

# Creative Arts Qualifications Mandatory Review

## Consultation Document

**Consultation Document on the draft Qualifications for  
Creative Arts**

*27 November – 19 December 2013*



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# 1. Introduction

The New Zealand Qualifications Authority (NZQA) is currently overseeing the *Mandatory Review of Qualifications*, a review of all level 1 to 6 qualifications on the New Zealand Qualifications Framework (NZQF). The review aims to reduce the duplication and proliferation of qualifications; to ensure the qualifications meet the overall needs of the particular sector and are useful, relevant and fit for purpose; and meet the new requirements for listing qualifications on the NZQF.

The review of *Creative Arts*, is being managed by NZQA's National Qualifications Service (NQS).

Following consultation on the draft landscape of Creative Arts qualifications, which closed 30 August 2013, the Governance Group considered the feedback and provided a brief for working groups to guide the development of a modified proposed suite of qualifications. The modification of the suite was required because having strands and/or endorsements in the qualifications became problematic given the variety of media used in creative arts, and funding requirements.

Working groups were convened in late October and early November to start the qualification development process, preparing the purpose statement and outcome statements for the proposed qualifications.

These draft qualifications are now available for consultation. The Creative Arts qualifications review invites feedback on the proposed Creative Arts qualifications to replace current qualifications.

## IMPORTANT NOTE

All new qualifications are New Zealand qualifications and the graduate outcomes have been written in a way that allows for achievement in different contexts using a variety of media. This has been done to give education providers maximum flexibility in adapting existing programmes of study or developing new programmes of study leading to the qualification.

An education provider's point of difference and specialisation will now exist at the programme level (not the qualification level).

Please read these draft outcomes with this in mind and address the qualification outcomes in your feedback.

**Full details of the draft qualifications are available in [Appendix A](#).**

If endorsed by this consultation, these draft qualifications, or a revised set depending on the nature of feedback received, will be submitted to NZQA Quality Assurance for '*approval to develop a qualification*' with the intention that they will eventually replace all Creative Arts related qualifications levels 1 - 6 on the NZ Qualifications Framework.

Further qualification development work will be undertaken in stage two of the review process, with a particular focus on refining the draft qualifications and including specifications and conditions relating to the qualifications and graduate profile outcomes.

Further information about the Mandatory Review of Creative Arts Qualifications, including the working group brief, the draft needs analysis report, a list of all qualifications included in the review, membership of the Governance Group, the Review Plan, and previous consultation documents, can be found on the [Creative Arts Review webpage](#).

## 2. Proposed Qualifications Landscape

The Review proposes a suite of 26 new Creative Arts qualifications – eight certificates and eighteen diplomas.

The new qualifications are designed to recognise generalist Creative Arts skills and knowledge and also specialist areas, be achievable in different contexts and to enable graduates to pursue the intended educational and employment outcomes.

**Please Note: 21 qualifications are being consulted on at present. Three Fashion and two Jewellery qualifications will be available for consultation soon.**

Further development and consistency work will occur following the application for ‘approval to develop’, to refine the graduate profile outcomes, clarify conditions and other requirements applicable for each qualification, and ensure consistency across the suite of Creative Arts qualifications.

The proposed landscape is contained on the following page.

The proposed Creative Arts Qualifications are available in [Appendix A](#)

Consultation closes midday Thursday 19 December 2013

## Proposed Creative Arts Qualifications Landscape

Level 2 (60 credits)	Level 3 (60 credits)	Level 4 (60/120 credits)	Level 5 (120 credits)	Level 6 (120 credits)
NZ Cert in Arts & Design	NZ Cert in Arts & Design	NZ Cert in Arts & Design	NZ Dip in Arts & Design	NZ Dip in Arts & Design
	NZ Cert in Art and Creativity	NZ Cert in Art and Creativity	NZ Dip in Art and Creativity	NZ Dip in Art and Creativity
			NZ Dip in Jewellery	NZ Dip in Jewellery
		NZ Cert in Fashion	NZ Dip in Fashion Design	NZ Dip in Fashion Design
	NZ Cert in Digital Media & Design	NZ Cert in Digital Media & Design	NZ Dip in Digital Media & Design	NZ Dip in Digital Media & Design
			NZ Dip in Animation	NZ Dip in Animation
			NZ Dip in Graphic Design	NZ Dip in Graphic Design
			NZ Dip in Web Design	NZ Dip in Web Development
			NZ Dip in Photography	NZ Dip in Photography

### 3. Further considerations and stakeholder feedback

The scope of this review precludes consideration of qualifications above level 6, however the proposed qualifications indicate education pathways onto further study.

#### 3.1 Consultation seeking Stakeholder feedback

We are now seeking feedback from industry, providers and other interested parties on the proposed draft qualifications. All feedback will contribute to the refinement of the suite of Creative Arts qualifications proposed for further development and for submission for 'Application for approval to develop'.

Please consider the draft qualifications available in [Appendix A](#) and provide feedback at <http://www-rdca-cms.nzqa.govt.nz/about-us/consultations-and-reviews/creative-arts-qualifications-2/>.

Capturing the intended purpose, graduate profile and pathway outcomes for each qualification, and confirming the need, is important at this first stage. Further work focusing on the detail of each outcome and the credits associated will be completed later.

### 4. Consultation Questions

The purpose of this consultation is to gather information and stakeholder feedback about the draft Creative Arts qualifications to ensure they best meet learner, industry and community needs before moving to the next stage of the development process.

#### IMPORTANT NOTE

All new qualifications are New Zealand qualifications and the graduate outcomes have been written in a way that allows for achievement in different contexts using a variety of media. This has been done to give education providers maximum flexibility in adapting existing programmes of study or developing new programmes of study leading to the qualification.

