

TRANSFORM YOUR CAREER

Graduate Certificate in Information Design

Graduate Diploma in Information Design
and Management



ara.ac.nz/info-design

Information is the lifeblood of organisations

In the digital age, managing and designing information has become increasingly critical to organisations. Integrated mobile technology and social media platforms have become a key toolkit for communicating content to users, alongside traditional media. Our highly regarded information design programmes will teach you key concepts and skills needed to create and manage this content. The focus is on creating effective user-centred content relevant to an information-driven age.

Specific skills covered include

- Plain language writing for specific audiences
- Research and analysis
- Solving communication problems
- Collaboration and teamwork
- Visual design
- User experience design
- Content management strategy

Fully online

Both programmes are delivered entirely online. You can choose between full or part-time study.

What do the programmes consist of?

The Graduate Certificate in Information Design covers:

- Professional writing and editing
- An introduction to user experience
- Technical communication genres
- Visual design

The Graduate Diploma in Information Design and Management builds on the skills and knowledge acquired in the four certificate courses. It focuses on more specialised areas including:

- Information and content management
- Usability testing
- An Internship/Professional Project

How will I study?

You will study online with experienced tutors, within our learning management system. You can study part-time, one or two courses per semester, or full-time, four courses per semester. As a rule, one 15-credit course is about eight hours study per week. Study is fully semesterised, with enrolments being accepted in February and July each year.

Career opportunities

Information design is a skill set that is increasingly valued and needed in a wide range of professional sectors. Graduates have gone on to work in:

- Product and business process documentation
- Health
- Transport
- Education
- Web design
- Online business applications
- Tourism
- Advertising
- Education
- Banking and finance
- The public service

Graduate Certificate career pathways

- Technical writer/communicator
- Information designer
- Web content editor/publisher
- Business analyst
- Documentation writer/expert

Graduate Diploma career pathways

- Technical writer/communicator
- Information Designer
- User Experience (UX) Designer
- Web content producer/publisher/editor
- Content/Knowledge/Information Manager
- Digital Marketing Manager

Staff

The lead tutor is Shanthini Govindasamy who has a Masters in Applied Linguistics, and has taught online in information design and linguistics since 2011. Shanthini is also a graduate of the information design programme at Ara. Our other tutors are Peter Thomson and Greg Comfort. Peter is an experienced web designer who has worked in user experience as well as software design and documentation. Greg is a digital information designer who is also a graduate of the information design programme at Ara. Greg currently supervises the Internship/Professional Project.

Course descriptors

Graduate Certificate in Information Design

GDID611 Professional Writing

15 credits

An introduction to the basics of professional writing style, and to key concepts such as audience analysis, professional writing genres, and editing for audience and purpose.

GDID711 Technical Communication

15 credits

An overview of key technical communication products and genres, as well as key professional and workplace issues such as ethics, cross-cultural considerations, and writing for new media.

GDID712 User Experience

15 credits

Introduces key concepts in user experience (UX), such as personas, heuristic evaluations, and other tools used to develop information for defined audiences and purposes.

GDID713 Visual Design

15 credits

Introduces visual language and the use of imagery and type to support user needs. Explores the importance of visual communication strategies to enhance the user experience.

Graduate Diploma in Information Design and Management

GDID714 Information and Content Management

15 credits

Introduces key concepts and tools in information and content management. Explores useful and usable strategies for managing this content within large organisations.

GDID715 Usability Testing

15 credits

Teaches the knowledge and collaborative skills required to design and carry out usability tests. Students use analytical and practical skills to design, plan, manage, and report on the usability of a web product.

GDID716 Professional Project

30 credits

A client-based professional project undertaken in partnership with an external provider under the supervision of an academic staff member.

Students demonstrate a wide range of skills from the other courses, including user analysis, and write a reflective journal outlining the learning which has been realised in the project.

Application Process

Your application needs to be made to the programme leader, and include a current written CV.

Usually an interview is scheduled, either in person or by phone.

