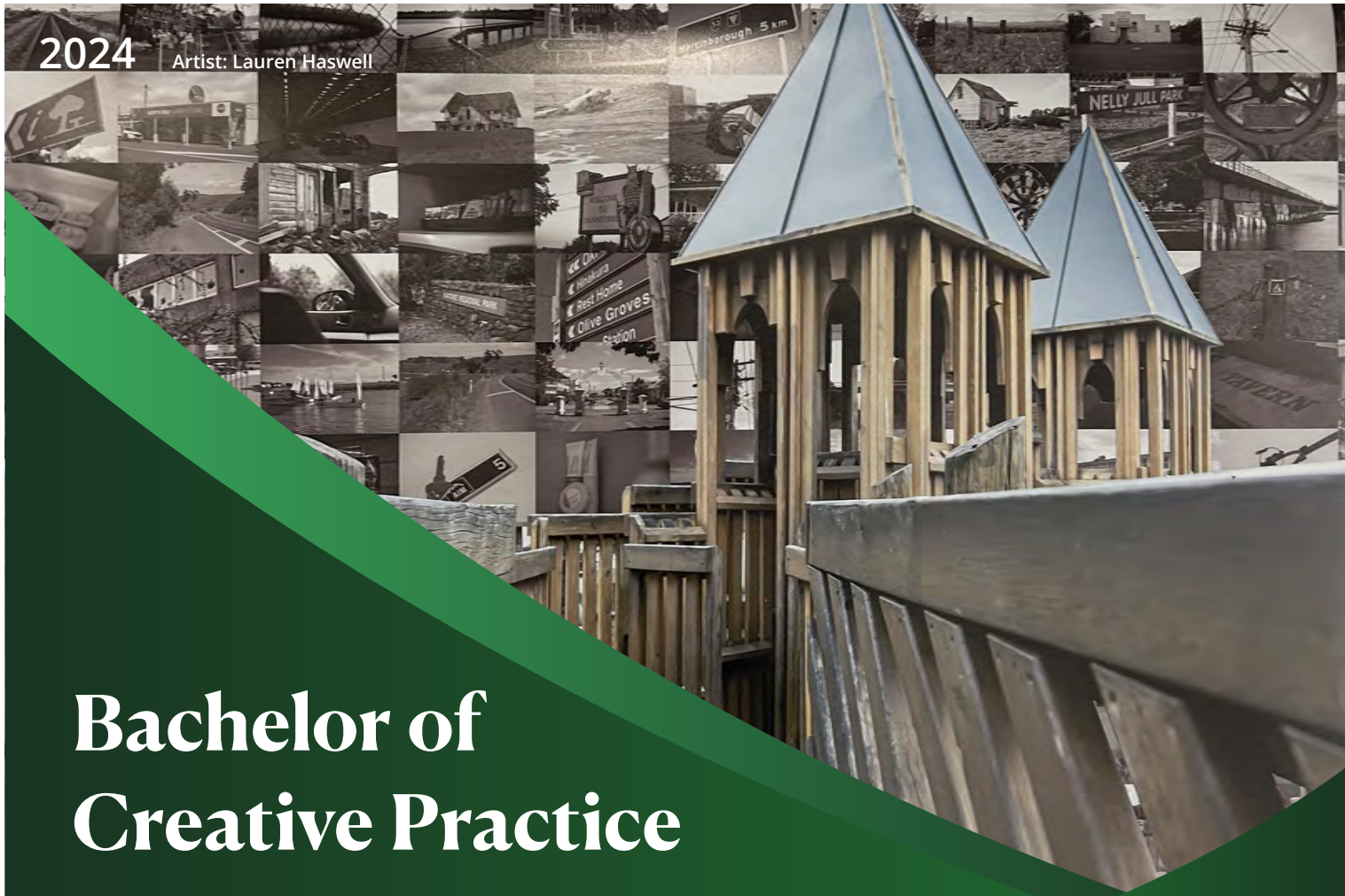


2024

Artist: Lauren Haswell



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. Throughout the programme you will specialise in your preferred creative area while also developing broader skills by enabling you to experience artistic disciplines. The degree is a well-rounded qualification that gives you transferable skills to boost your job prospects and help you stand out from the crowd.

