

Creative Industries

Te Hoe Toi



Art & Design

Channel your creative thinking into a rewarding career.

Design skills are essential for New Zealand's economic and cultural future. Our highly practical art and design programmes will give you the skills and knowledge needed to build a career in the creative industries.

You'll engage in hands-on learning led by expert tutors in small classes. Your studies will equip you to pursue a career in a swiftly evolving environment and reshape thinking of what's possible in the creative work context. Our graduates are at the forefront of these shifts – leading the drive to solve real-world problems through the creative and critical thinking skills they develop with us.



Scan to learn more about our Art & Design courses

New Zealand Certificate in Creativity



Level 4



Christchurch, Timaru



Full-time: six months
Part-time: up to three years



February, July*

Gain foundational hands-on experience for employment or further studies in the creative industries.

Designed as an introduction to creative thinking, this programme will prepare you for further tertiary study and give you transferable skills necessary across many industries.

You'll be given opportunities to develop strategies in problem solving, idea generation and visual and oral communication. You'll also be introduced to a variety of creative media and tools to explore solutions to real-world problems.

**July start is available in Christchurch only.*



New Zealand Certificate in Digital Media and Design



Level 4



Christchurch, Timaru



Full-time: six months
Part-time: up to three years



February, July

Prepare for employment or further study in the creative industries by gaining foundational digital experience.

This programme is designed to give you experience in producing creative and effective outcomes using current digital technology.

You'll learn how to apply creative theory to practical, real-world projects, and have the opportunity to explore your own interests through research and practical application in design and creative contexts.

New Zealand Certificate in Fashion



Level 4



Christchurch



Full-time: six months



February, July

Learn the skills needed to meet fashion industry expectations and explore your design aspirations.

If you're keen to work in the fashion industry, or to undertake further study, this certificate provides the perfect pathway.

We'll introduce you to a range of textiles and the basic skills of fashion design, and you'll gain entry-level skills in pattern making and garment construction. We'll also explain how the industry works and explore various types of workplaces.

At the end of the course, you'll be able to make a range of basic garments and apply your skills in a garment production workshop, under the direction of a designer or production manager.

New Zealand Diploma in Arts and Design



Level 5



Timaru



Full-time: one year



February

Enhance your skills to establish yourself as a creative professional.

With this diploma you'll develop core skills in problem solving and idea generation in a range of methods and materials. You'll also become familiar with using digital technology for creative work.

This diploma is the ideal pathway to the Bachelor of Design where you can further refine your skill for a career.



Visit ara.ac.nz for all entry requirements and fee information.



Level



Location



Duration



Starts

Bachelor of Design



Level 7



Christchurch



Full-time: three years



February

Refine your artistic talents and critical thinking skills to become a versatile creative professional.

Design is about thinking, solving problems and telling stories. Our Bachelor of Design – available in Visual Communication Design, Applied Visual Art and Fashion specialisations – will teach you how to master these skills so you can transform your ideas into reality.

Initially the focus is learning the foundational principles of design and about the different methods used to drive creative design processes. You'll then have opportunities to use your own experiences to identify problems and develop real-world solutions for them, though the use of various methods and mediums.

Postgraduate Diploma in Creative Practice



Level 8



Christchurch



Full-time: one year



February

Take your professional creative career to a new level.

This programme has been designed for musicians, dramatists, performing and visual artists, designers, film makers, writers, directors and other professional creatives who wish to take their first foray into postgraduate study. It will enable you to advance your creative practice and develop knowledge and specialist skills, beyond those gained through your undergraduate degree.

As a student of this programme, you'll have the opportunity to use reflection on creative and critical theory to initiate and develop an area of interest into a supervised research project within a domain of practice. You'll also develop and apply advanced knowledge of theories and worldviews, including Te Ao Māori, in relation to a domain of research and creative practice.

