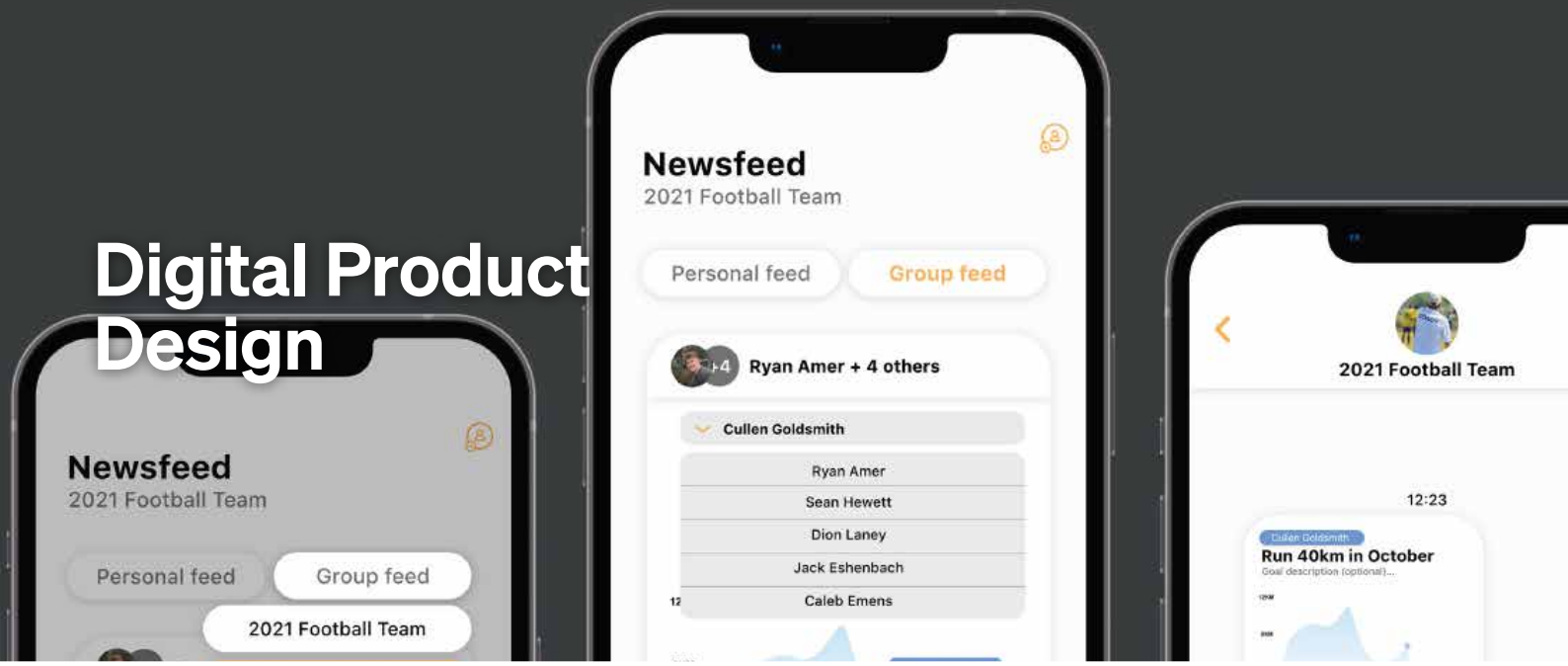
SCHOOL OF PRODUCT DESIGN

TE KURA HANGA OTINGA

UNIVERSITY OF CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

Digital Product Design



Chemical Formulation Design

Industrial Product Design

Game Arts

Game Development

Animation




Ngā Kai o Roto | Contents

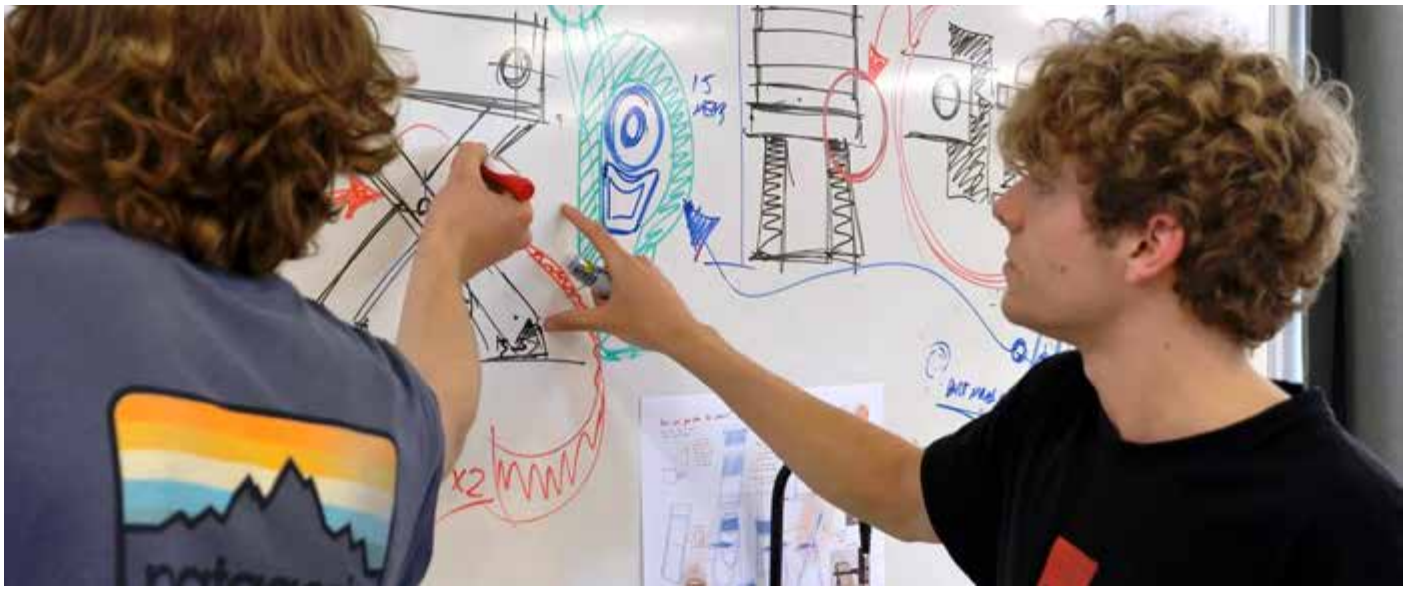
Welcome to the School of Product Design

‘Welcome to the University of Canterbury’s School of Product Design. We are proud to combine the best of fundamental design practice and process, applied engineering, science, technology, and entrepreneurialism to help you become a prolific designer for the future. In our school you will experience a creative and hands-on learning environment. You will use cutting edge design, development, and prototyping tools on a daily basis to solve a broad range of design challenges.

We are especially excited to be partnering with the Faculty of Arts to bring you three of the six major subjects in the Bachelor of Digital Screen (Honours) degree. The three majors we offer are Game Arts, Game Development and Animation, which sit alongside Cinematic Arts, Screenwriting, Screen Sound plus the minor in Indigenous Narrative.