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 5021 Email: ikonig@eit.ac.nz

IDEASchool
TE KURA AHU TAONGA

* Part-time study available
For NZ Citizens and Permanent Residents



Start your career in the creative industries

During IDEASchool's Bachelor of Creative Practice (BCP) programme you will learn through hands-on engagement with the ideas and technologies associated with Design, Fashion, Music, Screen Production and Visual Art.

The programme will teach you a wide range of technical skills that are essential to successful practice in the creative industries today. You will learn software as well as traditional methods of creating Design, Fashion, Music, Screen Production and Visual Art. You will be challenged to develop your powers of creative thinking and idea generation. These, together with developing mastery of media techniques, will enable you to make work that is both professional and personally satisfying. In the second and third years of the degree you will drive your creative direction with increasing independence.

IDEASchool has a suite of up-to-date and well-appointed workshops and technologies along with the expert tuition to help you navigate and master them. Course content reflects the cultural concerns specific to Aotearoa New Zealand as well as wider contemporary global trends and influences. EIT | Te Pūkenga and IDEASchool maintain strong relationships with the local and national creative communities and connects with these to create opportunities for you beyond the classroom.

Subject areas at Level 5 include:

- Graphic Design: Adobe Creative Suite industry standard software including Photoshop, Illustrator, InDesign, Premiere, After Effects (dependent on projects)
- Drawing Technology
- 3D Design/Sculpture: wood, clay, metal, plastics
- Spatial, Object and Architectural Design
- Print: silkscreen and press printing
- Paint: acrylics, oils, new media, art and design history, art theory

By weaving your way through the various projects that form this degree, you will learn the key skills, techniques and theory needed to become professional visual artists and designers. Some projects 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 visual arts and design world.

Subject areas at Level 6 and 7 include:

- Design, Fashion, Music, Screen Production and Visual Art



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

What to expect

Year one

There are four projects at Level 5, all four are core to the degree. These projects are largely prescribed, involve both individual and group learning and include the key foundational creative skills, techniques and theory required at degree level.

Year two

You will complete five projects at Level 6. There is an opportunity in the second semester for you to choose between two options: individually working towards an external outcome (such as a competition) or a group project with an external client.

The Level 6 projects are increasingly self-directed, ensure the development of a stronger global understanding of creative industries and include increasing professional skills such as basic marketing and business management, as well as legal issues relative to the individual creative practice.

Year three

You will complete three projects at Level 7. There is an opportunity in semester one to choose between two response options: studio time or work experience and in the second semester one project.

In the final semester, you will work towards a large, publicly accessible end of year exhibition, performance, screening or fashion show.

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.



2024 Key dates

Programme starts Monday, 19 February

Year one ends Friday, 29 November

15-26 April

Semester breaks 1-19 July

30 September-11 October

- 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

Possible jobs and career opportunities can include:

Painter, printmaker, sculptor, illustrator, musician, singer, film maker, director, producer, book cover designer, photographer, composer, stylist, curator, exhibition manager, designer (including web, graphic, animation, character, architecture, costume, set, advertising, branding, interior, fashion, furniture, book cover), sound technician, Nga Toi and Pacifica practitioner, cultural advisor, organiser, garment pattern cutter, apparel sample machinist, garment specification technician, event coordinator, arts business management or administration, gallery or museum curator.

Further your study pathway with an Honours or Masters degree.



Timetable

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

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

Additional costs

- \$400 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 | Te Pūkenga, 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 | Te Pūkenga 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 5021 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, extensive press and silkscreen printing facilities, purpose built computer labs with laser and 3D printing, CAD controlled CNC, digital printer/cutter and intron outputs, fashion garment assembly workrooms, music recording, digital production and practice spaces, screen production set building spaces, green screen and digital post production labs.