Master of Creative Practice



Level 9



Christchurch



Full-time: 18 months



February

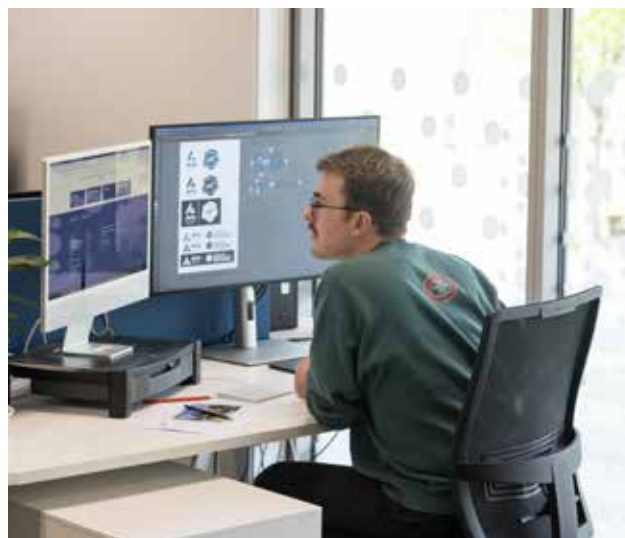
Gain a qualification that recognises you as a leader in creative practice.

The Master of Creative Practice is applicable to creatives such as musicians, dramatists, performing and visual artists, designers, film makers, writers, directors or any professional engaged in creative pursuits.

If you're a graduate with experience working in the creative community and you'd like to become a leader in creative practice, this is the perfect way to establish your credentials in your chosen domain. The programme may also suit you if you don't have extensive experience, but you've demonstrated academic and creative success at graduate or undergraduate level.

The Master of Creative Practice is designed to engage you in understanding, investigation and intervention within your chosen domain in academic or professional contexts. It will give you the opportunity to critically reflect on your practice through theory, and to further develop the practice into a more substantial and fully independent research-based thesis.

You'll be enabled to extend your domain of creative practice through enacting an advanced, sustained and sophisticated body of independent, original, practice-based research, which conforms to internationally recognised standards. You'll also be equipped with the skills and knowledge to extend your domain of practice through the undertaking of independent original research.



Broadcasting

Give yourself the best start to a career on screen, on air or in journalism.

Consumption of news, entertainment and social content has never been greater. If you aspire to work in front of the mic or camera, or behind the scenes, the New Zealand Broadcasting School (NZBS) at Ara is the place to study. It's recognised as the premier national provider of applied education in broadcast journalism, television, film, digital media and radio performance and production in New Zealand.

Our programmes are hands-on and totally focused on career outcomes. You'll benefit from studying in small classes with access to a wide range of broadcasting communication facilities and expertise. You'll develop an ability to think broadly and critically about the media and the implications of new technologies, and you'll have opportunities to gain real-world experience.



Scan to learn more about our Broadcasting courses



Bachelor of Broadcasting Communications



Level 7



Christchurch



Full-time: three years



February

Equip yourself for a future in the dynamic and fast-paced world of broadcasting.

Study towards the career of your dreams with this fast-paced, practical and skills-based degree. Specialisations include journalism, radio and screen production.

In the first year you'll learn fundamental media skills, with a focus on storytelling and building a strong group culture.

During your second year, and using skills learned in year one, you'll immerse yourself in your chosen specialisation (and sub-specialisations) and work as part of a functioning team within a radio station, newsroom or film and television production crew. Throughout this time, you'll use some of the most sophisticated and up-to-date media production equipment and software available in New Zealand education.

In your third year you'll complete an industry placement of up to 24 weeks, during which you'll learn and contribute as a credible peer in a professional broadcasting environment. As part of the third year, you'll also complete a reflective presentation assignment that will focus on key learning moments from the placement.

nzbs.com

Visit ara.ac.nz for all entry requirements and fee information.

Music

Express and enhance your artistic talents for a rewarding career in the music industry.


The music industry is huge and demand for talented, professional musicians is strong across a diverse range of career paths. Our highly respected music programmes will equip you with the skills, knowledge and performance experience needed to become a confident, capable and creative musician who can take advantage of this demand.

When you study with us, you'll learn from internationally acclaimed jazz, contemporary and classical musicians in a supportive, collaborative environment, alongside students from all over New Zealand who want to pursue a career in the global music industry. You'll become part of New Zealand's vibrant, exciting music scene where home-grown talent is celebrated, and you'll have extensive opportunities to build a rewarding and satisfying creative career.





Scan to learn more about our Music courses

New Zealand Certificate in Music

 Level 4

 Christchurch

 Full-time: one year

 February

Enhance your talent with performance skills and embark on a career in the music industry.


Built mainly around the study and performance of contemporary rock and pop, this programme is designed to assist you to perform with confidence and find your place in the New Zealand music landscape. It covers music fundamentals, playing in a band, writing songs and recording, plus the study of the emergence of the contemporary music industry globally and in New Zealand.



