



Collection by Michaela Poots - Photo: Chris Sullivan, seenindunedin.co.nz; Model: from Ali McD

All students studying fashion at Otago Polytechnic gain invaluable experience at iD Dunedin Fashion Week, working behind the scenes alongside event managers, fashion professionals, and national and international designers.

**iD Dunedin
Fashion
Week**
www.idfashion.co.nz

Many of our graduates have also been selected to show their collections at Fashion Week events over the years. Year three students are able to gain credits towards their studies when they help to produce the iD International Emerging Designer Awards. They also have the chance to become personal assistants for guest fashion luminaries, such as milliner Stephen Jones, designer Zandra Rhodes and journalist Hilary Alexander.

As well as meeting designers and seeing their work up close, students also gain hands-on experience in the management and operations of a major fashion event. It's a fantastic chance to develop the contacts, internship opportunities and collaborations essential for professional success in the longer term.

"If you're serious about becoming a fashion designer, Otago Polytechnic is absolutely the best place to study."

FRANCIS HOOPER
Creative Director, World



WE 
OP



Collection by Ariane Bray, Bachelor of Design (Fashion)
Photo by Amy Pollitt, Bachelor of Design (Communication)

Sister Cities

Each year, selected fashion and communication students travel to China to take part in the Shanghai Dunedin Sister City project. Students take part in Shanghai Fashion Week as fashion designers or fashion photographers.

This amazing international experience is part of a successful cross-cultural collaboration called the Shanghai-Dunedin Sister City Project.




Bachelor of Design Product

Think about all of the objects and services you engage with on a day-to-day basis. Product designers ask how these can be better designed to enhance your experience as a user.

Through user-centred design, our students respond to the needs of society, identify design opportunities, consider issues from new perspectives and devise solutions to real world challenges.


Enjoy the studio based classes, offering hands on learning environment to problem solve, apply theories and to develop critical and creative thinking skills. Design a wide range of products from furniture, jewellery, sports and medical equipment and product related services and systems. Our work ready graduates have carriers including designing for Thule, Kathmandu, Weta, Fisher and Paykel, Vango, and Arup, as well as starting their own design business with their products.



“My degree gave me the freedom to explore whilst also enabling me to gain practical and technical skills and the ability to work well in a team.”

ASHLEIGH JACKSON

Bachelor of Design (Product) graduate



And Ashley's skills and attributes obviously impressed as she is now based in the Dunedin office of the successful architectural firm, Architecture van Brandenburg. Initially establishing a relationship with the company through a first-year work experience placement, she now works there as a Product Designer/Model Maker. She recently worked on the design of the Marisfrolg Headquarters in China and more recently undertook a major role to install the *Unfurling* exhibition at the Venice Biennale.



“Product design taught me to be able to confidently tackle design problems through my understanding of user-centred design strategies, as well as skills in computer software, product drawing and presentation.”

JARN BULLING

Bachelor of Design (Product) graduate

Being selected to participate in international exchange programmes in Milan and Shanghai provided Jarn with an extra edge.

This overseas experience led to the offer of an internship with award-winning design consulting firm, 4 Design, in the final year of his degree.

Jarn is now working full-time for 4Design, and has recently been designing for international projects. These include Xbox, Clever Cash for ASB bank, and award-winning Snolo snow sleds.

Cactus project

In 2015, Product Design students designed and proposed new product concepts for Cactus Outdoors brand. During this studio course, students developed concepts and compelling prototypes for Cactus Outdoors, such as a new commuter bicycle pannier and attachment system, a hammock, a set of heavy duty car seat covers and a search and rescue dog coat.

Daryl Warnock, Cactus General Manager says “We were really impressed with their work and hope to put some of them into production.” Students are now exploring intellectual property opportunities to proceed with getting their products added to the current Cactus Outdoors product range.





Bachelor of Design Interiors

Does the idea of creating new spaces excite you? Do you like to think about how people live, work and play?

Our programme offers you the chance to develop your creative talents in an experimental and encouraging environment.

Combine this with a toolkit of industry-relevant skills and access to Otago Polytechnic's high-tech innovation centre and you will be ready to make a difference.

Niall began his degree to better understand design philosophies and techniques, and to define himself as a well-rounded individual within the industry. The learning experience exceeded his expectations.

Enriched with knowledge and skills, Niall's degree gave him the foundation he needed for a great career. He now works at Architecture van Brandenburg in Dunedin, prototyping designs. He also contributed to the design of the Marisfrolg Headquarters in China.



“It allowed me to pursue aspects of history, philosophy and art while challenging me to create my own fundamental ideas of design.”