Year 13 scholarship

EIT | Te Pūkenga offers a limited number of Year 13 Scholarships to eligible Taupō, Hawke's Bay and Tairāwhiti (Gisborne) learners who are beginning an undergraduate degree in 2024. You can study any one of our 13 degrees or selected level 5 certificate and diploma programmes that pathway into a degree.

If you live outside the Taupō, Hawke's Bay or Tairāwhiti regions there are scholarships available nationwide for a selected few programmes. Go to scholarships.eit.ac.nz to find out which programmes you can apply for.

For full information about the Year 13 Scholarship check out scholarships.eit.ac.nz, email scholarships@eit.ac.nz or text your name, address and the word YR13 to 4631 and we will send you a Year 13 Scholarship pack.

EIT is now part of Te Pūkenga

Te Pūkenga brings together New Zealand's Institutes of Technology, Polytechnics, and Industry Training Organisations to build a network of on job, on-campus and online learning. The services we offer not only remain, they are strengthened by being part of the extensive Te Pūkenga network around the country. Your enrolment for study in 2024 will see you enrolling with Te Pūkenga and becoming part of the extensive Te Pūkenga network around the country.

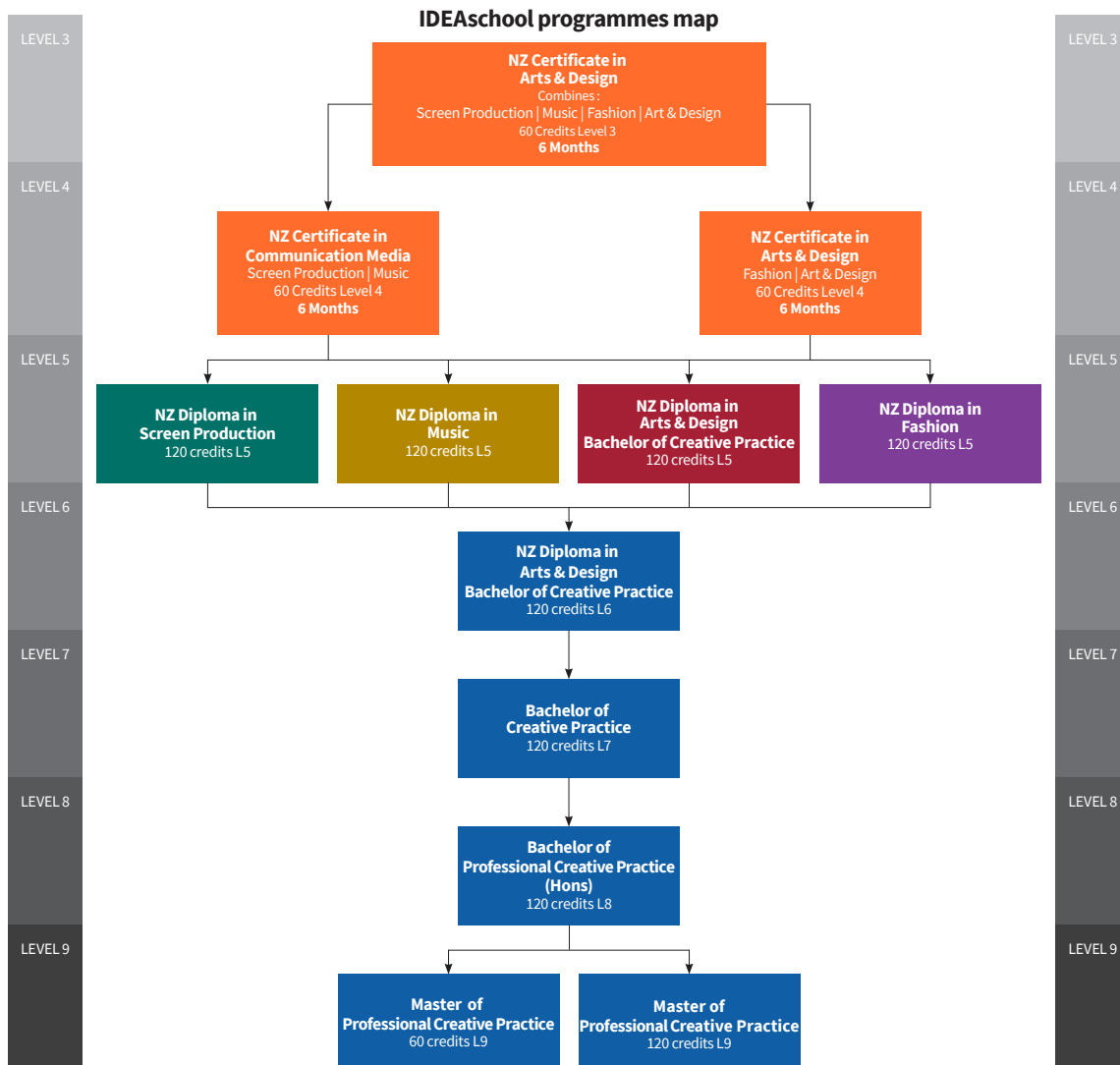
The experience you need & the support to succeed

