



WHITECLIFFE CERTIFICATE  
STUDENTS EXPERIENCE  
A SUPPORTIVE AND DYNAMIC  
LEARNING ENVIRONMENT  
IN WHICH TO EXPLORE AND  
EXPRESS THEIR IDEAS.  
THEY THINK CREATIVELY,  
DEVELOP A BROAD RANGE OF  
TECHNICAL ART AND DESIGN  
SKILLS, AND PRODUCE A HIGHLY  
INDIVIDUALISED, QUALITY  
PORTFOLIO TO SUPPORT ENTRY  
INTO FURTHER TERTIARY STUDY.





# ABOUT WHITECLIFFE

Whitecliffe is an independent Arts and Design school of choice, producing the highest quality graduates and shaping exceptional creative citizens.

Whitecliffe provides life-transforming educational experiences in arts and design through teaching and research, educating students to shape culture through the practice and critical study of the arts. Building on foundations of excellence, innovation and a commitment to diversity, Whitecliffe prepares its students for lifelong creative work and engagement with their communities. Whitecliffe seeks to instill aesthetic judgment, professional knowledge, collaborative skills and technical expertise in all graduates.

Whitecliffe core values have developed through the work of committed faculty, students, alumni and staff. At Whitecliffe we believe that ideas and expression are inseparable. Our commitment to a wide range of media, processes and methodologies supports our belief that our graduates become leaders in their fields through a critical combination of making and thinking. Through rigorous critique, intelligent debate and mutual respect, graduates gain the lifelong skills they need to shape their communities.

---

**Whitecliffe College of Arts and Design**  
PO Box 8192 Symonds Street  
24 Balfour Rd, Parnell, Auckland, 1052, New Zealand  
  
Freephone **0800 88 4 ART** (0800 88 4 278)  
Phone + 64 9 309 5970 / Fax + 64 9 302 2957  
Email [info@whitecliffe.ac.nz](mailto:info@whitecliffe.ac.nz)  
Web [www.whitecliffe.ac.nz](http://www.whitecliffe.ac.nz)





Lynnemaree Patterson - BA, BFA, DipTchg - Arts & Design Foundation Programme Coordinator

# ARTS AND DESIGN CERTIFICATES

Are you passionate about exploring your own creativity?

Do you dream of entering tertiary arts and design study but haven't formally studied art or don't have a current portfolio?

Are you under-qualified for direct entry to tertiary-level study, yet want to know if you have what it takes to succeed?

Whitecliffe offers two certificate programmes, the **Certificate in Arts and Design** and the **Certificate in Digital Media and Design**. Both one semester-long (18-weeks) full-time, practical, studio-based programmes are tailored for students seeking to meet requirements for entry into degree level study at Whitecliffe, elsewhere in New Zealand or overseas and for those who would like to develop their creative skills while working towards completing a portfolio.

Students who enrol in either of these programmes have varying levels of ability, ranging from complete novices to those who have some experience. The two programmes also provide an opportunity for those not wishing to continue with further formal academic study to explore their artistic skills in a creative environment.

A student can enrol in one or in both, and in any order because neither is a pre-requisite for the other. This enables a student to enrol at Whitecliffe for either an 18-week programme (half year) or for a full academic year.

The **CERTIFICATE IN ARTS AND DESIGN** programme focuses on developing skills in general **Drawing, Painting and Design** while offering opportunities for more focused sampling and exploration within four areas, Fine Arts, Fashion Design, Graphic Design, and Photo Media which are the departments within the Bachelor of Fine Arts programme at Whitecliffe.

The **CERTIFICATE IN DIGITAL MEDIA AND DESIGN** programme focuses on developing skills in general **Drawing, Design and Digital Media** while offering opportunities for more focused sampling and exploration within **Graphic Illustration and Publication Design**. This programme prepares students for essential skills and knowledge that can be further developed in Fashion Design, Fine Arts, Graphic Design and Photo Media which are departments within the Bachelor of Fine Arts programmes at Whitecliffe.

Successful completion of the Whitecliffe Certificates, which are approved by the New Zealand Qualifications Authority (NZQA), result in the award of national certificates:

**The New Zealand Certificate in Arts and Design (Level 4)** and/or **The New Zealand Certificate in Digital Media and Design (Level 4)**

## Student Galleries

[whitecliffe.ac.nz/showcase/Level4](http://whitecliffe.ac.nz/showcase/Level4)

## Whitecliffe Foundation Film

[whitecliffe.ac.nz/programmes/foundation-studies/foundation-certificate](http://whitecliffe.ac.nz/programmes/foundation-studies/foundation-certificate)

## Facebook

[www.facebook.com/Whitecliffe](https://www.facebook.com/Whitecliffe)

