

Whitecliffe Foundation Programmes



Whitecliffe
Foundation
students
experience
a supportive
and dynamic
learning
environment in
which to explore
and express
their ideas.



About Whitecliffe

Whitecliffe is an independent art, design, fashion and technology school of choice, producing the highest quality graduates and shaping exceptional innovative and creative citizens.

At Whitecliffe, thinking differently means being brave enough to try another way, to be bold, and create something surprising. We help you explore and grow by providing a life-transforming educational experiences through teaching and research, educating students to shape culture through practice and critical study. Building on foundations of excellence, innovation and a commitment to diversity, Whitecliffe prepares its students for lifelong creative work and engagement with their communities. Whitecliffe seeks to instill aesthetic judgement, professional knowledge, collaborative skills and technical expertise in all graduates.

Whitecliffe's core values have developed through the work of committed faculty, students, alumni and staff. At Whitecliffe, we believe that ideas and expression are inseparable. Our commitment to a wide range of media, processes and methodologies supports our belief that our graduates become leaders in their fields through a critical combination of making and thinking. Through rigorous critique, intelligent debate and mutual respect, graduates gain lifelong skills they need to shape their communities.



Our Campuses

Auckland: 67 Symonds Street

From 1 January 2020 Whitecliffe College will be based in a new flagship campus and studios at 67 Symonds Street. This upgraded campus will set a new level of facilities provided for students with classrooms located across three adjoining buildings. This will be the first time that Whitecliffe Arts, Design, Fashion and Technology students will be located together. Symonds Street is the student hub of Auckland, supporting different Universities and Colleges. There are numerous food and entertainment options close by and the public transport options are extensive.

Manukau: 3 Osterley Way

This new campus opened in July 2019. This modern campus is conveniently located above the Manukau Library and next to major bus stops. It is less than a minute to Westfield Manukau City which provides many food options. Manukau is in South Auckland and is a more affordable area to live in for students, yet only twenty minutes drive from downtown Auckland. It is served by trains and buses and the International airport is close by. Fashion Tech, Arts & Design and Digital Media Foundation Certificates are provided at this campus. Level 4 Information Technology is planned to be provided from February 2020.

Arts + Design Certificates

Whitecliffe offers two certificate programmes, the **Certificate in Arts + Design** and the **Certificate in Digital Media + Design**. Both one semester-long (18 weeks) full time, practical, studio-based programmes are tailored for students seeking to meet requirements for entry into degree level study at Whitecliffe, elsewhere in New Zealand or overseas and for those who would like to develop their creative skills while working towards completing a portfolio.

Students who enrol in either of these programmes may have varying levels of ability, ranging from complete novice to those who have some experience. The programmes also provide an opportunity for those not wishing to continue with further formal academic study to explore their artistic skills in a creative environment.

A student can enrol in one or both programmes, and in any order because one is not a pre-requisite for the other. This enables a student to enrol at Whitecliffe for either an 18 week programme (half year) or for a full academic year.

The **Certificate in Arts + Design** programme focuses on developing skills in General Drawing, Painting, and Design while offering opportunities for more

focused sampling and exploration within four areas of Fine Arts, Fashion Design, Graphic Design, and Photo Media which are the departments within the Bachelor of Fine Arts programme at Whitecliffe.

The **Certificate in Digital Media + Design** programme focuses on developing skills in Design, Digital Media and General Drawing, while offering opportunities for more focused sampling and exploration within Graphic Illustration and Publication Design. This programme prepares students with essential skills and knowledge that can be further developed in Fashion Design, Fine Arts, Graphic Design and Photo Media within the BFA programme at Whitecliffe.

Successful completion of the Whitecliffe certificates, which are approved by the New Zealand Qualifications Authority (NZQA), result in the award of national certificates: The New Zealand Certificate in Arts and Design (Level 4) and/or The New Zealand Certificate in Digital Media and Design (Level 4).





Storm Bloomfield

Why Choose Whitecliffe Certificate Programmes?

- Whitecliffe students enjoy being part of a professional creative institution that specialises in teaching arts and design offers courses at both undergraduate and postgraduate degree levels.
- Whitecliffe students work with a team of highly qualified, experienced faculty. They are professional practitioners in various fields of art and design dedicated educators with a commitment to empowering and inspiring artists and designers.
- Certificate in Arts + Design, and Certificate in Digital Media + Design students can be assured of working in small groups and enjoying intensive personal attention and instruction. The two certificates are designed to assist students to unlock their creative potential and, under the guidance of Whitecliffe faculty, students will be supported through a curriculum specifically focused on building both skills and confidence.
- Certificate students have full access to all of the specialised studios and equipment across all of the departments and disciplines taught at Whitecliffe, as well as our library and IT services.
- Students are immersed in a community of like-minded artists and designers with opportunities to attend Whitecliffe exhibitions and guest presentations.
- Successful completion of the certificate in Arts + Design (NZQF Level 4) and/or certificate of Digital Media + Design (NZQF Level 4) places students in an advantageous position when applying for entry to the Bachelor of Fine Arts and following onto any of the majors in the Whitecliffe degree programme. However, please note that successful completion is no guarantee of an offer of place in the BFA.
- The range and quality of the final portfolio and the high reputation, which the Whitecliffe Certificate programmes enjoy, both nationally and internationally, will assist students to gain entry into other schools of art, design and architecture.
- Nearly 80% of students who successfully complete the level 4 certificates go on to further tertiary study at Whitecliffe or elsewhere.
- Students who successfully complete the programme/s will be awarded a NZ Certificate in Arts + Design and/or NZ Certificate in Digital Media + Design (Level 4).

