

## Welcome to Unitec and School of Creative Industries



*Welcome to the School of Creative Industries: Performing and Screens Arts (PASA) and Design and Contemporary Arts (DCA). We are thrilled to have you as part of our community of training professionals. Here in Creative Industries, we are all about pushing boundaries and challenging conventional thinking. We're committed to developing students who contribute to the growing creative industries as independent artists. We truly believe that collaboration is the foundation of innovation, and we're pleased to support your educational journey as an innovator and creator.*

*Unitec offers excellent staff and student educational opportunities that is characterised by the 'threshold' Applied Learning space, and Creative Practice is the perfect embodiment of this. This implies oppositional and reciprocal points of view. Creative brilliance so often stems from such dichotomies.*

*Unitec's maxim of 'Think. Do' aligns with my own philosophy of the necessary opposites that combine to unlock creative processes: thinking and feeling; planning and application; structure and freedom; habit and disruption; logic and imagination; tradition and the search for originality. I can think of no better place than Unitec to combine the artistic and practical sides of the self to collectively drive intelligent, connected, and innovative Creative Industries education on a world-class scale.*

*In your discipline, you will make work that challenges, inspires, uplifts, and changes others – including yourself. Have courage as you keep pushing ahead. We are here to help ignite your creative spark for a lifelong journey as a creative industries professional, so reach out and extend your practice with us. Student success is our number one priority, and we have the best teachers and staff to help you along the way.*

*Enjoy your unique individual journey of discovery and education in Creative Industries.*

Kia ora rā, nā,

**Dr. Vanessa Byrnes**  
Head of School

## Bachelor of Creative Enterprise BCE

The **Bachelor of Creative Enterprise** (BCE) focuses on cross-disciplinary creative collaboration in a project-based environment, as well as on the development of entrepreneurial skills that enable graduates to construct fulfilling careers in the dynamic and rapidly evolving Creative Industries. BCE projects explore innovative solutions to complex problems with a blend of design, technology and traditional 2D & 3D forms. Many BCE projects involve working together with industry or community stakeholders and employ creative agency toward the goal of effecting change.

### Programme Aim

- This qualification will produce graduates who are able to engage in inter-disciplinary projects associated with the generation, application, and exploitation of creative knowledge and entrepreneurial innovation. The qualification aims to meet the contemporary workplace demands of employers and industries that require flexible problem solvers who can collaborate across a range of disciplines and contribute to the development of a sustainable and competitive economy whilst being capable and adaptable citizens.
- This qualification is designed for learners wishing to develop core creative, technological and entrepreneurial skills, to support specialist work-ready technical skills for a chosen career outcome. These programmes are learner-centred and increase student agency with the level of flexibility and choice over educational study pathways within a collaborative multi-disciplinary learning environment that these programmes offer. Students will have access to a greater level of 'inter disciplinary' depth over the course of the degree. The three-year programme will allow for projects that work across traditional boundaries between academic disciplines, as new needs and project outcomes emerge.

### Graduate Profile

- Demonstrate the ability to work collaboratively across functional and/or disciplinary boundaries employing techniques that enhance productive working relationships with stakeholders, whānau and communities
- Have experience with working collaboratively that demonstrates a highly developed work-ready ability in their chosen specialist area
- Employ business understanding and financial literacy when addressing business and commercial factors associated with creative enterprise
- Apply core creative skills to realise outcome possibilities and solutions that are creative, industry relevant, and professionally communicated
- Employ an understanding of the concept of story/narrative as a way by which to engage an audience, communicate complex problems and monetise a project and its associated intellectual property
- Utilise creative and critical thinking to solve unexpected and complex problems
- Create user-centred solutions using applicable theories, concepts and technologies for a range of audiences
- Present persuasive arguments, information, and analyses in a variety of media forms for clients and diverse audiences
- Be familiar with Mātauranga Māori, the Treaty of Waitangi and Māori perspectives and values in general as they relate to creative enterprises and entrepreneurial activities Employ a personal and professional approach to creative, critical and conceptual processes employed in creative enterprise, demonstrating the ability to self-assess and critically reflect on own work and the work of others
- Have an awareness of social, ethical and environmental issues as they relate to creative enterprise

- Demonstrate knowledge of current technology, and awareness of the implications and changing contexts of technological advancement for a range of creative enterprise

### Programme Structure

Level	Compulsory Credits	Specialist Elective Credits
5	120	105
6	60	
7	75	

The Bachelor of Creative Enterprise provides the student with an introduction to a body of knowledge in the following six areas:

Creativity	Design	Enterprise & Entrepreneurship
Adaptability Breaking boundaries Critical analysis Embracing ambiguity Innovation Novelty Originality Play & improvisation Problem-solving	Criticism & theory Design innovation Design practice Design vocabularies Materiality Principles & process Research & development UX (user experiences)	Business structures & processes Commercial acumen Decision making Entrepreneurship Financial literacy Intellectual property Managing projects Negotiation Sustainability

Professional Practices	Story & Audience	Technologies
Attitudes & behaviours Autonomy Collaboration Communication skills Developing relationships Engaging with experts & professionals Inter/intra-personal skills Networking Strategic thinking Teamwork	Audience Context & interpretation Designing story Interactive storytelling Genre & meaning Narratives (linear, non-linear, thematic, visual, cinematic, interactive, etc.) Storytelling Transmedia	Designing technology Experiencing technology Inventing technology Learning technology Technology as tool Technology choices Technology as enabler Using technology

An integral part of the programme is that a student is able to engage with other subjects from other disciplines to further their own interests and to augment their capabilities toward a career outcome. Examples include Animation & Interactivity, Business Innovation, Communication Design, Digital Media Innovation, Game Design/ Development, Graphic Design, Illustration, Interactive Design, Still and Moving Image, Industrial Design, Te Awa—Māori Business Entrepreneurship, and Transmedia Production.