If you love to get creative and solve problems, this is the school for you.

Professor Conan Fee
Head of School, Product Design



There is a growing demand from industry for students who are both creative and technically literate. A Bachelor of Product Design at UC brings together design, business, science, and engineering to produce skilled and creative designers who understand aesthetics and technology.

The Bachelor of Digital Screen (Honours) combines narrative storytelling with creative arts and technology to prepare you for an exciting career in New Zealands burgeoning film and game industries.

Build your creativity and entrepreneurial skills by coming up with new products that help solve the world’s problems and make life better for home, business, and industry. You could design and develop appliances, cosmetics, games, apps, animations, foods, or even solutions for wider issues like healthcare, energy, and agriculture. Your studies will be supported by a team of academic staff bringing local and international experience to the school.

The Bachelor of Product Design and Bachelor of Digital Screen (Hon) are the only University degrees of their kind in Te Waipounamu South Island.

Blended degree structure

With degree structures that are unique among design qualifications blending creative design, art, science, engineering, marketing, and business so that you will be better prepared to start up your own business or fit into an existing one, right from the start.

Hands on from your first year

From your first year you will start developing your ideas through a number of projects, working individually and with your peers in our purpose-built state-of-the-art design spaces, laboratories and computer and testing facilities.

Start dates

Semester 1 or 2 (February or July)

Entry requirements

Entry to the BProdDesign is open to all students with entry to the University. However, it is strongly recommended that you have at least 14 credits in NCEA Level 2 science and mathematics. Those intending to take the Chemical Formulation Design major should ideally have 14 credits in NCEA Level 3 chemistry (or the IB/CIE equivalent of these).

Secondary school studies in related subjects such as digital technologies, technology, or design and visual communication would be an advantage.

For more details on recommended preparation for the Bachelor of Product Design, including an outline for different qualification frameworks, go to www.canterbury.ac.nz/product-design.

For Details on recommended preparation for the Bachelor of Digital Screen (Honours), go to www.canterbury.ac.nz/digital-screen.

Degree structure

The BProdDesign is a three-year 360 points qualification with a combination of coursework and design projects:

- 135 points of Product Design courses
- 165 points of Science and Engineering courses
- 60 points of Business or Management courses.
- The first year includes four compulsory courses: PROD101 Product Design 1, MGMT100 Fundamentals of Management, PROD110 Design Principles, or ENGR101 Foundations, and one 100-level Mathematics course.
- The remaining three 100-level courses vary depending on which major you choose to study.

Majors

- Chemical Formulation Design page 9
- Digital Product Design page 5
- Industrial Product Design page 13
- Digital Screen majors page 17

Double degrees, conjoints and minors

It is possible to combine the study of a BProdDesign with other degrees, such as a BSc, BCom or BE(Hons). Conjoint programmes leading to a BProdDesign/BCom or a BProdDesign/BSc can be completed in just four years. A BProdDesign/BE(Hons) conjoint can be completed in 5 years. For many degrees across UC, you can also take a subject from another degree as a minor. For more information, refer to page 21.

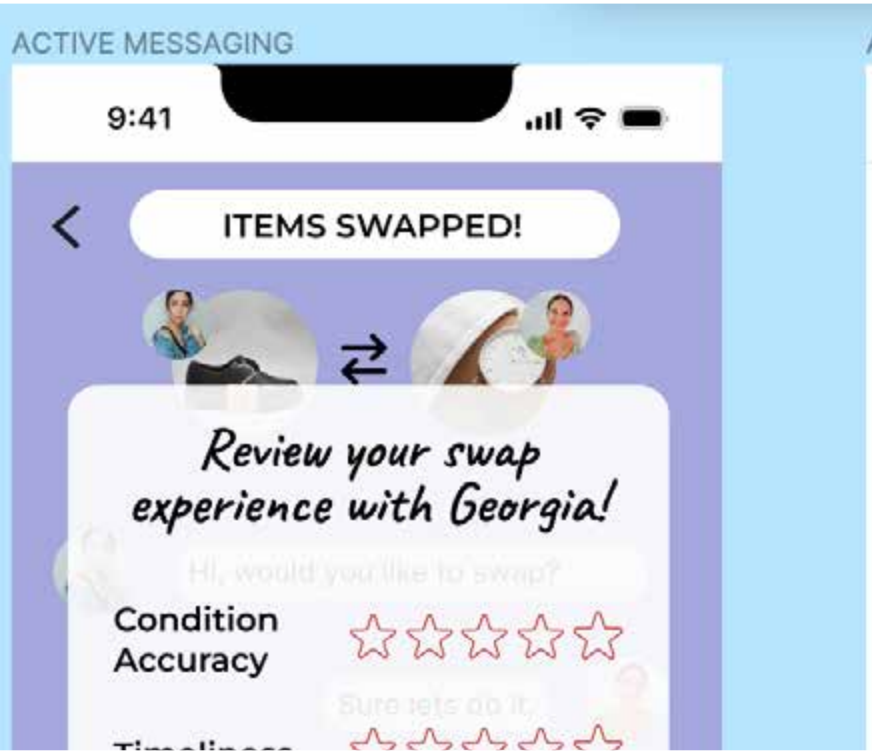
Further study

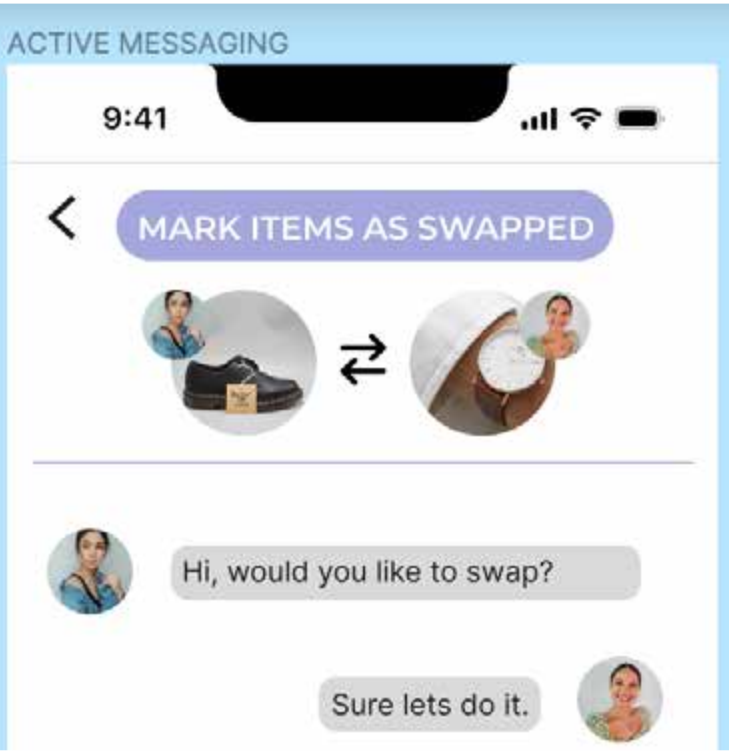
Students may go onto postgraduate studies with the Postgraduate Certificate in Product Design, the Master of Product Design, and the Doctor of Philosophy (PhD) in Product Design. The Postgraduate Certificate in Product Innovation and Master of Product Innovation is also open to students of any study background. For the most up to date information please visit www.canterbury.ac.nz/product-design.

