FULL TIME COURSE GUIDE

BACHELOR OF PHOTOGRAPHY
ADVANCED DIPLOMA OF PHOTOGRAPHY

Photography Studies College
(Melbourne)
www.psc.edu.au
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Front cover image by Marianne Lopez
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Welcome to Photography Studies College (Melbourne) PSC, a tertiary educational institution focussed on providing a high quality teaching and learning experience.

We offer our students a learning experience that emphasises intellectual inquiry and reflection on practice, and a learning environment in which they can explore and develop their capacity to be citizens, visual communicators and photographers.

Our focus on creativity and innovation is integral to all we do. We encourage our students to engage with the meaning, politics and philosophies of visual representation. We want them to be independent thinkers.

We expect commitment from our students but in turn will ensure that learning is engaging, enjoyable and challenging. We believe in the importance of involving the whole person in the learning process.

As an educational institution we model professional photographic practice and continually seek opportunities to integrate learning with work and engagement with community.

This is PSC’s mission and purpose.

We invite you to join us on this journey to explore, interrogate and reflect on the power of the image.

Message from the Managing Director
Julie Moss

Our Great Location

PSC is located in Southbank, in the heart of Melbourne’s vibrant arts and cultural scene; only 10 minutes walk to the city centre and 5 minutes from Flinders Street station. We are within easy walking distance of a multitude of great contemporary galleries such as the National Gallery of Victoria, Ian Potter Centre at Federation Square and the Australian Centre for Contemporary Art (ACCA). The Australian Centre for the Moving Image (ACMI), the Melbourne Recital Centre and the Malthouse Theatre are all close by.

For further information contact:
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Photography Studies College (Melbourne)
65 City Road, Southbank, Victoria 3006 Australia
Tel: +61 3 9682 3191
Fax: +61 3 9686 1601
info@psc.edu.au
www.psc.edu.au
About us

PSC is now a dual sector provider, offering both a Degree in the Higher Education sector and an Advanced Diploma in the Vocational Education and Training (VET) sector. Both courses have been developed with the specialised industry know how that comes from 40 years as a well respected, innovative and experienced photographic educator.

Since its inception, PSC has provided students with an environment in which to explore their creativity, see the world anew and give expression to what they see.

For forty years, the College has delivered high quality and innovative photography education, consistently producing graduates of the highest calibre and enjoys an impressive national and international reputation. The supportive, friendly and encouraging atmosphere of the college assists students to reach their goals, as do the impressive and specialised facilities at its location – 65 & 67 City Rd Southbank.

PSC has built a leading reputation for producing high quality and award winning students and is the first choice for many students looking for a specialised, creative and industry relevant learning experience. PSC is widely respected throughout the photography community and our reputation as a continual multi award winning college speaks for itself:

Multi award winning college – excellence in photography education and training

2012
Winner Australian Institution of Professional Photography (AIPP) National Tertiary Institution of the Year award for excellence in photographic education and training.

2011
Winner Australian Institution of Professional Photography (AIPP) National Tertiary Institution of the Year award for excellence in photographic education and training.
Winner ACMP Educational Institution of the Year
Runner up AIPP Australian Student Photographer of the year, Kimberley Munro
Winner AIPP Victorian Photography Student of the Year, Kimberley Munro
Finalists in the National Photographic Portrait Prize, Rhett Hammerton, Jenny Hodge.

2010
Winner AIPP Victorian Photography Student of the Year, Deborah Mullins.
Winner Canon Photo 5 Competition Student Entry, Graeme Passmore.
Winner, Portrait Category, New North Gallery Photography Prize, Jenny Hodge.

2009
Winner AIPP National Tertiary Institution of the Year
Winner AIPP Australian Student Photographer of the year.

“...To me, photography is an art of observation. It’s about finding something interesting in an ordinary place... I’ve found it has little to do with the things you see and everything to do with the way you see them.”

Elliott Erwitt, Photographer

Adrian Dennett
Leadership and Governance at PSC

PSC Governing Council and Academic Board

The Governing Council is responsible for PSC’s higher education course and delivery including oversight of the PSC Academic Board. The Council provides a wealth of experience in business, academic expertise, research, photography, education policy and management.

PSC Leadership Group

Julie Moss
Managing Director

Julie has over 30 years experience in the vocational education and training sector. During that time she has been a passionate supporter of private education and training in Australia and has frequently represented the interests of private education and training providers at the state, national and international levels. She was a founding member of the Australian Council for Private Education and Training in 1991 and has maintained her involvement since its inception. She served as a Board member and Chair of the National Board for a number of years.

