

Welcome to the 1st Edition of WHITECLIFFE INTERNATIONAL NEWS

In addition to our regular newsletter which covers all aspects of Whitecliffe life, we have decided that news and information specifically on our international students' successes, internship experiences, awards, stories and career outcomes will be the best way in assisting you to promote Whitecliffe to the students you are working with. Whitecliffe International News will include ongoing information on:

- **Collateral Updates**
- **Website Updates**
- **Application Deadline Reminders**
- **Immigration New Zealand Updates**

Our aim is to provide you with information and marketing materials that will enable you to work with us as effectively and as easily as possible. We welcome your questions & feedback.

Meet the Whitecliffe Team



Marketing Team (L-R)

Danielle Youn (Marketing & Recruitment)
Lianne Saunders (Director of Marketing & Recruitment)
Anita Totha (Marketing & Recruitment)
Sabrina Sultana (Marketing & Recruitment)

Faculty & Student Services

Jacquie Phipps (Director, Postgraduate)
Henry Symonds (Director, Academic)
Lynnemaree Patterson (HoD Certificate Programme)
Sandy Johnson (Assistant Registrar-Student Records)
Irena Arandelovic (Director, Student Services)
Julie Downie (International Student Coordinator)
Ada Leung (EAP Tutor)

International Students at Whitecliffe

So far in 2017, we have welcomed 56 international students to our Certificate, Bachelor and Postgraduate Programmes. This year our International students come from China, England, Indonesia, Italy, Korea, New Caledonia, Thailand, USA & Vietnam. We look forward to welcoming more international students in our upcoming Certificate programme in July 2017.

International Alumni Snapshot

2009 FASHION DESIGN GRADUATE:

Xiawei Cao from China,
Production Coordinator at Kate Sylvester,
Auckland

2012 PHOTO MEDIA GRADUATE:

Yuriko Miyai from Japan,
Digital Marketing at Coach Tokyo

2012 GRAPHIC DESIGN GRADUATE:

Aisha Narsriamina Herlyfirtha from
Indonesia, Media & Content Manager at
Ocula Ltd, Auckland

Student Profiles:

Here are just a few of our student and graduate profiles.



Yoon Tea Kim (KOREA)



Mahsa Khosravi (IRAN)



Momo Xie (CHINA)



Jorge Alfaro (USA)

Whitecliffe Overseas

March 2017: INDONESIA

ENI (Education Network Indonesia) agent events and fairs in Bali, Batam and Medan

May – June 2017 JAPAN

In collaboration with Cleve Brown from **Worldwide School of English**, our Director of Marketing and Recruitment, Lianne Saunders will be visiting Japan between May 30 and June 8. Whitecliffe and Worldwide have a pathway agreement which enables students to study English and then move on to Certificate or Degree level study in Fine Arts, Photo Media, Fashion Design or Graphic Design. They will be visiting current agents in **Osaka, Nagoya and Tokyo**.

For agents who would like to meet with them during this time please contact liannes@whitecliffe.ac.nz.

**Further trips to South East Asia are scheduled for 2017 and details will be posted once finalised*

Promotional Material

TRANSLATED WEBSITE PAGES and DEPARTMENT FLYERS have been renewed this year. **Simplified Chinese, Traditional Chinese, Korean, Thai, Vietnamese, Japanese, Indonesian.**

As well as the translated website pages which we invite you to link to, we can supply you with the Flyers in formats that are suitable for **website / email / social media promotion**.

Please contact liannes@whitecliffe.ac.nz to be added to our resource drop box.

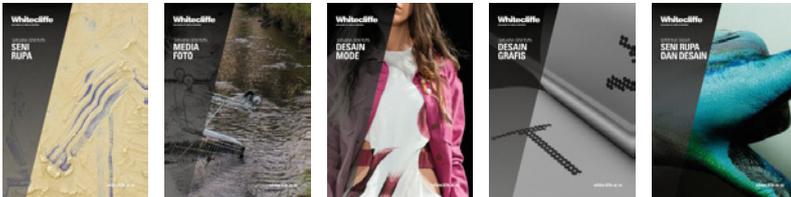
Simplified Chinese



Traditional Chinese



Indonesian / Bahasa Indonesia



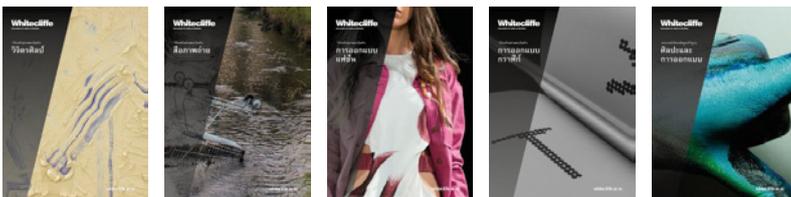
Japanese



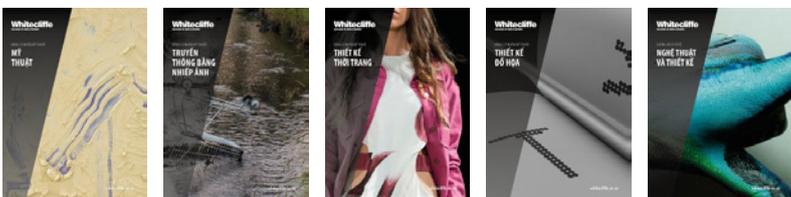
Korean



Thai



Vietnamese



July Intake

CERTIFICATE IN ARTS & DESIGN and the **CERTIFICATE IN DIGITAL MEDIA & DESIGN** applications are being accepted now. Students are strongly advised to apply by mid June at the latest to ensure sufficient time for the visa processing