An education provider's point of difference and specialisation will now exist at the programme level (not the qualification level).

Please read these draft outcomes with this in mind and address the qualification outcomes in your feedback.

Please visit <http://www-rdca-cms.nzqa.govt.nz/about-us/consultations-and-reviews/creative-arts-qualifications-2/> to provide your response.

Consultation closes at midday on Thursday 19 December 2013.

#### General

1. Please provide your contact details.

Name:

Employer:

Position:

Email:

2. Please indicate the stakeholder group you most closely relate to:
- a) Industry (including creative roles in non-creative companies and management roles in creative companies)
  - b) Polytechnic or Institute of Technology (ITP)
  - c) Private Training Establishment (PTE)
  - d) Wānanga
  - e) A secondary school or other educational organisation
  - f) Community group
  - g) Student/individual
  - h) Other (please specify)

The following questions are about specific qualifications, followed by your overall impressions. You may choose to provide feedback by responding to all or some of the questions.

*Unless otherwise stated, **Certificates** are 60 credits (6 month) qualifications and **Diplomas** are 120 credits (12 month) qualifications.*

### **Creative Arts and Art and Creativity Qualifications**

1. Referring to the draft qualifications document, how strongly do you agree or disagree that the following proposed qualifications adequately address the needs of Creative Arts learners, industries, and communities?
  - a. NZ Certificate in Arts and Design (Level 2)
  - b. NZ Certificate in Arts and Design (Level 3)
  - c. NZ Certificate in Arts and Design (Level 4)
  - d. NZ Diploma in Arts and Design (Level 5)
  - e. NZ Diploma in Arts and Design (Level 6)
  - f. NZ Certificate in Art and Creativity (Level 3)
  - g. NZ Certificate in Art and Creativity (Level 4)
  - h. NZ Diploma in Art and Creativity (Level 5)
  - i. NZ Diploma in Art and Creativity (Level 6)
2. What could be done to improve any or all of the above qualifications?
3. Please provide any further comments you have about these proposed qualifications.
4. How strongly do you agree or disagree that there should be separate qualifications for Applied and Fine Arts?

### **Digital Media, Animation, Graphic Design & Photography Qualifications**

1. Referring to the draft qualifications document, how strongly do you agree or disagree that the following proposed qualifications adequately address the needs of learners, industries, and communities?
  - a. NZ Certificate in Digital Media and Design (Level 3)
  - b. NZ Certificate in Digital Media and Design (Level 4)
  - c. NZ Diploma in Digital Media and Design (Level 5)
  - d. NZ Diploma in Digital Media and Design (Level 6)

- e. NZ Diploma in Animation (Level 5)
  - f. NZ Diploma in Animation (Level 6)
  - g. NZ Diploma in Graphic Design (Level 5)
  - h. NZ Diploma in Graphic Design (Level 6)
  - i. NZ Diploma in Web Design (Level 5)
  - j. NZ Diploma in Web Development (Level 6)
  - k. NZ Diploma in Photography (Level 5)
  - l. NZ Diploma in Photography (Level 6)
2. What could be done to improve any or all of the above qualifications?
  3. Please provide any further comments you have about these proposed qualifications.

### **Overall impressions**

1. How strongly do you agree or disagree that the proposed suite of Creative Arts qualifications adequately addresses the needs of learners preparing for a career or further study in the Creative Arts?
2. Do you support these qualifications being developed and made available in New Zealand?
3. Please provide any overall comments you have about the proposed suite of qualifications?
4. Please provide any further comments you would like to make about the Creative Arts Qualifications Review?

Thank you for taking the time to consider the draft Creative Arts qualifications consultation documents, and provide feedback on the proposed suite of Creative Arts qualifications to inform the review.

Please visit <http://www-rdca-cms.nzqa.govt.nz/about-us/consultations-and-reviews/creative-arts-qualifications-2/> to provide your response

## Appendix A

### 1 Qualification details Arts and Design Level 2

<b>Title</b>	<b>NZ Certificate in Arts and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	2	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualifications Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with foundational arts and design skills and knowledge required for further study. This will be delivered within the context of Aotearoa New Zealand.</p> <p>Graduates may be able to contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply foundational skills in arts, craft and/or design</li> <li>2. Explore creative processes and techniques to solve elementary problems in arts, craft and/or design</li> <li>3. Recognise elementary conventions and contexts in arts, craft and/or design</li> <li>4. Describe their work and the work of others using core arts, craft and/or design terminology</li> <li>5. Present work</li> <li>6. Follow directions under supervision</li> <li>7. Select and communicate ideas (written, oral, visual)</li> <li>8. Identify and record information sources</li> <li>9. Collaborate with others</li> <li>10. Adhere to health and safety responsibilities, time-management and cultural safety</li> <li>11. Recognise a range of pathways.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the: NCEA L1</p> <p>The qualification provides a pathway to the: NZ Cert in Digital Media and Design L 3 NZ Cert in Arts and Design L 3 NZ Cert in Art &amp; Creativity L 3</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for further study.</p>	

## 2 Qualification details Arts and Design Level 3

<b>Title</b>	<b>NZ Certificate in Arts and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	3	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with an introduction to a range of skills and knowledge in arts and design from the context of Aotearoa New Zealand.</p> <p>Graduates may be able to contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply basic skills in arts, craft and/or design</li> <li>2. Apply creative processes and techniques to solve problems in response to a brief</li> <li>3. Recognise core conventions and contexts in arts, craft and/or design</li> <li>4. Reflect on own work and the work of others</li> <li>5. Present selected work</li> <li>6. Follow directions under limited supervision</li> <li>7. Communicate own work (written, oral, visual)</li> <li>8. Conduct basic research</li> <li>9. Collaborate with others to achieve a purpose</li> <li>10. Recognise ethical and legal issues that have relevance to arts, craft and/or design practices</li> <li>11. Explore potential pathways in arts, craft and/or design</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the: NCEA L2 NZ Cert in Arts and Design L 2</p> <p>The qualification provides a pathway to the: NZ Cert in Digital Media and Design L 4 NZ Cert in Arts and Design L 4 NZ Cert in Art &amp; Creativity L 4</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for assistant roles.</p>	