NIALL MCCOLM

Bachelor of Design (Interiors) graduate

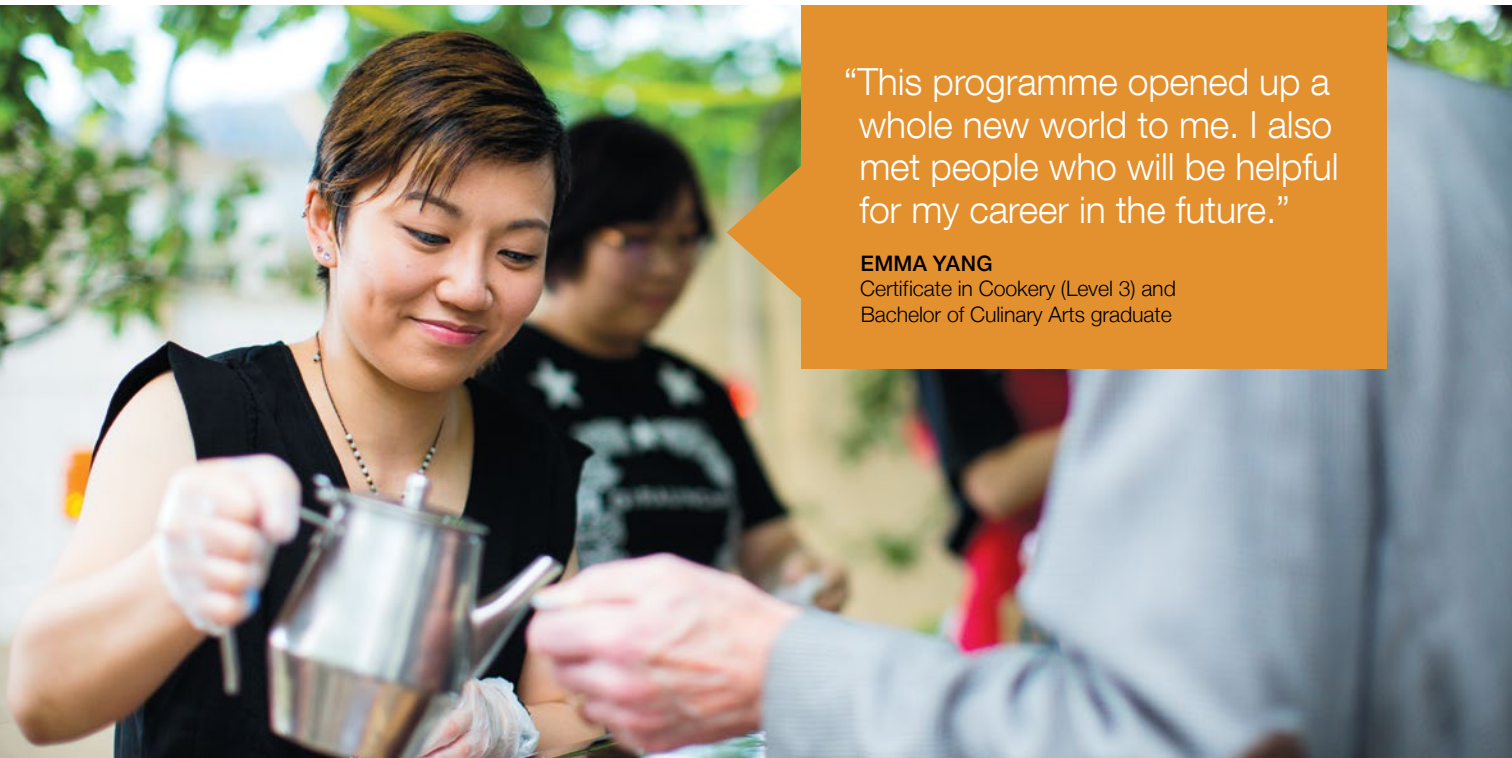


Food Design Institute

Cutting edge culinary arts and innovative design unite at the Food Design Institute; the first of its kind in the Southern Hemisphere. Embracing and exploring the concept of multisensory food design, our award-winning staff will teach you the fundamentals of food preparation interwoven with progressive design techniques through study in the Bachelor of Culinary Arts.

This will enable you to transform traditional dishes into modern culinary masterpieces and to create bespoke food experiences to inspire and delight. A world leader in food design education, the Institute produces graduates who are food savvy, ambitious and innovative. They are equipped with a skill set that allows them to think on their feet and to adjust to consumer-driven trends; vital in the rapidly evolving world of culinary design. A team of industry experts are also available to design and develop food business concepts, undertake research and development for new food products and help incubate innovative start-ups.

Email fooddesign@op.ac.nz or check out www.op.ac.nz/study/hospitality



“This programme opened up a whole new world to me. I also met people who will be helpful for my career in the future.”

EMMA YANG

Certificate in Cookery (Level 3) and
Bachelor of Culinary Arts graduate



Dish by Denni Barwick. Photo by Jaden Buckley

Food Design Conference 2014. Photo by Fifi Leong





“Sustainability is both a tradeable commodity now and a real opportunity to incorporate integrity into business strategy.”

