

## Bachelor of Creative Practice

Information for  
International Students

Engage in a series of real life and in-house projects, utilizing various creative disciplines including paint, sculpture, print, photography, Video, CAD, graphic design and 3D design on New Zealand's first project based creative degree.

Learn to think creatively, act professionally, and develop the technical skills needed to become a practising artists or designer.

Campus EIT Napier

Starts 18 February

Contact Email: [international@eit.ac.nz](mailto:international@eit.ac.nz)

# Do you want to start a career in the creative industries?

## A GRADUATE OF THE BACHELOR OF CREATIVE PRACTICE IS ENABLED TO:

- ▶ Produce practice-based creative works from a critically engaged personal standpoint informed by contemporary and historic contexts
- ▶ Apply informed techniques, research based understandings, divergent thinking and aesthetic judgement to the conception and making of practice-based works
- ▶ Conduct research by creative practice
- ▶ Sustain a studio practice employing principles of analytical and critical investigation and experimentation
- ▶ Create a career plan for a creative practice based on sustainable manufacturing processes and within local and global creative contexts
- ▶ Make connections between project based methodology and indigenous models of learning
- ▶ Respect the kaupapa and value of creative practice within Aotearoa New Zealand
- ▶ Identify and position their values relative to political, social, economic and environmental frameworks that influence creative work
- ▶ Apply technical skills and professional competencies within a creative practice, utilising emergent technologies and project management skills
- ▶ Work independently and collaboratively in the context of creative practice

The Bachelor of Creative Practice (BCP) is a three year programme (or equivalent part-time), with 360 credits across Levels 5, 6 & 7.

## SUBJECT AREAS INCLUDE:

- ▶ Drawing and Design
- ▶ Graphic Design: Adobe creative suite industry standard software, digital photography, video, 3D rendering, web design
- ▶ 3D Design: wood, clay, metal, plastics
- ▶ Furniture interior, spatial design including CAD
- ▶ Print: woodblock, silkscreen, photo-silkscreen, etching
- ▶ Paint: acrylics, oils, new media
- ▶ Intron press and 3D printing
- ▶ Sculpture, clay, installation art
- ▶ Art & design history, theory
- ▶ Research by creative practice

Throughout the delivery of the degree, students will learn through engaging in projects. This project based learning (PBL) approach places the student at the centre of the learning experience, and allows for the embedding of theory and practice within the project context.

By weaving their way through the various projects that form this degree, students 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.

## YEAR ONE

There are seven projects at Level 5. All seven projects 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

Students will complete five projects at Level 6. There is an opportunity in each semester for students to choose between options.

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 marketing and business management, as well as legal issues relative to the creative practice.

## YEAR THREE

Students will complete four projects at Level 7. There is an opportunity in semester one to choose between three options: studio time, work experience or developing real-world commercial creative product. Upon completion of their option, students work collaboratively across the entire cohort to develop a collective publication. In the final semester, students then propose and ultimately work towards a large off-site end of year exhibition.

## YOUR FUTURE CAREER OPPORTUNITIES

Possible jobs and career opportunities can include:

- ▶ Painter
- ▶ Printmaker
- ▶ Sculptor
- ▶ Illustrator
- ▶ Spatial/interior designer
- ▶ Furniture designer
- ▶ Graphic designer
- ▶ Web designer
- ▶ Arts manager or administrator
- ▶ Gallery or museum curator

## WHAT YOU NEED TO KNOW

### Bachelor of Creative Practice

Level	Levels 5 to 7	Credits	360
Length	Three years	Fee	\$21,700 Per year

## KEY DATES

Programme starts	Monday, 18 February	Year ends	Friday, 29 November
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## EIT TERM / SEMESTER HOLIDAYS

15 April - 26 April	1 July - 19 July	30 September - 11 October
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## 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 9.00 am and 3.00 pm Monday to Friday.

- ▶ Level 5 - Approximately 20 hours in class.
- ▶ Level 6 & 7 - Approximately 15 hours in class.

### NON-CONTACT TIME

Students should plan to spend approximately:

- ▶ Level 5 - Approximately 20 hours self-directed time.
- ▶ Level 6 & 7 - Approximately 25 hours self-directed time.

## ADDITIONAL COSTS

- ▶ \$400 approximately for additional equipment, e.g. Digital camera

Upon completion of degree studies, students who wish to attend the graduation ceremony will be required to pay for hireage of their academic regalia.

