Artist: Solomon Ray Bakker-Reynolds

Bachelor of Creative Practice

Do you want to turn your creative passion and talent into a successful career? The Bachelor of Creative Practice has you covered.

It is New Zealand's first project-based creative degree which sets you up for a job in the creative industries or almost any other vocation. Engaged in real-life and on campus projects, you can explore a range of creative disciplines such as design, fashion, music, screen production or visual art.

The programme will allow you to develop specialist technical skills, become proficient in creative process techniques and conventions, and develop transferable professional skills that will boost your job prospects.

You can kick off the degree by studying one of IDEAschool's diplomas (Level 5 Diploma in Fashion, Arts and Design, Music or Screen Production) and then progress to Levels 6 and 7 of the degree.

Location	**IDEAschool Hawke's Bay**
Start	**February**
Length	**Three years full-time***
Contact	**Irina Konig**
	Phone: 06 830 1121
	Email: ikonig@eit.ac.nz

IDEAschool
TE KURA AHU TAONGA

EIT
TE AHO A MĀUI

* Part-time study available.

For NZ Citizens and Permanent Residents

Start your career in the creative industries

IDEAschool's Bachelor of Creative Practice (BCP) programme teaches the ideas and technologies associated with Design, Fashion, Music, Screen Production and Visual Art through hands on projects aligned to Industry.

During the BCP you will:

• Be taught a wide range of technical and professional skills that are essential for success in creative industries today.

• Learn industry standard software alongside practical hands on techniques to create Design, Visual Art, Fashion, Music and Screen Production works.

• Be challenged to develop your powers of creative thinking and idea generation.

IDEAschool has a suite of up-to-date and well-appointed workshops, along with expert tuition, to help you navigate and master the equipment and tools on offer.

Course content within the BCP reflects the cultural concerns specific to Aotearoa New Zealand as well as wider contemporary global trends and influences.

EIT and IDEAschool maintain strong relationships with local and national creative communities and connects with these through real world projects.

By weaving your way through the different pathways in this degree, you will learn the key skills, techniques and theory needed to become professional in the Creative Industries. All courses are delivered in projects, some are individually focused, others are collaborative, some are prescribed, others demand self-directed learning - and all projects are situated within the context of the local, national and global creative world.

What to Expect

Year One, Level 5 (Diploma/Degree)

The Level 5 projects are largely prescribed to ensure you gain the key foundational creative skills, technical skills and theory that are required to continue at degree level.

At Level 5, all media areas will introduce the conventions of creative practice; idea generation, research, creative processes, technical skills and professional practice. These core values are embedded in projects that take you from concept to completion.

Media skills include:

• Visual Arts and Design
   - Graphic - Adobe Photoshop, Illustrator and InDesign
   - 2D - Drawing, printmaking, and painting (acrylics and oils)
   - 3D - Design/sculpture: woodwork, metalwork and ceramics
   - Art and design history and theory

• Screen Production
   - Adobe Premiere and After Effects
   - Camera, sound and lighting skills
   - Scriptwriting and pre-production planning
   - Live studio production skills

• Fashion
   - Drawing - Concept designing, fashion illustration, pattern drafting, Adobe Illustrator
   - Marketing, ethics, values and self development
   - Garment construction to industry standards
   - Creation of a mini collection for the end of year fashion show

• Music

   - Production including Ableton Live
   - Multi tracking and live recording
   - Audio engineering in Pro Tools
   - Writing music professionally
   - Specialist instrument lessons

Bachelor of Creative Practice
Level 7, 360 credits

📍 Hawke's Bay

⏱️ Full-time: 3 years
Part-time: equivalent

💲 Fee: Visit fees.eit.ac.nz to see the fees for this programme

Year Two, Level 6 (Diploma/Degree)

The Level 6 projects ensure the development of a stronger local and global understanding of creative industries including basic marketing and business management tools.

You will be able to choose from a range of contemporary projects that reflect current challenges in our world today and in the future. Through these projects you will further develop the core media skills you gained in Level 5, and have the opportunity to learn new skills.

Year Three, Level 7 (Degree)

The Level 7 projects become more self-directed in content, enabling you to focus on a specific context through the completion of three projects. These projects can be collaborative, individual studio based or at an internship in related creative industries.

In the final project, you will work towards a large, publicly accessible end of year showcase.

As a graduate of the BCP you will be able to:

- Apply specialised skills and learned principles to generate creative and workable concepts and works based on an understanding of contemporary and historic contexts and on research by creative practice.

- Synthesise and resolve ideas and solve problems in a selected creative discipline by utilising investigative tools with creative processes, methods and technologies.

