



**FIRST MEDIA  
DESIGN SCHOOL**

about us

**FMDS Unique  
Design Teaching  
Methodologies**



**TWENTY**  
YEARS *of*  
BUSINESS EXCELLENCE  
1989-2009

## Qualities of FMDS Designers

Business  
Strategist

Creative  
Designer

Design  
Manager

Good  
Communicator



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# MINDpower™

## ANALYTICAL SKILLS

Tapping on the mind's ability to think, analyse and problem solve.

Business Strategist

## CREATIVE SKILLS

Tapping on the mind's ability to dream, imagine and create.

Creative Designer

Design Manager

Good Communicator

## ORGANISATIONAL SKILLS

Tapping on the mind's ability to plan, organise and implement ideas.

## INTERPERSONAL SKILLS

Tapping on the mind's ability to connect and communicate with others.



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# The MINDpower™ Designer

## Design Competency

### DESIGN CONCEPTUAL SKILL

Enhance mind mapping; Unleash creative thinking and creative conceptual skills

**YOU  
as  
DESIGNER**

### DESIGN EXECUTION STANDARD

Undertake design projects;  
Plan and execute with  
professional standard.

### SOFTWARE SKILL

Utilise appropriate  
design software skills;  
Achieve desired results  
with finesse.



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# The **MIND**power™ Design Manager Management Competency

## PERSONAL MANAGEMENT

Acknowledge and understand individual management styles; Build and develop personal style through teamwork & development.

**YOU**  
as  
Design Manager

## PROJECT MANAGEMENT

Plan and execute projects successfully; Manage clients' expectation professionally.

## STUDIO MANAGEMENT

Develop processes and implement systems; Manage studio resources with 3Es.



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# The MINDpower™ DesignPreneur DesignPreneur Training

## ENTREPRENEURIAL SKILL

Analyse and evaluate growth opportunities;  
Conceptualise and develop commercially  
viable ideas.

**YOU**  
as  
**'DesignPreneur'**

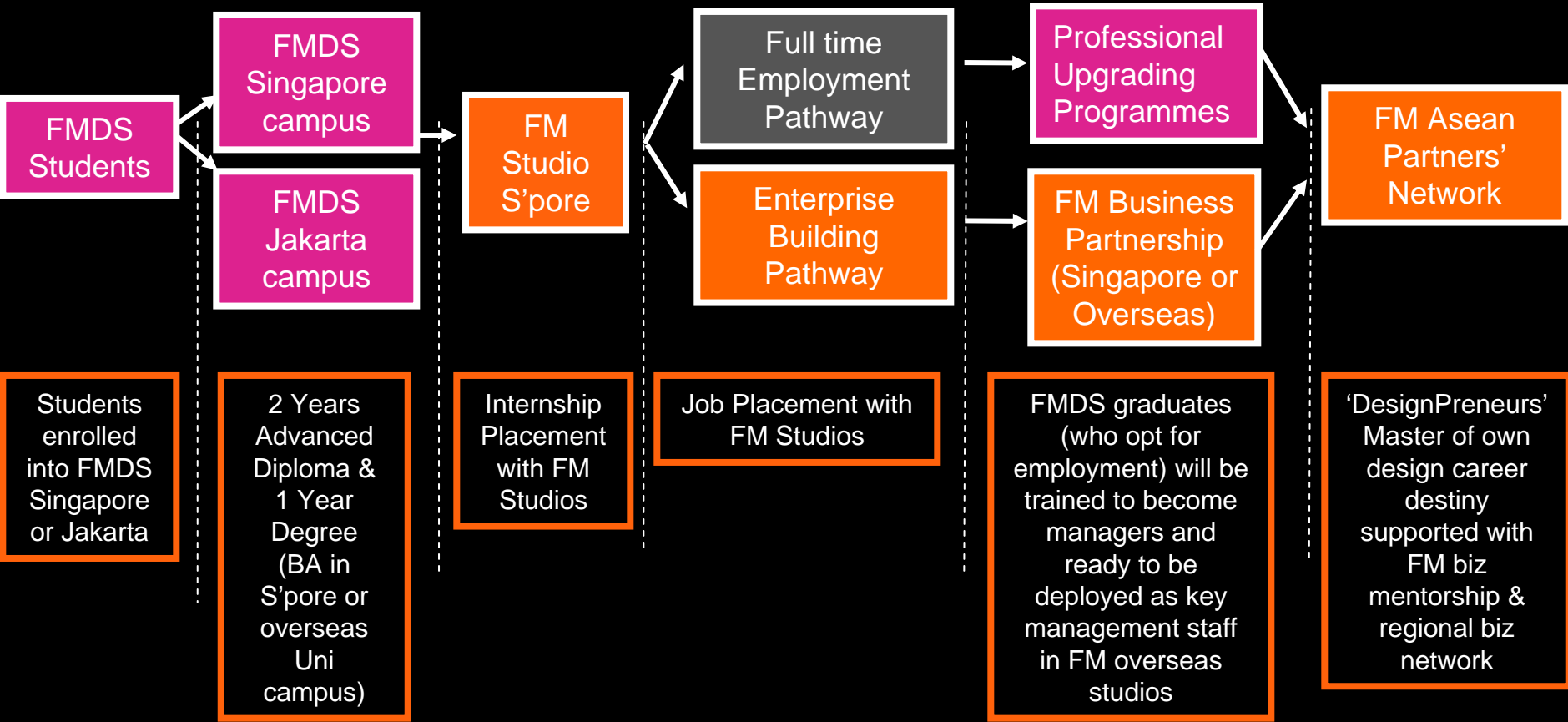
## ORGANISATION SKILL

Enforce corporate philosophies;  
Imbue corporate vision into the  
corporate culture.

## LEADERSHIP SKILL

Manage and motivate human  
resources; Nurture and influence  
team spirit.

# Student + Career + Business Pathway



## FMDS university partners



RMIT University  
Australia



Edith Cowan  
University  
Australia



University of  
Tasmania  
Australia



Whanganui  
New Zealand



University of Waikato  
New Zealand



Universal College  
of Learning  
New Zealand



AIU  
UK & US