

Create Meaningful Change

Design Innovation

Why choose Whitecliffe

At Whitecliffe, we want our students, staff, and alumni to Create Meaningful Change in the world.

**Creativity is curious,
innovation is brave,
and both are needed to
create meaningful change.**

Everyone has a vision that is uniquely theirs, a lens through which they see the world, interpret the world, and in turn, help shape the world. At Whitecliffe, we nurture that vision, and we equip you with the skills, techniques, and methods to make your vision a reality.

Studying at Whitecliffe will help you become a stand-out thinker, innovator, and collaborator. Turn your talents into a life-long career and explore what you’re capable of. Learn to think creatively, critically, take risks, and develop advanced skills. Through these skills you’ll make valuable contributions and connections in the industries and communities you choose to work and live in.

At Whitecliffe, we encourage you to be brave and think deeply, so you can join the next generation of thinkers, doers, creatives, artists, design innovators, technologists, therapists, and leaders. Cultivate your talents, build new skills, and create meaningful change - study at Whitecliffe.

Whitecliffe offers a blended delivery model which is a combination of face-to-face, on-campus, and online learning. This gives our students the opportunity to work independently and collaboratively.



Our values

Our values are a commitment to how we will work with and treat each other.

Integrity

We are trustworthy,
kind, ethical and fair

Creativity

We explore new
possibilities to create
meaningful change

Courage

We are bold in our
aspirations and actions

Belonging

We celebrate and
embrace diversity.
We are better together

Levels of learning for all pathways

4 – 6 5 – 7 7 8 9

Whitecliffe offers programmes from level 4 certificates to level 9 Masters qualifications. You can start at the level that suits your experience and qualifications, and then progress to higher level programmes.

Design Innovation pathway

The Whitecliffe School of Design Innovation offers programmes from Certificate to Degree level in Design and Digital Media.

You will explore the future of design and gain the knowledge and skills required to exist in this dynamic industry. You will be encouraged to take an innovative and leading-edge approach to create insightful and thought-provoking design outcomes combining creativity with technology.

The School of Design Innovation teaches skills in Graphic Design, Visual Communication Design, User Experience, Web and App Design, and Responsive Design, Data Visualisation, Human-centred Design, Design Thinking, Entrepreneurship, and Independent Research.

Graduates will be able to combine a range of skills to transform concepts and ideas into reality. Your skills will allow you to choose from a variety of career opportunities rather than be restricted to one career path.

The school has just been approved by NZQA to deliver the Master of Creative Enterprise and Innovation, a first for New Zealand. This Masters programme enables students to create an innovative design taking it from concept to marketplace.

The MCEI was co-created with some of the leading innovative thinkers, founders, startups, successful business owners, entrepreneurs, investors, and mentors in New Zealand and abroad. Students will have access to industry experts through the course via weekend master classes, guest lectures and presentations. It is a low-residency model allowing business professionals to continue working while exploring their innovative ideas. The programme is flexible allowing for individual aspirations and goals.



Career opportunities

Degree	Postgraduate
<ul style="list-style-type: none">• Motion designer• Digital arts• 3D designer• Creative director• Animation• Video production• Multimedia designer• Advertising and marketing• Graphic designer	<ul style="list-style-type: none">• Web/App designer• Front-end designer• UI/UX designer• Experience designer• Information architect• Interactive media designer• Social media designer• Online/Digital designer• Freelancer
	<ul style="list-style-type: none">• Founder• Start up• Social enterprise• Entrepreneur• Business owner• Senior management• Intrapreneur

School of Design Innovation



The Whitecliffe School of Design Innovation offers programmes from Certificate to Degree level in Design and Digital Media and a master's degree in creative enterprise and innovation.

You will explore the future of design and gain the knowledge and skills required to exist in the dynamic industry. You will be encouraged to take an innovative and leading-edge approach to create insightful and thought-provoking design outcomes.