### 3 Qualification details Arts and Design Level 4

<b>Title</b>	<b>NZ Certificate in Arts and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	4	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with fundamental practical and conceptual skills and knowledge in arts and design from the context of Aotearoa New Zealand.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply fundamental practical and conceptual skills in the production of arts, craft and/or design work.</li> <li>2. Select and apply creative processes, methods and technologies to solve problems in response to a brief.</li> <li>3. Discuss own work within conventions and contexts in arts, craft and/or design.</li> <li>4. Analyse own work and the work of others with guidance.</li> <li>5. Present selected work in context</li> <li>6. Self-manage projects/briefs under broad guidance</li> <li>7. Communicate own work using a variety of strategies.</li> <li>8. Conduct research from a range of information resources.</li> <li>9. Work interdependently or collaboratively to achieve a purpose.</li> <li>10. Demonstrate a broad understanding of ethical and legal issues that have relevance to arts, craft and/or design practices.</li> <li>11. Identify and describe potential pathways through exploration in arts, craft and/or design.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 3            NZ Cert in Arts and Design L 3            NZ Cert in Art &amp; Creativity L 3</p> <p>The qualification provides a pathway to the:</p> <p>NZ Diploma in Digital Media and Design L 5            NZ Diploma in Arts and Design L 5            NZ Diploma in Art &amp; Creativity L 5            NZ Diploma in Fashion Design L 5            NZ Diploma in Animation L 5</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for:</p> <p>Gophers (supervised)            Arts &amp; Design Junior</p>	

		Self-employment
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## 4 Qualification details Arts and Design Level 5

<b>Title</b>	<b>NZ Diploma in Arts and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	5	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with comprehensive knowledge, practical and conceptual skills in arts and design from the context of Aotearoa New Zealand.</p> <p>Graduates will have transferrable skills and may contribute to creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply comprehensive knowledge, practical and conceptual skills in the production of arts, craft and/or design work.</li> <li>2. Use investigative tools with creative processes, methods and technologies to develop responses to solve problems.</li> <li>3. Use research to inform own work within conventions and contexts in arts, craft and/or design.</li> <li>4. Critique own work and the work of others.</li> <li>5. Present resolved work in simulated contexts.</li> <li>6. Self-manage projects/briefs within defined guidelines.</li> <li>7. Effectively communicate in a range of situations using a variety of strategies.</li> <li>8. Identify, research and document a range of information sources to support the development of ideas.</li> <li>9. Identify and apply roles and responsibilities related to the logistics of projects.</li> <li>10. Effectively work interdependently or collaboratively to achieve a purpose.</li> <li>11. Apply basic understanding of ethical and legal issues that have relevance to art and design business practices.</li> <li>12. Identify and describe potential pathways in arts, craft and/or design.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 4            NZ Cert in Arts and Design L 4            NZ Cert in Art &amp; Creativity L 4</p> <p>The qualification provides a pathway to the:</p> <p>NZ Diploma in Arts and Design L 6            NZ Diploma in Art &amp; Creativity L 6            Other higher level qualifications</p>	

	<b>Employment pathway</b>	Graduates of this qualification will have the skills and knowledge for entry-level positions in: Arts and Design industries (entry-level production roles, design roles) Self-employment
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## 5 Qualification details Arts and Design Level 6

<b>Title</b>	<b>NZ Diploma in Arts and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	6	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with specialised skills and theoretical knowledge in a selected domain of arts and design from the context of Aotearoa New Zealand.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply specialised skills and theoretical knowledge in the production of work for a selected/defined domain of arts or design.</li> <li>2. Use investigative tools with creative processes, methods and technologies to develop responses to solve problems in a specialised area.</li> <li>3. Use research and analysis to position own work within conventions and contexts in arts, craft and/or design.</li> <li>4. Critically evaluate own work and the work of others.</li> <li>5. Present resolved work in a real-world context</li> <li>6. Self-manage projects/briefs independently.</li> <li>7. Effectively communicate within a selected/defined domain for a range of audiences using a variety of strategies.</li> <li>8. Critically analyse research findings to support the development of ideas.</li> <li>9. Demonstrate leadership, effectively working interdependently or collaboratively, to achieve a purpose.</li> <li>10. Demonstrate professional, ethical and business practices in arts, craft and/or design.</li> <li>11. Prepare for selected pathways.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Diploma in Creativity L 5            NZ Diploma in Graphic Design L 5</p> <p>The qualification provides a pathway to:</p> <p>Degrees in Arts/Design            Advanced diplomas            Adult Teaching qualifications</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for :</p> <p>Entry-level positions in A&amp;D industries (entry-level production roles,</p>	

		design roles) Arts administration Self-employment
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## 6 Qualification details Art and Creativity Level 3