# WHY CHOOSE WHITECLIFFE CERTIFICATE PROGRAMMES?

- Whitecliffe students enjoy being part of a professional creative institution that specialises in teaching arts and design and that offers courses at both undergraduate and postgraduate degree levels.
- Whitecliffe students are in the hands of a team of highly qualified, experienced faculty, who are professional practitioners in various fields of art and design while being dedicated educators with a commitment to empowering and inspiring potential artists and designers.
- Certificate in Arts and Design, and Certificate in Digital Media and Design students can be assured of working in small groups and enjoying intensive personal attention and instruction. The two Certificates are designed to assist students to unlock their creative potential and, under the guidance of Whitecliffe faculty, students will be supported through a curriculum specifically focused on building both skills and confidence.
- Certificate students have full access to all of the specialised studios and equipment across all of the departments and disciplines taught at Whitecliffe, as well as our library and IT services.
- Students are immersed in a community of like-minded artists and designers with opportunities to attend Whitecliffe-organised exhibitions and guest lectures.
- Successful completion of the Certificate in Arts and Design (NZQF level 4) and/or Certificate in Digital Media and Design (NZQF level 4) places students in an advantageous position when applying for entry to the Bachelor of Fine Arts Year One and following that to any of the majors in the Whitecliffe degree programme.  
  
However, please note that successful completion is no **guarantee** of an Offer of Place in the BFA.
- The range and quality of the final portfolio and the high reputation, which the Whitecliffe Certificate programmes enjoy, both nationally and internationally, will assist students in gaining entry into other schools of art, design and architecture.
- Nearly 90% of students who successfully complete the level 4 Certificates go on to further tertiary study at Whitecliffe or elsewhere.
- Students who successfully complete the programme/s will be awarded a **NZ Certificate in Arts and Design and/or NZ Certificate in Digital Media and Design (Level 4)**.

- In addition to specialist knowledge and skills, students will develop transferable key skills, useful across a range of careers. These include:
  - Time management
  - Project coordination
  - Team work & collaboration
  - Initiative
  - Creativity
  - Problem-solving
  - Confident verbal communication
  - Critical analysis







Ray Campos

# CERTIFICATE IN ARTS & DESIGN PROGRAMME OVERVIEW

The semester-long programme (18 weeks) concentrates on developing a portfolio for application to on-going tertiary study at Whitecliffe, elsewhere in New Zealand or overseas. The programme also provides an opportunity for those not wishing to continue with further formal academic study to explore their artistic skills in a creative environment. Students who enrol in this programme have varying levels of ability, ranging from complete novices to those who have some experience.

The programme focuses on developing skills in general **Drawing, Painting and Design** courses while offering opportunities for more focused sampling and exploration within four areas (**Fine Arts, Fashion Design, Graphic Design, and Photo Media**) which are the departments within the Bachelor of Fine Arts programme at Whitecliffe.

The emphasis is on practical projects and broad understanding of visual arts and design issues, supported by conceptual content and knowledge. This ensures that students develop appropriate thinking skills and can manage projects/briefs under broad guidance; and gain a broad base of art and design- related knowledge so they are equipped with the learning strategies, attitudes and skills for further tertiary study and/or entry level employment in the field.

Graduates will produce a portfolio and gain a broad knowledge of art and design- related subjects to ensure they are equipped with the learning strategies, attitudes and self -management skills for further tertiary study and or entry level vocations.

Graduates will gain skills and knowledge to fill junior assistant and/or support roles in arts and/or creative industries. Successful completion of the programme results in the award of the **New Zealand Certificate in Arts and Design (Level 4)**.

## DRAWING AND PAINTING

Students are introduced to a range of drawing and painting techniques and concepts leading to the production of a portfolio of work. Gaining a basic understanding of mark making and rendering, students learn how to develop drawings from preparatory sketches. A basic introduction to practical painting skills, mediums, techniques and concepts, students work from an initial concept, developing paintings from preparatory sketches and colour studies and completing an artwork to a basic level. Topics include but are not limited to: **Painting + Drawing Techniques, Painting, Colour Theory, Observation Drawing, Mixed Media, Collage Techniques, Art + Narrative, Art + Social Commentary, Body + Space.**

## DESIGN

Students are introduced to the principles, elements, and processes for creating a design. Students will be introduced to commonly used design software, and encouraged to think about how it can contribute at all stages of the art making and design process. Working with a range of different media and through demonstrations, discussion, studio and computer lab activities and assignments students will develop a basic understanding of composition and colour and image and text



Joe Moore

## PHOTO MEDIA

Students will experiment with photographic concepts and processes and gain basic knowledge of composition within the photographic media, dark room processes, image capture skills, editing techniques and gain a broad knowledge of contemporary themes in the photographic medium. The course includes discussions around the many different conceptual approaches to photo media within art and design.

