

Yoobee School of Design opens Degree Pathway in partnership with Open Polytechnic of New Zealand

Press release, 9 May 2013, Yoobee School of Design, Auckland, New Zealand: Yoobee School of Design and the Open Polytechnic of New Zealand have signed an agreement that enables students to pathway from their Yoobee diplomas into a Bachelor of Applied Science degree (BAppSci) with just one further year of study.

The Degree Pathway programme stems from a unique public-private sector partnership between Yoobee and Open Polytechnic that is expected to broaden the market of domestic and international students for both institutions. It features a blended on-site/online learning model, with students studying at Auckland's City Road campus under Yoobee tutors, while leveraging Open Polytechnic's online learning resources.

"We recognise that employers are placing increasing value on a Bachelor degree qualification," says Ruth Cooper, General Manager, Education at Yoobee. "The Degree Pathway provides Yoobee students an opportunity to achieve additional academic credentials without having to start over elsewhere. They can invest two years to achieve practical skills through our diplomas and later extend to a Bachelor's degree while remaining in the familiar Yoobee campus environment."

The two organisations have also launched an internship programme this year that sent six Yoobee graduates to build media content and apps at Open Polytechnic in Lower Hutt, where they are assisting in the development of next generation learning experiences. The interns are putting their skills in graphic design and web development to use, and simultaneously working towards their Bachelor of Applied Science degrees.

"The Yoobee graduate interns have proven to be highly capable with practical and sought-after design and technology skills," said Dr Raymond Young, the Head of Social Sciences at Open Polytechnic. "Through the Degree Pathway, Yoobee students have access to an Open Polytechnic curriculum that will round out their academic background and develop skills in critical thinking, statistical analysis, research methods and project management."

The Degree Pathway programme is subject to New Zealand Qualifications Authority site approval. To be eligible for admission, applicants must have completed the Diploma of Computer Graphic Design (Level 6) as well as a diploma in interactive design, digital media or web development – all with a minimum B grade. Yoobee intends to extend the Open Polytechnic Degree Pathway programme to Wellington and Christchurch campuses in the future.

About Yoobee School of Design

Yoobee School of Design, formerly Natcoll Design Technology, is a leading New Zealand provider of specialist creative digital design training programmes and soon a degree programme. Established in 1997 the college was acquired by Renaissance Corporation Ltd (RNS NZSX) in 2007 to complement its focus on 'enabling creativity' under the Yoobee brand. In September 2012 the college was renamed to Yoobee School of Design, and continues to offer students NZQA-approved and vocationally-based diploma programmes in

multimedia, computer graphic design, web development, animation and filmmaking at its campuses in Auckland, Wellington and Christchurch. To find out more about our programmes visit: www.yoobee.ac.nz

About Open Polytechnic

The Open Polytechnic is New Zealand's specialist provider of open and distance learning, enrolling around 35,000 part-time students each year. The majority of students are adult learners combining work and study, making the Open Polytechnic one of New Zealand's major educators of people in the workforce.

To find out more about our qualifications visit: www.openpolytechnic.ac.nz#

-Ends-

For more information please contact:

Ruth Cooper, General Manager, Education, Yoobee School of Design
Tel: 021 161 5422
ruth.cooper@yoobee.ac.nz

Mark Pearce, National Academic Manager, Yoobee School of Design
Tel: 027 455 0361
mark.pearce@yoobee.ac.nz

Maureen Manson, Marketing and Recruitment Manager, Yoobee School of Design
Tel: 021 674 357
maureen.manson@yoobee.ac.nz

Communicate IT Ltd, PR for Yoobee School of Design:

Shannon Thomas
Mobile: +64 278 224 760
shannon@communicateit.co.nz

Shelley Grell
Phone: +64 3 381 6656
Mobile: +64 21 747 355
shelley@communicateit.co.nz

Leanne Rate, Communications Manager Open Polytechnic
Phone (04) 914 5229
Email: leanne.rate@openpolytechnic.ac.nz