Certificate in Digital Media Design



NZQA Level 4
Credits 60
Duration 18 weeks
Start month February + July
Location Symonds Street + Manukau
Delivery Mainly on campus + some online

Further study options
Level 4 Certificate in Arts + Design
Level 7 Bachelor of Design + Digital Media
Level 7 Bachelor of Fine Arts (Fine Arts / Photo Media)
Level 7 Bachelor of Sustainable Fashion Design



Left Jafar Woods
Right Alexa McKay



Programme outline
This programme is centered around the introduction to graphic design practice and digital media processes. The programme focuses on the development of theoretical knowledge and technical skills related to visual communication and drawing techniques and their application within the graphic design space. Upon the completion of the programme, students will have built on the foundation skills that can be further developed in Whitecliffe's degree-level programmes. The emphasis of the Certificate in Digital Media + Design programme is on the understanding of critical thinking and technical processes as tools to solve for the design inquiry/brief. These are delivered through lectures, demonstrations, individual and peer discussions, and assignments of practical tasks and creative projects, both in-class as well as self-directed learning.

Admission requirements
Applicants must
• Turn 17 within their first year of study at Whitecliffe
International applicants must
• Turn 18 within their first year of study at Whitecliffe
• Achieve an IELTS score (Academic Format) of 5.5 with no band score lower than 5 or equivalent
[English Proficiency Outcome Table](#)
• Meet [Visa entry requirements](#)

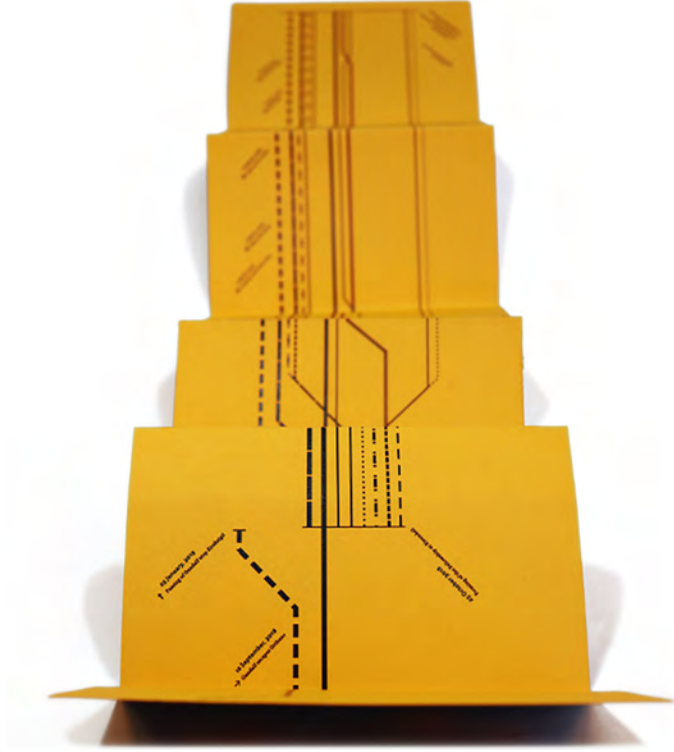
[How to apply](#)

Bachelor of Design + Digital Media



NZQA Level 7
Credits 360
Duration 3 years
Start month February
Location Symonds Street
Delivery Mainly on campus + some online

Further study options
Postgraduate Certificate or Diploma or Masters in a related area



Left George Ballard
Right Bradley Jones

Programme outline

The degree is anchored within the three pillars of design innovation to ensure graduates are equipped to enter employment, or entrepreneurial ventures, with a sound foundation in criticality, creativity, and connectedness.

The programme will include Interactive Design, Motion Design, Design Thinking, UX and UI, Web and App development, Hybrid Reality, Emerging and Future Design Technologies, Entrepreneurship, Human Centred Design and Graphic Design. You will develop communication skills through collaboration, negotiation with stakeholders including community projects, live briefs, and internships.

The programme will promote innovative, experimental and reflective approaches to emerging and future design ideas and technologies, encouraging students to develop their own independent practices and employment opportunities to fulfil the needs of design industries, now and in the future.

Finally, the design solution must be viable and fit the client's business model. Of equal importance, the design solution should be sustainable and add value commercially, socio-economically, and culturally.

