



# NZ Certificate in Communication Media [Level 4]

The NZ Certificate in Communication Media is a project-based programme for school leavers and adults who are interested in an introduction to a range of filming, editing and audio techniques, and basic music composition and production.

This programme has 'real life' opportunities with projects in a variety of contexts. It will introduce you to the bigger picture of the creative sector and how it operates both locally in Aotearoa New Zealand and globally.

Campus IDEAschool (EIT Hawke's Bay)

Starts July

Length 17 weeks full-time

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# Do you want to start your creative career?

As a graduate of this qualification you will be able to:

- ▶ Apply a variety of introductory skills and techniques in screen and music production to investigate and produce work.
- ▶ Apply creative processes and techniques to solve problems in response to a brief.
- ▶ Demonstrate introductory work practices in the creative arts and explore potential education and employment pathways.
- ▶ Collaborate with others, and reflect on, select and present work.

## Subject Areas

- ▶ Film production
- ▶ Digital camera operation
- ▶ Script writing
- ▶ Sound editing
- ▶ Music production
- ▶ MIDI composition
- ▶ Basic recording
- ▶ Basic vocal production
- ▶ Visual digital media
- ▶ Portfolio development

## YOUR FUTURE CAREER AND STUDY OPPORTUNITIES

The NZ Certificate in Communication Media [Level 4] can lead you to apply for entry into the NZ Diploma in Music, NZ Diploma in Screen Production or the Bachelor of Creative Practice. The portfolio completed during the programme can be used to support an application or look for an entry level job in New Zealand's fastest growing industry.

## WHAT YOU NEED TO KNOW

### NZ Certificate in Communication Media

Level	4	Credits	60
Length	17 weeks full-time	Fee*	\$3,450 approximately

\* This is a guide only based on the previous year. All costs quoted include GST and student services levy. Fees apply to New Zealand citizens and New Zealand permanent residents only.

## 2022 KEY DATES

### PROGRAMME STARTS

Monday, 18 July

### PROGRAMME ENDS

Friday, 25 November

## EIT SEMESTER AND STATUTORY HOLIDAYS

Term break: 3 - 14 October

HB Anniversary: Friday, 21 October

Labour Day: Monday, 24 October

## TIMETABLE

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

### Contact Time

On-campus classes are usually scheduled between 9.00am - 3.00pm, four days per week.

### Non-contact Time

You should plan to spend 12.5 hours of individual-directed study time per week.

## ENTRY CRITERIA

The NZ Certificate in Communication Media [Level 4] is an open entry programme, but it is recommended to have a NZQA Level 3 qualification.

Applicants must be aged 16 years and over.

## ENGLISH LANGUAGE ENTRY REQUIREMENT

Applicants are required to have attained an acceptable level of English language fluency. This may be demonstrated in a variety of ways, including successful study in English, completion of a NZ Certificate in English Language [Level 3], approved scores on IELTS tests (5.0 Academic with no band score lower than 5), completion of accepted international equivalents, or completion of an EIT Hawke's Bay assessment.

## FACILITIES

This programme is well resourced and offered in some of the best facilities in New Zealand.

You will have access to:

- ▶ Music studios
- ▶ Purpose built Screen Production studio
- ▶ Computer suite

Students have a dedicated studio with access to industry standard editing software, film and sound equipment and experienced tutors.

## ASSESSMENTS

A good level of attendance and a willingness to participate and learn are requirements for successful completion of this programme. You will be assessed on the documentation of process in your journal and the work you create. There will be regular assessment of your work with tutor feedback helping you to achieve your goals.

Your journal/e-portfolio can then be used to support enrolment for creative programmes at either EIT or other institutes.

## PROGRAMME INFORMATION

This 17 week programme is designed to be completed within the time allocated. The programme is ideally structured for full-time creative students entering at Level 4 who wish to progress to Level 5 of the NZ Diplomas / Degree programmes.

## 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

You can be confident in the quality of our teaching and your learning experience at EIT.

EIT is one of the top ITPs in New Zealand for research excellence due to the quality of our community centred research, and associated publications and level of government and external grant income. This means that 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.

IDEAschool is headed by Professor Matthew Marshall, one of New Zealand's leading classical guitarists with over 30 years experience in the music industry and in academic leadership.

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

NAME	QUALIFICATION
Raewyn Paterson Programme Coordinator	Raewyn is a multimedia artist who works with themes of ecology, whakapapa and community. Recently she completed her Masters of Professional Creative Practice degree and presented public gallery exhibitions, alongside her dealer gallery works. She has worked at EIT teaching and mentoring for the past 12 years with her passion for multimedia, youth and education leading her to her current role of Programme Coordinator.
Sarah Terry Discipline Leader - Music	After studying at the Nelson School of Music, Sarah completed a degree in Sonic Arts with Victoria University. Since then she has produced two studio albums and performs regularly as a versatile singer/songwriter.
Floyd Pepper Discipline Leader - Screen Production	Floyd has produced music, videos and photographs for bands, artists and businesses throughout New Zealand and overseas. He's hugely passionate about audio and images and the emotions they can convey.

# HOW TO ENROL

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

## STEP 1

Check out the programmes online to see the programmes available for you to study. A copy of the course information for each programme is available online.

## 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 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. 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**.



## EIT is now part of Te Pūkenga

Te Pūkenga will bring 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 will not only remain, they will be strengthened by being part of the extensive Te Pūkenga network around the country. From 2023 your enrolment will transfer to Te Pūkenga and you will become part of the extensive Te Pūkenga network around the country.



## COURSE DESCRIPTIONS

The four projects the programme is based on will lead to your own unique portfolio that can be used to apply for an entry level job in the creative industry or become the basis for further study.

COURSE NO.	BRIEF DESCRIPTION	NO. OF CREDITS	NZQA LEVEL	SEMESTER OFFERED
CCM4.10	<b>Screen Production</b> Introduction to professional interview conventions, filming and editing by creating a small documentary.	15	4	2
CCM4.20	<b>Music Production</b> Introduction to midi, recording audio, composition and music production techniques by creating soundtracks.	15	4	2
CCM4.30	<b>Social Media Campaign</b> Combining sound and screen production techniques to produce a short social media campaign.	15	4	2
CCM4.40	<b>Final Production</b> Developing skills and techniques to produce a communication media production.	15	4	2

## PROGRAMME PATHWAY