Certificate in Arts + Design Programme Overview

The semester-long programme (18 weeks) concentrates on developing a portfolio for application to on-going tertiary study at Whitecliffe, elsewhere in New Zealand or overseas. The programme also provides an opportunity for those not wishing to continue with formal academic study to explore their artistic skills in a creative environment. Students who enrol in this programme have varying levels of ability, ranging from complete novices to those who have more experience.

The programme focuses on developing skills in general **Drawing, Painting and Design** courses while offering opportunities for more focused sampling and exploration within four areas (**Fine Arts, Fashion Design, Graphic Design and Photo Media**) which are the departments within the Bachelor of Fine Arts programme at Whitecliffe.

The emphasis is on practical projects and deepening students' understanding of visual arts and design issues, supported by conceptual content and knowledge. This ensures that students develop appropriate thinking skills and can manage projects/briefs under broad guidance; and gain a broad base of art and design related knowledge so they are

equipped with the learning strategies, attitudes and skills for further tertiary study and/or entry level employment in the field.

Graduates will produce a portfolio and gain a broad knowledge of art and design related subjects to ensure they are equipped with the learning strategies, attitudes and self management skills for further tertiary study and/or entry level vocations.

Graduates will gain skills and knowledge to fill junior assistant and/or support roles in arts and/or creative industries. Successful completion of the programme results in the award of the New Zealand Certificate in Arts + Design (Level 4).

Drawing + Painting

Students are introduced to a range of drawing and painting techniques and concepts leading to the production of a portfolio of work. Gaining a basic understanding of mark making and rendering, students learn how to develop drawings from preparatory sketches. A basic introduction to practical painting skills, mediums, techniques and concepts, students

work from an initial concept, developing painting from preparatory sketches and colour studies and completing an artwork to a basic level. Topics include but are not limited to: Painting and Drawing Techniques, Painting, Colour Theory, Observation Drawing, Mixed Media and Collage Techniques.

Design

Students are introduced to the principles, elements, and processes of design. Students will be introduced to design software, and they will be encouraged to think about how it can contribute to the art making and design process. Working with a range of different media and through demonstrations, discussions, studio and computer lab activities and assignments students will develop a basic understanding of composition, colour and image and text.

Photo Media

Students will experiment with photographic concepts and processes and gain basic knowledge of composition within the Image Capture Skills, Editing Techniques and the students will gain a broad knowledge of contemporary themes in the photographic medium. The course includes discussions around the

many different conceptual approaches to photo media within art and design.

Printmaking

This course includes fundamental printmaking processes; Printmaking Studio Management and Safe Practices and Screen Printing, including stencil creation and printing on both paper and fabric. Students will develop an elementary theoretical and conceptual understanding of one or more contemporary printmaking processes.

The Certificate in Arts + Design programme also includes 5 day workshops in visual research, contextual studies and portfolio techniques.

“I feel that foundation has given me some of the skills needed to succeed before I’ve even started my Fine Arts degree.”

Robert Laking, Foundation Student



Certificate in Digital Media + Design Programme Overview

The semester-long programme (18 weeks) concentrates on developing a digital portfolio for application to on-going tertiary study at Whitecliffe, elsewhere in New Zealand or overseas. The programme also provides an opportunity for those not wishing to continue with further formal academic study to explore their artistic skills in a creative environment. Students who enrol in this programme have varying levels of ability, ranging from complete novices to those who have some experience.

The programme focuses on developing skills in **General Drawing, Design, and Digital Media** while offering opportunities for more focused sampling and exploration within **Graphic Illustration and Publication Design**. This programme prepares students for essential skills and knowledge that can be further developed in **Fashion Design, Fine Arts, Graphic Design and Photo Media**, which are departments within the Bachelor of Fine Arts programmes at Whitecliffe.

The Certificate in Digital Media + Design introduces students to the fundamental principles of Digital Media and Design, providing a foundation of understanding,

evidenced in a comprehensive portfolio and appropriate to further study in any design/arts related area.

The emphasis is on practical projects and broad understanding of digital media and design issues, but is supported by conceptual content and knowledge. This ensures that students develop appropriate thinking skills and can manage projects/briefs under broad guidance; and gain a broad base of art and design related knowledge so they are equipped with the learning strategies, attitudes and skills for further tertiary study.