When you study at EIT | Te Pūkenga 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.

Programme pathway



Experienced lecturers

At EIT | Te Pūkenga, you can be confident in the quality of our teaching and your learning experience.

EIT | Te Pūkenga 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 is Nigel Roberts. Nigel has worked at EIT | Te Pūkenga since 2004. He holds a Bachelor of Visual Arts and Design from EIT | Te Pūkenga and a Master's degree from Elam School of Fine Arts at the University of Auckland. Nigel is a practising artist in his own right and has exhibited locally, nationally and internationally.

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

Name	Position	Creative field
Nigel Roberts	Visual Art Discipline Leader	Visual Art / Design
Wellesley Binding	Senior Academic staff member	Visual Art / Painting
Dr Bridget Sutherland	Academic staff member	Visual Art / Art Theory / Design / Moving Image
Paula Taaffe	Academic staff member	Visual Art / Painting / Illustration
Keagan Klempel	Technician	
To be confirmed	Design Discipline Leader	
Dr Mazin Bahho	Senior Academic staff member	Design / Spatial
Anthony Chiappin	Senior academic staff member	Design / Graphics / Illustration
Roger Kelly	Academic staff member	Design / 3D Design
Beck Wheeler	Academic staff member	Illustration / Visual Art / Design
Diane Wilkie	Academic staff member / Technician	Design / Graphics / Photography
Svetlana Eliason	Music Discipline Leader	Music
Chris Beernink	Academic staff member	Music
Winston Pitt	Academic staff member	Music
Laura Parsons	Technician	Music
Cheryl Downie	Fashion Discipline Leader	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
Svetlana Eliason	Screen Production Discipline Leader	Screen Production / Music
Wayne Dobson	Academic staff member / Technician	Editing / Multimedia
Tessa Tylee	Academic staff member	Directing / Research
Claire McCormick	Academic staff member	Screenplay Writing / Oral History / Electronic Media
Gianluca Castaldo	Academic staff member	Camera / Lighting / Editing / After Effects
Floyd Pepper	Academic staff member	Screen Production / Sound
Estelle Booth	Head Technician	Multimedia Design / Maker
Irina Konig	Programme Administrator	