## ENTRY CRITERIA

A person is eligible to apply for entry who:

- ▶ Can satisfactorily prove that they have the potential to succeed on the programme and is over the age of 20 by the official start date of their programme of study

An offer of 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
- ▶ Curriculum vitae

Applicants who submit a formal application to enrol on the programme including a handwritten letter, and who meet the entry criteria will be invited to submit a portfolio of work and attend an interview. Applicants are also encouraged to bring a workbook showing the creative process (e.g. drawings, designs, film/video etc) to the interview. The purpose of the interview is to assess the applicants' portfolio of work and suitability for the programme. The interview provides an opportunity for staff to confirm the authenticity of the applicant's portfolio, and appraise and discuss work in considering the applicant's suitability for admission. It will determine whether an applicant is offered a place on the programme, and if so, at what level of the programme the applicant will be offered a place.

The interviewers will include two or more of the academic staff.

Please note : this process means that those applicants who do not successfully complete the selection process, even if they have achieved University entrance, may still not be offered a place on the degree. Instead, they may be offered a place on the diploma or certificate of visual art and design.

## ENGLISH LANGUAGE ENTRY REQUIREMENT

- ▶ IELTS tests (6.0 Academic with no band score lower than 5.5), completion of accepted international equivalents.
- ▶ Pearson test score of 50.

## FACILITIES

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

In the 2nd and 3rd year of the degree, you get your own studio space with 24-7 access and you are provided with art supplies from our ideaschool arts store within a set budget, so you can create at your own pace, anytime, day or night.

## ASSESSMENTS

Formative assessment will occur within each project to provide feedback to students about their progress and indicative grade. This formative assessment will typically be referred to as 'green lighting', whereby students will be expected to meet a critical point in the project timeline before proceeding any further.

Each project is then assessed summatively at the conclusion of the project.

For all summative assessment, each project will be assessed using the same domains, with each domain weighted relative to the nature of the project.

The four assessment domains that will be applied to each project are:

- ▶ Creative Work
- ▶ Research
- ▶ Creative Process
- ▶ Professional Skills

Assessment methods may take the form of creative outputs, design or drawing journals, essay writing, presentations and so forth. Some assignments will be individually assessed while others will be group work.

## 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.



## PROGRAMME INFORMATION

COURSE NO.	BRIEF DESCRIPTION   LEVEL 5   120 CREDITS	CREDIT VALUE	SEMESTER OFFERED	CORE   OPTION
BVAD5.10	<p><b>Space and Place</b></p> <p>To provide students with an initial experience of working in projects and of project-based learning. Students will orientate themselves in relation to their peers, to EIT and Hawke's Bay, as well as to the cultural context and the context of visual arts and design.</p>	15	Semester 1	Core
BVAD5.80	<p><b>Portrait</b></p> <p>To engage students with the concept of becoming a creative practitioner. Students will explore where they have come from; where they are; and the possibilities of: who they are going to be; who they want to be; where they want to be.</p>	15	Semester 1	Core
BVAD5.30	<p><b>Pattern Universe</b></p> <p>To build understanding that the patterns that can be observed throughout the universe are evidence of the underlying order, structure and connectedness of all things. To use this knowledge to inform the making and application of pattern in arts and design practice.</p>	15	Semester 1	Core
BVAD5.40	<p><b>Visionary Structures</b></p> <p>To develop sculpture and 3D design techniques and methods with reference to historical, contemporary and futuristic spatial structures.</p>	15	Semester 1	Core
BVAD5.50	<p><b>Ways of Seeing</b></p> <p>To allow students to critically engage with different ways of seeing and of representing ideas. To create paint, photography and moving image work that challenges the conventional ways of seeing.</p>	15	Semester 2	Core
BVAD5.60	<p><b>The Document in Creative Practice</b></p> <p>To develop students' understanding of the ways to document creative practice, both as exterior to work and as work itself. They engage with a range of art historical texts to develop understandings of the contexts of art and design. It is an opportunity for students to experience how to regard and utilise documentary strategies as part of creative practices.</p>	15	Semester 2	Core
BVAD5.70	<p><b>The World as a Stage</b></p> <p>To integrate everything the student has learned during the Level 5 year into a project that leads to a formal exhibition. The key theme of this course is to connect back with the beginning, reflect on the learning process, identify future directions and connect with the world. Students will initiate, conduct and manage a project.</p>	30	Semester 2	Core
COURSE NO.	BRIEF DESCRIPTION   LEVEL 6   120 CREDITS	CREDIT VALUE	SEMESTER OFFERED	CORE   OPTION
BVAD6.11	<p><b>Local to Global</b></p> <p>To investigate and analyse the impact of local and global issues on contemporary art/design practice. Students will develop skills to evaluate and critique their own work and the work of relevant local and global contemporary art/design practitioners and then use this analysis to inform the establishment of their own practice and a global presence via the internet.</p>	30	Semester 1	Core
BVAD6.80	<p><b>Creative Project - Design</b></p> <p>To complete a commercial design project from initiation to presentation to the client. Students will work to industry standards using industry software and practices OR</p> <p><b>Creative Project - Visual Arts</b></p> <p>To complete a public visual arts project from initiation to presentation to a client or for exhibition. Students will engage with professional expectations.</p>	30	Semester 1	Option

