

# Professor Tony Parker Scholarship in Industrial Design

## Scholarship Regulations

### **Focus**

Industrial Design

### **Level of Study**

Undergraduate and Postgraduate

### **Purpose**

The Professor Tony Parker Scholarship in Industrial Design supports promising students majoring in industrial design at undergraduate level or in industrial design and its related fields at postgraduate level.

### **Background**

This scholarship is supported by research fees accumulated by former staff member and Emeritus Professor Tony Parker, Professor in Industrial Design, during his tenure at Massey University's College of Creative Arts.

Professor Parker's Industrial Design research practice focused on aesthetically driven affective product design. This included product desirability, usability, experience, branding and innovation for improved user satisfaction. Research concentrated on strategically defining and integrating distinct, and aesthetically innovative, affective product attributes for agricultural, automotive and security products intended for global niche markets. His enduring collaboration with Gallagher Industries resulted in numerous commercially successful and international design award winning products.

Professor Parker studied industrial design at The Wellington Polytechnic (now Massey University, Wellington campus) between 1974 and 1977 and completed his Master of Design at the Royal College of Art from 1981- 1984. While studying in London Professor Parker was supported by a New Zealand Government State Services Commission Post Graduate Study Abroad Award that he won while working for the New Zealand Government Ministry of Works. This outstanding post graduate experience helped shape his professional and academic career, established life-long connections with international colleagues and friends and provided first-hand experience of the great value of scholarships, bursaries and awards.

It is his wish that this scholarship will encourage industrial design students to strive for international standards of excellence and that they will go on to make a significant and valuable contribution through design to the quality of life internationally and particularly in New Zealand.

### **Value and Tenure**

The value of the scholarship is typically \$5,000, towards either fees or living costs as determined by the selection committee in conjunction with the candidate.

The scholarship is tenable for one year. Recipients are welcome to apply in subsequent years.

### **Typical Number on Offer**

One scholarship will be awarded each year depending on funding available from the Foundation.

### **Eligibility**

Candidates must be New Zealand citizens or permanent residents and enrolled at Massey University's College of Creative Arts Wellington campus, studying in the field of design, or related modes.

Undergraduate applicants must be enrolled full time in the Bachelor of Design (Honours) degree, majoring in Industrial Design, at Massey University and have completed the previous year of their degree with a GPA of 7.5 or above.

Postgraduate applicants must be enrolled full time in a postgraduate qualification and preparing to undertake a research project in industrial design or its related fields. They must have a GPA of 7.5 or above in their undergraduate qualification.

### **Selection Criteria**

The primary consideration when awarding the scholarship will be academic merit. Good character and financial circumstances may also be taken into account.

### **Selection Committee**

The scholarship will be awarded by the University Scholarships Committee on the recommendation of a panel comprising the College of Creative Arts University Scholarships Committee representative (or nominee), the Head of School of Design Nga Pae Mahutonga (or nominee), and the Professor (or equivalent) of Industrial Design.

### **Conditions of the Scholarship**

The scholarship will be paid in two equal instalments in May and November subject to satisfactory academic progress.

The scholarship may be held concurrently with other bursaries or scholarships. The selection committee may refrain from making an award if there is no applicant of sufficient merit.

Students who withdraw from their studies during the year in which the scholarship was awarded may be required to repay a proportion of the money awarded to them.