- Critically analyse research to support and enhance the development of ideas and to position your own work within the conventions of the creative arts and within contemporary Aotearoa and global contexts.

- Apply leadership, professional practice and collaboration skills in working both individually and collaboratively in multi-cultural and/or multidisciplinary teams to manage and implement projects/briefs.

- Create works that are relevant to and reflect a stance in relation to cultural, ethical, political, social, economic and environmental factors.

- Maintain professional currency by engaging in continuing inquiry, self-education and experimentation to sustain your creative skills and manage your creative practice.

Career and Study Opportunities

There is a huge variety of jobs depending on your specialisation and passion, including:

- Artist: painter, printmaker, sculptor, illustrator, multimedia, ceramics, photographer, digital

- Musician: singer, guitarist, producer, composer, sound technician

- Film: director, producer, set designer, camera operator, scriptwriter, lighting technician

- Designer: web, graphic, animation, character, spatial, costume, set, advertising, branding, fashion, furniture, landscape

- Curator: public gallery, museum, community gallery, dealer gallery

- Educator: secondary teacher, visitor engagement officer, workshop educator

You can also further your study pathway with an Honours or Master's degree.

Timetable

Your study time will be made up of contact time (class times, tutorials) and non-contact time (your own self-directed study).

Contact Time

On campus classes are usually scheduled between 9.00am-3.00pm, Monday to Friday.

This equates to:

- Level 5 approximately 20 hours per week in class

- Level 6 and 7 approximately 15 hours per week in class

Non-contact Time

You should plan to spend:

- Level 5 approximately 20 hours per week on self-directed study

- Level 6 and 7 approximately 25 hours per week on self-directed study

Additional Costs

- $600 approximately per year for additional equipment and materials

Entry Requirements

The academic entry requirement for the BCP is either:

- University Entrance, as defined by the NZQA; or

- Evidence regarded as sufficient by the Discipline Leader of the capability to undertake and complete the programme of study; or

- At the discretion of EIT, where the applicant is over 20 years of age and demonstrates the capability to undertake and complete the programme of study.

All applicants are required to attend an interview (and may bring whānau support).

Applicants must provide a hand-written letter of application and a portfolio of work that represents their level of achievement at the interview.

English Language Entry Requirements

All applicants must demonstrate an acceptable level of English language fluency prior to acceptance in the programme.

For international applicants, ways in which English language fluency may be demonstrated include the following:

- Successful study of a programme in which English was the language of instruction (subject to the conditions in the EIT Database for English Language Proficiency (DELP)).

- Completion of a New Zealand Certificate in English Language (Level 4 with any endorsement).

- IELTS Academic score of 6, with no band score lower than 5.5, achieved in a single test within the two years preceding enrolment.

- Accepted international equivalents to the above IELTS scores, achieved in a single test within the two years preceding enrolment (see equivalency tables in the DELP).

Entry with Credit

Level Placement through Recognition of Prior Learning (RPL)

RPL is the mechanism by which the programme ensures that students are placed at an appropriate level. On the basis of evidence provided at an interview and the presentation of an application portfolio, applicants may be granted RPL and be placed in Levels 6, or 7 of the programme. Applicants may be awarded credit for whole levels of the programme in this way.

For information and enquiries about RPL and Cross Credit please contact Irina Konig on 06 830 1121 or ikonig@eit.ac.nz.

Assessments

Each course will be assessed for the required NZQA graduate outcomes so that you will have fulfilled all these by the completion of all courses.

Facilities

IDEAschool has comprehensive media workshops including 2D and 3D sculpture/design areas in clay/metal/wood, press printing facilities, purpose built computer labs with laser and 3D printing, digital printer/cutter, fashion garment assembly workrooms, vinyl music recording, digital production and practice spaces, screen production set building spaces, green screen and digital post production labs.

Year 13 Scholarship

Our Year 13 Scholarship supports school leavers across the Hawke's Bay region to study any one of our degrees or selected diploma programmes that lead into a degree by providing 1 year FREE* study.

Live outside these region? No problem, there are some programmes that are available for applications from Year 13 students nationwide, so if you are Year 13 and want to study one of these, you can apply for this scholarship too.

The Year 13 Scholarship covers one year of tuition fees including any course related costs which have been approved to be included as part of the scholarship. When combined with the Government Fees Free initiative, some Year 13 Scholarship recipients are studying fees free for two years of their degree.

For full information about the Year 13 Scholarship check out year13.eit.ac.nz or email yr13@eit.ac.nz.

Conditions apply.

The experience you need & the support to succeed

When you study at EIT you'll get the kind of experiences that will help you gain the knowledge and skills to get ahead.