Course descriptions

Year one - Level 5

Course no.	Brief description	No. of credits	Core/ option
	Creative Practice Foundations I		
BCP5.001	This project will introduce learners to core knowledge of and skills in visual art and design practice and creative process.	30	Core
	Creative Practice Foundations II		
BCP5.002	This project aims to extend learners' core knowledge and skills gained in Creative Practice Foundations I.	30	Core
	Studio/Workshop Practice		
BCP5.003	This project aims to consolidate learners' 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
	Managing an Evolving Project		
BCP5.004	This project will support learners 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
	Creative Project I		
BCP6.001	This project supports learners' development of technical skills and contextual understanding relevant to their discipline.	30	Core
	Creative Project II		
BCP6.002	This project supports learners' further development of technical skills and contextual understanding relevant to their discipline while creating works that reflect a stance on a contemporary theme.	30	Core
	Real World Challenge		
BCP6.004	This project will provide learners an opportunity to create work relevant to their creative discipline within externally set parameters.	30	Option 1
	OR		OR
	Community Project		
BCP6.005	This project will provide learners the opportunity to create work in response to a real-world community need.	30	Option 2
	The Business of Being a Creative		
BCP6.003	This project will support learners in developing an online presence to promote their individual creative practice and in developing the business knowledge and skills required to operate in the creative industry context of Aotearoa New Zealand and globally.	15	Core
	Presentation Methodology		
BCP6.006	This project will allow learners to investigate and apply presentation/performance/exhibition methodologies to work in their creative discipline.	15	Core

Year three - Level 7

Course no.	Brief description	No. of credits	Core/ option
	Creative Project III		
BCP7.001	This project will support learners in applying their creative process in studio practice, a collaborative project, or an internship.	30	Core
	Creative Project IV		
BCP7.002	This project will enable learners to expand, refine and clearly articulate their creative process in studio practice, a collaborative project, or an internship.	30	Core
	Final Creative Project		
BCP7.003	This project will enable learners 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 | Te Pūkenga.

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 | Te Pūkenga. 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 out.

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 | Te Pūkenga. The levy is to contribute to the provision of quality student services that support learning. The funds received by EIT | Te Pūkenga 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.



Disclaimer: The Eastern Institute of Technology Limited is a business division of Te Pūkenga - New Zealand Institute of Skills and Technology. All information in this publication pertains to New Zealand Citizens or Permanent Residents, and is correct at the time of printing but is subject to change. EIT | Te Pūkenga reserves the right to amend/withdraw programmes or courses. From 2023 programmes may be subject to review as part of the Reform of Vocational Education and Training. As the review is ongoing, this document is correct at the time of publishing but the courses outlined may change over time. For full programme entry requirements visit eit.ac.nz.



Bachelor of Creative Practice

Course Selection Form

(Please detach and hand in with your enrolment)

Applicant name:

Please note: If you intend to apply for Cross Credit or Recognition of Prior Learning please do so **BEFORE** you enrol as you cannot apply after enrolment.

1. Please tick the Discipline you wish to study in Level 6 and 7:

- Design
- Fashion
- Music
- Screen Production
- Visual Art

2. Please tick the course/s you are enrolling in for 2024 only:

Course no.	Course title	Semester	No. of credits	Tick
Level 5				
BCP5.001	Creative Practice Foundations I	Semester 1	30	<input type="checkbox"/>
BCP5.002	Creative Practice Foundations II	Semester 1	30	<input type="checkbox"/>
BCP5.003	Studio/Workshop Practice	Semester 2	30	<input type="checkbox"/>
BCP5.004	Managing an Evolving Project	Semester 2	30	<input type="checkbox"/>
Level 6				
BCP6.001	Creative Project I	Semester 1	30	<input type="checkbox"/>
BCP6.002	Creative Project II	Semester 1	30	<input type="checkbox"/>
BCP6.004	Real World Challenge	Semester 2	30	<input type="checkbox"/>
	OR			OR
BCP6.005	Community Project	Semester 2	30	<input type="checkbox"/>
BCP6.003	The Business of Being a Creative	Semester 2	15	<input type="checkbox"/>
BCP6.006	Presentation Methodology	Semester 2	15	<input type="checkbox"/>
Level 7				
BCP7.001	Creative Project III	Semester 1	30	<input type="checkbox"/>
BCP7.002	Creative Project IV	Semester 1	30	<input type="checkbox"/>
BCP7.003	Final Creative Project	Semester 2	60	<input type="checkbox"/>