Julie is passionate about education and brings this passion, experience and focus to her leadership role at PSC. She is determined to ensure that PSC is a place that stretches and challenges and provides students with an environment that nurtures their full potential. Julie has recently been appointed as the Chair of the Education Committee of the Australian Institute of Professional Photography.

Jenny Heron
Director Communications & Students

Jenny has been involved in senior roles in photographic education and the vocational education and training sector for over twenty years. She has extensive experience working in both community and arts education organisations in Melbourne and rural Victoria. She has taught the contextual units at PSC, exploring the complexities of visual representation and cultural diversity and undertook a pivotal role in the development and implementation of the PSC curriculum.

Jenny has a deep interest in the diversity of human expression through place and time, cultural definitions of femininity and masculinity and changing gender roles. Her current post graduate research involves popular culture and visual representation in the early modern period. Jenny has a profound belief in the importance of the student experience and the transformative power of education.

Dr Les Horvat
Academic Director

Dr Les Horvat is a distinguished photographic educator and former director of Programs for Higher Education, School of Creative Media at RMIT University.

Les spent over twenty years working as an award winning photographer in a career at the leading edge of commercial, advertising photography. He has won numerous awards including the Kodak Professional Photography Achievement Award, Gold and Silver at the Australian Professional Photography Awards and has been accepted into the Fuji ACMP Collection.

In 1999 he achieved Masters status, within the peak photographic industry body, the Australian Institute of Professional Photography. He has also co-authored a photographic text on digital imaging.

Having completed his Doctoral Thesis on the cultural effects on creative expression, Les continues to pursue research on the pedagogy and social interactions underpinning creativity. He also undertakes his own photographic projects and exhibits regularly.
On Friday 11th May a very successful and enjoyable 2012 PSC Advanced Diploma graduation ceremony was held at the Australian Centre for the Moving Image, Federation Square with over 300 guests. Present were a large number of industry award sponsors including representatives from the AIPP and ACMP, Sun Studios, Borge’s Imaging and Kayell; members of the PSC Governing Council and Academic Board, PSC Course Advisory Committee; industry mentors, external assessors, PSC teaching staff, graduates their partners, families and friends. It was a night of much celebration including an inspiring and motivating key note address delivered by distinguished photographer and member Governing Council and Chair Academic Board PSC, Professor Robin Williams.

“Now on the job I realise how my practical studies are applied in everyday scenarios such as booking jobs, negotiating with clients, lighting portraits and products and delivering content to a strict deadline.”

Teagan Glenane
Photojournalism Graduate
Create your future with our specialised courses

PSC is now a dual sector provider offering both Degree and Advanced Diploma courses. Both courses have been developed with the specialised industry knowledge that comes from 40 years as a well respected, innovative and experienced photographic educator.

The Bachelor of Photography course is exclusive to PSC and is designed to produce socially and ethically responsible, technologically savvy professional photographers prepared to take on leading roles in the global creative industries. The course is delivered in a supportive environment that promotes independent critical and creative thinking, inquiry and contemporary practice.

The Advanced Diploma ensures that the technical and specialised skill set necessary for professional practice is built on from foundation to professional level.

**PSC is a progressive provider offering an excellent student to teacher ratio, in a friendly supportive environment that nurtures creative practice, interactive learning, career outcomes and the student experience.**

**Our specialised facilities**

PSC students benefit from the intimate, specialised learning environment, the high quality industry specific facilities including the purpose built photography studios and digital imaging centre, the specialised information resource hub and continual exhibition spaces.

PSC has a range of specialised facilities that are acknowledged as being among some of the best and most professional of any Australian specialised educational institution. PSC has a close liaison with equipment manufacturers, importers, photographic software distributors and front-line photographers, so students will experience much of the latest techniques and technologies.

The main administrative area is located at level 1 65 City Rd, and students have access to a Student Services Officer during hours of operation. PSC operates from 9am – 9pm Monday to Thursday and 9am – 5pm Friday, 9am – 5pm on weekends for facility access and workshops.

The offices of the Communications & Students staff are located on this floor and students have access to the Communication & Students Officers via their open door policy, appointments, by email and phone.

**Studios**

At 65 City Rd on the ground floor are 2 professional studios – Fawkner Rd Studio and City Rd Studio – with double height ceilings, cyclorama, makeup and change rooms, backdrops, a range of lighting and grip gear including soft boxes, strip lights, booms, strobes, spots, floods, power packs, honeycombs, barn doors, scrims and reflectors; computer set ups for tethered shooting and multi-purpose work bays. The Studio Office staffed by the Studio Supervisor and Studio Support Officers, provides a point of contact for studio bookings and studio equipment usage. Students have email access 24/7 to the studio booking system.