You'll also be supported by lecturers and tutors who are here for you, within a learning environment where you are treated as an individual, not just a number.

They'll know your name and you'll receive one-on-one attention to make sure you get the support to succeed.

Experienced Lecturers

At EIT, you can be confident in the quality of our teaching and your learning experience.
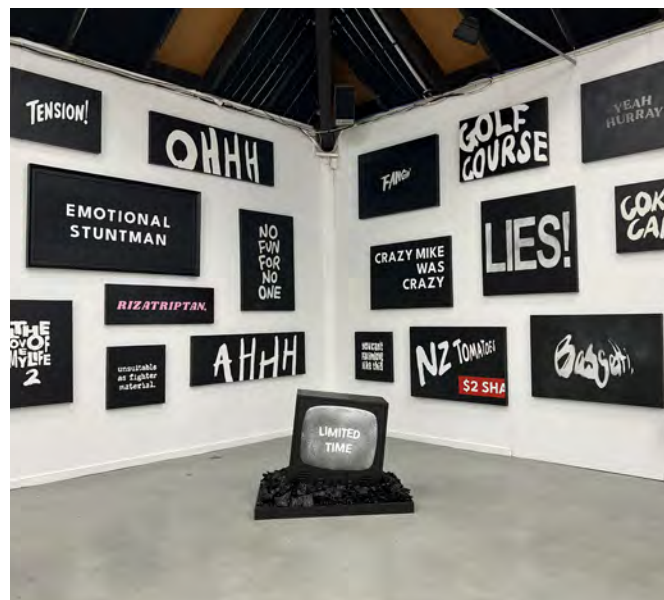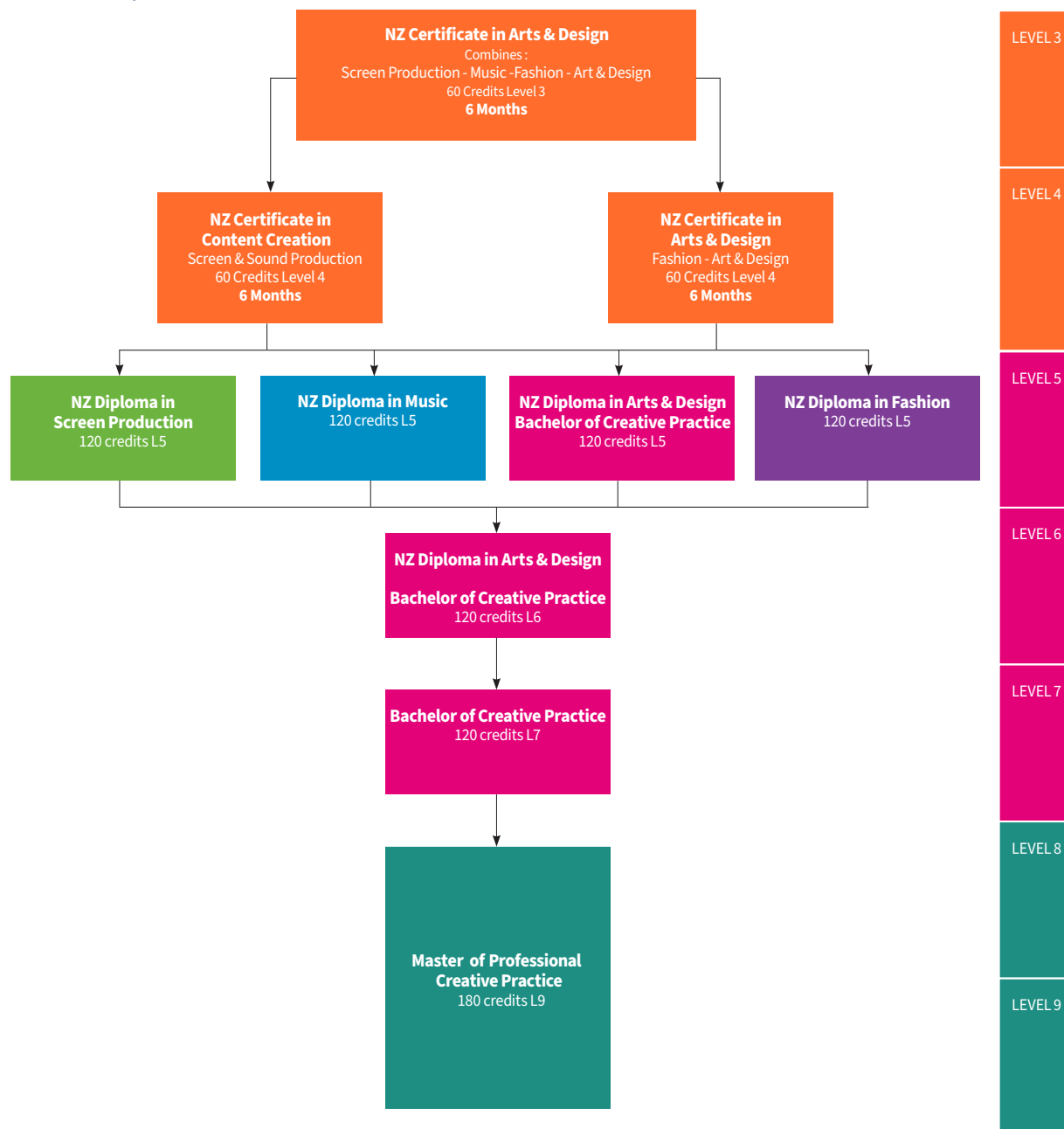
EIT is highly regarded in New Zealand for research excellence due to the quality of our community centred research, our publications and our external grant income provided by funding institutions who have confidence in our research capability. You can be confident your lecturers use the latest knowledge and research in their field of expertise to inform their teaching, and many are at the forefront of knowledge creation within their discipline area.