## PRINTMAKING

This course includes fundamental printmaking processes; printmaking studio management & safe practices, making a plate, intaglio inking methods, printing methods, using the press & screen printing, including stencil creation & printing on both paper & fabric. Students will develop an elementary theoretical and conceptual understanding of one or more contemporary printmaking processes.

The Certificate in Arts and Design programme also includes 5-day **workshops** in **Visual Research, Contextual Studies, and Portfolio Techniques**.





Anastasia Boltik

# CERTIFICATE IN DIGITAL MEDIA & DESIGN PROGRAMME OVERVIEW

The semester-long programme (18 weeks) concentrates on developing a digital portfolio for application to on-going tertiary study at Whitecliffe, elsewhere in New Zealand or overseas. The programme also provides an opportunity for those not wishing to continue with further formal academic study to explore their artistic skills in a creative environment. Students who enrol in this programme have varying levels of ability, ranging from complete novices to those who have some experience.

The programme focuses on developing skills in general **Drawing, Design** and **Digital Media** while offering opportunities for more focused sampling and exploration within **Graphic Illustration** and **Publication Design**. This programme prepares students for essential skills and knowledge that can be further developed in Fashion Design, Fine Arts, Graphic Design and Photo Media, which are departments within the Bachelor of Fine Arts programmes at Whitecliffe.

The **Certificate in Digital Media and Design** introduces students to the fundamental principles of digital media and design, providing a foundation of understanding, evidenced in a comprehensive portfolio and appropriate to further study in any design/arts related area.

The emphasis is on practical projects and broad understanding of digital media and design issues, but is supported by conceptual content and knowledge. This ensures that students develop appropriate thinking skills and can manage projects/briefs under broad guidance; and gain a broad base of art and design-related knowledge so they are equipped with the learning strategies, attitudes and skills for further tertiary study.

Graduates will produce a portfolio and gain a broad knowledge of digital media and a design-related subjects to ensure they are equipped with the learning strategies, attitudes and self-management skills for further tertiary study and or entry level vocations.

Graduates will gain skills and knowledge to fill junior assistant and/or support roles in arts and/or creative industries. Successful completion of the programme results in the award of the New Zealand Certificate in Digital Media and Design (Level 4).

## DRAWING AND DIGITAL MEDIA

Students are introduced to a range of drawing and digital media software, techniques and concepts leading to the production of a portfolio of work. The project briefs are designed to introduce students to practical drawing and digital design skills and concepts, and to develop visual and digital literacy and a body of knowledge and skill base pertinent to progressing in a range of digital media and design specialisations.

Topics include but are not limited to:

**Drawing + Design Techniques, Colour Theory, Observation Drawing, Mixed Media, Illustration, Collage Techniques, Typography, Indesign<sup>®</sup>, Adobe Photoshop<sup>®</sup>, After Effects<sup>®</sup>.**









Chen Wang

## OUR STUDENTS

### GRACE WIUM –

“I am passionate about all types of visual art and design. I am equally passionate about education and teaching. I love to see people given opportunities and gain confidence to live their lives fully, reaching their potential,” says Foundation student Grace Wium.

After completing a sport and recreation degree and teaching qualification, Grace taught for four years before travelling through Europe, America and Canada. She entered the Whitecliffe Foundation programme this year to up skill and open up teaching art and other creative opportunities.

“I come from an artistic background and I am committed to the therapeutic qualities in art for viewer and artist. In a society where depression and suicide rates are so high, I believe art has an important role to play and potential to give hope and beauty to people’s lives.”



She chose Whitecliffe because she felt the Foundation course offered the best overview of art and design in Auckland and is relishing the opportunity to broaden her skill base and expand her understanding of the art world.

**“It has been interesting to gain an understanding of how different people view things; I’m learning a lot from my class and I’m feeling very inspired. I’m also enjoying the variety of subjects and working together in small groups.”**



### SAM HARPER –

“I had never practised art before I came to Whitecliffe and now I have achieved A+’s at a tertiary level. Wowza,” declares Sam Harper.

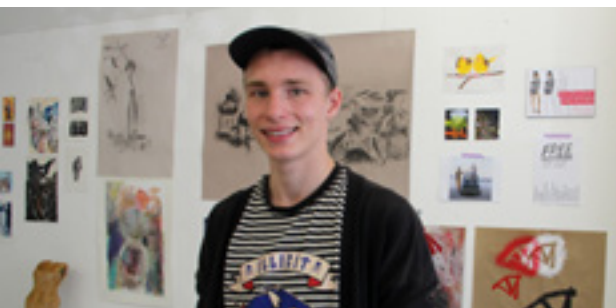
Sam came to Whitecliffe to do his foundation art year after hearing about the strong practical emphasis and the high quality of resources, including staff.