<b>Title</b>	<b>NZ Certificate in Art and Creativity</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	3	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with an introduction to transferrable creativity techniques using art processes to develop a wide variety of skills for a broad range of opportunities in work and communities.</p> <p>Graduates may be able to contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate understanding of basic aspects of creativity.</li> <li>2. Identify shared aspects of creativity in different fields.</li> <li>3. Work safely in a creative workspace.</li> <li>4. Engage with creative projects.</li> <li>5. Apply a range of tactics to generate creative ideas.</li> <li>6. Explore possible pathways within the field of art and creativity.</li> <li>7. Apply creative thinking skills at a basic level.</li> <li>8. Understand core features of thinking that relate to creativity and innovation</li> <li>9. Begin to understand the value of self-awareness in the creative process.</li> <li>10. Understand Tikanga Maori and the culture of others with open minds and open hearts.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the: NZ Certificate in Arts and Design (level 2) NCEA Level 2.</p> <p>The qualification provides a pathway to the: NZ Certificate in Art and Creativity (level 4) NZ Certificate in Arts and Design (level 4) NZ Certificate in Fashion Design (level 4) NZ Certificate in Digital Media and Design (level 4).</p> <p>Achievement of this qualification may also lead to qualifications in other areas such as trades, retail, and business.</p>	

	<b>Employment pathway</b>	Graduates of this qualification will have the skills and knowledge to be able to provide volunteer support for creative projects.
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## 7 Qualification details Art and Creativity Level 4

<b>Title</b>	<b>NZ Certificate in Art and Creativity</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	4	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with foundational skills in creativity including the ability to explore ideas in a range of media. They will have skills in experimentation, communication of ideas, problem solving, risk-taking and self-evaluation that can be applied in different areas of work and communities.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Work from supplied briefs</li> <li>2. Apply creative thinking to open-ended problem-solving.</li> <li>3. Work in ways conducive to creative practice.</li> <li>4. Identify and apply pattern thinking.</li> <li>5. Apply an experimental approach to visual communication.</li> <li>6. Use creativity techniques to explore and develop concepts.</li> <li>7. Utilise thinking skills that include observation, recording and abstraction.</li> <li>8. Assess and apply appropriate risk-taking in a creative context.</li> <li>9. View mistakes as a necessary aspect of the creative process and respond effectively.</li> <li>10. Reflect on creative process and evaluate their practice.</li> <li>11. Recognise the importance of self-awareness in the creative process.</li> <li>12. Understand Tikanga Maori and the culture of others with open minds and open hearts.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:            NZ Certificate in Art and Creativity (level 3)            NZ Certificate in Arts and Design (level 3)            NZ Certificate in Fashion Design (level 3)            NZ Certificate in Digital Media and Design (level 3)            NCEA level 3.</p> <p>The qualification provides a pathway to the:            NZ Diploma in Art and Creativity (level 5)            NZ Diploma in Arts and Design (level 5)            NZ Diploma in Fashion Design (level 5)            NZ Diploma in Digital Media and Design (level 5).</p>	

		It may lead to Creative Arts qualifications at degree level.  Achievement of this qualification may also lead to qualifications in other areas such as trades, retail, and business.
	<b>Employment pathway</b>	Graduates of this qualification will have the skills and knowledge to fill assistant and/or support roles and undertake apprenticeships across a variety of industries and studios.

## 8 Qualification details Art and Creativity Level 5

<b>Title</b>	<b>NZ Diploma in Art and Creativity</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	5	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with the ability to develop and apply a repertoire of creative tactics through a series of completed works and the management of creative processes. They will have a wide variety of skills that can be applied across a broad range of vocations.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Assist in shaping creative projects.</li> <li>2. Present creative work/s for peer and public feedback.</li> <li>3. Develop concepts in response to personal reflection and feedback from others.</li> <li>4. Document and articulate creative process.</li> <li>5. Produce a series of works that demonstrate the application of technical skills and creative ideas.</li> <li>6. Combine elements in a manner that indicates originality and effectiveness.</li> <li>7. Challenge rules and conventions with the intent of discovering new possibilities.</li> <li>8. Apply creative techniques across different fields (transferrable creativity).</li> <li>9. Independently exercise safe practice in chosen areas of creativity.</li> <li>10. Test the sustainability of results.</li> <li>11. Understand Tikanga Maori and the culture of others with open minds and open hearts.</li> </ol>	
	<b>Education pathway</b>	The qualification provides a pathway from the:	

		<p>NZ Certificate in Art and Creativity (level 4)          NZ Certificate in Arts and Design (level 4)          NZ Certificate in Fashion Design (level 4)          NZ Certificate in Digital Media and Design (level 4).</p> <p>The qualification provides a pathway to the:          NZ Diploma in Art and Creativity (level 6)          NZ Diploma in Arts and Design (level 6)          NZ Diploma in Fashion Design (level 6)          NZ Diploma in Digital Media and Design (level 6).</p> <p>It may lead to Creative Arts qualifications at degree level.</p> <p>Achievement of this qualification may also lead to qualifications in other areas such as trades, retail, and business.</p>
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for a junior/entry level position in creative industries and other entry level roles embedded in other industries and professions.</p>

## 9 Qualification details Art and Creativity Level 6

<b>Title</b>	<b>NZ Certificate in Art and Creativity</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	6	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with the ability to produce innovative project-based solutions for a chosen field that is informed by research. They will have the strategies and skills to communicate the meaning and purpose of their creative practice and relevance to others.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Initiate, visualise and develop creative projects.</li> <li>2. Engage in largely self-directed research that connects with creative goals.</li> <li>3. Manage small-scale testing of creative ideas in a real-world context.</li> <li>4. Observe and identify shared patterns of creativity in diverse situations.</li> <li>5. Produce a body of work that shows the development of a creative theme or themes.</li> <li>6. Use appropriate means to communicate creative ideas underpinning a body of work.</li> <li>7. Develop tactics that connect creative practice with sustainable outcomes.</li> </ol>	