- IELTS 5.5 or EQUIVALENT
- NO PORTFOLIO
- APPLICATION DEADLINE IS MID-JUNE

Our semester-long (18 weeks) Certificate programmes concentrate on developing a portfolio for application to on-going tertiary study at Whitecliffe [read more...](#)

The **Certificate in Arts and Design** and the **Certificate in Digital Media and Design** programmes do not have any portfolio pre-requisites:

International students:

- must be at least 18 years of age during their first year of study.
- must have an overall IELTS band score (Academic Format) of 5.5 or English Language level of 5.5 IELTS or equivalent.
- are advised to apply by the preferred application deadline or at least six weeks prior to course commencement to allow for the visa application process.
- will not be permitted to commence class without a valid visa to study at Whitecliffe.

Whitecliffe BFA is now a Three-Year Degree

Whitecliffe is proud to announce the approval of a **new three-year BFA degree** and a one-year BFA (Honours).

In February 2017, all students enrolling to begin their studies at Whitecliffe in Fine Arts Photo Media, Fashion Design or Graphic Design within the Bachelor of Fine Arts will be enrolled in a three-year programme. A four-year journey will see successful students graduating with a postgraduate Honours degree in 2020 and beyond.

In 2016, Whitecliffe engaged in a major rewrite of the flagship four-year Bachelor of Fine Arts degree programme, transforming it into a new, more fluid three-year qualification that leads to a final Honours year. The New Zealand Qualifications Authority has given final approval for these new degree programmes, which Whitecliffe believes will provide greater coherence and create better, more clearly articulated pathways through our offerings that will enable students to achieve a flexible creative education.

Whitecliffe has been successfully delivering a Bachelor of Fine Arts degree programme for twenty years. It is with great pride that the strengths, and much of the character and culture of the existing programmes and qualifications, which are much valued by staff, students, alumni and industry stakeholders, are carried forward into the future within the new qualifications. President Michèle Whitecliffe comments "we are confident that this significant change will enable Whitecliffe students to continue to be well prepared, both creatively and academically, to take their place as skilled, thinking contributors and leaders within the ever-expanding Creative Industries."

The programme is creative practitioner-focused and designed to meet the professional needs of the wider arts and design industry. It is structured by three key interrelated strands of content:

1. Studio practice and research are positioned at the heart of the BFA degree programme and taught at every level and across all subject pathways, ensuring all contextual and professional knowledge and skills inform, and are integrated in, the practice of making and designing artworks, creative artefacts, designs and propositions in a wide range of media and forms.

2. Critical and contextual studies are understood as integral but delivered as complementary to the subject pathway's specialist practices and are structured as a 'shared content' course delivered throughout the three-year programme and across all four subject pathways.

3. Entrepreneurship is understood as a shared course alongside Critical and contextual studies; with content connecting all levels of learning and subject pathways that together, contextualise and professionalise students' performance and practice in the studio. Fine Arts Advisory Board member, Dr. Derrick Cherrie, formerly the Head of Elam (Auckland University) and now Director of the Queensland College of Arts at Griffiths University, Brisbane: "After three years of study it would be my expectation that Fine Art students are equipped with the skills, knowledge and experience, that will enable them to continue to develop in a self-directed manner as visual artists / creative industry contributors. I do, however, advise students that by doing a fourth year (an Honours year) that they will be even more enabled."

For more information or to **apply** for one of our BFA programmes, please visit our [website](http://www.whitecliffe.ac.nz).

Whitecliffe International Students Videos

Here are some **videos of our international students** speaking in their first language about their experience at Whitecliffe.

Suhee Kang speaks in **KOREAN**
BFA - FINE ARTS

Kevin Cao speaks in **VIETNAMESE**
BFA - FASHION DESIGN

Allison Johnston speaks in **FRENCH**
BFA - PHOTO MEDIA

Kuzue Aoki speaks in **JAPANESE**
BFA - FINE ARTS

David Zhang speaks in **CHINESE**
BFA - FASHION DESIGN

Important Dates

OPEN DAYS

<http://www.whitecliffe.ac.nz/opendays/>

TERM BREAKS

<http://www.whitecliffe.ac.nz/life/calendar/>

BFA YEAR 4 GRADUATE EXHIBITION 17

November - 18 November 2017

2017 END OF YEAR EXHIBITIONS

Between 1 November -17 November 2017
(Specific dates will be advised later in the year)

WHITECLIFFE FASHION SHOW

Sunday 19 November 2017 at Viaduct Event Centre, Auckland

GRADUATION

Tuesday 5 December 2017 at
Auckland Town Hall

*For more information, visit our [website](http://www.whitecliffe.ac.nz)