<b>BVAD6.71</b>	<b>Exhibition Methodology</b> Students will initiate and execute a studio project, producing works that synthesise the elements of process, documentation and research within a studio methodology. The visual arts/design work created for this project will be exhibited in the end of year in-house exhibition. The project will also prepare students for Year 3 Individual Studio Project work.	15	Semester 2	Core
<b>BVAD6.20</b>	<b>Competition Project</b> To provide students with the experience to carry out an authentic project, by participating in a visual arts or design competition, either locally, nationally or internationally. The project can be completed individually or in a group OR	30	Semester 2	Option
<b>BVAD6.30</b>	<b>Community Project</b> To provide students with the experience to carry out a authentic project, by making an visual arts or design contribution to the community, either locally, nationally or internationally. Students choose either a visual arts or a design project.			
<b>BVAD6.40</b>	<b>The Business of Being a Creative</b> To develop an understanding of the necessary and relevant business skills needed to successfully operate in the dynamic environment of the local and global creative industries.	15	Semester 2	Core

<b>COURSE NO.</b>	<b>BRIEF DESCRIPTION   LEVEL 7   120 CREDITS</b>	<b>CREDIT VALUE</b>	<b>SEMESTER OFFERED</b>	<b>CORE   OPTION</b>
<b>BVAD7.10</b>	<b>Studio Project</b> To develop a studio project that is visually and conceptually engaged, and is driven by clear aims and intentions. Students will critically engage with contemporary/historical contexts within their own studio practice. Students will apply high levels of self-evaluation, professionalism and communication to studio practice and projects OR	45	Semester 1	Option
<b>BVAD7.20</b>	<b>Dragon's Den</b> To develop an understanding of the commercial realities of visual arts and design practice by applying creative thinking skills towards developing a commercially viable idea to a prototype form and pitching that idea to a panel of business investors OR			
<b>BVAD7.30</b>	<b>Internship</b> To provide professional working experience in a authentic/industry context. To provide opportunities for students to engage in professional communication and industry dynamics and to enhance professional attitude and conduct.			
<b>BVAD7.40</b>	<b>Ideas of the Year</b> To provide students with an opportunity to showcase their work to the national visual arts and design community by contributing to a collective and collaborative publication.	15	Semester 1	Core
<b>BVAD7.50</b>	<b>Exhibition Proposal</b> To provide students with the opportunity to develop a well-researched proposal for an exhibition project, which may either consist of producing visual arts or design work for exhibition, or organising an exhibition by applying curatorial practices.	15	Semester 2	Core
<b>BVAD7.60</b>	<b>Exhibition Project</b> To carry out the project for which a proposal was developed in BVAD7.50 Exhibition Proposal. The project is either the creation of visual arts or design work for exhibition, or the organisation of a visual arts and design exhibition.	45	Semester 2	Core

structure of the programme  
**BACHELOR OF CREATIVE PRACTICE**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34									
<b>level 5</b> year 1																		BVAD 5.50 ways of seeing 15 credits 4 weeks	BVAD 5.60 the document in creative practice 15 credits 4 weeks	BVAD 5.70 the world as a stage 30 credits 8 weeks											<b>in house exhibition</b> 1 week												
																		individual e-portfolio																		individual e-portfolio							
<b>level 6</b> year 2																		BVAD 6.11 local to global 30 credits 8 weeks	BVAD 6.80 creative project 30 credits 8 weeks	BVAD 6.71 exhibition project 15 credits 4 weeks	BVAD 6.20 competition project 30 credits 13 weeks 3 days per week	BVAD 6.30 community project 30 credits 13 weeks 3 days per week											BVAD 6.40 the business of being a creative 15 credits 13 weeks 1 day per week										
																		individual e-portfolio																		individual e-portfolio							
<b>level 7</b> year 3																		plan your life 2. 1 week	BVAD 7.10 studio project 45 credits 12 weeks	BVAD 7.40 ideas of the year 15 credits 4 weeks	BVAD 7.60 exhibition project visual arts or design or project management 45 credits 12 weeks											<b>off-site exhibition</b> 1 week											
																		individual e-portfolio																		individual e-portfolio							

# PROGRAMME PATHWAY