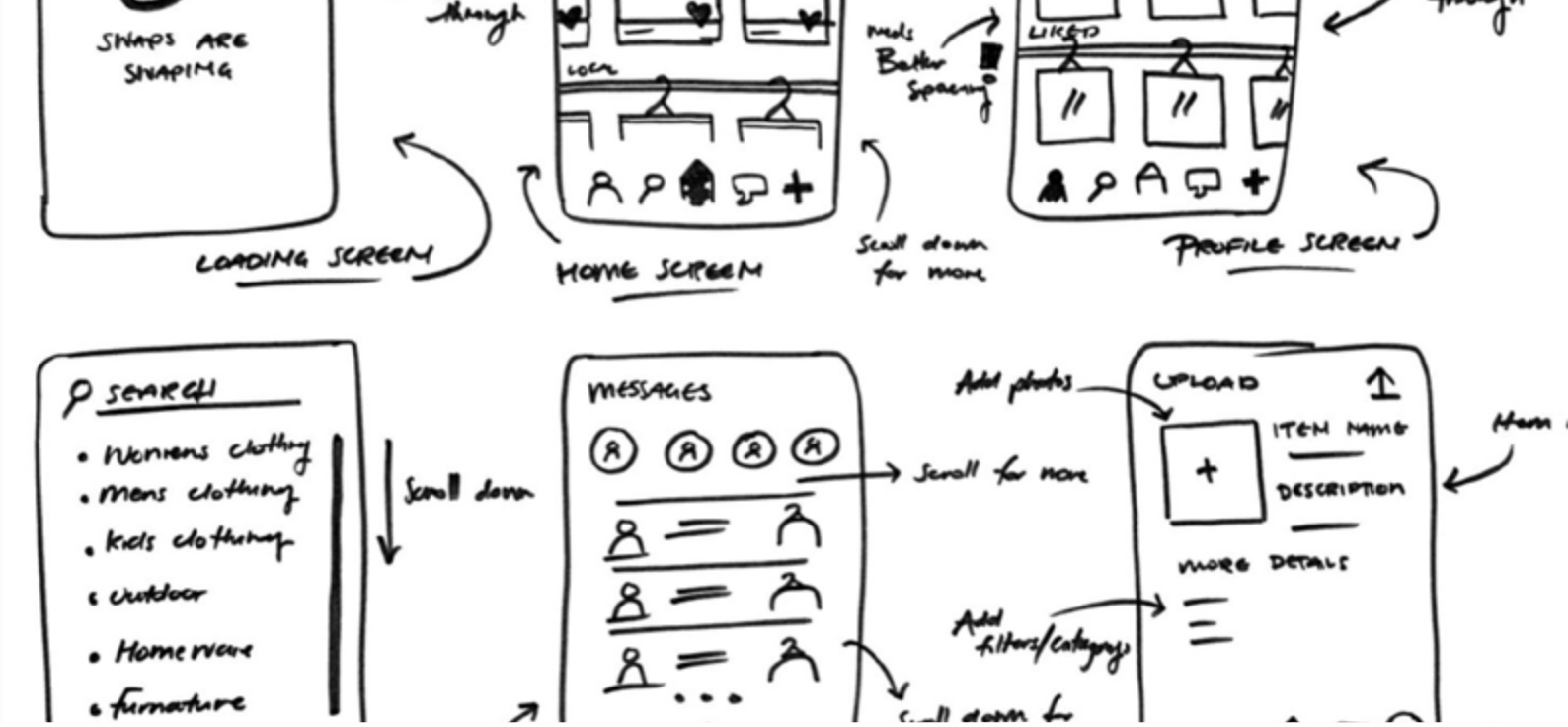
Scholarships

UC has a range of scholarships on offer to students. Find out more at www.canterbury.ac.nz/get-started/scholarships/.

Digital Product Design






SWAPS ARE SWAPING
LOADING SCREEN
HOME SCREEN
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Womens clothing
Mens clothing
Kids clothing
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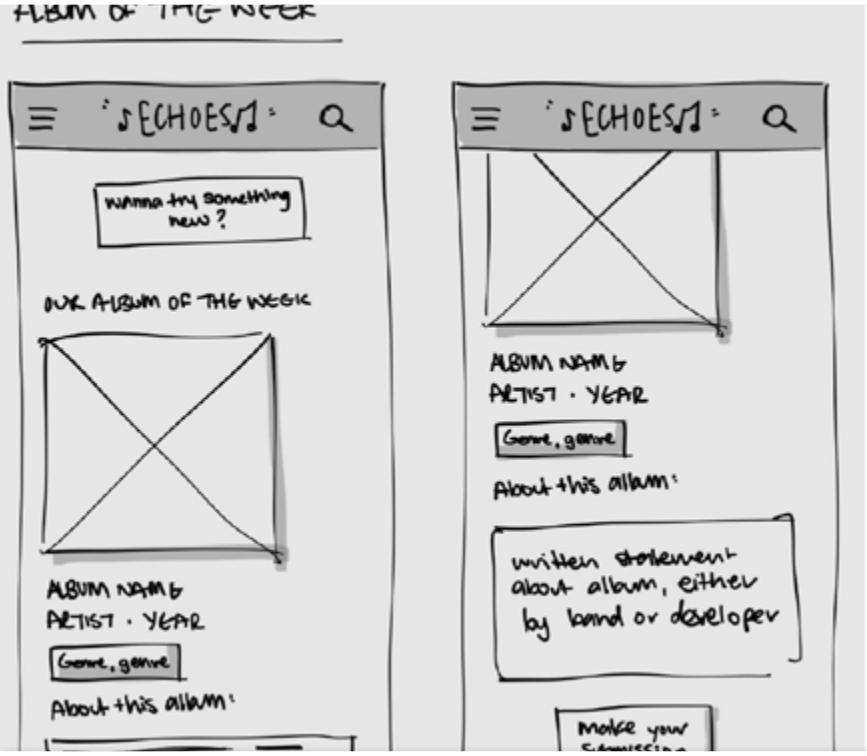
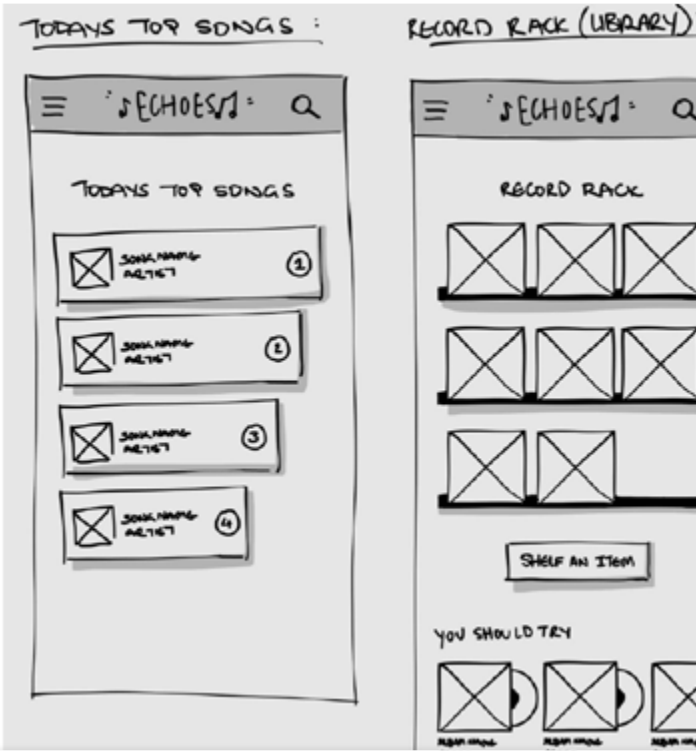
UPLOAD
ITEM NAME
DESCRIPTION
MORE DETAILS
Add filters/category