“In my six months here I have met some fantastically inspirational and knowledgeable teachers.”

Sam is also enjoying the intimacy and great community spirit of Whitecliffe

**“All the teachers know your name and you get to know, and be supported, by everyone.”**





## ROBERT LAKING –

“Signing up for Whitecliffe’s five month foundation course meant firstly I got a taste of Fine Arts study, and secondly I could build a portfolio to use to apply to study Fine Arts here or elsewhere,” explains foundation student Robert Laking.

The fact that Foundation strongly improves your chances for acceptance into the degree programme was also a big draw card for Robert, who needed to create a portfolio because he didn’t study art or design at high school.

He says a lot of emphasis is placed on the creative process at Whitecliffe and he can already see immense improvements in what he achieves.

“I never start off with an exact idea of how I’ll get from a blank page to a finished piece. It is along the way that I make most of my creative decisions. It really feels like a creative journey.”

Robert says everyone at Whitecliffe is extremely friendly and approachable, both students and lecturers.

“Getting advice from other students is encouraged by the lecturers which is nice as it creates an environment where everyone gets along really well and has the chance to see their peers create the best work possible.”

He is also excited with work he has done for musician friends who need event posters and album covers designed for bands that are beginning to receive international attention.

**“I feel that Foundation has given me some of the skills needed to succeed before I’ve even started my fine arts degree.”**



Grace Bader



## SAM BOANAS –

“In the last few months I have achieved a decent body of creative work to apply for courses next year, so the course has been a real success for me,” declares Foundation student Sam Boanas!

Sam completed a general arts degree in Dunedin last year, but felt dissatisfied.

**“I decided I’d like to do something more creative. I love to paint and draw so I came to Whitecliffe to improve my art skills and see if an art career is for me or not.”**

Sam chose Whitecliffe’s foundation course because it only required a five month commitment; a good time limit in which to test whether creative study was for him.

“I’ve really enjoyed it. Most of our classes have a set structure where our mediums are chosen for us but we always have a wide scope for our final pieces. Some of us will use charcoal, some will use paint and others photography, so from the same brief we all end up with very different works.”

He was also attracted by Whitecliffe’s central location in Auckland city.

“I’ve also enjoyed the small class sizes; we normally have 15 people or less in each class.”

## OLIVIA NECKLEN –

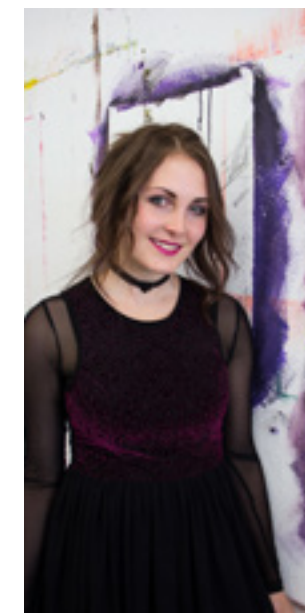
**“My skills and ideas with art have been broadened, but most importantly, my passion for art has been reignited.”** says Foundation student Olivia Necklen.

When she enrolled in the Foundation programme mid year Olivia was concerned she wouldn’t be able to cope with the study after a “bumpy time” with her physical and mental health.

“But I’ve proven myself wrong. Whitecliffe is a wonderful place to study art. It has a very intimate feel. The tutors work hard to make sure you reach your full potential. It’s been a fantastic experience and I’ve learnt so much - more than I ever thought I could in only 18 weeks.”

The family-like environment and encouraging and friendly students, tutors and staff have been very empowering, says Olivia.

“Completing the foundation course has been a big achievement for me. I now feel my life is really beginning and I look forward to finding out what the future holds.”





# OUR GRADUATES

## LEIGH BABER –

“Foundation is designed to create a sense of community amongst a small group, and develop a sense of confidence in each of us as we begin to understand our strengths and styles,” describes Leigh Baber, who completed the Foundation Certificate in 2011 and is now studying photography within the Bachelor of Fine Arts degree at Whitecliffe.



He adds that the Foundation course paved the way to acceptance into the Fine Arts programme and gave him an edge in his first year because he was already familiar with Whitecliffe and how it functioned.

“That insight gave my fellow foundation students and me the confidence to be engaged and committed to taking leaps from day one.”

Leigh, who had done very little art prior to starting at Whitecliffe, says his skills also improved a lot over the Foundation semester.

**“The Foundation programme developed my skills far beyond what I could have expected, not just by teaching me how to draw and paint but also teaching me how to see and understand what I was producing through learning colour theory, perspective and other vital knowledge and skills.”**

Now in Year Three of the BFA, he loves having the opportunity to be creative every day.

