

BACHELOR OF CREATIVE PRACTICE 2026

Information for international applicants

Napier

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 in your chosen media, 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.

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 and IDEASchool maintain strong relationships with the local and national creative communities and connects with these to create opportunities for you beyond the classroom.

By weaving your way through the different media pathways that form 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 visual arts and design world.

CAREER 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.

CAREER OUTLOOK

Visit the following websites for the latest information about job opportunities in New Zealand for your chosen career path.

careers.govt.nz

mbie.govt.nz

immigration.govt.nz

1. All fees shown in this information are in New Zealand dollars and include Goods and Services Tax (GST) at current rates. If you need to study for more than one year to complete your qualification, your fees in the second year, and subsequent years, will not be known when you first enrol.

international@eit.ac.nz | www.international.eit.ac.nz



"I like that there is creative freedom and space to experiment regarding what you want to achieve as a graphic designer."

YEE LIN GAN | Malaysia

BACHELOR OF CREATIVE PRACTICE

Start	16 February
Length	3 years full-time
Level	5 - 7
Credits	360 credits (3 years) - 120 credits per year
Fees¹	Standard Fees
	NZ\$26,000 per year
IELTS	6.0 (academic) with no band lower than 5.5 or equivalent OR accepted international equivalent qualification
Class times	On-campus classes are scheduled between 9.00am and 3.00pm, Monday to Friday. Classroom hours per week include 18 hours for Level 5, 15 hours for Level 6 and 12 hours for Level 7.
Self-directed study	Approximately 17.5 - 25 hours per week.

SCHOLARSHIP

There is a scholarship available for this programme. This scholarship provides a small contribution to assist students realise their goal of studying in New Zealand.

All international students who accept an offer of place for this programme will receive the scholarship. Please contact us for more information: international@eit.ac.nz



WHAT YOU WILL LEARN

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.

WHAT TO EXPECT

LEVEL 5 - YEAR ONE

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

LEVEL 6 - YEAR TWO

The Level 6 projects are increasingly self-directed, and collaborative, ensuring 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.

You will further develop the core media skills you gained in Level 5 in your chosen field of Visual Art, Design, Fashion, Screen Production or Music.

LEVEL 7 - YEAR THREE

The Level 7 projects are largely self-directed in content, enabling you to focus on a specific area within your chosen media stream through the completion of three projects. In the second term project there is an opportunity for valuable work experience by completing your project with an internship in a related industry.

In the final project, 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.
- 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.





ENTRY CRITERIA¹

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 provide a hand-written letter of application and a portfolio of work that represents their level of achievement.

The portfolio of work must be submitted as a digital portfolio and contain the applicant's most recent creative media work. Submissions can be made by email or online document transfer application.

The assessment of this digital portfolio is required to assess the applicant's suitability for the programme and will determine whether an applicant is offered a place on the programme. Thus, meeting the academic entry requirement is not on its own sufficient to ensure admission to the programme.

The digital portfolio assessment will be conducted by two IDEASchool academic staff.

An offer of a place on the programme will be extended to applicants who meet the entry criteria and demonstrate the potential to successfully complete the programme on the basis of:

- A hand-written letter of application
- A portfolio of work that represents the applicant's level of achievement
- An interview
- Evidence of ability to cope with the academic demands of the programme



ENGLISH LANGUAGE ENTRY REQUIREMENTS

PTE (Academic) score of 50 with no band score lower than 42 or IELTS (Academic) score of 6.0 with no band score lower than 5.5 (or equivalent) achieved within the last two years.

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, fashion garment assembly workrooms, digital vinyl printer and cutter, music recording, digital production and practice spaces, screen production set building spaces, green screen and digital post production labs.

1. To study onshore in New Zealand, students must meet current Immigration New Zealand requirements for a student visa. For more information please see the [Immigration New Zealand website](https://www.immigration.govt.nz/).





COURSE DESCRIPTIONS

YEAR ONE - Level 5 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	CORE or 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.	5	30	Core
BCP5.002	Creative Practice Foundations II This project aims to extend students' core knowledge and skills gained in Creative Practice Foundations I.	5	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.	5	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.	5	30	Core

YEAR TWO - Level 6 Courses (option course - you have the choice of completing 1 of 2 option courses as indicated)

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	CORE or OPTION
BCP6.001	Creative Project I This project supports students' development of technical skills and contextual understanding relevant to their discipline.	6	30	Core
BCP6.002	Creative Project II 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.	6	30	Core
BCP6.004	Real World Challenge This project will provide students an opportunity to create work relevant to their creative discipline within externally set parameters.	6	30	Option 1
OR				
BCP6.005	Community Project This project will provide learners the opportunity to create work in response to a real-world community need.	6	30	Option 2
BCP6.003	The Business of Being a Creative This project will support students 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.	6	15	Core
BCP6.006	Presentation Methodology This project will allow students to investigate and apply presentation/performance/exhibition methodologies to work in their creative discipline.	6	15	Core



YEAR THREE - Level 7 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS	CORE or 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.	7	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.	7	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.	7	60	Core

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.



Disclaimer: All information pertains to international students, and is correct at the time of publication but is subject to change without notice. The programme fees, other costs, entry requirements, duration and programme start dates are for 2026 and are listed as a guide only. Conditions apply. EIT reserves the right to cancel or postpone any programme or course for any reason and shall not be liable for any claim other than that proportion of the programme fee which the cancelled or postponed portion bears.

PROGRAMME PATHWAY