ECHOES
Wanna try something new?
OUR ALBUM OF THE WEEK
ALBUM NAME
ARTIST · YEAR
Genre, genre
About this album:
written statement about album, either by band or developer
Make your


TODAYS TOP SONGS
RECORD RACK (LIBRARY)
ECHOES
TODAYS TOP SONGS
RECORD RACK
SHELF AN ITEM
YOU SHOULD TRY


Search
Lilly Fraser
Nice goal! Can we do it toget...
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Goal recently sent!
2021 Football Team
Coach Williams: Ryan and C...
12:23
Goal recently sent!
Marvin King
Agreed, my colleagues are lo...
11:56
Lilly Fraser
14:08
Take 5,500 steps a day
Newsfeed
Ryan Amer

Digital Product Design

Overview

Digital Product Design focuses on the design and development of digital products with a user-centred approach. This major will develop your skills in computer programming, 2D and 3D user interface design, graphic design, and user design principles and evaluation methodology to ensure you build optimal digital solutions, starting with the people first.

Highlights

- Learn the entire product design process with a focus on interactive digital products, from research and ideation, prototyping and UX/UI design, through to testing, validation, and customer feedback.
- Create interactive digital products such as mobile and computer applications websites and web applications, and emerging technologies such as virtual and augmented reality.
- Complete projects with industry during study to gain real-world experience creating digital solutions

‘Learning by making is the best way to understand how digital products work, and prepares you for a wide range of creative and technical career paths’

Mark Rickerby
Lecturer
Digital Product Design & Interactive Storytelling

A snapshot of your first year

Your first year in the major will teach you the basics of programming and computer science, as well as the core process and principles of digital product design. After the introductory year, you will look into developing more complex digital products while exploring in-depth topics, such as human-centred design methods, graphic design, user-interface design, and data-driven design evaluations.

User Experience (UX) Designers usually earn $100k - $175k per year*

Course list

Complete the compulsory courses for the Bachelor of Product Design, along with the following major courses:

100-level
COSC121 Introduction to Computer Programming, or COSC131 Introduction to Programming for Engineers
COSC122 Introduction to Computer Science
PROD151 The Digital Product Lifecycle
200-level
INFO263 Web Design and Development
SENG201 Software Engineering 1
PROD251 Human Centred Design Methods
PROD252 Graphic Design
PROD254 Digital Product Design 1B
One 15-point course above 100-level from Engineering, Science, or Product Design degrees
300-level
PROD351 Data Driven Design Evaluations
PROD353 User Interface Design
PROD354 Digital Product Design 2B
One 200-level 15-point course from Engineering, Science or Product Design degrees
One 300-level 15-point course from Engineering, Science or Product Design degrees

Career opportunities

This major will prepare you to work alongside engineers, programmers, designers, and marketers to create viable, commercial digital products. You will be able to find work in any company that produces digital products, as well as design or web-based organisations.

Career pathways could include:

- Digital product design
- UX/UI design
- Software development
- Consultancy
- Web design.

* www.careers.govt.nz

Chemical Formulation Design


Miracle Rinse
Hair Sealant
Protecting
250ml


Miracle Rinse
Hair Sealant
Protecting
250ml


ZEEBAR
DAIRY SNACK BAR
Chocolate
65g


Circa Rise


Circa Rise

Chemical Formulation Design

Chemical Formulation Design is the only degree in Aotearoa New Zealand where students can obtain industry-relevant, in-demand expertise in designing and formulating pharmaceutical, agrochemical, nutritional, household, and beauty products.

This three-year programme seamlessly blends hands-on practical skills in design, science, engineering, business and marketing to develop expert graduates who are in high demand across a range of industries both globally and in Aotearoa New Zealand.

Overview

Chemical Formulation Design is an innovation-driven degree that will prepare you for a modern and creative career path across a range of industries including cosmetics, personal care, healthcare, food innovation, agritech, and pharmaceuticals. You will learn to use an array of state-of-the-art equipment in the formulation, food, fragrance, and research labs in the School of Product Design. You will take your idea from a concept through to a professional quality finished product – several of which been commercialised by our students after completing their degree.

'Chemical Formulation Design is a combination of a bit of chemistry, business, and design. It teaches you to think outside the box. You don't look at a problem only in scientific light; you also apply your knowledge from other areas and go about solving it more creatively.'

Emily Bosma
Bachelor of Product Design in Chemical Formulation Design

Highlights

- Obtain hands-on experience formulating a variety of chemical products. From weedkillers to lipsticks, nutritional supplements to sunscreens and shampoos, many formulated products can be designed, manufactured, and tested here on campus
- Develop a comprehensive set of skills and expertise across science, design and business
- Access to a vast array of cutting-edge, industry-standard facilities and laboratories
- Develop direct connections to industry and Mātauranga Māori experts via field trips, guest lectures, and laboratories
- Take the opportunity to collaborate with the New Zealand chemical formulation industry through industry-sponsored project briefs throughout your degree
- Develop your communication and marketing expertise across a range of platforms.

A snapshot of your first year

In your first year of study, you will be introduced to the basics of the Chemical Formulation Design process and learn practical techniques as well as core knowledge in chemistry, biology, and design concepts. You will learn practical skills and problem-solving methods while creating products with your peers to understand the overall design process. You will make and analyse a range of formulated products including pharmaceuticals, adhesives, paints, cosmetics and personal care products, detergents and cleaning products, and agricultural products.