The Programme Coordinator for the Bachelor of Creative Practice 2025 is Raewyn Paterson. Raewyn is a multimedia artist who works with themes of ecology, whakapapa and community. Recently she completed her Master of Professional Creative Practice degree and exhibits in public galleries, alongside her dealer gallery works. She has worked at EIT teaching and mentoring for the past 15 years with her passion for multimedia, youth and education leading her to her current role of Programme Coordinator.

The teaching staff bring generalised knowledge of visual arts and design theory and practice, with specialised knowledge in particular media areas.

Name	Position	Creative Field
Dr Sean Coyle	Head of School	Scenography / Visual and Performing Arts
Nigel Roberts	Academic staff member	Visual Art / Design
Dr Bridget Sutherland	Academic staff member	Visual Art / Art Theory / Design / Moving Image
Paula Taaffe	Academic staff member	Visual Art / Painting / Illustration
Dr Mazin Bahho	Academic staff member	Design / Spatial
Anthony Chiappin	Academic staff member	Design / Graphics / Illustration
Beck Wheeler	Academic staff member	Illustration / Visual Art / Design
Roger Kelly	Academic staff member	Design / 3D Design
Diane Wilkie	Academic staff member / Technician	Design / Graphics / Photography
Svetlana Eliason	Academic staff member	Performance (Bass Guitar, Vocals) / Composition / Music Theory / Screen Production / Music
Chris Beernink	Academic staff member	Performance (Guitar, Bass Guitar) / Sound Production / Studio Recording
Melissa Toy	Academic staff member	Performance (Vocals, Piano) / Voice Techniques / Songwriting / Performance Psychology
Ethan Haswell	Academic staff member / Technician	Music / Composition / Guitar
Winston Pitt	Academic staff member	Vocals
Chris Smith	Academic staff member	Drums
Cheryl Downie	Academic staff member	Pattern Making / Textiles / Fashion Communication and Identity / Fashion Career Planning
Christina Rhodes	Academic staff member	Fashion / Garment Construction / Machine Skills / Sustainability / Fashion Show Directing
Zana Price	Academic staff member	Fashion Design / Fashion Illustration / Research
Gianluca Castaldo	Academic staff member	Camera / Lighting / Editing / After Effects
Sally Williams	Academic staff member	Screen Production / Documentary Production
Wayne Dobson	Academic staff member / Technician	Editing / Multimedia
Estelle Booth	Head Technician	Multimedia Design / Maker
Irina Konig	Programme Administrator	

Programme Pathway

NZ Certificate in Arts & Design
Combines :
Screen Production - Music -Fashion - Art & Design
60 Credits Level 3
6 Months

NZ Certificate in Content Creation
Screen & Sound Production
60 Credits Level 4
6 Months

NZ Certificate in Arts & Design
Fashion - Art & Design
60 Credits Level 4
6 Months

