

# School of Design Innovation

Certificate to Master Level  
Industry Relevant Programmes

## Certificate in Digital Media + Design



Jafar Woods

The emphasis of the Certificate in Digital Media and Design programme is on the understanding of critical thinking and technical processes as tools to solve design inquiries/briefs.

The programme is delivered through lectures, demonstrations, individual and peer discussions, and assignments of practical tasks and creative projects, both in-class as well as self-directed learning.



### Certificate

Level 4 • 60 credits



### Duration

18 weeks



### Location

Auckland\* + Wellington



### Delivery

On campus



### Next intakes

February + July

\*Auckland Central + Auckland Manukau

[whitecliffe.ac.nz](http://whitecliffe.ac.nz) • 0800 800 300  
[admissions@whitecliffe.ac.nz](mailto:admissions@whitecliffe.ac.nz)

# Learn the fundamentals of digital media + design

## Certificate in Digital Media + Design

This programme focuses on the development of theoretical knowledge and technical skills related to visual communication and drawing techniques and their application within the graphic design space. Upon completion of this programme, students will have built on the foundation skills that can be further developed in Whitecliffe's degree-level programmes.

### Graduates of this programme will be able to

- Design: Industry-standard technical skills related to digital software such as Adobe Photoshop, Illustrator, and InDesign are developed within this course
- Graphic Illustration: Experiment from a range of illustrative media and contemporary themes to develop technical skills related to rendering both analogue and digital
- Drawing + Digital Media: Adobe Premiere Pro and Adobe After Effects
- Publication Design: Understanding of functionality in graphic design and compositional strategies related to page layout

### Further study options

Level 4 Certificate in Fine Arts

Level 7 Bachelor of Design + Digital Media

Level 7 Bachelor of Fine Arts (Fine Arts / Photo Media)

Level 7 Bachelor of Sustainable Fashion Design

### Career opportunities

- Digital Designer
- Illustrator
- Publication Designer
- Animator



Amy Grace Riddle