$2.3b is contributed to Aotearoa New Zealand's economy annually by the Natural Health Products industry*

Course list

Complete the compulsory courses for the Bachelor of Product Design, along with the following major courses:

100-level
CHEM111 Chemical Principles and Processes
PROD131 Introduction to Formulation Science
One 100-level Engineering or Science course
200-level
PROD231 Product Formulation 1
PROD232 Natural Products Properties and Production
PROD233 Chemical and Healthcare Product Formulation 1A
PROD234 Chemical and Healthcare Product Formulation 1B
PROD235 Formulation Chemistry
PROD230 Product Properties and Processing OR ENCH291 Mass and Energy Balances
300-level
PROD331 Product Formulation 2
PROD333 Chemical and Healthcare Product Formulation 2A
PROD334 Chemical and Healthcare Product Formulation 2B
One 200-level Engineering or Science course
One 300-level Engineering or Science course

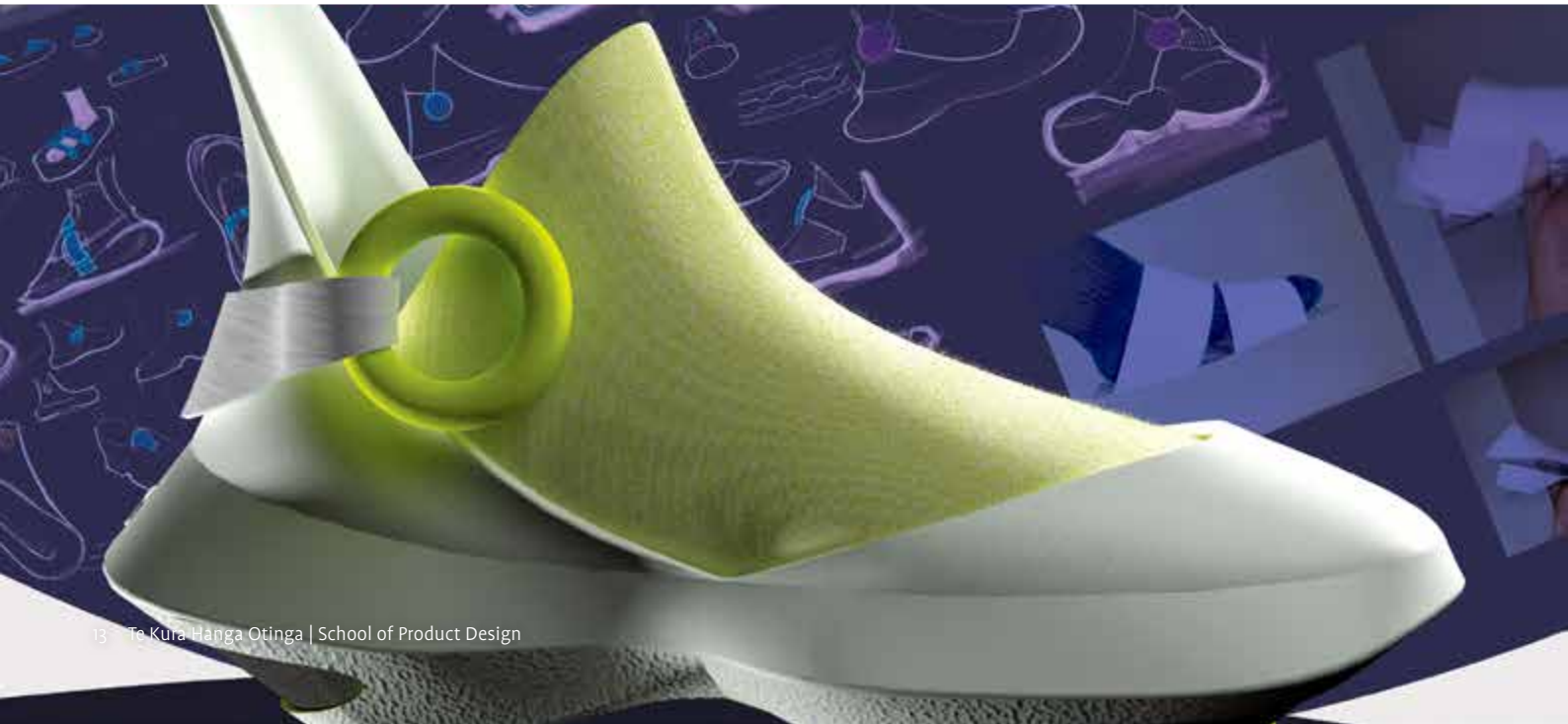
Career opportunities

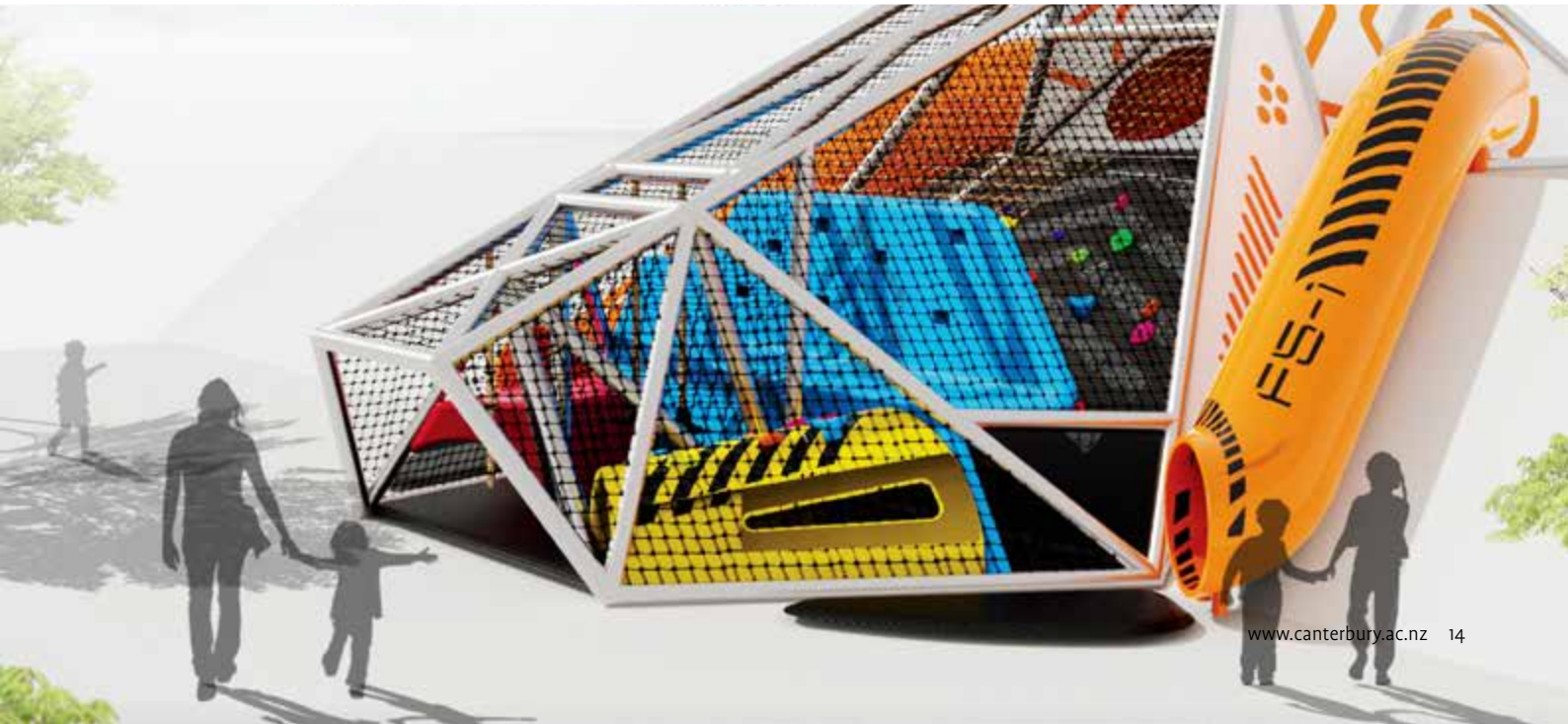
A degree in Chemical Formulation Design could lead to a career in product formulation and manufacturing or more broadly, into any industry that employs graduates with a scientific background. Career opportunities could include:

- Formulation Chemist
- Product Development Scientist
- Quality Manager/Chemist
- Business Development Manager
- Principal Senior Formulation Scientist
- Product Innovation Manager
- Concept Developer

*https://www.naturalhealthproducts.nz/

Industrial Product Design





Industrial Product Design

From power-tools to parachutes, footwear to furniture, backpacks to bikes, or inhalers to interfaces, Industrial Product Designers harness the latest cutting edge tools and techniques, to create new products and solve the challenges of the future.