- Admission requirements**
- Applicants must Have achieved NCEA Level 3 including:
- Three subjects – at Level 3 or above, made up of 14 credits each, in three subjects (Specific subjects, or range of subjects from the approved list may be specified here)
 - Literacy – 10 credits at Level 2 or above, made up of 5 credits in reading and 5 credits in writing
 - Numeracy – 10 credits at Level 1 or above, made up of Achievement standards – specified achievement standards available through a range of subjects
- OR
- Unit standards – package of three numeracy unit standards (26623, 26626, 26627 – all three required)
- OR
- At least 3 'C' passes in the New Zealand University Bursaries Examinations
- OR
- A relevant qualification at Level 3 on the NZQF or above and the equivalent of UE Literacy and Numeracy
- OR
- Have achieved a New Zealand Certificate in Digital Media (Level 4) or New Zealand Certificate in Art and Design (Level 4).

International applicants must

- Turn 18 within their first year of study at Whitecliffe
- Achieve an IELTS Academic score of 6.0 with no band score lower than 5.5 or equivalent [English Proficiency Outcome Table](#)
- Hold a New Zealand or overseas qualification assessed to be equivalent to any stated above
- Meet [Visa entry requirements](#)

Master of Creative Enterprise and Innovation



NZQA Level	9
Credits	180
Duration	18 months
Start month	July + February
Location	Symonds Street
Delivery	Blended learning: Face-to-face community gatherings + online learning

Further study options
Level 10 Doctoral studies

Don't follow, pursue

Get.it.Done!

Programme outline

The MCEI programme will enable students to experience a cutting-edge learning journey to identify and develop entrepreneurial characteristics to become leaders of change and impact the entre/intrapreneurial world. As innovators they will pioneer the art of non-linear problem solving to become resilient and risk tolerant as opposed to risk averse. The key is 'doing it for real', meaning a hands-on, applied approach to everything during the programme.

The programme will open the entrepreneurial door within participants to enable them to recognise new business, social, indigenous or community focused opportunities, develop a minimum viable product (MVP) and approach investors. It is a gateway to create wealth by building a sustainable business or becoming an innovative leader within a large organization, or social or community focused enterprise.

Admission requirements

Applicants must

- Have achieved a Bachelor's degree (NZQF Level 7) in a relevant field
- Demonstrate skills and knowledge gained through equivalent experience of a minimum of six years employment
- Provide a letter of recommendation endorsing their ability to undertake postgraduate study in Creative Enterprise and Innovation if not holding a Bachelor degree
- Submit a Personal Statement supporting their application, detailing their motivations and future aspirations.

International applicants must

- Turn 18 within their first year of study at Whitecliffe
- Achieve an IELTS academic score of 6.5 with no band score lower than 6 or equivalent [English Proficiency Outcome Table](#)
- Hold a New Zealand or overseas qualification assessed to be a bachelor's degree (NZQF Level 7)
- Meet [Visa entry requirements](#)

[How to apply](#)

Our campuses

Symonds Street

67 Symonds Street, Auckland Central

The Whitecliffe College head office and campus are based at 67 Symonds Street in the education hub of Auckland Central. This newly renovated campus provides a wide variety of high-quality art and design spaces, classrooms, and other learning facilities. This includes a library, art studios, darkrooms, screen printing facilities, a gallery, and a range of different computer suites to support specific student and programme needs. There are numerous food and entertainment options nearby, and public transport options are extensive and easily accessible.



Manukau

Level 2, 3 Osterley Way, Manukau

The Whitecliffe Manukau campus is located at 3 Osterley Way in South Auckland. The campus currently focuses on Level 3 and 4 vocational and foundation programmes in Fashion, Arts and Design, Digital Media, Creative Arts Therapies, and Information Technology. The campus is situated above the Manukau City Public Library, and next to the main train and bus depot which makes public transport accessibility simple. Downtown Auckland is just a twenty-minute drive from the campus. Westfield Manukau City, which is less than a minute from the campus, provides many food and entertainment options.

Wellington

110 Lambton Quay, Wellington

The Whitecliffe Wellington campus is located at 110 Lambton Quay. The city's compact size and efficient public transport system close to the centrally located campus makes it ideal for students. The campus is home to Whitecliffe's Information Technology programmes and facilities and provides a range of Fashion Technology programmes.

