



# Welcome to Information Design at CPIT

If your career is important to you and you want to learn real-world skills to enhance your competitive advantage in the workforce, CPIT's Graduate Diploma of Information Design (GDID) is the answer. The programme is delivered online and can be studied part time or in just one calendar year of full time study. No classrooms, no lectures, no parking hassles!

The channels through which we share information are changing at a dizzying pace. This qualification will give you the skills to organise and present information in truly usable ways.

Information can take many forms. Within most work environments, these typically include reports, proposals, tenders and briefs. Add to these project presentations, and internal and external correspondence and the need for effective writing and presentation skills becomes clear.

CPIT's GDID offers an innovative curriculum based on effective information gathering, written communication, information presentation techniques and an introduction to the basic principles of graphic design – all important tools required to communicate information successfully within the workplace.

The GDID empowers employers, employees and graduates about to enter the workforce, with the knowledge to improve their business communication skills in the pursuit of their long-term business and career goals.

**For more information:  
(NZ Toll Free) 0800 24 24 76  
[www.cpit.ac.nz](http://www.cpit.ac.nz)**

If the date below is older than 12 months, phone 0800 24 24 76 for a more up to date brochure. At times CPIT will publish more than one edition a year so let us help if you're unsure.

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# Graduate Diploma of Information Design

Programme code  
**CH3742**

Level **7**

Credits **120**

Duration **Full time  
one year; 3-5 years  
part time**

Applications **Accepted  
throughout the year**

Course commences  
**February and July**

Enrolment fees  
(indicative)  
**\$4,314 (indicative)  
International \$11,020**

Additional costs  
**Advised on  
enrolment**

Location **Online**

## WHAT WILL I STUDY?

The aim of this programme is to provide you with both academic and professional skills in all aspects of Information Design.

There are six courses including an internship. All courses are compulsory and they may be completed full time in one year or part time over no more than five years.

The length of each of the following courses is one semester or approximately 16 weeks.

### GDID 701 Professional Writing & Editing

This course will enable you to produce excellent written communication products that are fit for purpose, clearly structured, reader-centred, and creatively realised.

Topics include:

- effective and persuasive writing strategies
- audience analysis
- editing techniques and proof-reading
- creating and using style guides.

### GDID 702 Professional Issues in Information Design

This course will prepare you for the range of professional challenges facing you if you are working with the information design skills set. It will also enable you to research, analyse, evaluate and apply creative solutions to a range of information design problems.

Topics include:

- theories of communication and information design
- primary and secondary research strategies
- report writing
- intercultural communication
- professional ethics.

### GDID703 Information Management

This course will enable you to understand strategies for managing information, publication content and knowledge across organisations and distributed networks. They will also learn to plan and manage documentation projects to meet specific design needs.

Topics include:

- information and knowledge management
- structured authoring
- content management systems
- project planning and management.

### GDID704 Principles of Information Design

This course will enable you to analyse, design and produce information products using the most appropriate textual and graphic design elements for a specific purpose and audience.

Topics include:

- analysing the design needs of an audience
- structuring online and print documents
- information design concepts and theories
- readability and usability issues.

### GDID705 Principles of User Experience

This course will provide you with an understanding of the user experience perspective. It includes a range of research techniques including heuristic evaluation, the use of personas and discount usability testing. The course was originally developed in consultation with Professor Carol Barnum, Southern Polytechnic State University, Georgia, USA.

Topics include:

- web user experience
- heuristic evaluations
- designing and implementing a usability test
- analysing and reporting the results.

### GDID706 Internship

This course will provide you with an opportunity to apply the theories and skills learned by completing an effective information design project in the workplace. The internship is an opportunity to reflect on the development of professional and personal skills in the workplace, and to do some "real" work.

The internship project is a minimum of 200 hours work, plus preparation of a report and log of the project. The aim is to demonstrate students' competency skills acquired in the other courses.

## WHY STUDY THE GDID?

### GDID for Large Organisations

Imagine if every piece of information circulating in your workplace was well-written and designed to be totally fit-for-purpose. Successful organisations are fuelled by information.

Information can take many forms, from reports and correspondence to tenders and briefs. Although information serves a multitude of functions, its purpose is simple - to transmit and receive messages that can be readily understood and acted on. In business, these messages are often complex and with much at stake. Quite simply, it is the lifeblood of your organisation.

Information Design is an academic discipline that gives employees the skills to produce effective, fit-for-purpose information. By enabling key staff to produce well-crafted information, you enhance the quality of decision-making throughout your organisation.

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If high-quality decisions are important to your organisation, you should consider enabling your employees to become skilled Information Designers. CPIT's Graduate Diploma of Information Design (GDID) is delivered exclusively online.