Overview

This innovation driven degree will equip you for a modern and creative career path both globally and in New Zealand's design-led economy. You will learn and develop technical skills such as sketching and computer aided design, as well as a practical understanding of the product design life cycle – from idea generation to prototyping and commercialisation. This is a three-year degree combining creative design, science, engineering, and business so that you are better prepared to start your own business or join an existing one when you graduate.

'What I have most enjoyed about studying Industrial Product Design is the wide range of skills I have been able to learn through the diverse courses that we take. Some of these have included sketching, CAD, manufacturing, material research, robot-making, coding, graphic design, marketing, model-making, and much more. This has really given me the opportunity to try my hand at many things that I have never experienced before'

Samuel Roberts
Bachelor of Product Design in Industrial Product Design

Highlights

- Develop your skills as a designer across multiple portfolio outputs, create your identity and prepare for industry
- Leverage the product development lifecycle – through research, analysis, development, testing, and delivery
- Use industry standard Computer Aided Design (CAD) and visualisation software to conceptualise, develop, optimise, and communicate your ideas
- Get hands-on with our purpose-built workshop spaces and prototyping tools
- Maximise your ability by learning how the concepts of engineering, science, business, and marketing can be used to improve your creative solutions
- Take the opportunity to collaborate with design-led companies through industry project briefs throughout your degree

A snapshot of your first year

In your first year of study, you will learn the basics of the industrial design process and techniques, as well as core design science concepts to get you on the right path. You will learn practical design skills and problem-solving methods working on design projects both individually and in teams. Our varied studio spaces cater for teamwork scenarios, hands-on practical work, time-out, reflection, and plenty of tools for creativity to help you build your signature portfolio and begin to develop your own design identity.

Career opportunities

Industrial Designers can be found working throughout a broad range of industries and environments: toys to electronics, agriculture toautomotive, healthcare and medical, leisure and sports, set design to movies or packaging and clothes; an Industrial Designer can be found delivering creative and technical impact within all of these areas and more. Career opportunities could include:

- Industrial Designer
- Design Engineer
- Product Designer
- Design Researcher
- Service Designer
- Entrepreneur and CEO

Course list

Complete the compulsory courses for the Bachelor of Product Design (page 3), along with the following major courses:

100-level
PROD111 Materials Science for Design
PROD112 Digital Modelling for Design
One 100-level Physics course
200-level
PROD210 Design and Manufacture
PROD211 Materials Engineering and Selection
PROD212 Thermofluids
PROD213 Industrial Product Design 1A
PROD214 Industrial Product Design 1B
One 15-point course above 100-level from Engineering, Science, or Product Design degrees
300-level
PROD311 Solid CAD
PROD313 Industrial Product Design 2A
PROD314 Industrial Product Design 2B
One 200-level Engineering or Science course
One 300-level Engineering or Science course

$90k – $120k is the expected salary range for senior industrial designers*

*www.careers.govt.nz

Bachelor of Digital Screen (Hon)

Animation

Animation goes beyond just making things move, creating cinematic scenes and dynamic, believable worlds full of life and motion.

Modern-day animation crosses the boundary between the disciplines of filmmaking and games, covering pipeline techniques from storyboarding, 2D and 3D production to Visual Effects and Compositing.

What will my study involve?

- Use traditional hand drawn and modern computer graphic techniques to create multi-dimensional characters and worlds.
- Work in computer 2D and stop motion studios.
- Create a portfolio of animation work.

Courses

Animation courses begin with foundational skills using industry-standard software like Maya and the Adobe suite. You will work on practical projects across a range of digital outputs for a dynamic portfolio.

Topics can include:

- animation principles
- concept development and design
- technical art
- immersive media.

canterbury.ac.nz/courseinfo

Career opportunities

Your experiences working on animation and visual effects for a range of digital media will help prepare you for work in the fast-paced entertainment industry, as well as in roles in marketing, web design, and other areas needing animation expertise.

Career pathways could include:

- animation
- visual effects (VFX)
- game art
- graphic design.

canterbury.ac.nz/life/jobs-and-careers

Study Animation:

- Bachelor of Digital Screen with Honours

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Cinematic Arts

Aotearoa has been put on the map with our internationally renowned expertise in visual effects and film technologies, filming locations, and the calibre of our writers and directors.

At UC, Cinematic Arts study focuses on the modern film production process, from script to screen, post-production to distribution. At the same time, you will explore exciting new tools for storytelling, like virtual production, which is supported by the same technology that is used to produce video games.

What will my study involve?

- Learn to create cinematic projects using industry-standard filming technologies.
- Choose from practical hands-on courses in cinematography, editing, or sound design.
- Graduate with a portfolio of your own cinema projects produced from your second year.
- Practical learning at editing labs and sound recording studios.

Courses

Your courses will introduce you to the practical skills of creating film/television shows, including the process of how to storyboard and stage scenes, what to do on set, direction and cinematography, and editing.

Topics can include:

- production
- visual and practical effects
- story progression and continuity editing
- greenscreen to virtual screen production and new filming technologies.

canterbury.ac.nz/courseinfo

Career opportunities

Knowing the full creative and technical process of creating cinema, from concept to release, will make you a great asset to have on film sets, advertising agencies, streaming services, and other project collaborations, or even in launching your own works.

Career pathways could include:

- film and television directing and producing
- post-production
- videography and cinematography
- technician.

canterbury.ac.nz/life/jobs-and-careers

Study Cinematic Arts:

- Bachelor of Digital Screen with Honours

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Game Arts

A strong art style is at the core of what makes a video game compelling and stand out from other titles. Game Arts focuses on the things you see while playing video games — from believable environments through to relatable characters.

Game Arts studies include conceptual and technical art skills in game pipelines as well as game adjacent technologies including virtual production and immersive media.

What will my study involve?

- Learn to create dynamic worlds.
- Develop your skills in 2D and 3D art, using industry standard tools.
- Collaborate on projects from your first year designing games up to the working prototype stage.
- Specialist spaces including motion capture and virtual production suites.

Courses

Game Arts courses begin with visual communication including concept art and layout, creating believable and dynamic interactive worlds, and designing distinctive characters.