		<ol style="list-style-type: none"> <li>8. Generate innovative solutions to identified needs.</li> <li>9. Recognise the ways that different cultures view the place of themselves in the creative process.</li> <li>10. Understand Tikanga Maori and the culture of others with open minds and open hearts</li> </ol>
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:          NZ Diploma in Art and Creativity (level 5)          NZ Diploma in Arts and Design (level 5)          NZ Diploma in Fashion Design (level 5)          NZ Diploma in Digital Media and Design (level 5).</p> <p>The qualification provides a pathway to Creative Arts qualifications at degree level.</p> <p>Achievement of this qualification may also lead to qualifications in other areas at level 6 or above such as trades, retail, and business.</p>
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge to undertake contract work, become self-employed, work in an innovation team within industries and/or organisations, or work in roles in creative industries or roles imbedded in other industries and professions.</p>

## 10 Qualification details Digital Media and Design Level 3

<b>Title</b>	<b>NZ Certificate in Digital Media and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	3	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with basic digital media and design skills and knowledge required for study at a higher level.</p> <p>Graduates may be able to contribute to the creative culture in Aotearoa New Zealand and internationally</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply basic skills in digital media and design</li> <li>2. Recognise problems</li> <li>3. Follow direction under limited supervision</li> <li>4. Describe the design process</li> <li>5. Identify the importance of the key responsibilities of a digital citizen</li> <li>6. Reflect on and evaluate their own work</li> </ol>	

		<p>7. Identify potential pathways within digital media and design</p> <p>8. Collaborate with others</p>
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:  NCEA L2  NZ Cert Arts and Design L 2</p> <p>The qualification provides a pathway to the:  NZ Cert in Digital Media and Design L 4  NZ Cert in Arts and Design L 4  NZ Cert in Art &amp; Creativity L 4  NZ Cert in Fashion L 4</p>
	<b>Employment pathway</b>	NA

## 11 Qualification details Digital Media and Design Level 4

<b>Title</b>	<b>NZ Certificate in Digital Media and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	4	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with fundamental digital media and design skills and knowledge required for study at a higher level.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply fundamental skills in digital media and design</li> <li>2. Apply problem solving skills</li> <li>3. Self-manage project briefs under broad guidance</li> <li>4. Apply the design process to project briefs</li> <li>5. Explain the importance of the key responsibilities of a digital citizen</li> <li>6. Critique their own work and the work of others</li> <li>7. Identify and describe potential pathways within digital media and design</li> <li>8. Work collaboratively within a team environment</li> <li>9. Define their work in a range of contexts.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 3            NZ Cert in Arts and Design L 3            NZ Cert in Art &amp; Creativity L 3            NCEA L2 or 3</p> <p>The qualification provides a pathway to the:</p> <p>NZ Diploma in Digital Media and Design L 5            NZ Diploma in Arts and Design L 5            NZ Diploma in Art &amp; Creativity L 5            NZ Diploma in Fine Arts L 5            NZ Diploma in Fashion Design L 5            NZ Diploma in Animation L 5            NZ Diploma in Graphic Design L 5            NZ Diploma in Photography L 5            Degrees in Arts/Design/Media</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge to fill assistant and/or support roles in a variety of industries.</p>	

## 12 Qualification details Digital Media and Design Level 5

<b>Title</b>	<b>NZ Diploma in Digital Media and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	5	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with general skills and knowledge required to work in a technical or assistant Digital Media and Design role.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate core skills in the creation of design solutions</li> <li>2. Apply problem solving skills to a range of challenges</li> <li>3. Self-manage project briefs within defined guidelines</li> <li>4. Apply the design process to meet requirements of project briefs</li> <li>5. Demonstrate professional practices in a work environment</li> <li>6. Analyse and evaluate their own work and the work of others</li> <li>7. Work collaboratively and demonstrate basic leadership skills within a team environment</li> <li>8. Research and define their work in a range of contexts</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 4            NZ Cert in Arts and Design L 4            NZ Cert in Art &amp; Creativity L 4            NZ Cert in Fashion L 4            NCEA L 3</p> <p>The qualification provides a pathway to the:</p> <p>NZ Diploma in Digital Media and Design L 6            NZ Diploma in Arts and Design L 6            NZ Diploma in Art &amp; Creativity L 6            NZ Diploma in Fine Arts L 6            Degrees in Arts/Design/Media</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for a junior/entry level position in creative industries.</p>	

## 13 Qualification details Digital Media and Design Level 6

<b>Title</b>	<b>NZ Diploma in Digital Media and Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	6	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with specialised skills and knowledge required to work as a junior Digital Media and Design practitioner.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate specialised skills in the creation of design solutions</li> <li>2. Apply problem solving skills to complex challenges</li> <li>3. Self-manage project briefs independently</li> <li>4. Demonstrate effective use of the design process to meet requirements of project briefs</li> <li>5. Demonstrate professional, ethical and business practices in digital media and design environments</li> <li>6. Apply critical thinking skills within their working process and evaluate their own work and the work of others</li> <li>7. Work collaboratively and demonstrate leadership skills within a team environment</li> <li>8. Synthesise aspects of theory and context within a practical application</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Diploma in Digital Media and Design L 5            NZ Diploma in Animation L 5            NZ Diploma in Graphic Design L 5            NZ Diploma in Photography L 5</p> <p>The qualification provides a pathway to:</p> <p>Degrees in Arts/Design /Media/IT            Advanced diplomas            Adult Teaching qualifications</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for:</p> <p>Self-employment            Junior practitioner in Digital Media and Design</p>	

Instructor in community education
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## 14 Qualification details Animation Level 5