### **GDID for Graduates and Individuals in the Workplace**

If you've graduated from university and are thinking about your career, or you're working and wanting to develop further skills, chances are your Information Design ability will be constantly evaluated and critiqued. With the GDID you will extend your current skills to include:

- writing in styles suited to specific audiences and purposes
- gathering, using and presenting information for maximum audience buy-in
- using the basic principles of graphic design and human factors in information presentation and processing
- working in geographically separated teams.

### **WHERE WILL IT TAKE ME?**

The skill set that we teach in the GDID is used by our graduates in a broad range of careers including:

- training and educational design
- web and intranet content management
- information architecture and user experience design
- technical communication
- knowledge and information management
- usability testing
- marketing and public relations
- web design
- business and policy analysis.

### **ENTRY**

#### **Academic**

- A Bachelor's degree.

or

#### **Alternative**

- Level 6 or 7 Diploma and relevant work and/or life experience (equivalent to a Bachelor's degree).

or

- Evidence of equivalent practical, professional or educational experience e.g. 3 - 5 years full time work experience.

#### **English Language Requirements**

If English is not your first language you are also required to provide evidence of your English language skills as listed below. Credits in English-rich subjects from NZ educational institutions are also acceptable alternatives. Refer also to the Acceptable Alternatives Chart. If you have no evidence of your English language skills contact us for an assessment.

- IELTS 8.0 Academic (no lower than 8 in reading and writing sub tests),

or

- a degree gained with English as the medium of instruction.

### **HOW DO I APPLY TO JOIN THE GDID PROGRAMME?**

The GDID has restricted entry. This means you have to meet our entry requirements (see above). The process works like this:

- Apply online: [http://www.cpit.ac.nz/subjects/information\\_design/online\\_enquiry\\_form](http://www.cpit.ac.nz/subjects/information_design/online_enquiry_form). You may be contacted to verify any eligibility issues
- You will receive notification either that you have been accepted, or that you do not meet our criteria.
- Once accepted, your application goes to our administrator, who will pre-enrol you in the appropriate course(s) and send you the enrolment information.
- Complete the enrolment information you have been sent, including fee payment or making application to Studylink for a student loan.

At the start of the following semester, you will be contacted by email and given instructions on logging in to Moodle, and your GDID study will begin!

### **HOW WILL I STUDY ONLINE IN THE GDID PROGRAMME?**

All study in the GDID is online. There are no face-to-face sessions, although teaching staff are available by appointment for consultation by phone or in person.

This means that you can live anywhere with an internet connection. Past GDID students have lived all over the world – one student even studied with us while back-packing around South-east Asia!

Teaching is delivered via a secure online application called Moodle. Students and teachers log in to Moodle via a web address. In Moodle there are pages for downloading readings and lectures, discussion forums where students conduct weekly tasks and exercises, and access to library and other resources you will need. There are also required text books for most courses.

GDID courses are 'semesterised'. This means that they are delivered in step with the CPIT academic year, with two semesters starting in February and July each year. Each week new course work is posted, and you will progress through the course-work at the same time as your class-mates, usually in a group of 12-20 students.

All your marks are awarded for written assessments undertaken during the courses. Usually each course has three assessments, including marks for participation in the weekly exercises and discussions, and a 'major assessment'. The latter is completed at the end of each course and is usually worth approximately 50% of the course marks.

The exception to this is the internship (GDID706). This is a 'real world' work-based project that may either be undertaken as part of your regular employment, or perhaps as a freelance contract or voluntary project. In the case of this course (which you will do at the end of your studies), the mark is a one off evaluation in which you are judged either 'ready to work in the industry', or not yet ready.

### **WHAT MORE SHOULD I KNOW?**

You must also have:

- a reasonable level of computer literacy
- full internet access.

**For more information go to:  
[www.cpit.ac.nz/gdid](http://www.cpit.ac.nz/gdid)**

**To apply go to:  
[www.cpit.ac.nz/gdid-apply](http://www.cpit.ac.nz/gdid-apply)**

# Graduate Testimonials

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## **Danielle Biber** **Technical Writer, Israel**

"I decided to study the GDID as I felt that I'd reached a plateau in my career as a Technical Communicator.

"Learning online was exciting. There were students from all over the world, each with their own professional experiences

and opinions which we shared on the weekly discussion forums and in emails.

"The lecturers really know how to bring their knowledge in an interesting and appropriate way, while encouraging you to bring in your own experience and enrich your own knowledge.