Game Arts studies include conceptual and technical art skills in game pipleines, as well as game-adjacent technologies including virtual production and immersive media.

Topics can include:

- Pre-production and concept development
- Character and world design
- 2D and 3D pipeline
- Immersive media art

canterbury.ac.nz/courseinfo

Career opportunities

Being able to design detailed, immersive settings and cinematic effects gives you a lot of career options in game development, as well as in film/television and other industries that are incorporating these game design techniques.

Career pathways could include:

- game art
- animation
- concept art
- multimedia programming.

canterbury.ac.nz/life/jobs-and-careers

Study Game Arts:

- Bachelor of Digital Screen with Honours

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Game Development

Gaming is an exciting and ever-growing industry where you can contribute in many ways, from building an immersive world with characters and obstacles, writing and storytelling, animation and sound, project management, testing, and marketing.

Through Game Development studies at UC, you will learn the tools and processes required to create modern digital games from scratch.

What will my study involve?

- Gain experience using industry standard game development tools, including Unity and Unreal.
- Develop your own games from the second year, taking concepts through to playable prototypes.
- Study in specially designed development labs, including AR/VR equipment, motion capture suites, gaming PC and console lounge, and more.

Courses

Game Development courses will teach you the fundamentals of game engines and programming, such as with Unity and Unreal. As you progress, you will learn how to develop more advanced builds, and how to balance gameplay features with story.

By the final year, you will experience all the stages of developing a game, from concept to playable demo.

Topics can include:

- playability and quality design
- programming artificial intelligence
- game balancing and difficulty progression
- virtual reality, augmented reality, and other new gaming technologies.

canterbury.ac.nz/courseinfo

Career opportunities

Through this subject you can prepare for a career in all areas of game programming, including gameplay, AI, audio, and graphics.

You will also learn how to create an entertaining, educational, and meaningful gaming experience.

Career pathways could include:

- game art
- game testing
- multimedia programming
- software engineering.

canterbury.ac.nz/life/jobs-and-careers

Study Game Development:

- Bachelor of Digital Screen with Honours

As a Minor:

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- Bachelor of Youth and Community Leadership

Indigenous Narrative

Indigenous Narrative explores ways of representing Indigenous stories, history, and people through the cinema and video game industry. A good understanding of Indigenous narrative is important for anyone working in the digital screen industry in Aotearoa New Zealand.

What will my study involve?

- Study the only Indigenous Narrative specialisation in Aotearoa.
- This subject will complement your major, by adding a foundational indigenous understanding to anything you do.
- Examine the political, historical, social, cultural, and ideological influences that shape the way Māori and Indigenous people are often portrayed in film and media and understand your role in producing authentic stories.
- Te Whare Pūrākau Academy Scholarships are available annually for Māori, Pacific, and other Indigenous students to gain mentorship and leverage from classes and wānanga with industry experts.

Courses

Your first year will introduce you to examples of Māori culture in media, and how Indigenous and non-Indigenous creators approach culture and storytelling.

Later courses will offer more critique on global cinema and gaming, and how indigenous cultures have evolved with the digital age of storytelling.

Topics can include:

- Māori culture media
- reading Indigenous literature
- ethics in digital productions
- storyboarding and scriptwriting.

canterbury.ac.nz/courseinfo

Career opportunities

You can write your own stories or support other creative productions as a large number of global companies are seeking our technical and cultural expertise.

This study will also prepare you for roles outside of Aotearoa, particularly in countries aiming for more inclusivity and accuracy in their creative projects.

Career pathways could include:

- media directing and producing
- screenwriting for film and video games
- copy writing
- creative consultancy.

canterbury.ac.nz/life/jobs-and-careers

Study Indigenous Narrative:

- Bachelor of Digital Screen with Honours

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Indigenous Narrative

Screen Sound

Sound is a core element for a range of media, from film to video games and everything in between. Sound effects, voice, and digital music all work together to enhance and make your story memorable.

Studying Screen Sound will include hands-on experience with industry standard audio equipment to learn about recording audio, post-production processes, and techniques for sound mixing.

What will my study involve?

- Learn the processes behind recording, sourcing digital music, and editing sound for films, television, and video games.
- Work with the latest industry standard software, studio equipment, and recording hardware.
- Work on projects throughout your degree and graduate with your own portfolio of works.
- You will have access to sound recording studios, sound stages, voice-over and dubbing studios, and other facilities.

Courses

Screen Sound courses will introduce the technical skills around audio technologies for recording and mixing sound, as well as the theory behind sound for digital media, such as psychoacoustics and dramatic effect.

Topics can include:

- character themes and sound motifs
- foley work, dubbing, and other post-production sound editing
- on-set audio recording
- effects, dialogue, and ambience.

canterbury.ac.nz/courseinfo

Career opportunities

Your studies will prepare you for operating in multiple different sound environments and media. You will also be able to keep up with the latest trends in the industry such as 3D recording, editing software, and audio hardware.

Career pathways could include:

- foley recording
- production sound mixing
- digital music creation
- sound editing.

canterbury.ac.nz/life/jobs-and-careers

Study Screen Sound:

- Bachelor of Digital Screen with Honours

As a Minor:

- Bachelor of Arts
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- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Screenwriting

A good story leaves a lasting impression, and can even transform the way we view our own lives. Having the ability to write engaging characters, riveting plotlines, and complex worlds is one of the most creative skills we can have.

Screenwriting studies will teach you to create your own screenplays, from structure and formatting to tying elements of a story together.

What will my study involve?

- Develop your own scripts and screenplays, including structure, character development, storyboarding, lore, and world-building.
- The final year of study is dedicated to creating a commercial quality creative project for the digital screen.

You will have access to a range of filming, design, and computer lab spaces for you to collaborate with other students on creative projects.

Courses

Your courses first teach you how to construct short screenplays with story structure and development, character arcs, and themes. Throughout the rest of the degree, you will learn how to write feature-length stories, adaptations, episodic series, game cutscenes, and entire cinematic worlds.

Topics can include:

- dramatic writing techniques like foreshadowing and cliffhangers
- adapting novels, biographies, and more
- subverting genre and tropes
- world-building and lore.

canterbury.ac.nz/courseinfo

Career opportunities

Your studies will develop your writing skills so you can cross genre and media platforms, and have the adaptability to work with other industry professionals.

Career pathways could include:

- screenwriting
- advertising and copy writing
- creative producing
- creative consultancy.

canterbury.ac.nz/life/jobs-and-careers

Study Screenwriting:

- Bachelor of Digital Screen with Honours

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Conjoint Degree and Minors Options

Combine two degrees and broaden your career opportunities in as little as 4 years!

Conjoint degrees are accelerated programmes for high-achieving students, which combine two degrees in as little as four years.

The accelerated programmes require 60 points less than a double degree, but a higher workload at 135 points per year, as well as a minimum sustained Grade Point Average (B-). You must graduate in both degrees at the same time.