**Digital Centre and The Print Shop**

There is a large well equipped Digital Imaging Centre that includes 2 extensive digital laboratories and a central professional print bureau, The Print Shop staffed by the Digital Production Manager and the Chief Technology Officer. The centre’s Epson™ Inkjet printers are much in-demand and skilled technical staff run prints every week day, offering students a comprehensive range of professional paper surfaces. The labs are equipped with 65 Intel Mac computers carrying the latest industry related applications. All monitors are frequently calibrated and labs are equipped with pinup colour corrected print viewing walls and digital projection systems.

Students are provided with access to the digital laboratories outside class times and supervised access for additional technology assistance. Off campus students are able to upload their files for printing remotely via an easy graphical web interface with 24/7 accessibility.

“Get really into it and if you love photography you will love the course.”

*Steph Doran, Commercial major*
**Resource Hub**
The Resource Hub provides students with access to local and worldwide information resources, through electronic journal and book resources with a particular focus on photography. The current focus on the further development of electronic journal and book resources will further facilitate off campus and 24/7 access. The Information and Resource Officer provides advice and will assist with research/information skills as required. Students are also familiarised with the State Library of Victoria and MCC library facilities, given their close proximity.

**Student Lounge**
Students are supported by the availability of a comfortable and well serviced central Student Lounge area. This area offers students the possibility of gathering informally. In addition the area incorporates an 8 workstation learning hub, further print viewing and finishing areas and an extensive student information notice board. The Teachers Office is located within close proximity with the academic consultation hours clearly displayed.

**Our supportive study environment**
At PSC students learn with some of the best in the industry, qualified professionals who constantly bring their current practice, commitment to great educational outcomes and expertise to the classroom. These dedicated teachers are an important factor in the high quality and innovation of the work produced by students. Together with the teaching staff students find a well established support system.

For full time study your support contact is the Communications & Students Officer Shannon Wilkie: swilkie@psc.edu.au or phone 9682 3191. Shannon’s office is on level 1 of 65 City Rd.

She is the initial point of contact for all students from information through to general course discussion, enrolment information, career questions, forming strategies to assist with financial difficulties, referral to learning support, referral to professional counsellor, accommodation information, personal issues, handling concerns and grievance issues, and general support. There is access to the Director Communications & Students and Academic Director via appointments. Their offices are located within this administration area.

**Learning Support Consultation**
Access to learning support with the Learning Support Teacher is available for students for assistance with organisational skills, time management skills, study skills, writing skills, research skills. Students can email request for assistance with learning support or request that the Communications & Students Officer make an appointment, or a teacher may refer a student. The Information and Resource Officer will assist the Learning Support Teacher with research/information literacy.

**Professional Counsellor**
Access to a professional counsellor is available via self referral, teachers’ referral and/or the Communications & Students Officer.

**Academic Consultations**
All teaching staff are available for individual student consultations at times notified on the teaching staff office door. Students can also email request for an academic appointment consultations via the email address noted on each subject outline. Students can request that the Communications & Students Officer assist with this and make an academic consultation with a member of the teaching staff.

All student support is provided in accordance with PSC’s privacy policy.

**Technology Support**
Students who require technology support may book into supervised access in the digital labs and/or studio at allocated times for this additional support service. These times will be notified in the digital centre and via student communications at the commencement of the semester. Teachers can recommend that students book into these supervised access session for additional support.
PSC Student Portal

This student portal is an online gateway for enrolled students – via the PSC website – to access the PSC learner management system **miPlace** and **go.psc**. **miPlace** is the PSC on-line teaching and learning environment a range of subject and unit learning resources including on line interactions, readings and information.

**go.psc** provides access to online information about facilities including the studio, the digital centre and the print shop, student support services, student submissions, the resource hub and IT support.

Course delivery mode

At PSC our courses are interactive and delivered via face to face including interactive workshops and tutorials, lectures, demonstrations and practical participation. Students experience the studio model of learning. This means that students can put their creative ideas into practice and through the peer/teacher feedback and review process gain from experienced guidance, feedback and input.

Unlike more traditional modes of delivery studio-based learning enables active participation of the student in problem solving and the practice of creating and making.