<b>Title</b>	<b>NZ Diploma in Animation</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	5	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with general animation skills and knowledge required to work as an assistant in a studio environment.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of the essential principles of animation</li> <li>2. Create animation using a range of current tools, techniques and processes</li> <li>3. Integrate a range of animation principles to meet project briefs</li> <li>4. Apply problem solving skills to a range of challenges in a production environment</li> <li>5. Self-manage project briefs within defined guidelines</li> <li>6. Demonstrate professional practices in a work environment</li> <li>7. Analyse and evaluate their own work and the work of others</li> <li>8. Work collaboratively within a multi-disciplined team</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 3-4            NZ Cert in Arts and Design L 2- 4            NZ Cert in Art &amp; Creativity L 3-4            NZEA L3</p> <p>The qualification provides a pathway to:</p> <p>NZ Diploma in Animation L6            Degree in Animation            Degree in Computer Science            Degree in Digital Media</p>	

		NZ Diploma in Digital Media and Design L6
	<b>Employment pathway</b>	Graduates of this qualification will have the skills and knowledge for an animation assistant role.

## 15 Qualification details Animation Level 6

<b>Title</b>	<b>NZ Diploma in Animation</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	6	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with generalist and specialized skills and knowledge required to work in an animation studio environment or freelance capacity.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Synthesise a wide range of animation principles to meet a complex project brief</li> <li>2. Conceptualise and design an animation sequence</li> <li>3. Apply specialised skills in the creation of animation</li> <li>4. Research and define their work in a range of animation contexts</li> <li>5. Apply problem solving skills to complex challenges in a production environment</li> <li>6. Demonstrate professional practices in a work environment</li> <li>7. Apply critical thinking skills within their working process and evaluate their own work and the work of others</li> <li>8. Work independently, collaboratively and demonstrate leadership skills within a multi-disciplined team</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the: NZ Diploma in Animation L5</p> <p>The qualification provides a pathway to: Degree in Animation Degree in Computer Science Degree in Digital Media Advanced Diploma in Animation</p>	

		Advanced Diploma in Computer Science Advanced Diploma in Digital Media
	<b>Employment pathway</b>	Graduates of this qualification will have the skills and knowledge for an entry level animation practitioner role Self-employed/Freelance practitioner

## 16 Qualification details Graphic Design Level 5

<b>Title</b>	<b>NZ Diploma in Graphic Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	5	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with general Graphic Design skills and knowledge required to work in a technical or assistant role in a studio environment.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply the essential principles of Graphic Design within project briefs</li> <li>2. Demonstrate practical and conceptual skills in visual communication</li> <li>3. Apply a range of Graphic Design techniques and processes in the creation of work</li> <li>4. Apply problem solving skills to a range of challenges in a studio environment</li> <li>5. Demonstrate professional practices in a work environment</li> <li>6. Analyse and evaluate their own work and the work of others</li> <li>7. Work collaboratively and demonstrate basic leadership skills within a team</li> <li>8. Demonstrate the nature and treatment of typography and its applications through project briefs</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 3-4  NZ Cert in Arts and Design L 2- 4  NZ Cert in Art &amp; Creativity L 3-4  NZEAL3</p>	

		<p>The qualification provides a pathway to:</p> <ul style="list-style-type: none"> <li>NZ Diploma in Graphic Design L6</li> <li>NZ Diploma in Web Design and Development L6</li> <li>Degree in Graphic Design</li> <li>Degree in Digital Media</li> <li>NZ Diploma in Digital Media and Design L6</li> </ul>
	<p><b>Employment pathway</b></p>	<p>Graduates of this qualification will have the skills and knowledge for a technical or assistant role within a graphic design environment.</p>

## 17 Qualification details Graphic Design Level 6

<b>Title</b>	<b>NZ Diploma in Graphic Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	6	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with specialised Graphic Design skills and knowledge required to work as a junior designer in a studio environment.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply the essential principles of Graphic Design with consistency through a body of work</li> <li>2. Demonstrate a high level of practical and conceptual skills in visual communication</li> <li>3. Apply Graphic Design skills to a chosen specialisation</li> <li>4. Apply problem solving skills to complex challenges in a studio environment</li> <li>5. Demonstrate professional practices in a work environment</li> <li>6. Critically evaluate own design practice and context and the work of others</li> <li>7. Work independently, collaboratively and demonstrate leadership skills within a team</li> <li>8. Demonstrate the nature and treatment of typography and its applications through a body of work.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the: NZ Diploma in Graphic Design L5</p> <p>The qualification provides a pathway to: Degree in Graphic Design Degree in Digital Media Advanced Diploma in Graphic Design Advanced Diploma in Digital Media</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for an entry level Graphic Design practitioner role Self-employed/Freelance practitioner.</p>	

## 18 Qualification details Photography Level 5

<b>Title</b>	<b>NZ Diploma in Photography</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	5	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with the skills and knowledge required for entry level employment in the photographic industry. Graduates will also be able to contribute to creative communities in Aotearoa New Zealand and internationally.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Create a range of photographic imaging works</li> <li>2. Apply conceptual, creative and technical skills in photographic imaging</li> <li>3. Apply problem solving skills to a range of challenges within a photographic context</li> <li>4. Demonstrate professional practices in a work environment</li> <li>5. Analyse and evaluate their own photographic work and the work of others</li> <li>6. Demonstrate image making and technologies relevant to a range of photographic applications</li> <li>7. Self-manage project briefs within defined guidelines</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 3-4            NZ Cert in Arts and Design L 2- 4            NZ Cert in Art &amp; Creativity L 3-4            NZEA L3</p> <p>The qualification provides a pathway to:</p> <p>NZ Diploma in Photography L6            Degree in Photography/Visual Imaging/Arts/Journalism/Media            NZ Diploma in Digital Media and Design L6</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for a technical or assistant role within a Photography environment.</p>	