Conjoint options

- Bachelor of Product Design and Commerce (BProdDesign/BCom) or
- Bachelor of Product Design and Science (BProdDesign/BSc)
- Bachelor of Engineering with Honours and Product Design (BE(Hons)/BProdDesign)

By combining a Bachelor of Product Design with a Bachelor of Commerce or a Bachelor of Science you will develop skills in the aesthetic and technical design of products in your fields of interest, along with business skills to complement your specialised scientific knowledge.

A few examples of major combinations you could consider when completing a conjoint degree. Other combinations of majors may be available. Please contact our Kaitohutohu Ākonga | Future Student Advisors for more information.

- BProdDesign (Digital Product Design) with BSc (Computer Science)
- BProdDesign (Chemical Formulation Design) with BSc (Chemistry)
- BProdDesign (Chemical Formulation Design) with BSc (Biochemistry)
- BProdDesign (Digital Product Design) with BCom (Marketing)
- BProdDesign (Industrial Product Design) with BCom (Marketing)
- BProdDesign (Chemical Formulation Design) with BCom (Marketing)

For information about BProdDesign and our Bachelor of Engineering with Honours, please visit: www.canterbury.ac.nz/engineering-conjoints.

What do I need to do to join the conjoint programme?

To study a conjoint degree you will need:

- Overall Merit Endorsement in NCEA, or equivalent scores in IB or CIE, to join right from your first semester, or
- Earn a Grade Point Average of at least 4.0 ("B-" average) to join the programme later on in your university studies.

Careful course planning is necessary when you are planning on studying double or conjoint degrees to avoid overload and to ensure all the requirements for each degree are met.

Contact Kaitohutohu Ākonga | Future Student Advisor at www.canterbury.ac.nz/future-students/

Minor options

You can also choose to include any of the major subjects offered in the following degrees as a minor in your own degree when chosen from this list.

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours (with a different major)
- Bachelor of Health
- Bachelor of Product Design (with a different major)
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Further Study

Postgraduate studies in Product Design present an opportunity for students to prepare for the ever-changing consumer market with advanced design, manufacturing, and business analysis skills.

Postgraduate qualifications at the School of Product Design include:

Postgraduate Certificate in Product Design (PGCertProdDesign)

The Postgraduate Certificate in Product Design offers both practical and theoretical studies in designing product concepts for home, business, and commercial industry use. Our dedicated product design facilities, including 3D printing labs, laboratories, and an AR/VR gaming lounge, will give you the opportunity to build your own products during study. Entry to the Postgraduate Certificate in Product Design requires an appropriate design-related degree with a B Grade Point Average in your 300-level courses, or other qualifications of an equivalent standard.

Postgraduate Certificate in Product Innovation (PGCertProdInnovation)

UC's Postgraduate Certificate in Product Innovation offers students from any study background advanced practical and theoretical skills in creating products for entertainment, homeware, cosmetics, IT, food, healthcare, and many other industries. Enrolment is open to anyone with any previous bachelor's degree study (or other qualifications of an equivalent standard) and a B Grade Point Average in your final-year courses.

Master of Product Design (MProdDesign)

The MProdDesign takes advantage of UC's research expertise in a range of commerce, IT, and engineering fields. The programme provides a mixture of practical work and theory with original supervised research. UC houses specialised on-campus facilities for students to research, create, test, and market their own products. Entry to the Master of Product Design requires an appropriate design-related degree with a B Grade Point Average in your 300-level courses, or other qualifications of an equivalent standard.

Master of Product Innovation (MProdInnovation)

Open to students of any study background, the MProdInnovation is a perfect opportunity to access specialised facilities and industry experts at university while beginning to develop your own product or business ideas. Any previous bachelor's degree study (or other qualifications of an equivalent standard), and a B Grade Point Average in your final-year courses are open to enrol.

How to enrol step by step

The Enrolment Process

All students enrolling at UC will follow the same enrolment process using the online enrolment portal called myUC.
There may be some additional steps depending on your situation.

1.

Prepare

- Check you meet admission requirements.
- Plan your study.
- Check if your chosen qualification/courses have an early closing date or require an additional application.
- Apply for your student loan, scholarships, accommodation (if applicable).

2.

Apply to Enrol

- Submit an Application to Enrol in myUC.
- Provide your personal details (such as contact details, citizenship, ethnicity, learning history, and learning needs).
- Agree to the Student Declaration.

3.

Add your courses

- Select your courses in your Application to Enrol in myUC, making sure you choose the correct occurrence for each course (semester and site codes).
- Complete your Application to Enrol.

4.

Accept your Enrolment Agreement

Domestic students and international students studying offshore

- Once UC has assessed your eligibility for admission to the University, your results from high school and/or any other study you've completed, checked your identity in the NSI, and checked your admission to the qualification(s) and course(s) you've chosen, you will receive an Enrolment Agreement.
- Accept your Enrolment Agreement in myUC.

International students studying on campus

- You will need to attend an Enrolment in Person session with a valid visa (to study at UC in 2023) to receive your Enrolment Agreement.

5.

Pay your fees

- You will need to arrange payment of your tuition and non-tuition fees (eg, the Student Services Levy). A number of payment options are available.

Waiting on secondary/high school results?

You'll receive a Conditional Offer of Place.

Once your results are available (normally mid-January) and your admission to UC is confirmed, we will email you an Enrolment Agreement. International students studying on campus will receive an Offer of Place and will need to attend an Enrolment in Person session.

Once you have accepted your Enrolment Agreement and arranged payment of your fees you have completed the Enrolment Process.
You will receive a 'Welcome to UC' email together with an 'Activate your UC IT Account' email. This will get you started!

Whakapā mai | Contact us

Te Whare Wānanga o Waitaha | University of Canterbury

T: +64 3 369 3999
Freephone in NZ: 0800 VARSITY (827 748)
E: AskUC Chat is available between
8am–5.15pm Monday–Friday (except NZ public holidays).
canterbury.ac.nz

Te Rōpū Takawaenga | Liaison Office

canterbury.ac.nz/engage /school-resources/liaison

Pūhanga me te Hanga Otinga | School of Product Design

canterbury.ac.nz/product-design

School of Creative and Digital Arts

canterbury.ac.nz/study/academic-study/arts/arts-schools-and-departments/school-of-creative-and-digital-arts/

Useful UC links

Enrol: canterbury.ac.nz/enrol Fees canterbury.ac.nz/get-started/fees
Code of Practice: canterbury.ac.nz/support/code

Clubs and Societies

canterbury.ac.nz/life/studentlife/clubs

Support Services

canterbury.ac.nz/support

Te Rōpū Rapuara | UC Careers

canterbury.ac.nz/careers

Te Waka Pākākano

canterbury.ac.nz/support/akonga-maori
UC Pasifika canterbury.ac.nz/support/pasifika

Whare Hauora | UC Health Centre

canterbury.ac.nz/healthcentre

School of Product Design social media

UCProductDesign

ucnz_productdesign

Bachelor of Digital Screen social media

uc_digital_screen

UCDigitalScreen

UC Digital Screen

UC social media

facebook.com/universitycanterbury

instagram.com/ucnz

linkedin.com/school/university-of-canterbury

Youtube.com/University of Canterbury

UNIVERSITY OF CANTERBURY

Product Design
Hanga Otinga