“The Whitecliffe foundation programme gave me the opportunities I needed to develop confidence in my work, to step into further studies, to open my eyes to the vast potential within the creative industries, and to recognize where my place within this creative environment may be.

## VERONIKA DJOULAI –

**“Having the freedom to explore my own ideas has led me to create new works that even a year ago I would never have imagined possible,”** says Year Three Fine Arts student Veronika Djoulai.

Veronika arrived at Whitecliffe hoping to improve her technical abilities, and to explore new mediums and subjects. She has found all that, and more.

Like many students, she relishes having the freedom to make her own artistic explorations – but she finds the process enhanced by Whitecliffe’s structure and discipline.

“Working to deadlines and receiving feedback, both positive and negative, is motivational,” says Veronika, who was overall winner of the 2013 Eden Arts Art School Award, and also won a NZ Art Show Emerging Artist Award.

“These achievements are an indication of the positive direction that my study has taken me in. The confidence that comes with these achievements is priceless and will help me through my career.”



## LAN YU –

**“I’m achieving the dream I had at Whitecliffe. I have my own label, brand and store,”** declares fashion designer Lan Yu.

Lan first enrolled at Whitecliffe for the Foundation certificate in order to build the portfolio that she needed for entry into the BFA. She went on to major in Fashion Design and in her final graduating year, Lan was awarded the Top Year Four Fashion prize at the annual Whitecliffe Fashion Show. After completing her studies in 2009, she returned to her east China home city where she spent three years working in three different fashion companies; women’s wear, men’s wear and a handbag label.

In 2012 she successfully established her own label, LANGLEYU, offering women’s street wear and wedding and evening gown designs.

“Then in May this year I opened my first store within a large department store.”

Now with her own label and store, Lan is utilising all the skills learned at Whitecliffe.

“I usually spend the morning with my dressmaker and my assistant working on new designs. In the afternoon, I work with my photographer and my graphic designer, I also visit my store to check displays and sales. There is always plenty to do.”



## RODNEY QUACH –

“I have always been highly creative and Whitecliffe opened a window to all the creative fields for me to pick and choose from,” says Mediaworks motion graphics designer Rodney Quach.

Initially Rodney channelled his creativity into cooking but would also sketch portraits of regular patrons at the bar where he worked. His boss was so impressed he set up a wall for the portraits.

“Everyone kept telling me I had talent I wasn’t using so, on my brother’s suggestion, I enrolled at Whitecliffe in the Foundation Certificate. Looking back now he recalls that he “was just glad he had found a place where he could spend time totally on creative things.”

After completing the Foundation certificate, Rodney continued into the Bachelor of Fine Arts majoring in Graphic Design and focusing on motion graphics in Year Four.



He says the ability to apply graphic design knowledge to motion has set him apart in the workplace. “Most motion graphic artists lack graphic design skills and vice versa. So being able to do both confidently really helps to set me apart.”

Rodney’s skill set was quickly acknowledged. He had a job lined up as motion graphic designer at Eyeworks, formerly Touchdown TV, before he’d completed his degree. He was there most of 2012 and was then recommended to Mediaworks by a former Touchdown designer.

Rodney says undertaking a fine arts degree not only taught him the importance of working hard and taking on challenges, it also gave him a different focus.

**“It made me feel like I was on the path to fulfil my potential and Foundation was the first step on that journey”.**

## CARMEN FUNG –

**“My graphic design life pretty much started with the Whitecliffe Foundation programme because it allowed me to discover my enormous interest in graphic design,”** says graphic designer Carmen Fung, who completed the Foundation Certificate in 2008.

Although Carmen had done a little art at school, she hadn’t done enough to get into art school and certainly not enough to feel she had a chance at a career in the creative industries.



The Foundation programme changed all that. Carmen was accepted into the Bachelor of Fine Arts, choosing to major in Graphic Design, after exploring a wide range of arts and design subjects in Year One.

“Whitecliffe changed the way I think and that has hugely affected my creative thinking.”

In Year Three Carmen attended the 2011 Best Awards ceremony and was inspired by the winning designers to push herself to attain a higher level of design. And she did. In Year Four her design was selected for the Whitecliffe Graduate Catalogue cover and End of Year Exhibitions promotion. That design then won her a bronze at the Best Awards; an annual Designers Institute competition to celebrate the best designs of the year.

Since graduating, Carmen has been busy with contract graphic design work.

“As a graphic designer; I particularly love seeing my work published and seeing other people ‘using’ my design and liking it. That then becomes my motivation - to create more and more good design.”

## FRASER BINGHAM –

“My Whitecliffe tutors taught me design thinking and how important the design process is,” says Whitecliffe graduate Fraser Bingham. Fraser first enrolled in the Whitecliffe Foundation Certificate before going on the study Graphic Design within the Bachelor of Fine Arts.

