

Programme Regulations for:

Bachelor of Communication

with endorsements in: Creative Media
Digital Marketing

Wintec code:	BM1801	MoE:	WK3714
Level:	7	Credits:	360
Owner:	School of Media Arts	Effective Date:	January 2019

These regulations should be read in conjunction with the Institute's Academic Regulations.

1. Admission and Entry

1.1. General Academic Admission

- a) Candidates are required to have:
 - i. NCEA Level 3 comprised of 60 credits at NCEA Level 3 or above and 20 credits at NCEA Level 2 or above, including:
 - (1) 14 credits each at NCEA Level 3 in three [approved subjects](#),¹ including a Language Rich² subject; **and**
 - (2) [Literacy](#)³ (10 credits at NCEA Level 2 or above made up of 5 credits each in reading and writing); **and**
 - (3) [Numeracy](#)⁴ (10 credits at NCEA Level 1 or above); **or**
 - ii. A relevant level 4 qualification; **or**
 - iii. Equivalent.
- b) In exceptional cases, candidates with 60 credits at NCEA Level 2 across four subjects including 12 credits in a Language Rich⁵ subject, or equivalent, will be considered.

1.2. Special Admission

Domestic applicants aged 20 years or above who have not met the General Admission or entry requirements for a programme but whose skills, education or work experience indicate that they have a reasonable chance of success⁶ may be eligible for Special Admission. Special admission will be granted at the discretion of the relevant Head of School/Centre Director or designated nominee. Such applicants may be required to successfully complete a foundation, bridging or tertiary introductory programme as a condition of entry into higher level programmes.

¹ List of [UE Approved Subjects](#) on NZQA website

² Language Rich subjects are History, Art History, Classics, Media Studies, Te Reo Māori, or English

³ List of Achievement Standards that contribute to [Literacy](#) from NZQA website

⁴ List of Achievement Standards that contribute to [Numeracy](#) from NZQA website

⁵ Language Rich subjects are History, Art History, Classics, Media Studies, Te Reo Māori, or English

⁶ [Education Act 1989 Section 224 \(3\)](#)

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1.3. **Provisional Entry**

Domestic applicants aged under 20 years who have not met the general academic admission and entry criteria for a programme but who can demonstrate a reasonable chance of success through other educational attainment and/or work or life experience may be eligible for provisional entry at the discretion of the relevant Head of School/Centre Director or designated nominee. Provisional entry places restrictions on re-enrolment to be lifted if the applicant's performance is deemed satisfactory by the relevant Head of School/Centre Director or designated nominee.

1.4. **Selection Criteria**

- a) Where there are more applicants than the number of places available, selection will be determined on the basis of the candidate's application and submitted portfolio work.
- b) An interview and written language test may also be required as part of the selection process.

1.5. **English Language Requirements**

- a) Candidates who have English as a second language are required to have an International English Language Test System (IELTS) score of 6.0 with no individual band score lower than 5.5; **or**,
- b) Equivalent.

2. **Transfer of Credit**

- 2.1. The standard credit limit for TOC is two thirds ($\frac{2}{3}$) of the qualification.
- 2.2. Transfer of credit will not be granted at Level 7.
- 2.3. In exceptional circumstances, these Transfer of Credit clauses may be waived, with the approval of the Academic Board or delegated authority.

3. **Programme Requirements**

- 3.1. Every candidate for the Bachelor of Communication shall to the satisfaction of the Academic Board follow a programme of study for a period of normally not less than five semesters.
- 3.2. Each candidate's programme of study shall comprise compulsory and elective modules, totaling 360 credits, from the Schedule of Modules in Section 7 of these regulations.
- 3.3. All candidates will complete:
 - a) All 240 credits within Table A; and
 - b) A minimum of 30 credits within Table B; and
 - c) An additional 90 credits (of which only 75 credits can be at level 5):
 - i. from within Tables B or C; or
 - ii. from other level 5 - 7 modules or packages of learning as agreed to with designated Media Arts staff.

4. **Completion of the Programme**

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- 4.1. A full-time candidate will have up to five years in which to complete the Bachelor of Design, unless an extension is granted by special permission of the Head of the School of Media Arts or delegated nominee.

5. Award of the Qualification

- 5.1. Candidates who successfully complete the requirements in 3.3 will receive the award of either:
- Bachelor of Communication endorsed in Creative Media; or
 - Bachelor of Communication endorsed in in Digital Marketing

6. Schedule of Modules

Note: no value in the pre/co-requisite columns means there are no pre/co-requisites for that module.

Table A: Craft and Core Modules

Module Code	Module Name	Level	Credits	Pre-Requisites	Co-Requisites
COMM501	Communications Craft 1	5	60		
COMM601	Communications Craft 2	6	60	COMM501	
COMM701	Communication Craft 3	7	30	COMM601	
CRIT501	Critical Methods 1	5	15		
CRIT601	Critical Methods 2	6	15		
PROF501	Professional Practice 1	5	15		
PROF601	Professional Practice 2	6	15		
PROF701	Professional Practice 3	7	30		

Table B: Project Modules

Module Code	Module Name	Level	Credits	Pre-Requisites	Co-Requisites
CRTV701	Research Methods	7	15	CRIT601	
CRTV702	Freelance Project	7	15	COMM601 or DSGN601	
CRTV703	Capstone Project	7	15	COMM701 or DSGN701	

Table C: Elective Modules⁷

Module Code	Module Name	Level	Credits	Pre-Requisites	Co-Requisites
DSGN502	CMS Web Publishing	5	15		
DSGN503	Graphic Design Fundamentals	5	15		
CRTV501	Creative Special Topic 1	5	15		

⁷ Not all elective modules are offered each year.
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CRTV502	Creative Special Topic 2	5	15		
BMAXX100	Moving Image: An Introduction	5	15		
BMA0X150	Photography: An Introduction	5	15		
BMA0X160	Painting and Sculpture: An Introduction	5	15		
BMALX142	Storytelling, Myth and Ritual	5	15		
BMALX110B	History and Theory in Visual and Design	5	15		
BMALX179	Interpreting Visual Culture	5	15		
BMAVX104	Printmaking 2 Screen Printing	5	15		
MAPA502	Sound Fundamentals	5	15		
MAPA503	Lighting Fundamentals	5	15		
MAPA504	Songwriting	5	15		
BMAVX212	Textile Design	5	15		
BMAYX202B	Creative Writing Workshop	6	15		
BMA0P230	Technical Workshop 1	6	15		
BMAVX284	Drawing Through the Camera	6	15		
SCRN502	Screen Fundamentals	5	15		
SCRN503	Screen Technology One	5	15	SCRN502	
JOUR505	Media Law and Context	5	15		
BMA0G210	Illustration, Concept Media	6	15	BMA0X150	

Or other modules and packages of learning as agreed to by the designated Media Arts staff.

Table D: Option

Module Code	Module Name	Level	Credits	Pre-Requisites	Co-Requisites
DFNZ701	Design Factory 1	7	30	90 credits at Level 6	

The 30 credit module DFNZ701: Design Factory 1 can be offered as an option within any Wintec degree programme, wherever the degree programme structures allows such an option. Admission into the Design Factory module is on negotiation with the Centre Director or delegated authority and selection into the module is in line with the Design Factory process.