



Create
Meaningful
Change

About Whitecliffe

Whitecliffe is a private higher education provider offering qualifications from Certificate to Masters across five schools:

- The School of Fine Arts (Levels 4 - 9)
- The School of Design Innovation (Levels 4 - 7)
- The School of Fashion + Sustainability (Levels 3 - 7)
- The School of Information Technology (Levels 4 - 8)
- The School of Creative Arts Therapies (Levels 8 - 9)

At Whitecliffe, thinking differently means being brave enough to try another way. So, in addition to learning and understanding the fundamental knowledge and skills in your chosen discipline, this involves a focus on creativity and critical thinking.

At Whitecliffe, we believe that creativity can be used to change the way people see and experience the world, and as such, our focus is on developing graduates that are not only prepared for employment across a range of industries, but that will also have the skills and confidence to look for opportunities to create meaningful change.

We have campuses in Auckland City, Manukau, Wellington, and Christchurch.

Programmes

School of Fine Arts

- Certificate in Arts and Design
- Bachelor of Fine Arts
- Bachelor of Fine Arts: Honours
- Master of Fine Arts

School of Design Innovation

- Certificate in Digital Media and Design
- Bachelor of Design + Digital Media*

School of Fashion + Sustainability

- Certificate in Apparel and Fashion Technology
- Certificate in Apparel and Fashion Technology (Patternmaking)
- Diploma in Apparel and Fashion Technology
- Bachelor of Sustainable Fashion Design*

School of Information Technology:

- Certificate in IT Essentials
- Certificate in Information Technology
- Diploma in IT Technical Support
- Diploma in Web Development and Design
- Diploma in Networking
- Diploma in Software Development
- Bachelor of Applied Information Technology
- Postgraduate Diploma in Information Technology

School of Creative Arts Therapies

- Postgraduate Diploma in Arts Therapy
- Master of Arts in Arts Therapy (Clinical)

*Subject to NZQA approval

Graduate Career Opportunities

Fine Arts + Photo Media

- Exhibiting Artist
- Art Project Manager
- Set Design and Construction
- Art Consultant
- Art Director
- Digital Retoucher
- Photographer
- Photo Journalist
- Curator
- Gallery Manager
- Advertising Art Director
- Illustrator
- Printmaker

Design Innovation

- Branding
- Creative Director
- Packaging
- Digital/Interactive Designer
- Advertising
- Industrial/Product Designer
- UI/UX Designer
- Social Media Designer
- Information Architect
- App Designer
- Graphic Designer
- Multimedia Artist
- Web Designer
- Design Thinking

Fashion + Sustainability

- Patternmaker
- Machinist
- Quality Control
- Fashion Retail Designer
- Merchandiser
- Fashion Stylist
- Fashion Journalism
- Fashion Buyer
- Fashion Marketing
- Fashion Product Manager
- Workroom Assistant
- Sustainability Consultant
- Concept and Trend Forecaster
- Fashion Media and Public Relations

Information Technology

- Network Engineer
- IP Design Engineer
- Software Developer
- Infrastructure Support Engineer
- Application Developer
- Systems Analyst
- Network Administrator
- Front-end Web Developer
- Mobile Application Developer
- Software Tester
- IT Business Analyst

Creative Arts Therapies

- Mental Health Services
- Disability Services
- Drug Rehabilitation
- Prison Rehabilitation
- Social Work
- Counselling

Fine Arts + Photo Media



Jorden Clifton

“I chose to study at Whitecliffe because of the independence in leading my own research and having one-on-one time being tutored by artists.”

Maia Wharewera-Ballad, Fine Arts Student
To read Maia's story scan the QR code



Develop a meaningful artistic practice in a creative, challenging, and supportive environment, engaging directly with the wider arts community whilst studying.

Gain an understanding of contemporary art contexts and visual language as well as practical experience with new and traditional technologies within both fine arts and lens-based methodologies, before choosing your own pathway to explore your creative ideas in either Fine Arts or Photo Media based specialisms.

Learn to situate your work within exhibition and publication formats that showcase creative outcomes to the public and professional sectors preparing you for a rewarding career in the arts.