TIMOTHY LYNCH

Bachelor of Culinary Arts and
Master of Design Enterprise graduate

Postgraduate pathways

Upon successful completion of your design degree, increase your skills with one of our graduate or postgraduate qualifications in Design.

After successfully completing his Bachelor of Culinary Arts, Tim Lynch embarked on a Master of Design Enterprise (MDE) at Otago Polytechnic. His thesis on sustainable business platforms for primary producers saw him create his own self-sustaining entrepreneurial venture, The Boatshed Smokehouse, bringing user-centred design thinking to food while producing gourmet foods from fish that has been traditionally thrown away. This business funded his entire postgraduate study, and enabled him to create and run other small, up-and-coming spin-off enterprises.

Tim believes the Master of Design Enterprise embodies a new model of postgraduate study.

“It’s win-win – you gain your Master’s and establish your own enterprise at the same time. The Master of Design Enterprise gave me a strong template and versatile toolbox to operate out of. Before embarking on the MDE I didn’t know how to make it happen, I had no knowledge of principles of production. Through the programme I was introduced to the concept of lean and agile business models. This allowed me to start my own business without investing any money, while making money from day one.”

Bachelor of Design (Honours)

If you have already achieved excellence in your undergraduate degree, this postgraduate qualification is a great opportunity to extend and deepen your knowledge and understanding of design research methods and professional design practice.

Graduate Diploma in Design

Achieve an applied qualification to complement your degree in a specialist area of design. Ideal if you are a professional designer or practitioner wishing to develop your applied skills and studio project experience.

Postgraduate Certificate in Design

Develop capabilities in design, creativity, sustainability and problem-solving through an applied design project. This project can be individual or team-based and explores ideas and issues relevant to your design discipline.

Postgraduate Diploma in Design

Ideal for graduates who want to extend and deepen their research skills and professional design practices through applied design research projects which are self-generated or developed with industry or community partners. Graduates will be well-prepared for further postgraduate study such as our Master of Design* or Master of Design Enterprise qualifications, or for a career in design or design management.

Master of Design Enterprise

Want to develop the ability to provide design and design-led strategy expertise within an organisation or enterprise? Engage in industry-based research tailored to suit your particular needs. Option for studying by distance is available by negotiation.

Master of Design

This qualification of excellence allows you to develop a significant body of scholarly creative work which is presented in a public forum and supported by an exegesis or equivalent.

Internships and industry projects

Gain practice in a real industry setting under the guidance of a knowledgeable, experienced and successful supervisor and earn academic credit.

Our students participate in internships and industry projects at:

- ▶ workSpace
- ▶ Otago Museum
- ▶ Dunedin City Council
- ▶ Toitu - Otago Settlers Museum
- ▶ Glassons
- ▶ Untouched World
- ▶ Cactus Outdoors
- ▶ Urban Living Wall
- ▶ Olveston House
- ▶ Firebrand
- ▶ Runaway Games





Competitions

Competitions provide a platform for our students to showcase their work at both national and international levels. They provide an opportunity to interact with judges and mentors from the design industry and to network with other competitors and potential employers.

Competitions include:

- ▶ iD Emerging Designers
- ▶ Best Awards
- ▶ Mittelmoda
- ▶ Spark Awards
- ▶ Hokonui Fashion Design Awards



Award-winning staff

Margo Barton has completed a PhD in millinery, and her enthusiasm for fashion education is palpable. In 2010, Margo was invited to join the judging panel for the Mittelmoda Awards – a prestigious international competition for emerging fashion designers.

“I love working in such a hands-on, vibrant and ever-changing educational environment. The students have creative freedom to take their learning, and therefore their careers, in any direction relating to fashion.”

PROFESSOR MARGO BARTON

Bachelor of Design (Fashion) lecturer
Winner of a 2007 New Zealand Tertiary Teaching
Ako Excellence Award

“Having lots of conversations about design is exciting... I love seeing students expand their expectations of what design can be.”

MATT GALLOWAY

Bachelor of Design (Communication) lecturer
Finalist and Bronze Winner Best Awards for Graphic Design, 2014



“I love seeing students have ‘aha’ moments that help them develop their confidence”.

HANNAH JOYNT

Certificate in Creative Studies lecturer
Winner Otago Polytechnic Staff Excellence Award



“The best design stems
from good experiences.”

CARO McCAW

Bachelor of Design (Communication) academic
co-ordinator and lecturer

Winner of a 2014 New Zealand Tertiary
Teaching Ako Excellence Award

Caro specialises in Interaction Design and Studio Projects and recently worked on the design and production of digital and interactive exhibits at Toitū – Otago Settlers Museum with fellow staff and students. She is also a member of Aotearoa Digital Arts network, and is currently writing her PhD through Queensland College of Arts, Brisbane.





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