Now, a full-time graphic designer in a small boutique studio, APLUS Design Studio, Fraser works with clients ranging from Mexico restaurant, to luxury spirits and corporate sports organisations such as the NZRPA.

“We’re constantly receiving new jobs while also evolving and adding value to current clients.”

He says APLUS is a great environment to work in.



“The stereo is always on and everyone’s working on very different briefs in quite a concentrated space, making for a highly creative, diverse output.”

Fraser is responsible for taking a client’s brief from concept to final solution, working on identity, packaging and digital outcomes for new or existing brands.

**“The solid understanding of design theory and history that I got at Whitecliffe ensures I make informed contributions to any given brief.”**





## SAVITH WADASINGHE –

Before enrolling in the Foundation programme Savith was studying science and maths papers but knew he needed a change of direction. "I wasn't inspired by what I was doing and I wanted to restart what I was best at in school - graphic design. I needed a portfolio to apply to degree level study and after experiencing Whitecliffe for the one semester programme I decided to stay for my BFA. I am glad I did!"

"Foundation showed me that I was still passionate about graphic design and, in areas where I wasn't confident, the programme developed my skills in drawing, painting, photography and other mixed media."

Savith now works as a Graphic Designer.

**"My job title is simply 'designer' but the work I do is quite multidisciplinary, ranging from design and illustration to motion graphics and 3D modeling,"** says Savith.

Immediately after graduating from the BFA, Savith began freelancing wherever he could. He took a month-long contract at Brandspank, a boutique agency that specialises in broadcast design and motion graphics for clients, including Rialto TV, Igloo and Sky TV. When Savith's month was up, Brandspank hired him.

"The work is varied and unpredictable; and that is what I love about it."

It is also cutting edge. Brandspank recently won a bronze award in The Best Awards - Graphics Design Arts segment for their work on the Jones Channel branding. Savith is part of that design team. He was also involved with two big projects that recently won silver awards for Best Ident and Channel brand of the year at the Promax Awards in Sydney.

"We were up against massive agencies from Australia and we grabbed some of the most prestigious awards!" he declares.

As a Whitecliffe graduate Savith says he approaches design from a strong creative perspective; an approach he feels differentiates him from other designers.

He adds he also felt well prepared for the commercial demands of the real world.

"Whitecliffe taught me to be disciplined and cope with the pressure of intense deadlines; essential skills when producing work for clients."

[www.savithw.com](http://www.savithw.com)



Lavinia Dassanayake



# OUR STAFF

## LYNNEMAREE PATTERSON –

BA, BFA, DipTchg

### Arts & Design Foundation Programme Coordinator

Lynnemaree received her Bachelor of Fine Arts from Whitecliffe College of Arts and Design in 2005. Prior to that she taught Expressive Arts in Papua New Guinea and co-authored a People and Plants book documenting plant use in traditional arts practices. She holds an Economics and Education degree from Otago University, and a Diploma in Teaching from Christchurch College of Education. Lynnemaree was awarded a Commonwealth Scholarship to study Youth Work and Community Development.

Lynnemaree has curated exhibitions on art and sustainability and has been involved in a large number of community engagement programmes. She has exhibited in Wellington and Auckland. She works within multidisciplinary contexts through a collaborative process often engaging her students in public projects.

## LINZ ARIELL –

DipFDT

### Lecturer

Linz Ariell joined Whitecliffe College of Arts and Design as a lecturer in the Fashion Department in 2013. Linz has over 25 years experience in the New Zealand fashion industry.

He graduated from the New Zealand College of Fashion Design in 1989 with diplomas from the New Zealand College of Fashion Design and the Druleigh College.

In 1992 he was a highly commended finalist in the Benson and Hedges Fashion Awards (Menswear Award).

In 1993 Linz opened his menswear store on Auckland's Ponsonby Road where he designed, manufactured and retailed his label Marvel Menswear until March of this year. He also operated a store in Wellington from 2003 to 2009. During this time Linz has presented his collections in various fashion shows in Auckland and Wellington.

Linz has had involvement with Whitecliffe College of Arts and Design's Fashion Design department since 1999. He was an external examiner for the department from 2000 to 2005 and compered the department's annual fashion show from 1999 to 2006.

## JULIE DOWNIE –

MA Photo (UK), MA Museum & Gallery Ed (UK),  
BA Photo Commendation (UK), Certificate in Ed (UK),  
Certificate in Graphic Design (NZ)

### Lecturer

Julie completed her undergraduate and postgraduate studies whilst living in the UK. The BA in Photography is from the Polytechnic of Central London, which had a strong critical theory component. Her studies continued with an MA in Photography from the Derbyshire College of Higher Education. Research interests in collecting and museology grew and led Julie to further masters study in Museum and Gallery Education at the University of London. Teacher training was completed at The City Lit & University of Nottingham. Julie has exhibited in England in a number of touring exhibitions. She has also curated a number of shows in Auckland and written their catalogue essays. Her current research into a social anthropology of objects appears in an e-media publication that was launched in 2013. Julie has been teaching at Whitecliffe since 2002; currently she is involved in Foundation, BFA Year One, and the MFA.