Christchurch

167 Madras Street, Christchurch

The Whitecliffe campus in Christchurch is located at 167 Madras Street. The campus offers Information Technology programmes and is located close to the Innovation Precinct Zone. The Innovation Precinct Zone is a new hub for emerging businesses to help foster new ideas and growth in the Technology and Innovation sectors in New Zealand.



Careers + employment

Our experienced Whitecliffe Careers and Employment team are passionate about helping you reach your short-term and long-term career goals.

We hold regular workshops through our Careers Lab to help prepare you for various levels of employment. Whether you're looking for part-time or casual roles while you study, workplace experience, or help with starting your career beyond Whitecliffe, these workshops will help you navigate this.

We also hold events that are designed to support your successful future beyond Whitecliffe. At these events, you will be able to meet and build valuable connections with people who are relevant to your field of study, learn how to start your own business, create your own brand, and more.

The Careers and Employment Team can support you with:

- CV and Cover Letter writing
- Interview skills
- Connecting with your industry
- Increasing your presence - On campus and Online

Whatever your future aspirations, you can book some time and talk to us, so that we can support your future!

Flexible study options

Online programmes

Whitecliffe offers a small number of fully online certificate and diploma programmes in Information Technology.

Blended learning

Most of our programmes are taught through blended delivery. This may include attending face-to-face classes and studio sessions, studying online, taking part in workshops or labs, or attending seminars on campus. There will be times you can study from home using our Canvas learning platform which enables you to actively learn and participate in various online activities.

Part-time study

A number of programmes of study have a part-time option where you can take fewer papers, and longer to complete your qualification. This may suit those who are working or have other commitments that don't allow for full-time study.

Most programmes require an interview as part of the entry requirements. For International Student English Language entry requirements refer to NZQA's website or contact Whitecliffe.

Funding your studies



Loans + allowances

Loans and allowances are available for those who meet the criteria. For more information go to www.studylink.govt.nz

Fees free study support

If this is your first time studying at tertiary level, you might be eligible for fees-free study support, administered by the Tertiary Education Commission. To check if you are eligible go to feesfree.govt.nz

Scholarships

Scholarships are often available and interested students should enquire with the admissions team prior to or during enrolment. For more information go to www.whitecliffe.ac.nz/scholarships

Supporting your journey

Māori + Pasifika learners

Whitecliffe is committed to addressing barriers to participation and success for Māori and Pasifika learners and has undertaken a number of activities to increase the understanding of and responsiveness to the needs of Māori and Pasifika learners. The activities include:

- Staff development focused on supporting Māori and Pasifika learner cohorts, culturally responsive teaching and pastoral support approaches, culturally relevant pedagogies, and the incorporation of mātauranga Māori in Whitecliffe's curriculum
- A Māori Cultural Coordinator (Pae Ārahi) to guide and support staff and students. The Pae Ārahi will advise and assist Whitecliffe in ways of meeting the needs of Māori learners. The importance of relationships is supported and sustained by the concepts of Manaakitanga, Whakamana (Mana), and Aroha.

Whitecliffe continuously monitors achievement of Māori and Pasifika students, reporting on this annually. The evidence provided forms the basis for ongoing self-assessment and improvement.

International students

International learners are supported by Whitecliffe through orientation, scheduled lecturer-led teaching and learning sessions, study skill sessions, supervised study plans, online course and learning support resources, and relevant pastoral support and mentoring.

Lecturers are supported to conduct learning and teaching activities that meet the learning needs of international learners. Pastoral support staff provide assistance where individual international students are struggling or dealing with issues that may impede their progress to provide them with suitable skills and support to enable them to succeed.

Counselling services

Whitecliffe provides all students at all campuses with access to three free counselling sessions through Clearhead, an online Mental Health and Wellbeing website. Clearhead has a pool of approximately 150 counsellors in various locations that can be contacted by students, depending on their need and preference. This provides students with confidential counselling from a wide range of providers many of whom have highly specialised skills.

Pastoral support

The Pastoral Support team are committed to providing ongoing support and advice for student safety and wellbeing and is compliant with and reports annually on The Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021 which covers all students. The support team help students with issues related to such things as personal, family, or financial difficulties, physical health, mental health, stress, anxiety, physical disabilities, learning difficulties, and any other issues that may affect learning progression and success.

