

CAPL Degree Application

Bachelor of Design

BDes

CH3756

With specialisations in:

Applied Visual Art

Fashion Technology and Design

Motion Design

Photography

Visual Communication Design

This application pack should be read in conjunction with the CAPL Degree Information brochure.

About the Bachelor of Design

The Bachelor of Design is an applied contemporary design programme that aims to enable applied design across a range of media through creative idea development in a context of socially-responsive studio practice.

Graduate Profile

To be assessed for the whole qualification you will have the ability to:

- apply creative concept generation, analysis and refinement to a variety of media.
- use research reflectively to inform problem-solving work to support a broad professional practice and further study.
- apply the principles and ethics of design, and reflect Māori traditional and contemporary culture in your professional practice in Aotearoa/New Zealand.
- work both independently and collaboratively, employing effective written, verbal and visual communication skills.
- apply technical skills relevant to a chosen specialisation and learn new skills as required.

Year 2 Profile

To be assessed for the first two years of the qualification you will have the ability to:

- generate, develop and evaluate ideas (both your own and others) in response to a defined brief.
- analyse audiences and/or purposes to define research and design directions.
- resolve ideas based on design principles and prepare these for use in defined contexts.
- be familiar with the way that ethical issues are framed in a professional context and identify Māori traditional and contemporary cultural practice.
- acquire knowledge independently, and communicate ideas clearly using written, verbal and visual means.
- select and apply appropriate technical skills to develop ideas.

Year 1 Profile

To be assessed for the first year of the qualification you will have the ability to:

- generate and evaluate your own ideas in response to a defined brief.
- compile and evaluate resources in response to defined problems.
- resolve ideas based on design principles using basic technical skills.
- work collaboratively.
- produce and present ideas using written, verbal and visual means.

Core design knowledge and skills required

Contextual Studies 1

You understand key themes and ideas central to creative practice across a range of historical and cultural contexts.

Contextual Studies 2

You can research, analyse and discuss theories shaping your creative practice across a range of cultural and historical contexts.

Professional Studies

You understand design practice as a professional activity, including an understanding of how ethics and sustainability intersect with design disciplines in a social context.

Contextual Studies 3

You can apply appropriate research methods to develop and support creative practice, relate and, where applicable, integrate relevant theoretical concepts with creative practice, critically examine contextual factors affecting design in a global context, and communicate research findings in written and oral form and articulate a personal design philosophy.

Specialised design knowledge and skills

- specific requirements

Applied Visual Art

You are most likely employed by a company operating in a dynamic creative industry, or independently as an artist, designer or craftsperson. You may work in areas like jewellery, ceramics, sculpture, illustration, and fabric design and printing. You could also work in a design studio role in a gallery, museum or theatre, or in an art department for film and television production.

You are able to develop, refine and consolidate design and production skills in the applied visual arts. You are able to plan, create and present a unique and cohesive body of work that synthesizes previous learning in the following required areas: **studio design, 2D, 3D and print design, drawing, digital skills, body adornment, 3D objects and creative responses to social issues.**

Fashion Technology and Design

You are most likely employed in the fashion industry as a fashion or textile designer, visual merchandiser/marketer, production manager, pattern maker/tailor's assistant, online fashion retailer, costume designer, seamstress or stylist/design assistant. You may also be in education.

You are able to develop, refine and consolidate design and production skills in the fashion industry. You are able to plan, create and present a unique and cohesive body of work that synthesizes previous learning in the following areas: **creative design strategies, experimental and innovative conceptual design, textiles, fashion drawing, garment construction and patternmaking fashion production.**

Motion Design

You are most likely employed independently or in a creative team, working on web and software development projects, in film and television or digital gaming design. You could also be applying your skills in creating interactive elements for exhibitions in museums, galleries and trade shows.

You are able to plan and create a body of work that demonstrates your understanding and application of the following knowledge areas: **creative design strategies, digital drawing, 3D modelling and animation, videography and film production, sound design, postproduction, motion graphics, concept art and creative responses to social issues.**

Photography

You are most likely employed as a freelance photographer, studio assistant/second camera, an independent creative practitioner, art teacher, in photography retail or marketing or as a marketing assistant.

You are able to develop, refine and consolidate design and production skills using lens-based media. You are able to plan, create and present a unique and cohesive body of work that synthesizes previous learning in **design strategies, studio and location-based photography, videography, post-production, visual narratives, working to a brief, a range of photographic genres and creative responses to social issues.**

Visual Communication Design

You are most likely employed as a graphic, app or web designer, advertising agency/design studio creative, typographer, art teacher, book/magazine illustrator, exhibition curator or set designer for stage, film and television.

You are able to produce a body of work in response to a clearly defined design issue. You can write briefs that clearly establish the context for your investigation. Design work produced is informed by appropriate research and systematic working processes. Practical work is taken through to publication-ready artwork.

Required knowledge areas: **design strategies, graphics, branding and communication, typography, art direction, drawing, illustration, use of narrative, and creative responses to social issues.**

How do I apply?

To make a CAPL application, please supply:

Your Checklist

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|---|---|--------------------------|
| 1 | A completed Ara Admission & Enrolment form (leave Section 2 blank)
(Please note: A student loan via StudyLink is not a payment option for the CAPL process, but please talk to us about our interest-free instalment payment plan*). | <input type="checkbox"/> |
| 2 | Your current and detailed Curriculum Vitae (CV) which should contain: <ul style="list-style-type: none">• relevant work history including your positions, tasks and responsibilities• knowledge and skills required for you to carry out your job• formal qualifications eg school, polytechnic, university, trade certificates• informal qualifications eg 'in house' workplace training workshops• relevant life experience eg in-house workplace teams, managing stress etc <p>Your CV may be quite different from this. Please use whatever format is understood by your industry but in-depth enough to show your level of skills across your specialisation, with emphasis on the critical thinking/research required.</p> | <input type="checkbox"/> |
| 3 | A personal statement which summarises your experience and learning, and which supports this application. | <input type="checkbox"/> |
| 4 | Examples of your work (a few only as you are not being assessed at this stage). If sending files electronically, they must be in an easily readable format (pdf, jpg, rep3, etc) and if large, need to be sent by Drop Box, OneDrive, Google Drive or equivalent, or by CD or DVD. | <input type="checkbox"/> |

** Conditional on a credit check undertaken by Ara and approved. No results are released until all fees have been paid.*

Please email your application to capl@ara.ac.nz

or post it to:

CAPL
Academic Services Division
Ara
PO BOX 540
Christchurch 8140