## 19 Qualification details Photography Level 6

<b>Title</b>	<b>NZ Diploma in Photography</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	6	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with the skills and knowledge required for professional careers within the photographic imaging and related industries. Graduates will also be able to contribute to creative communities in Aotearoa New Zealand and internationally.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Conceptualise, plan and produce a body of photographic work</li> <li>2. Apply a high level of conceptual, creative and technical skills in photographic imaging</li> <li>3. Apply problem solving skills to a range of complex challenges within a photographic context</li> <li>4. Demonstrate professional, ethical and business practices in photographic location and studio environments</li> <li>5. Contextualise their own photographic practice and evaluate the work of others</li> <li>6. Demonstrate a high level of image making and technologies relevant to a range of photographic applications</li> <li>7. Work independently to effectively meet complex project briefs.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the: NZ Diploma in Photography L5</p> <p>The qualification provides a pathway to: Degree in Photography/Visual Imaging/Arts/Journalism/Media Advanced Diploma in Digital Media</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for an entry level Photography practitioner role Self-employed/Freelance practitioner.</p>	

## 20 Qualification details Web Design Level 5

<b>Title</b>	<b>NZ Diploma in Web Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	5	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with general web design skills and knowledge required to work in a junior role in a web development environment.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply the essential principles of design to project briefs</li> <li>2. Demonstrate practical and conceptual visual communication skills for designing web applications</li> <li>3. Apply a range of current tools and technologies used in the design of web applications</li> <li>4. Design and implement a functional user experience to meet project briefs</li> <li>5. Apply problem solving skills to a range of challenges within online environments</li> <li>6. Demonstrate professional practices in web based contexts</li> <li>7. Analyse and evaluate their own work and the work of others</li> <li>8. Self-manage, work collaboratively and demonstrate basic leadership skills within a team.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:</p> <p>NZ Cert in Digital Media and Design L 3-4            NZ Cert in Arts and Design L 2- 4            NZ Cert in Art &amp; Creativity L 3-4            NCEA L3</p> <p>The qualification provides a pathway to:</p> <p>NZ Diploma in Web Development L6            Degree in Web Design/Digital Media/IT            NZ Diploma in Digital Media and Design L6</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for a junior design role within a web development environment.</p>	

## 21 Qualification details Web Design Level 6

<b>Title</b>	<b>NZ Diploma in Web Design</b>		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	6	<b>Credits</b>	<b>120</b>
<b>NZSCED</b>			
<b>DAS classification</b>			
<b>Qualification developer</b>	NZQA National Qualification Services (on behalf of the Creative Arts sector)		
<b>Next review</b>	Mmmm YYYY		
<b>Approval date</b>	Dd Mmmm YYYY		
<b>Strategic purpose statement</b>	<p>The purpose of this qualification is to provide graduates with specialised web development skills and knowledge required to work as an entry level web developer.</p> <p>Graduates will have transferrable skills and may contribute to the creative culture in Aotearoa in New Zealand and internationally.</p> <p>Graduates will be well prepared for study at a higher level.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply the essential principles of design to project briefs</li> <li>2. Use frameworks and libraries effectively in the development of web applications</li> <li>3. Apply a wide range of current tools and technologies used in the development of web applications</li> <li>4. Test functionality and usability to meet client requirements</li> <li>5. Apply problem solving skills to a range of complex challenges within online environments</li> <li>6. Demonstrate professional, ethical and business practices in web development environments</li> <li>7. Critically analyse and evaluate own work and the work of others</li> <li>8. Self-manage, work collaboratively and demonstrate leadership skills within a team.</li> </ol>	
	<b>Education pathway</b>	<p>The qualification provides a pathway from the:            NZ Diploma in Web Design L5            NZ Diploma in Web Design &amp; Development L5 (ICT review)</p> <p>The qualification provides a pathway to:            Degree in Web Design/Development/Digital Media/IT            Advanced Diploma in Web Design            Advanced Diploma in Digital Media</p>	
	<b>Employment pathway</b>	<p>Graduates of this qualification will have the skills and knowledge for an entry level web development role or            Self-employed/Freelance practitioner</p>	

## Appendix B – Brief description of the Creative Arts qualifications

### **Arts and Design**

1 *New Zealand Certificate in Arts & Design (Level 2) (60 credits)*

This qualification is for individuals seeking an introduction to fundamental creative techniques, technologies, media, and processes in arts and design from the context of Aotearoa. The qualification includes 20 credits of foundation literacy and numeracy.

2 *New Zealand Certificate in Arts & Design (Level 3) (60 credits)*

This qualification is for individuals seeking an introduction to a range of creative techniques, technologies, media, and processes in arts and design from the context of Aotearoa.

3 *New Zealand Certificate in Arts & Design (Level 4) (60 credits)*

This qualification is for individuals seeking to explore the skills and knowledge of arts and design from the context of Aotearoa, and to confirm arts and design as a career path, or to progress to higher levels of study. Study towards the qualification will cover an introduction to the technical and creative aspects from concept development through to practical outcomes.

4 *New Zealand Diploma in Arts & Design (Level 5) (120 credits)*

This qualification is for individuals seeking to explore skills and develop knowledge in the investigation and analysis, conceptual development, expression, technologies, and logistics of arts and design within a studio environment from the context of Aotearoa.

5 *New Zealand Diploma in Arts & Design (Level 6) (120 credits)*

This qualification is for individuals seeking to develop specialised skills and theoretical knowledge in arts and design (investigation and analysis, conceptual development, expression, technologies, and related business practices) within a studio environment from the context of Aotearoa.

### **Art and Creativity**

6 *New Zealand Certificate in Art & Creativity (Level 3) (60 credits)*

This qualification is for individuals seeking an experiential introduction to transferrable creativity techniques relevant to their own needs; using art processes to develop a wide variety of skills for a broad range of vocational applications.