Bachelor of Music

 Level 7

 Christchurch

 Full-time: three years

 February

Prepare to thrive as a professional musician.

Our Bachelor of Music covers all the skills and knowledge you need to be a multi-faceted professional musician. You'll learn from a great team of tutors who are each also professional, working musicians. They perform, write and record across the country, from the Christchurch Symphony Orchestra to Salmonella Dub and everything in between.

The degree offers three pathways: Music Creation (composition); Music Performance; Music Production. This choice lets you specialise in the area you're passionate about, while learning alongside and working with musicians from other pathways. It's built around collaboration; you'll learn foundational skills and apply them in group projects and classes that directly mirror the real world of the music industry.

The programme focuses on the practical; even the 'academic' subjects are taught in a style that relates directly to the practical application of those subjects. More than half the programme content is practical in nature, a higher proportion than most music degrees in New Zealand. With such a focus on the practical, you're a musician from day one at Ara.

Your third-year capstone project allows you to design your own major project (which can include a work placement if relevant) with dedicated support from a specialist tutor.

Music Theatre

Polish your performance skills to shine on stage and excel behind the scenes.

The National Academy of Singing and Dramatic Art (NASDA) is one of the country's leading performing arts schools, offering the highest level of performance training to enable you to be a versatile, dynamic and successful performer.

We'll prepare you for the world stage in a practical, friendly and supportive environment, led by a faculty of leading industry professionals. You'll be nurtured and encouraged, and you'll gain the skills to thrive in this exciting industry. As part of your studies, you'll gain extensive experience through live performance in a variety of productions, and you'll make valuable connections with leading industry groups.



Scan to learn more about our Music Theatre courses

New Zealand Certificate in Performing Arts



Level 4



Christchurch



Full-time: one year



February

Start your journey towards a career in the entertainment industry.

This qualification is the only Level 4 performing arts programme in New Zealand. It will equip you with a repertoire of essential techniques and develop your skills in the areas of singing, dancing, movement, acting and performance. Together, these skills will increase your opportunity to work in the performing arts.



Bachelor of Music Theatre



Level 7



Christchurch



Full-time: three years



February

Gain a solid foundation of skills and experience for a rewarding theatrical career.

Taught by experienced performers and teachers who are dedicated to helping you make the most of your career, this degree will give you the skills needed to succeed in several branches of the performing arts.

You'll gain practical experience in performance and production work in key theatre disciplines such as acting, singing and dance, and study spoken voice, music theory, theatre history, technical theatre skills and research methods.

From the second year, you'll learn to integrate the skills acquired in your first year. In the final year, most assessment is performance focused with the option to pursue an independent capstone project of your own design. This project allows for work-integrated learning in industry settings—including the possibility of working in professional productions—and further specialisations to develop other, related skills within the worlds of applied theatre and theatre for the stage.

Visit ara.ac.nz for all entry requirements and fee information.



**Money
for study**

Make study more affordable with a scholarship.

Check out what's available and apply at: ara.ac.nz/scholarships



"I get to use all the performance techniques and confidence I gained at NASDA in a job I love."

Erin, Music Theatre

Notes

Notes

**Come and see us at one
of our main engagement
events in 2025/2026.**

Christchurch Careers Expo 2025

Wolfbrook Arena, Addington
May

June Open Day 2025

All Christchurch & Timaru campuses
June

Summer Open Day 2026

City, Woolston and Timaru campuses
January

For details see

ara.ac.nz

Apply now

ara.ac.nz

info@ara.ac.nz

0800 24 24 76

City campus

130 Madras Street, Christchurch
Mon–Fri, 8am–4.30pm

Manawa campus

276 Antigua Street, Christchurch
Mon–Fri, 8.30am–4.30pm

Woolston campus

Ensors Road, Christchurch
Mon–Fri, 8am–4.30pm

Timaru campus

32 Arthur Street, Timaru
Mon–Fri 8am–4.30pm

Ashburton campus

37 Alford Forest Road, Ashburton
Mon–Fri, 8.30am–4.30pm

Oamaru campus

44 Humber Street, Oamaru
Mon–Fri, 8am–4.30pm

Ara Connect

City campus, Madras Street, Christchurch
Timaru Campus, 32 Arthur Street, Timaru
Woolston Campus, Ensors Road, Christchurch