Graduates will produce a portfolio and gain a broad knowledge of digital media and design related subjects to ensure they are equipped with the learning strategies, attitudes, and self management skills for further tertiary study and/or entry level vocations.

Graduates will gain skills and knowledge to fill junior assistant and/or support roles in creative and/or arts industries. Successful completion of the programme results in the award of the New Zealand Certificate in Digital Media and Design (Level 4).

Drawing + Digital Media

Students are introduced to a range of drawing and digital media software, techniques and concepts leading to the production of a portfolio of work. The project briefs are designed to introduce students to practical drawing and digital design skills and concepts, and to develop visual and digital literacy and a body of knowledge and skill base pertinent to progressing in a range of digital media and design specialisations. Topics include but are not limited to: Drawing and Design Techniques, Colour Theory, Observation Drawing, Mixed Media, Illustration, Collage Techniques, Typography, Adobe Indesign, Photoshop + After Effects.

Design

Students are introduced to the principles, elements and processes for creating a design. Students will be introduced to commonly used design software, and encouraged to think about how it can contribute at all stages of the art making and design process. The emphasis will be on providing students with basic competency and a general awareness of the possibilities of the technology, rather than on developing advanced technical skills.

Graphic Illustration

This is an introduction to graphic illustration processes and techniques relating to specific target markets. Students will select and experiment with illustrative media and gain basic rendering techniques and a broad knowledge of contemporary themes in graphic illustration. The course includes discussions around the many different conceptual approaches to graphic illustration.

Publication Design

This is an introduction to elementary materials, working methods, processes and concepts of publication design. Students will experiment with media and gain basic digital and drawing techniques, print processes, layout techniques etc. to communicate publication designs to a target audience. The course includes discussion around different conceptual and practical approaches within current, contemporary publication design formats and styles.

The certificate also includes 5 day workshops in Visual Research II, Contextual Studies II and Portfolio Techniques II.

Student Stories

Robert Laking, Foundation Student

“Signing up for Whitecliffe’s three month foundation course meant firstly I got a taste of Fine Arts study, and secondly I could build a portfolio to use to apply to study Fine Arts here or elsewhere,” explains foundation student Robert Laking.

The fact that foundation strongly improves your chances for acceptance into the degree programme was also a big draw card for Robert, who needed to create a portfolio because he didn’t study art or design at high school.

He says a lot of emphasis is placed on the creative process at Whitecliffe and he can already see immense improvements in what he achieves.

“I never start off with an exact idea of how I’ll get from a blank page to a finished piece. It is along the way that I make most of my creative decisions. It really feels like a creative journey.”

Robert says everyone at Whitecliffe is extremely friendly and approachable, both students and lecturers.

“I feel that foundation has given me some of the skills needed to succeed before I’ve even started my Fine Arts degree.”

Olivia Necklen, Foundation Student

“My skills and ideas with art have been broadened, but most importantly, my passion for art has been reignited.”

When Olivia enrolled in the foundation programme mid year, she was concerned she wouldn’t be able to cope with the study after a “bumpy time” with her physical and mental health.

“But I’ve proven myself wrong. Whitecliffe is a wonderful place to study art. It has a very intimate feel. The tutors work hard to make sure you reach your full potential. It’s been a fantastic experience and I’ve learnt so much - more than I ever thought I could in only 18 weeks.”

The family-like environment and encouraging and friendly students, teachers and staff have been very empowering, says Olivia.

“Completing the foundation course has been a big achievement for me. I now feel my life is really beginning and I look forward to finding out what the future holds.”



“My skills and ideas with art have been broadened, but most importantly, my passion for art has been reignited.”

Olivia Necklen, Foundation Student

How to Apply

Application / Enquiries

Apply online or download an application form from the Whitecliffe website:

whitecliffe.ac.nz/apply-online

An application pack can be requested by contacting reception:

Phone: 0800 800 300

Programme Enquiries:

admissions@whitecliffe.ac.nz

Application Closing Date

Admission is on a “first come first served” basis and there are limited places. Applications for the certificate programmes close when the courses are full. Students can apply right up until the commencement of study in either early February or late July.

Requirements

- No portfolio is required
- No interview is required
- Domestic students must be at least 17 years of age during their first year of study

International Students

- International students need to consider the time required for student visa processing and are advised that

they cannot commence study at Whitecliffe without a valid student visa to study at Whitecliffe. Visa applications should be submitted at least six weeks before the course commencement dates to be confident that Immigration New Zealand has sufficient time to process the student visa.

- International students must be at least 18 years of age during their first year of study. Where the student will be under 18 years of age for part of their first year of study they must have evidence of a guardian domiciled in Auckland.
- English language level: International students must have a minimum English language level of 5.5 IELTS or equivalent.
- Whitecliffe can arrange for English language testing in Auckland for students who are already in New Zealand.

Programme Commencement

Both certificate programmes are offered with two intakes per year:

- Mid-February and/or
- Mid-July