Library + learning support

The main library is situated on the Symonds Street Campus. The physical library is expanding to reflect the needs of all disciplines and subject areas. The emphasis on books and journals has shifted to electronic data bases and other electronic resources which provide a far broader range of more accessible up-to-date resources. These include:

- Databased – EBSCO, GALE Cengage Learning, and IEEEExplore
- eLearning Platforms – O'Reilly and LinkedIn Learning
- 140+ ebooks
- eJournals

The Whitecliffe Library holds the largest and only specialised Creative Arts Therapy collection in New Zealand. The collection contains nearly 1000 items available on campus in Auckland or via remote loan (email request and courier delivery to postgraduate students). This collection is the most called upon by readers and researchers outside Whitecliffe via the national interloans scheme. There is also a satellite collection on the Christchurch campus for Postgraduate Diploma in Creative Arts Therapy students and faculty.

Library staff assist students and staff with searching electronic and printed resources. They offer research and writing support and have created online tools and guides. Individuals can make appointments to discuss study and research needs in depth.

How to apply

1 2 3 4 5 6

Steps in the process

- 1 Decide on the right programme for you**
 - Decide which study path you want to follow, and which programme best suits your needs.
- 2 Complete the online application**
 - Complete the Whitecliffe student application form online www.whitecliffe.ac.nz/apply-online
- 3 Attach certified copies of required documents**
 - Attach certified copies of all documents which are relevant to your application - this includes previous tertiary/secondary school academic transcripts, passport/birth certificate copies, and English Language proficiency evidence (IELTS or equivalent, International Students).
- 4 Complete all enrolment requirements**
 - Complete any programme specific additional requirements, such as interview, portfolio or further supporting documents. Please refer to the specific programme entry requirements.
 - Submit your application online or via email:

Domestic students: admissions@whitecliffe.ac.nz
International students: international@whitecliffe.ac.nz

- 5 Receive an enrolment contract. Pay your fees**
 - If your application is successful, you will receive your enrolment, and other forms related to your admission at Whitecliffe.
- The enrolment contract must also be signed and returned to Whitecliffe prior to students arriving to orientation.
- Pay your student fees:

Domestic students
This can be organised through Studylink, or Electronic Funds Transfer (EFT)

International students
Fees are to be paid in New Zealand Dollars by Electronic Funds Transfer (EFT). Whitecliffe will forward you a Fee Protect Student Acknowledgment Form which indicates the fees amount and public trust bank account details.

Students in Mainland China and India must apply for their Student Visa and gain approval in principle before transferring fees. Once we have received your fees, we will send you a formal "Letter of Acceptance" which acknowledges the payment and includes information about orientation and course commencement arrangements.

- 6 Receive Letter of Acceptance. Congratulation you're in**
 - If you meet the criteria for entry into the programme you will receive your formal Letter of Acceptance to study at Whitecliffe.
- International students*
Present your acceptance letter when you apply for your Student Visa. A minimum of four weeks should be allowed before the start of the course for the issue of a Student Visa.

Admission categories

General Admission
All domestic applicants must be at least 16 years old on enrolment and turn 17 within their first year of study at Whitecliffe. Those not meeting this criterion must gain approval from the Deputy Chief Executive Academic. Applicants must also meet the specific programme admission requirements.

Special Admission
Special admission may be offered for applicants who do not meet the admission criteria and are at least 20 years of age and can provide evidence of the skills, educational or work experience equivalent to that expected within the Programme's general admission requirements.

Discretionary Admission
Discretionary admission may be offered to applicants who do not meet the admission criteria and are under the age of 20, if they can demonstrate capability for study at the required level. These provisions must be specified in the respective Programme Regulations. Discretionary Admission is not available for postgraduate programmes Level 8 and above.

Qualification Equivalence
Admission may be granted where a New Zealand or overseas qualification is assessed to be equivalent to the qualifications stated in the entry requirements.

Recognition of Prior Learning
Admission may take into consideration evidence from employment or other experience of the learner's relevant skills and knowledge assessed as being equivalent to the programme admission requirements.