7 *New Zealand Certificate in Art & Creativity (Level 4) (60 credits)*

This qualification is for individuals seeking to establish an initial practice of transferrable creativity based on a broad range of art experimentation. Students will develop their skills in risk-taking, self-evaluation, openness to feedback and awareness of connections between creativity in different vocational and academic fields.

8 *New Zealand Diploma in Art & Creativity (Level 5) (120 credits)*

This qualification is for individuals seeking to develop their practice of transferrable creativity based on a series of completed works and documentation of creative process. Student work will be open to peer feedback and engagement with the public. There is emphasis on the 'creative spiral' which requires development of a concept, production of work, response to feedback and development of ways to evolve the concept. Students will develop a repertoire of creative tactics appropriate their needs and they will demonstrate progress by testing their results in a suitable context.

9 *New Zealand Diploma in Art & Creativity (Level 6) (120 credits)*

This qualification is for individuals seeking to produce innovative project-based solutions that exhibit sustainable creativity in their chosen field. Work will be informed by research methods including 'small starts' through which creative concepts are tested in real world conditions. Students will learn how to articulate their practice for peer review.

This qualification builds on knowledge gained from the level 5 Diploma or similar.

Graduates will be able to enter employment or apply for entry to a degree programme with RPL dependent on provider.

### ***Digital Media and Design***

10 *New Zealand Certificate in Digital Media & Design (Level 3) (60 credits)*

This qualification is for individuals seeking an introduction to digital media that enables them to make informed decisions about further study options in the field of digital media.

Learners will gain basic knowledge and skills in a range of digital media, for example, video, animation, photography, graphic design or simple web site development.

11 *New Zealand Certificate in Digital Media & Design (Level 4) (60 credits)*

This qualification is for individuals seeking to explore the skills and knowledge of digital media and design from the context of Aotearoa, and to confirm digital media and design as a career path, or to progress to higher levels of study. Study towards the qualification will cover an introduction to the technical and creative aspects from concept development through to practical outcomes.

12 *New Zealand Diploma in Digital Media & Design (Level 5) (120 credits)*

This qualification is for individuals seeking to explore skills and develop knowledge in the investigation and analysis, conceptual development, expression, technologies, and logistics of digital media and design within a studio environment from the context of Aotearoa.

13 *New Zealand Diploma in Digital Media & Design (Level 6) (120 credits)*

This qualification is for individuals seeking to develop specialised skills and theoretical knowledge in digital media and design (investigation and analysis, conceptual development, expression, technologies, and related business practices) within a studio environment from the context of Aotearoa.

## **Animation**

### **14** *New Zealand Diploma in Animation (Level 5) (120 credits)*

This qualification is for individuals seeking to begin study in the animation sector for film, television, gaming and other media applications. This includes exploration of the core skills of 3D modelling and texturing, and character and effects animation.

Achievement will confirm a learner has a range of competencies using the essential techniques, technology and up to date work methods and will enable them to progress on to a level 6 qualification in animation or game design.

### **15** *New Zealand Diploma in Animation (Level 6) (120 credits)*

This qualification is for individuals wishing to develop the specialised skills required for industry-recognised roles such as (but not limited to): Character Animator, 3D Generalist or 3D Specialist or Concept or Story Artist. Individuals work as part of a team, contributing to the production of an animation project.

This is an exit qualification for entry into the professional animation sector for film, television, gaming and other media applications. The pre-requisite for this qualification is the level 5 Diploma in Animation.

Achievement will confirm a self-extended learner who has a range of competencies using the techniques, technology and up to date work methods of a professional animation studio.

## **Graphic Design**

### **16** *New Zealand Diploma in Graphic Design (Level 5) (120 credits)*

This qualification is for individuals wishing to explore creative processes and digital technologies to plan and produce visual communication design solutions. It equips students with skills in layout design, image capture and manipulation, design and visualisation, branding, pre-press, packaging and typography.

Graduates will be able to demonstrate practical application of core graphic design skills: typographic conventions, design principles and digital production processes.

A wide range of career opportunities will be available to graduates including positions involving pre-press, copy and digital centres, printers, design studios, advertising, galleries, desktop publishing, newspapers and education.

Alternatively, graduates may seek to broaden their skill-set to include multimedia based design techniques, by undertaking further study/training at level 6.

### **17** *New Zealand Diploma in Graphic Design (Level 6) (120 credits)*

This qualification is for individuals wishing to develop specialised knowledge and skills in the planning and production of design solutions for user centered graphic design and media publishing.

## **Photography**

### **18** *New Zealand Diploma in Photography (Level 5) (120 credits)*

This qualification is for individuals wishing to begin study in photography. Graduates will be able to demonstrate a range of competencies using the essential techniques, technology and up to date work methods.

This will enable them to progress on to a level 6 qualification in photography or employment in the capacity of photographic assistant or a related role.

19 *New Zealand Diploma in Photography (Level 6) (120 credits)*

This qualification is for individuals wishing to enter the field of photography. Graduates will be able to demonstrate a range of competencies using relevant techniques and technology as well as work and creative processes that are applicable to any relevant photography environment, or working as an independent photographer.

***Web Design and Development***

20 *New Zealand Diploma in Web Design (Level 5) (120 credits)*

This qualification is for individuals wishing to explore creative processes and digital technologies to plan and produce design solutions for web sites which can be viewed on a variety of devices.

Graduates will be able to demonstrate practical application of core web design skills: layout design principles and production of images and other media for inclusion in web sites.

21 *New Zealand Diploma in Web Design (Level 5) (120 credits)*

This qualification is for individuals wishing make a career of web design and development.