

2025



NZ Certificate in Content Creation

Level 4

This exciting new programme will set you on your path towards an online creative career.

Successful completion of this certificate will assist your application into the Level 5 Diploma in Screen Production, or the Bachelor of Creative Practice.

Location	IDEASchool Tairāwhiti in association with Rāngai
Start	July
Length	16 weeks full-time
Contact	Natalie Blackwood Phone: 06 830 1112 Email: nblackwood@eit.ac.nz

IDEASchool
TE KURA AHU TAONGA

rāngai



TE AHO A MĀUI

For NZ Citizens and Permanent Residents

Start your content creation career

The NZ Certificate in Content Creation [Level 4] programme aims to provide Aotearoa New Zealand with people who have fundamental skills, knowledge and attributes to create and distribute relevant content for an audience on a variety of media platforms.

This half year programme has been designed to give you the technical and professional skills needed to work on content creation projects. You will gain experience working with communities, planning and producing highly engaging content, and planning your creative career. With state of the art equipment ranging from 4k Mirrorless Cameras, RF Wireless Microphones, and High-End Editing PCs, you'll have all the tools necessary to complete the certificate and develop your skills. As a graduate you will be able to work in a range of media environments both individually and collaboratively. You will gain the attributes necessary to contribute towards the multimedia landscape in Aotearoa in culturally relevant and responsive ways.

Graduates will be able to:

- Demonstrate knowledge of relevant media industry landscapes to support and define personal goals and career development in terms of rangatiratanga.
- Apply a broad range of audio, visual, and written skills to create content in individual and collaborative media projects.
- Apply knowledge of sound legal and ethical practice to create content in relevant media contexts.
- Apply professional skills and cultural competencies to operate effectively in a relevant media environment.

Career and Study Opportunities

You will gain broad introductory knowledge and understanding in a variety of creative contexts.

The NZ Certificate in Content Creation [Level 4] can lead you to apply for entry into the Bachelor of Screen Arts, Diploma in Screen Production, or the Bachelor of Creative Practice.

The portfolio content completed during the programme can be used to support an application for further study or look for an entry level job in radio, screen, print and digital media.

Timetable

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

Contact Time

On campus classes are usually scheduled between 9.00am-2.30pm, four days per week.

Non-contact Time

You should plan to spend 15 hours per week on individual study time.




NZ Certificate in Content Creation

Level 4, 60 credits

 Tairāwhiti

 Full-time:
16 weeks

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

2025 Key Dates

Programme Starts Monday, 21 July

Programme Ends Friday, 21 November

Semester and Statutory Holidays
Semester Break: 22 Sept - 3 Oct
HB Anniversary: 24 October
Labour Day: 27 October

Entry Requirements

To be admitted to this programme, applicants must meet the following general admission requirements:

- At least 40 credits at NCEA Level 1 including 10 Literacy credits at Level 1 and 10 Numeracy credits at Level 1, or
- a relevant qualification at NZQF Level 2 or above, or
- a recognised equivalent.
- Applicants must be aged 16 years and over.

English Language Entry Requirements

All 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 New Zealand Certificate in English Language (Level 3), approved scores on IELTS tests (5.5 with no band score lower than 5), completion of accepted international equivalents, or completion of the EIT assessment.

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 assessments of your work with tutor feedback helping you to achieve your goals.

Your portfolio can then be used to support enrolment for further study at either EIT or other institutes.

Facilities

As part of IDEASchool in Tairāwhiti, EIT has partnered with Rāngai to deliver the NZ Certificate in Content Creation [Level 4] from state of the art studios in the heart of Gisborne, augmented by on campus facilities at EIT.

Scholarships

Scholarships are a way to help financially support your study. They can make life easier by helping to cover your fees and living expenses while you complete your qualification. You don't always need to be an academic high-flyer to qualify.

Find out what's available at scholarships.eit.ac.nz or for general scholarship information please contact scholarships@eit.ac.nz.

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.

Name	Creative Background
Raewyn Paterson <i>Hawke's Bay Programme Coordinator and Lecturer</i>	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 16 years with her passion for multimedia, youth and education leading her to her current role of Programme Coordinator.
Lochlan Packman <i>Tairāwhiti Screen Production Lecturer</i>	Since completing his Film and Media Studies degree five years ago Lochlan has been involved in content creation and screen production, working on various advertising, documentary and live TV productions.

Programme Information

This 16 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 Diploma/Degree programmes.