Contact us

We hope you have found a programme that interests you. If you would like more information, please contact us:



www.whitecliffe.ac.nz
admissions@whitecliffe.ac.nz
international@whitecliffe.ac.nz
0800 800 300

Auckland Central 67 Symonds Street , Grafton
Manukau Level 2, 3 Osterley Way
Wellington 110 Lambton Quay
Christchurch 167 Madras Street, Sydenham

Get advice + guidance

Get in touch with our Admissions team for advice and support for enrolment at Whitecliffe. Our team can help you any information or questions you may have about Whitecliffe, our programmes, application process, and paying for fees. You can also organise a campus tour to visit the campus and meet our Admissions team in person.

Visit the campus

Whitecliffe holds Open Days throughout the year at all our campuses. You'll get a chance to visit the campus, meet with our staff and students, participate in interactive sessions, and get a taste of life as a Whitecliffe student. We also hold regular workshop sessions and campus tours throughout the year. To view our current and upcoming events, visit our [website](#)



English proficiency requirements for international students

NZQA internationally recognised english proficiency outcomes for international students

Level 3	Level 4	Level 5	Level 6 + 7	Level 8 + 9
IELTS test				
General or Academic score of 5 with no band score lower than 5	General or Academic score of 5.5 with no band score lower than 5	Academic score of 5.5 with no band score lower than 5	Academic score of 6 with no band score lower than 5.5	Academic score of 6.5 with no band score lower than 6
TOEFL Internet-based test (iBT)				
Score of 35 (with a writing score of 14)	Score of 46 (with a writing score of 14)	Score of 46 (with a writing score of 14)	Score of 60 (with a writing score of 18)	Score of 79 (with a writing score of 21)
Cambridge English Qualifications				
B2 First or B2 First for schools with a score of 154. No less than 154 in each skill	B2 First or B2 First for schools with a score of 162. No less than 154 in each skill	B2 First or B2 First for schools with a score of 162. No less than 154 in each skill	B2 First, or B2 First for schools, or C1 Advanced, or C2 Proficiency with a score of 169. No less than 162 in each skill	C1 Advanced or C2 Proficiency with a score of 176. No less than 169 in each skill
OET				
Minimum of Grade C or 200 in all sub-tests	Minimum of Grade C or 200 in all sub-tests	Minimum of Grade C or 200 in all sub-tests	Minimum of Grade C or 200 in all sub-tests	Minimum of Grade C+ or 300 in all sub-tests
NZCEL				
a) Level 3 (General) or (Workplace)	a) Level 3 (Academic) b) Level 3 (Applied)	a) Level 4 (General) or (Workplace) b) Level 4 (General) or (Employment)	a) Level 4 (Academic) b) Level 4 (Academic)	a) Level 5 (Academic) or (Professional) b) Level 5
Pearson Test of English (Academic)				
PTE (Academic) score of 36 with no band score lower than 36	PTE (Academic) score of 42 with no band score lower than 36	PTE (Academic) score of 42 with no band score lower than 36	PTE (Academic) score of 50 with no band score lower than 42	PTE (Academic) score of 58 with no band score lower than 50
Language Cert				
B1 Achiever International ESOL Written (LRW) PASS with no less than 25/50 in each skill and Spoken (S) PASS	B2 Communicator International ESOL Written (LRW) PASS with no less than 25/50 in each skill and Spoken (S) PASS	B2 Communicator International ESOL Written (LRW) HIGH PASS with no less than 25/50 in each skill and Spoken (S) PASS	C1 Expert International ESOL Written (LRW) PASS with no less than 25/50 in each skill and Spoken (S) PASS	C1 Expert International ESOL Written (LRW) HIGH PASS with no less than 25/50 in each skill and Spoken (S) PASS or C2 Mastery International ESOL Written (LRW) PASS with no less than 25/50 in each skill and Spoken (S) PASS
Trinity ISE				
ISE I with no less than distinction in any band	ISE II with no less than pass in any band	ISE II with no less than merit in any band	ISE II with no less than distinction in any band	ISE III with no less than pass in any band



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want our students,
staff and alumni to
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international@whitecliffe.ac.nz