"I'm currently piloting a new method of documentation at work, which is proving very successful. I have both the skills and the confidence to enjoy my job and know that I'm good at it. Studying GDID was an excellent professional move and I strongly recommend it."

**“ I have both the skills and the confidence to enjoy my job and know that I'm good at it ”**

## **Richard Cowper** **Training Designer, NZ**

"For the last eight years I worked as an instructional designer for the NZ Fire Service developing training programmes and short courses.

"Instructional design may not be the type of work most people associate with technical communicators

but the way training information is presented has a huge impact on students and trainers.

"The GDID course has helped lift my skills significantly in all these areas. While the course introduces a solid core of theory, it remains very grounded in practical application. I must say the

tutors bring huge value to this programme. They are all current practitioners and have strong links with other practitioners and academics internationally. They keep everything current with industry practice and this is very obvious in the materials."

**“ This is a course I would heartily recommend to anyone whose primary job is packaging information for others to use ”**

# Industry Testimonials

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## **Lisa Kunde** **Airline Publications Manager, Virgin Blue Airlines Pty Ltd**

"I spent some time researching information design tertiary qualifications, in search of a course that could be completed externally, was self-paced, highly regarded, and would give employees a recognised qualification. The Graduate Diploma of Information Design (GDID)

meets all of these needs.

"The introduction of the course has improved the technical knowledge base of the publishing team; introduced new skills and techniques for managing and controlling information; encouraged collaboration with students who share the same information design problems and increased the quality of the information produced within Virgin Blue.

"The shortage of qualified documentation specialists is now so severe that companies have to go the extra mile to secure talent. The GDID not only lures talented new staff, it also helps retain existing staff. The programme has become an essential part of Airline Publications' employee development program and will continue to be so in the future."

**“ The GDID not only lures talented new staff, it also helps retain existing staff ”**

## **Emma Harding** **Partner, Streamliners NZ Ltd**

"I have been involved with the Advisory Committee for the Graduate Diploma of Information Design (GDID) for ten years. The Committee has always had strong representation from high-tech Canterbury businesses that show continuing interest and involvement in

the content and success of the programme.

"Streamliners work with a range of organisations providing business process and procedure documentation as well as technical documentation. Since 2000 we have employed six graduates of the GDID and have two on the team at the moment.

"The GDID provides organisations such as mine with employees whose skills are crucial to the success of my business. With this course, CPIT has proven its worth as the only provider in New Zealand of professional information design graduates".

**“ The GDID provides organisations such as mine with employees whose skills are crucial to the success of my business ”**

# Teaching & Academic Staff



**Bruce Russell**  
BA(Hons), MA, GDID  
**Programme Leader**

After 18 years working as an archivist, including five years managing New Zealand's national radio sound archive, Bruce retrained as an information designer in 2003 and since then has undertaken freelance editorial work for the Crown Law Office, worked as an information management consultant in the local government sector and undertaken user experience evaluations and testing in the web industry. He began teaching part time in the GDID in 2005 and became programme leader in 2006. Amongst other projects he oversees the annual Wired Online Experience Survey, which rates the usability of the homepages of all companies in the NZX 50.



**Cindy Staudt**  
BA, MA, MTPC  
**Lecturer**

Originally from the United States, Cindy received a Bachelor of Arts degree in English from the College of Charleston (South Carolina) and a Masters of Arts degree in English Literature from the University of Charleston. While working on a PhD in literature at Auburn University (Alabama), she became interested in technical communication and left her PhD work to instead gain a Master of Technical & Professional Communication (MTPC) degree, with a focus on business editing. Cindy has worked in a variety of roles including technical editing, proofreading, desktop publishing and graphic design. In July 2007, Cindy joined CPIT as a lecturer for the GDID programme.







### STUDENT SUPPORT SERVICES

CPIT has a strong and continuing commitment to helping you get the most from your study time with us. For further information on the services listed below, check out our website:

[www.cpit.ac.nz/student\\_services](http://www.cpit.ac.nz/student_services)

- Accommodation • Career Centre • Childcare • Cafés
- Health & Counselling Centre • International Student Advisors
- Language Support • Learning Services • Library
- Māori/Pasifika Student Support • Recreation Centre
- Students' Association • Student Finance

### INTERNATIONAL STUDENTS

CPIT has agreed to observe and be bound by the Code of Practice for the Pastoral Care of International Students published by the Minister of Education. Copies of the Code are available on request from this institution or from the New Zealand Ministry of Education website: [www.minedu.govt.nz](http://www.minedu.govt.nz)



**Please note:** Every attempt is made to ensure this brochure is correct at time of printing however, information is subject to change. CPIT reserves the right to amend or withdraw courses.