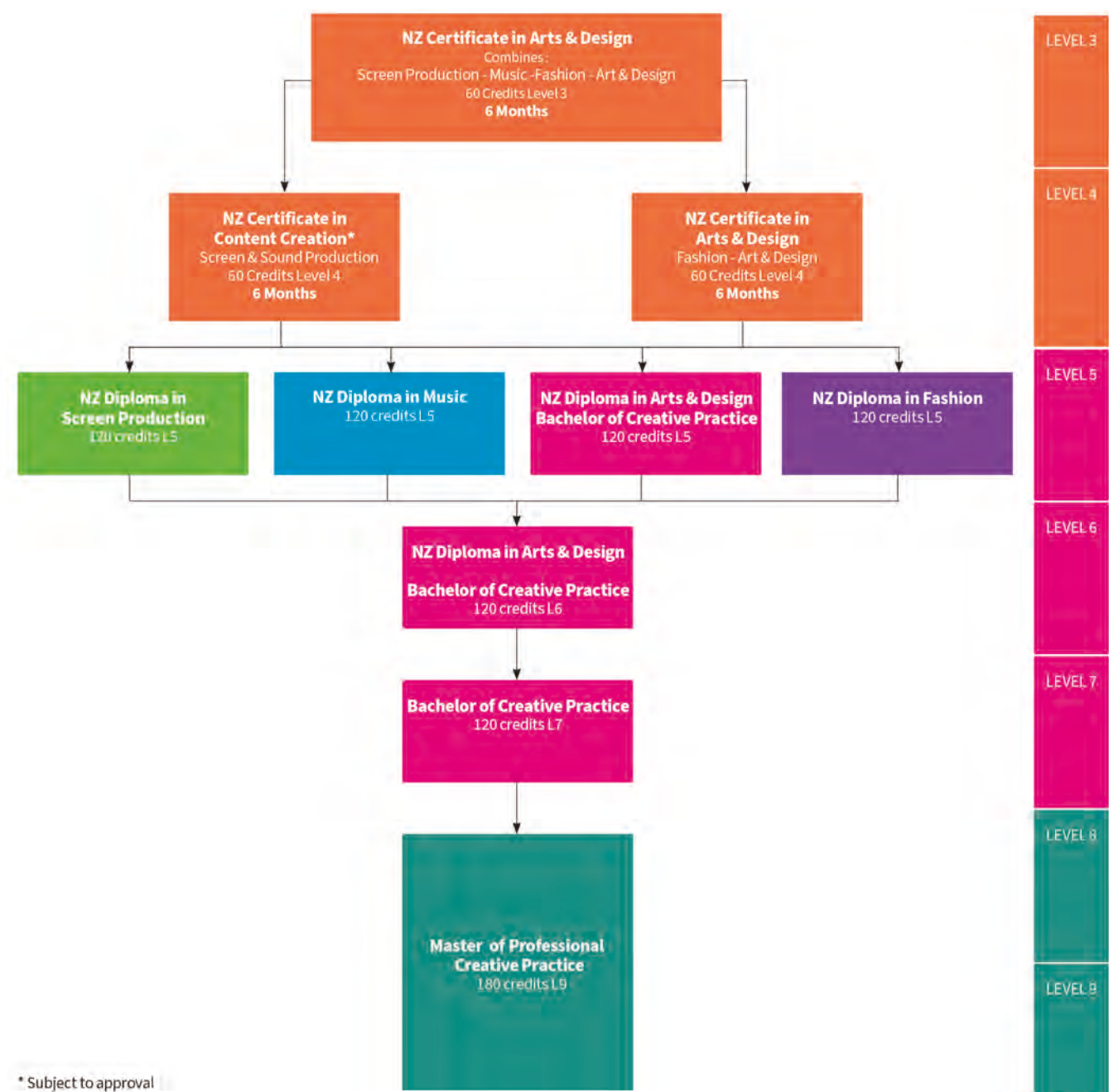
Course Descriptions

The four projects that make up this programme give you introductory skills and knowledge and portfolio content that can be used to apply for an entry level job in radio, screen, print and digital media or become the basis for further study.

Course No.	Brief Description	NZQA Level	No. of Credits
COMM4020	Content Connecting Communities The aim of this course is for students to create community focused content to foster meaningful partnerships with community by addressing their needs, interests, and values. Students will develop cultural competencies, and embed kawa and tikanga practices where appropriate.	4	15
COMM4021	Promotional Content for Industry The aim of this course is for students to plan, create and present promotional content for a client.	4	15
COMM4022	Engaging Audiences with Targeted Content The aim of this course is for students to develop content for a targeted audience utilising media skills to promote awareness, generate interest, and audience response.	4	15
COMM4023	Career Portfolio The aim of this course is for students to create a portfolio to showcase their professional skills, experience and aspirations, demonstrating media proficiency and content creation skills.	4	15



Programme Pathway



* Subject to approval



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.



DISCLAIMER:

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 is a Business Division of Te Pūkenga – New Zealand Institute of Skills and Technology. EIT reserves the right to amend/withdraw programmes or courses. Fees for 2025 will be set by November 2024 and are subject to change.

For the latest information, or for full programme entry requirements visit eit.ac.nz or phone 0800 22 55 348.