Entry requirements:

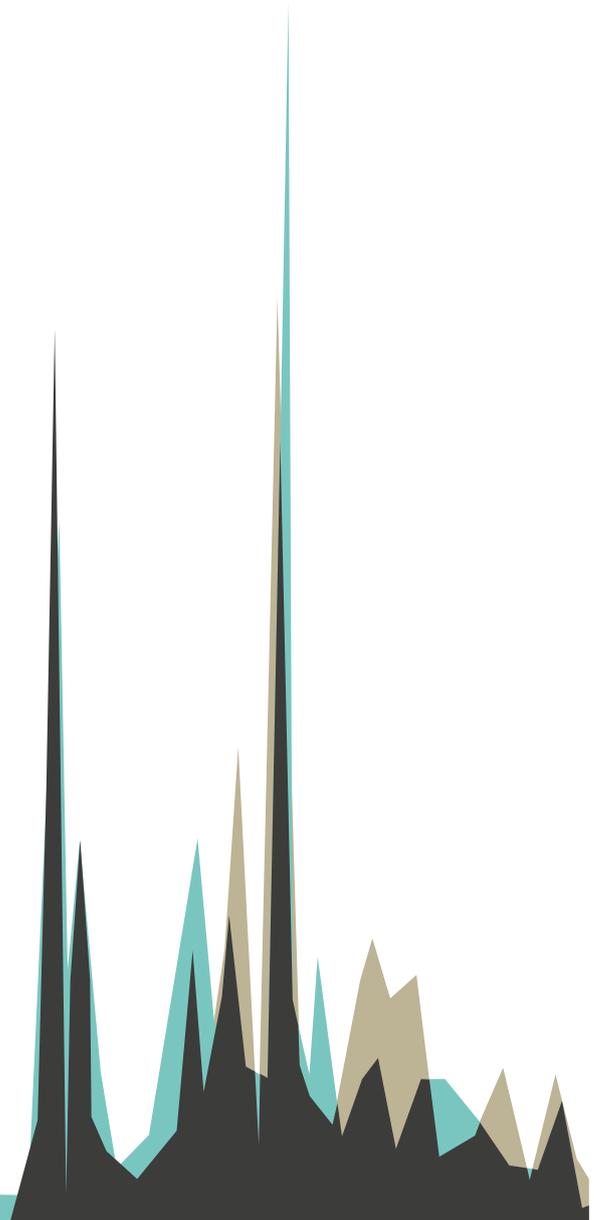
Undergraduate degree in any discipline.

Alternative:

More than five years experience in a communication role in a relevant industry.

English Language Requirements:

IELTS 6.5 (no lower than 6.0 in any subtest)



Industry Testimonials

Cathy Gillespie - Director, Like-Minded Learning Ltd

We have never been disappointed in the high-quality and can-do attitude of the students Ara has provided, who come to us with fresh ideas and full of enthusiasm. In our experience, Ara interns have quickly reached a standard of working that requires a relatively low level of supervision and so make a valuable contribution to our organisation in a short space of time.

Meredith Evans - President Technical Communicators Association of New Zealand

Ara graduates are highly sought after in the industry, as they have proven skills in writing, editing, content management, usability testing, and interviewing SMEs, as well as practical experience to back this up.

Emma Harding - Writing Team Manager and Partner, Streamliners

At Streamliners, our core business relies on highly skilled technical writers and information designers. This is the only New Zealand qualification that provides comprehensive training for our industry. Graduates gain a thorough understanding of specialised subjects and concepts that are required for immediate, productive entry into technical communication roles at Streamliners.

Student Testimonials

Andrea Kitchingman - Technical Writer, Verizon Connect

Before starting the GDID I was a full-time mum with four children and a dream of becoming a technical communicator in the software industry. I was thrilled when I discovered that I could complete the GDID in my own time, without having to attend classes. It fitted into my hectic lifestyle perfectly. The tutors were completely committed, professional, and supportive, and really wanted their students to succeed. The course content was relevant to modern written communication roles - I often find myself dusting off my text books and course notes to remind myself of things I've forgotten!

Eden Potter - Lecturer in Design, AUT

I figured the GDID would augment my existing knowledge of information and user-centred design theory while throwing in some real-world design practice. The programme certainly delivered. I gained a bunch of relevant skills that I've been able to apply to both my visual and curriculum design practices at work. My writing and research ability have improved, and I can confidently talk to colleagues about content and learning management systems as if I've worked with them for years.

Carla Wentink - Technical Writer, Rinnai New Zealand

The GDID programme was fantastic. It has given me the confidence and resources to be more productive in my role, and hopefully add real value to my organisation.

Ario Smith - Digital Content Producer, University of Otago, Dunedin

During my GDID studies I was able to draw on knowledge from my psychology degree and my time as a web designer. The GDID felt like a natural progression from both, and gave me practical, complementary skills that helped me obtain rewarding employment in this area. A few years on, I still apply my GDID knowledge daily.

Transform your career - apply today!

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