## CLAYTON ELLIOTT

Dip Tchg, Dip GD

### Lecturer

Clayton has a diploma in teaching majoring in Art and Physical Ed from the University of Canterbury.

He has taught in a range of educational institutions including Primary, Secondary School and Polytechnics throughout New Zealand.

In 2003 he gained a diploma in graphic design from NATCOL (Now Yoobee).

He has worked in the graphic design industry for the past 13 years as an art director, design studio supervisor and freelance designer.

He currently manages a small design company and lectures in design for the Foundation programme. His personal art interests include; photography, painting and sculpture.

## PAUL HOOKER –

Dip Graphic Arts

### Lecturer

Paul has a Diploma in Graphic Arts from ATI (now AUT) and worked as an art director and illustrator at a variety of advertising agencies for twenty five years. He is a renowned portraitist and artist who exhibits regularly in Auckland. As well as teaching life figure drawing at UNITEC and South Seas, Paul teaches drawing, illustration, portraiture, figure and fashion drawing, rendering, and painting in the Whitecliffe Foundation, Fine Arts, Fashion Design and Graphic Design BFA Departments.

## PEETI LAMWILAI

BDVA DipGC DipCGD

### Lecturer

Peeti graduated with a Bachelor of Design and Visual Arts degree from Unitec Institute of Technology in 2009. While studying for his degree, Peeti worked within the creative industries - specifically in the fields of Graphic Design, Motion Graphics and Interactive Digital Media. He has worked in various design agencies, animation studios and has been part of a number of creative advertising and marketing teams working across Australasia. Since then, Peeti returned to Unitec Institute of Technology stepping into the roles of Academic Leader and Lecturer on the Bachelor of Design and Visual Arts programme, the Bachelor of Creative Enterprises programme, and the Certificate in Design and Visual Arts programme - teaching in areas of Visual Communication, Interactive Media, Motion Graphics and Digital Design. Peeti is currently teaching Graphic Design on the BFA and Foundation programmes at Whitecliffe College of Arts and Design.



## ROSE MEYER –

BFA

### Lecturer

Rose completed her Bachelor of Fine Arts at Whitecliffe College of Arts and Design, and as well as studying papers on Sociology and Anthropology, she is currently part way through her Master of Fine Arts at Whitecliffe. Her theoretical interests include the ways in which people use constructs to make sense of their world and to investigate this she uses a wide range of multimedia but particularly loves to draw. Rose is the International Student Coordinator and co-teaches English and Academics, a language support class for BFA Year One, and lectures in Visual Theory. Rose teaches drawing in the Foundation programme.

## KELLY PRETTY –

MFA, PGDipTchg, BVA

### Lecturer

Kelly received her Master of Fine Arts (Hons) from Elam School of Fine Arts Auckland. She has taught in secondary and tertiary education in London and Auckland since 2000 and has been a part-time lecturer at Whitecliffe since 2012.

As an artist, Kelly not only believes in, but also actively experiments with the intimate relations between art and social living. While drawing and painting comprise the foundation of her artistic practice, she also works with a variety of techniques and mediums from ceramics, plaster, print-making, collage, mixed media, textiles, found objects and recycled goods. She haunts the fringes; her works concerning themselves not so

much with theory and fashion, but rather with affectivity and conjuration, that is, with powers to affect and be affected by a world in its creative evolution.

She has an extensive exhibition history throughout New Zealand, Europe, and America, with works held in private and public collections including the James Wallace Arts Trust.

## GLEN SNOW –

MFA (NZ), BFA (Hons) Painting (UK)

### Lecturer

Glen Snow is an artist with a studio practice based in Auckland. He gained his Master of Fine Arts at the Elam School of Fine Arts, Auckland University, in 2012, having previously studied at the University of the Arts London (UAL), at its Camberwell College site for his BFA (Hon.) Painting. Glen has exhibited in London and New Zealand and is included in such public collections as the Wallace Arts Trust. He has an ongoing interest in writing and has been published in the Psychodynamic Practice journal, Routledge Taylor & Francis Group, along with the on-line critical art-review site EyeContact. In regard to his own artwork, his area of interest and research is with painting as a site where material acts and doings are understood to be articulations of thought. Glen teaches on the Whitecliffe Foundation programme, usually within the painting core curriculum, as well as on the Undergraduate and Master of Fine Arts programmes, within both the studio and contextual schedules. Glen has been part-time lecturing at Whitecliffe since 2011.

