

# Creative Technologies





# Hayden



Creative Technologies



Digital Storyteller and Studio Founder

## Where did your passion for Creative Technologies start?

I became a cabinet maker after high school, and found I always leant toward the technical side of the job. There's heaps of hands-on work, but there's also a lot of technical drawing and 3D modelling.

## Why did you decide to study Creative Technologies?

In my teens I loved art and drawing, but during my 20s I spent most of my time working and travelling. When I returned home from the UK after I turned 30, I decided I wanted to study something creative. I've always loved movies and CGI - I remember watching Avatar for the first time and thinking "Man I want to do this, this is cool." Being able to focus on animation at WelTec was a major draw too.

## How was returning to study in your 30s?

Because I'd spent my 20s travelling and working, when I came back to study I wanted to absorb everything I could. I wanted to learn about this world I was getting into. At WelTec they were not only good at teaching me the fundamentals, but also answering all my questions and sending me off to learn more. I came out of the programme with such a wide range of skills - game development, animation, VR, web development, film, tv.

'Learning and practicing design thinking helped me learn how to tackle creative problems, and the amount of collaborative work we did taught me the power of working in a team. This work takes a lot of time, and you need people with you on the journey.'

## How did your game development company, WildEye, come about?

I've always gotten a lot out of being self-employed, so after freelancing for a while, I decided to start WildEye. I had been a generalist for a while, but I always found myself sticking with game development.

## What's one of your favourite projects?

A favourite project of mine is The Navigators, a 360-dome experience we made in a 3D creative tool called Unreal Engine, which was a challenge on its own. It's a story about how Europeans and Pacific Island Māori used the stars to navigate. It's a 3D animated short that's a permanent fixture in the Carter Observatory in Kelburn.

## What would you say to someone wanting to study Creative Technologies?

Go for it! It's challenging - you've got to put in the work, but I think it's the best time to do it. When I left school, I thought it was impossible to get into this space, but the industry has never been more accessible.

Follow the QR code below to read the full story.





# Senior tutors at Whitireia and WelTec exhibit Te Ao Māori artworks at Te Auaha share traditional kōrero

Published on 25 November 2022

Senior creative tutors at Whitireia and WelTec, Gareth McGhie and Darren Ward, have collaborated to exhibit carved artworks at the exhibition space at Te Auaha on Dixon Street in Central Wellington.

The exhibition, Ngā waiata o a tātou taonga, has been three years in the making and was due to show earlier in the year but was postponed due to COVID settings.

Gareth's works examine Te pakanga o ngā manu (The battle of the birds), a Māori legend that described a mighty battle that once took place inside the forest when the sea birds came to steal the fish and eels from forest lakes. Hearing of the fierce invaders, all the land birds gather forces and challenge the invaders. Gareth's pieces are rendered in wheua (bone), rakau (wood), and niho paraoa (whale teeth) and utilize both traditional and contemporary forms and pattern work. Further information on Te pakanga o ngā manu is below.

Darren Ward's work focuses on taonga puoro (musical instruments) carved in both wheua (bone) and rakau (wood) with references to Tane Mahuta (God of the forest).

Gareth has taught across the suite of Creative Technologies programmes at Whitireia and WelTec since 2010. His art practice centres on contemporary Māori carving and adornment. The Kaupapa of this work is settled firmly within the concepts of Te Ao Māori and Whakapapa in particular. His work is exhibited regularly both in NZ and internationally.

Darren's research expertise is in Māori art and design and 3D methodologies and processes. He utilizes his knowledge of engineering to apply hard materials and processes along with emerging technologies into his teaching and creative practice.

Ngā waiata o a tātou taonga runs to 28 November 2022 at Te Auaha Gallery, 65 Dixon Street, Wellington.

“This exhibition is an opportunity to create works that support the continuation of significant Māori narratives in a contemporary sense,” says Gareth. “We invite our audiences to learn and reshare the stories we are describing through the artworks.”

# Bachelor of Creativity (Digital Media)

📖	Level 7
🕒	3 years, full-time
📅	07 Jul 2025 (Te Kahui Auaha) 07 Jul 2025 (Te Kahui Auaha)
💰	\$7,504 per year (indicative for 2025 intake)
🌐	NZ \$26,000* per year (indicative for 2025 intake)

Through three years of study, learn about Animation to create both 2D and 3D animations. In Game Design learn about the ways storytelling, conceptual art and worldbuilding can be constructed to create exciting interactive games. Learn how to communicate through a visual language in Graphic Design, and in Screen Design learn how to blend text, images and sound to create exciting content for online applications. Learn real skills to bring your concepts to life, work on client projects and build a work-ready portfolio.

## What you will learn

- **Animation Design** teaches you how to bring static images to life. Learn the fundamentals of animation to create both 2D and 3D animations.
- **Game Design** teaches you about the ways storytelling, conceptual art and worldbuilding can be constructed to create exciting interactive games. Learn about gameplay mechanics and user experience (UX).
- **Graphic Design** teaches you how to communicate through a visual language. Learn about the elements and principles of design and the ways conceptual thinking and problem solving can be used.
- **Screen Design** teaches filmmaking techniques blended with motion graphics to create title sequences for films, games and commercials. Learn how to blend text, images and sound to create motion illusions.

## Software you will learn includes:

InDesign, Illustrator, Photoshop, Premier Pro, After Effects, Figma, Unity, Blender, Maya

## Career Options

- Animator
- Motion Graphics Developer
- Game Designer
- Graphic Designer
- Screen Designer
- Video Maker
- Multimedia Designer
- Art Director
- Content Creator

## Entry requirements

For ākonga, at the start of their study journey, we encourage you to complete the and the or have evidence of prior learning before enrolling in this programme.

It is helpful for students to have access to a laptop of sufficient capability and Adobe Creative Cloud software to meet programme requirements.

## International students

IELTS 6.0 (no band lower than 5.5)

Find your country's [equivalent academic entry requirements here](#)

*\*International fee displayed is for 1 year of study (equivalent to 120 credits) and does not include insurance, administration and student service fees. For more details, please email: [international@wandw.ac.nz](mailto:international@wandw.ac.nz).*

## Related study options

Master of Design (MDes) Level 9. *\*Available mid 2025, subject to NZQA approval.*

Disclaimer: The information contained in this document is correct at the time of print. Whitireia and WelTec | Te Pūkenga reserves the right to cancel or postpone any of the programmes, and shall not be liable for any claim other than the proportion of programme fees that the cancelled portion bears. Some programmes may be dependent upon formal approval from NZQA (New Zealand Qualifications Authority), TEC (Tertiary Education Commission) funding allocation, and the number of enrolments. As part of the NZQA targeted review of all Level 1-6 New Zealand qualifications, there may still be changes to some programmes starting in 2024. Fees, programmes, entry and selection criteria, and dates, are subject to change. Please check the relevant programme pages at [whitireiaweltec.ac.nz](http://whitireiaweltec.ac.nz) for up-to-date information and full entry regulations before applying to enrol. Information regarding English language requirements is available on each course page at [whitireiaweltec.ac.nz](http://whitireiaweltec.ac.nz).