- Certificate to Master-level study options
- Studio-based learning ensures a hands-on experience from award-winning faculty members who are all practising artists
- Whitecliffe is remodelling the Bachelor of Fine Arts qualification to align the subjects of Fine Arts and Photo Media together while still retaining pathways for students to select one or the other. We plan to launch the modified **three-year Bachelor of Fine Arts** for February 2022*

“Manaaki whenua, manaaki tangata, haere whakamua – Care for the land, care for the people, go forward”

Explore all areas of fashion design with our skills-based vocational courses and our creative, sustainability-focused bachelor's degree.

Whitecliffe students are given the opportunity to employ industry practices to address contemporary global issues and enhance their own sustainable design practice. They are well connected with industry professionals throughout their time at Whitecliffe, with guest lecturers, and participation in competitions and runway shows.

- Certificate to Bachelor degree study options
- We foster innovation and sustainable practices while developing strong technical skills
- The Whitecliffe Sustainable Fashion Design programme acknowledges the urgent need to address the negative environmental and social impact of the fashion industry and redesigns the value of fashion by challenging the conventional ways the industry operates. This is achieved by integrating professional technical skills, and knowledge of sustainable and innovative design principles into the students' own fashion practice.
- We offer rich learning opportunities to inspire critical and creative thinkers as future change instigators, enabling them to thrive in a fast evolving fashion industry, addressing the need for rapid, positive, restorative and regenerative design solutions, through individual and expressive outcomes.
- Students get the opportunity to showcase their work at the end-of-year fashion shows and at New Zealand Fashion Week
- We will be launching a new **three-year Bachelor of Sustainable Fashion Design** for Feb 2022*

“I value the balance of creative freedom and theoretical teaching at Whitecliffe.”

Benjamin Alexander,
BFA Fashion Design Graduate
To read Benjamin's story scan the QR code



Fashion + Sustainability



Angie Qi Li

Information Technology

Whitecliffe's School of Information Technology is one of New Zealand's leading Information Technology educators.

We offer programmes within an array of information technology areas from web and software development and design to network engineering and security. Our blended learning environment enables students to work on-campus and independently, while also offering the chance to collaborate in group projects.

Our programmes are designed with industry partners to ensure our qualifications are aligned with industry standards.

- Certificate to Postgraduate Diploma study options
- Our infrastructure programmes are aligned to industry vendor certifications which are recognised worldwide
- Our highly-qualified lecturers offer support through both campus-based and online teaching
- The Bachelor of Applied Information Technology is endorsed by IT Professionals New Zealand and part of the Seoul Accord, so that graduates will have an internationally-recognised qualification
- We have just launched our new **Level 8 Postgraduate Diploma in Information Technology** programme. Specialise in Cyber Security, Ubiquitous Computing, Data Analysis or Machine Learning. Enrolments now open.

“Studying at Whitecliffe lead me to gain invaluable industry connections through peers and tutors.”

Monique Warrington, Information Technology Graduate
To read Monique's story scan the QR code



Design Innovation

Design and innovation go hand-in-hand. With this you will explore the future of design along with gaining the knowledge and skills industry requires. During your study, you will be encouraged to take an innovative and leading-edge approach to create insightful and thought provoking design outcomes.

The new Bachelor of Design and Digital Media* will promote reflective and experimental approaches to emerging ideas and technologies and encourage students to develop their own independent practices and positions. It will cover design thinking, user experience, web and responsive design, motion, data visualisation, human-centered design, entrepreneurship, and sustainability; all the hard and soft skills necessary for employment in a broad range of design-related sectors.

The degree has been heavily influenced by relevant industry input to create a relationship between creativity and the real world use of digital technology that will enable designers to work beyond borders and become global citizens within the design arena.

- Certificate to Bachelor degree study options
- We will be launching the new **three-year Bachelor of Design and Digital Media** for Feb 2022*

“The industry internships have helped me build confidence, network, and learn about what it is really like to work in the creative industries.”

Ken Khun, MFA Student/BFA Graphic Design Graduate
To read Ken's story scan the QR code



Symonds St Campus

67 Symonds Street,
Grafton, Auckland

Manukau Campus

Level 2/3, 3 Osterley Way,
Manukau, Auckland

Wellington Technology Campus

Level 12, Plimmer Towers,
2-6 Gilmer Terrace,
Wellington

Wellington Fashion Tech Campus

Level 4, Ranchhod House,
110 Lambton Quay,
Wellington

Christchurch Technology Campus

167 Madras Street,
Christchurch

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