



TURN YOUR IMAGINATION INTO A CAREER

WHAT IS THE CREATIVE INDUSTRIES PATHWAY?

This pathway covers careers where creativity, communication, and design take the lead. It blends art and technology, innovation and culture, and expression with strategy.

THIS PATHWAY INCLUDES SECTORS LIKE:

- Graphic Design & Visual Arts
- Film, TV, Photography & Animation
- Music, Performing Arts & Theatre
- Fashion & Textile Design
- Digital Media, Web & Game Design
- Marketing, Advertising & Communications

IS THIS THE PATHWAY FOR YOU?

- Do I enjoy creating, designing, or performing?
- Am I a good communicator or storyteller?
- Do I enjoy working on projects and thinking outside the box?
- Do I want to inspire, inform, or entertain others?
- Am I curious about how media, design, or tech work together?

If you're passionate about expressing ideas and making an impact, the Creative Industries pathway could be your stage, your canvas, or your code.

WHAT JOBS COULD I DO?



Entry-Level Jobs

Junior Graphic Designer, Social Media Assistant, Retail Visual Merchandiser, Music or Art Studio Assistant, Junior Copywriter or Content Creator

With Training or Experience,

Web or App Designer, Videographer or Animator, Event or Stage Technician, Photographer or Audio Engineer, Fashion Assistant or Stylist,

Specialist/Professional Roles

Creative Director, Film or TV Producer, UX Designer, Marketing Strategist, Communications Manager

WHAT CAN I EARN?

- Entry-level creatives may start at **\$48,000 – \$55,000/year**.
- With experience and a portfolio, mid-level roles can earn **\$65,000 – \$90,000**.
- Senior creatives and specialists may earn **\$100,000+**, particularly in media, UX, and digital marketing roles.

Many creative careers also offer **freelance or self-employment options**.

WHY THIS PATHWAY MATTERS

Creative industries shape how we see the world – from movies and websites to branding and fashion. They solve problems, move people, and drive culture and innovation.

In a digital world, creativity is a career superpower – and New Zealand's creative economy is growing fast.



FASHION & DESIGN L2

CREATIVITY IN ACTION

Discover where art meets design in this dynamic, hands-on programme. You'll develop a wide range of skills essential for creative industries by working alongside New Zealand's leading artists, fashion designers, and industry professionals.

Learning takes place in collaborative, inspiring spaces that encourage innovation and teamwork. Throughout the course, you'll create real-world projects that bring your creative ideas to life and prepare you for future pathways in fashion, design, and the arts.

KEY DETAILS

Course delivery Terms 1-3, 1 day per week

Location TGA

NCEA level 2

FUTURE PATHWAYS

Fashion, Retail & Merchandising (L3)

FUTURE CAREERS

Artist, designer, marketing, entrepreneur, business owner, retail sales

	UNIT STD	LEVEL	CREDITS
91350	Make advanced adaptations to a pattern to change the structural and style features of a design	2	4
25240	Demonstrate knowledge of the factors that influence the cost of a garment	2	3
16837	Prepare for and produce fashion drawings	2	3
91340	Use the characteristics of a design movement or era to inform own design ideas	2	3
6697	Prepare for and create wearable art	2	6
TOTAL			19

**Toi Ohomai course details and locations may change. Please contact careers advisers for the most up to date information.*

WĀNANGA NOHO L2-3

EXPLORING TE AO MĀORI THROUGH WĀNANGA

This course offers a unique opportunity to deepen understanding of te ao Māori through immersive wānanga grounded in Ngāti Awa tikanga and mātauranga.

Students take part in three week-long noho throughout the year, engaging in practical activities such as preparing and serving kai, participating in karakia and pōhiri, learning tikanga and kawa, producing a hāngī, and exploring mau rākau.

As they participate, students earn NZQA unit standards and develop both cultural confidence and transferable skills for use across a wide range of future pathways in Aotearoa.

KEY DETAILS

Course delivery	Terms 1-3, 3 week long noho
Location	WHK
NCEA level	2-3

FUTURE PATHWAYS

This wānanga will give students the employability skills in all aspects that encompass Te Ao Māori, both within the rohe and across Aotearoa. Being confident to uphold Māori tikanga process and protocol is integral to success as Māori

FUTURE CAREERS

Practicing artist, work in community arts or support whānau, iwi and marae projects. Gallery and exhibition work – exhibition design, curatorial work, front of house. Teaching and arts facilitation. Community-based practitioner – work with whānau, hapū, iwi and hāpori

	UNIT STD	LEVEL	CREDITS
31507	Participate in the recitation of karakia at a hui	2	3
31287	Prepare and provide kai service, as part of a team and under supervision, for manuhiri	2	8
27108	Describe the protocols and roles associated with Pohiri in accordance with tikanga and/or kawa	2	2
27548	Perform tetahi momo rakau whawhai	3	10
30540	Plan and prepare and produce a hangi as part of a team in accordance with tikanga and kawa	3	5
TOTAL			28



TRIDENT TRADES TRAINING

Julie Ball
ballj@trident.school.nz
07 308 8159



MAORI CARVING / WHAKAIRO L2 COHORT

EXPLORE THE ART AND PRACTICE OF WHAKAIRO

This course offers taura an introduction to Toi Whakairo (Māori carving), focusing on the foundational skills, design elements, and drawing techniques used in traditional and contemporary whakairo. Students will explore cultural narratives, develop their own creative designs, and apply practical skills to bring their whakairo concepts to life.

Delivery options include noho-style block courses or 1–2 days per week, depending on the needs of each school or kura. Courses are scheduled in direct consultation with each school.

KEY DETAILS

Course delivery Terms 1–3, 1–2 days per week; or block/noho delivery

Location WHK, Kawerau, Murupara & other Bay of Plenty schools / Kura Kaupapa Māori

NCEA level 2

FUTURE PATHWAYS

Toi Maruata Certificate in Māori & Indigenous Art Carving L3, Kāwai Raupapa Certificate in Māori & Indigenous Art Carving L4, Toi Paemātua Diploma in Māori & Indigenous Art Carving L5, Maunga Kura Toi Bachelor of Māori Art Carving L7

FUTURE CAREERS

Practicing artist, work in community arts or support whānau, iwi and marae projects. Gallery and exhibition work – exhibition design, curatorial work, front of house. Teaching and arts facilitation. Community-based practitioner – work with whānau, hapū, iwi and hāpori

	UNIT STD	LEVEL	CREDITS
2580	Explain design elements used to generate Toi Māori design,	2	4
2594	Employ drawing techniques to create Māori art	2	4
23010	Generate, develop and refine visual ideas in whakairo	2	6
23013	Create whakairo	3	6
TOTAL			20



Te Wānanga
o Aotearoa

TE WĀNANGA O AOTEAROA

Marg Apiti
Marg.Apiti@twoa.ac.nz
027 296 6284