# HOW TO APPLY



## APPLICATION FORMS

Application forms can be downloaded from the Whitecliffe website @ [whitecliffe.ac.nz/admissions](http://whitecliffe.ac.nz/admissions)

Alternatively an application pack can be requested by emailing or phoning Reception : [info@whitecliffe.ac.nz](mailto:info@whitecliffe.ac.nz) + 64 9 309 5970

Whitecliffe encourages prospective students to apply as soon as possible. Prospective students considering their options can make an appointment to discuss their goals and arrange a tour of Whitecliffe.

When applying please ensure all the documents requested are attached to the application form.

- Copy of Birth Certificate or Passport
- Tertiary Transcripts (if applicable)
- Passport Photo
- Secondary School Records (if applicable)
- Letter of Intent
- Certification of English language level (International students only)  
NB. English language testing can be provided at Whitecliffe.

## APPLICATION CLOSING DATE

Admission is on a “first-come-first-served” basis and there are limited places. Applications for the Certificate programmes close when the courses are full. Students can apply right up until the commencement of study in either early February or late July.

International students see information below.



## REQUIREMENTS

- **No portfolio is required**
- **No interview is required**
- **Domestic students** must be at least 17 years of age during their first year of study

## INTERNATIONAL STUDENTS

- **International students need to consider the time required for student visa processing and are advised that they cannot commence study at Whitecliffe without a valid student visa to study at Whitecliffe.**

Visa applications should be submitted at least six weeks before the course commencement dates to be confident that Immigration New Zealand has sufficient time to process the student visa.

- International students must be at least 18 years of age during their first year of study. Where the student will be under 18 years of age for part of their first year of study they must have evidence of a guardian domiciled in Auckland.

- **English Language Level**

International students must have a minimum English language level of 5.5 IELTS or equivalent.

Whitecliffe can arrange for English language testing in Auckland for students who are already in New Zealand.

- The following pages on the Whitecliffe website have more detailed information.  
[whitecliffe.ac.nz/international/admissions](http://whitecliffe.ac.nz/international/admissions)  
[whitecliffe.ac.nz/international/application](http://whitecliffe.ac.nz/international/application)

## PROGRAMME COMMENCEMENT

Both Certificate programmes are offered with two intakes per year:

- mid-February and/or
- mid-July





# FROM THE PRESIDENT

More than three decades ago my husband Greg Whitecliffe and I had a vision of a professional, career-oriented, research-driven independent art school. Through the hard work and passion of students and staff, Whitecliffe College of Arts and Design has fulfilled that vision and goes from strength to strength.

While numbers have steadily increased over the years, with many different cultures and nationalities represented, one of our points of difference continues to be the individual attention afforded by our small classes and high teacher to student ratio. Whitecliffe's topical curriculum, leading-edge technology and equipment, along with our extensive industry and academic networks make for a vibrant educational and creative environment.

We are proud of the many student successes. Whitecliffe students and graduates have performed well in local and national competitions. The strong academic grounding, creative opportunities and focus on professional practice offered by a Whitecliffe education give our students the qualifications and experience to secure employment, start businesses and to build careers both locally and internationally.

Beyond the study experiences available at Whitecliffe, and supported by the Greg Whitecliffe Memorial Charitable Trust, many students are benefiting from scholarships and prizes enabling them to have international experiences at universities and institutions in Australia, America, Europe and China, and there are plans to extend these opportunities in the future.



It is truly rewarding to be able to support those students who work hard and show talent. We look forward to these exceptional students becoming the innovative leaders of the future.

The teaching faculty is comprised of the very best practitioner educators, career artists, designers and researchers. Whitecliffe scored highly in a recent national performance-based research review and faculty members contribute at the highest levels in their industries. Guest lecturers and visiting scholars of international standing enhance all of the programmes and the reputation of Whitecliffe and its teachers allows students to enjoy internships, work experience and industry placements.

The 21st Century is calling for creative innovators, critical thinkers, compassionate, humane contributors and versatile, skilled communicators. We strive to prepare our students for the many exciting challenges that comprise our collective future. Students come from all over New Zealand and the world and find themselves in a stimulating and caring atmosphere that encourages them to perform at their very best. I encourage you to consider what Whitecliffe can offer, and challenge you to join our busy and rewarding Whitecliffe community – Ars Vita Est.

– Michèle Whitecliffe

A large, dark, artistic image of a hand holding a globe, serving as the background for the right side of the page. The hand is rendered in a textured, almost sculptural style, and the globe is a small, realistic representation of Earth. The overall tone is dark and moody.

art is life

[whitecliffe.ac.nz](http://whitecliffe.ac.nz)