NZ Diploma in Screen Production
120 credits L5

NZ Diploma in Music
120 credits L5

NZ Diploma in Arts & Design Bachelor of Creative Practice
120 credits L5

NZ Diploma in Fashion
120 credits L5

NZ Diploma in Arts & Design
Bachelor of Creative Practice
120 credits L6

Bachelor of Creative Practice
120 credits L7

Master of Professional Creative Practice
180 credits L9

| LEVEL 3 |
| LEVEL 4 |
| LEVEL 5 |
| LEVEL 6 |
| LEVEL 7 |
| LEVEL 8 |
| LEVEL 9 |

Course Descriptions

Year One - Level 5

Course No.	Brief Description	No. of Credits	Core/ Option
BCP5.001	**Creative Practice Foundations I** This project will introduce students to core knowledge of and skills in visual art and design practice and creative process.	30	Core
BCP5.002	**Creative Practice Foundations II** This project aims to extend students' core knowledge and skills gained in Creative Practice Foundations I.	30	Core
BCP5.003	**Studio/Workshop Practice** This project aims to consolidate students' core knowledge of and skills in visual art and design practice and creative practice, requiring them to apply these, as well as professional skills, to address a brief.	30	Core
BCP5.004	**Managing an Evolving Project** This project will support students in establishing an informed studio/workshop practice, allowing them to further expand their professional skills, as well as their investigation, application and evaluation of creative processes and technologies.	30	Core

Year Two - Level 6 (Option Course – you have the choice of completing 1 of 2 option courses as indicated)

Course No.	Brief Description	No. of Credits	Core/ Option
BCP6.001	**Creative Project I** This project supports students' development of technical skills and contextual understanding relevant to their creative practice.	30	Core
BCP6.002	**Creative Project II** This project supports students' further development of technical skills and contextual understanding relevant to their creative practice while creating works that reflect a stance on a contemporary theme.	30	Core
BCP6.004 OR	**Real World Challenge** This project will provide students an opportunity to create work relevant to their creative practice within externally set parameters.	30	Option 1 OR
BCP6.005	**Community Project** This project will provide students the opportunity to create work in response to a real-world community need.	30	Option 2
BCP6.003	**The Business of Being a Creative** This project will support students in developing business knowledge and skills required to operate in the creative industry context of Aotearoa New Zealand and globally.	15	Core
BCP6.006	**Presentation Methodology** This project will allow students to investigate and apply presentation/performance/exhibition methodologies to work from their creative practice.	15	Core

Year Three - Level 7

Course No.	Brief Description	No. of Credits	Core/ Option
BCP7.001	**Creative Project III** This project will support students in applying their creative process in studio practice, a collaborative project, or an internship.	30	Core
BCP7.002	**Creative Project IV** This project will enable students to expand, refine and clearly articulate their creative process in studio practice, a collaborative project, or an internship.	30	Core
BCP7.003	**Final Creative Project** This project will enable students to plan and produce creative output for presentation in a public or industry setting.	60	Core

How to Enrol

There is an easy 3-step process to follow when enrolling at EIT.

Step 1

Check out eit.ac.nz to see the programmes available for you to study. A copy of the course information for each programme is available on our website.

Step 2

You can now use your RealMe verified identity to apply for study at EIT. If you use your RealMe verified identity you will no longer be sent a copy of your application form to sign. You also will not need to provide us with a copy of your primary ID.

If you apply online without using RealMe then you will be sent a summary of your enrolment to check and sign. It will also include course selection forms which you need to complete and return. Your enrolment cannot progress until you have sent the summary and forms back to us.

You can also apply using a paper enrolment form. Please call us on 0800 22 55 348 and we will send you one.

You will receive an acceptance letter from your Faculty with programme information. This will include the start date of your study and any special information regarding your programme. Depending on your chosen programme of study, you may be invited to attend an interview before you are accepted.

Step 3

Arrangement for full payment of enrolment fees must be made before the start of your programme. You will receive an invoice with payment details.

Fees Free Government Scheme: Tertiary education is fees-free for eligible domestic tertiary students. To check if you are eligible, go to FeesFree.govt.nz and enter your National Student Number (NSN). If you are not eligible you will be responsible for paying your fees.

Scholarships and Grants: Scholarships and grants make life easier by helping to cover your fees, other costs and living expenses while you study. You don't always need to be an academic high-flyer to qualify. You can find out more about scholarships and other options for paying your fees at eit.ac.nz.

StudyLink: If you need to pay for your own study you can choose to apply for your Student Loan and Student Allowance with StudyLink. You should do this early, even if you haven't yet been accepted on your programme. You can change your details later if anything changes. Visit studylink.govt.nz to find out more about StudyLink.

Student Services Levy

The student services levy is a compulsory non-tuition fee that is charged to students enrolled at EIT. The levy is to contribute to the provision of quality student services that support learning. The funds received by EIT from the levy are ring-fenced, meaning they can only be spent on student services.

Student Loans and Allowances

StudyLink is a service of the Ministry of Social Development. Apply well before your programme begins (even if you haven't been accepted yet) so you'll be ready to get your payments when you need them most.

Check out what you qualify for at studylink.govt.nz.

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