Course review and feedback

Integral to PSC's Quality and Review procedure is the course review and feedback mechanism. This includes student formal and informal feedback. Formal feedback is collected using Student Evaluations that are completed for each subject and unit, also via the Grievance Procedure and Exit Interviews. Informal feedback is collected from students in a number of ways via email, phone conversations and meetings with any of the following: Teachers, Communications & Students Officers, Director Communications & Students and/or the Academic Director.

Budgeting for Your Tertiary Study at PSC

Before commencing your studies you will need to consider your budget. You should think about the cost of tuition fees, accommodation, food, living expenses, travel, clothing, entertainment, photographic equipment and course materials – **list of expenses other than tuition** for your course is available from the Communications & Students Officer or visit the website www.psc.edu.au.

You should at all time be aware of the rapid rate of technological change in the photography industry and the impact this may have on equipment requirements and material. None of these other expenses are included in your tuition fees.

Tuition fees

Students are able to study at PSC in a fee paying place where tuition fees are payable annually. All applicants should peruse the Tuition Fee schedule for the relevant annual period of enrolment. This is available in all information packages.

FEE-HELP and VET FEE-HELP

Eligible students may apply for a FEE – HELP loan (for the degree course) and a VET FEE-HELP loan (for the Advanced Diploma course) for tuition fees only, through the Commonwealth Government. This loan doesn't cover other expenses such as equipment and material expenses, accommodation, living expenses or other expenses that a student may incur.

Students will commence repaying their FEE-HELP or VET FEE-HELP debt via the Australian Tax Office once their income reaches the minimum threshold for compulsory repayment.

Eligibility FEE-HELP and VET FEE-HELP

This loan scheme is available to Australian Citizens or holders of a permanent humanitarian visa who are enrolled in either the Higher Education course the Bachelor of Photography or the VET course the Advanced Diploma of Photography.

Further information regarding FEE-HELP is available from the Department of Industry, Innovation, Science, Research and Tertiary Education, and VET FEE-HELP from the Department of Education, Employment and Workplace Relations website: and this information is available from the website www.deewr.gov.au.
Enrolment at PSC

Enrolment is on an annual basis and both courses are delivered over three years of full time study. Students who accept an offer of a place choose their tuition payment option at enrolment.

On enrolment students will be required to complete a PSC Enrolment Form for the relevant course, which is the formal enrolment agreement between PSC and the student. This agreement includes the Terms and Conditions of Enrolment and Refund Policy.

The Student Handbooks provide information on PSC’s policies and procedures in relation to both the Higher Ed course and the VET course; these are available from the Communications & Students Officer prior to and at enrolment, and on the PSC student portal – go.psc

Find Community Involvement and Real World Connections at PSC

PSC is committed to equipping students with the necessary skills to live, work, learn and contribute locally and globally. We want our students to connect to community and make contributions at a local level during their course.

As part of this commitment to student community engagement PSC requires all its students to undertake a Community Service Learning program entitled Photography in the Community (PIC). This project gives each student the opportunity to learn in a real world scenario with an allocated community organisation and provides learning experiences which will assist in forming an inclusive context of support and respect for all citizens. At the conclusion of the project, the organisation receives images that can be used for public relations and promotional purposes.

A similar program that has linked students to community organisations has been delivered by PSC for the last eighteen years.

PSC student Caterina Fizzano tells of her experience:

“I attended the Footscray Primary School Global Jamboree – an evening of multicultural music, food and crafts. Being a one time event, I was faced with the challenge of producing images without the opportunity to reshoot, so any feelings of stress and inadequacy have to be dealt with on the night!

I enjoyed the experience even with its challenges of photographing children, low lighting and high ceilings. It builds confidence by letting us out in the field to apply what we have learned.”

We want to connect students to the photography and arts community through our involvement with a range of professional bodies that offer student awards and membership such as the:

- AIPP Australian Institute of Professional Photographers
  www.aipp.com.au

- ACMP Advertising, Commercial and Magazine Photographers
  www.acmp.com.au

This connection with industry was in evidence for our Advanced Diploma students in the lead up to the 25/26 May Canon Australian Professional Photography Awards weekend at the Melbourne Convention Centre. PSC hosted the awards breakout sessions in the studio area and we had a wonderful response from our students. Due to their involvement, energy and input the break out session was finalised in record time. A number of students from first year volunteered to work behind the scenes during the awards weekend and did such a great job that they were invited to the awards dinner.

“Being part of APPA is so much more rewarding than I ever thought it would. Brushing shoulders and conversing with some of Australia’s best photographers has given me even more photographic inspiration. Many of the photographers have offered to critique my work for me!”

Elliot Taylor
Our career focus

PSC aims to prepare its degree graduates to be leaders in photography by possessing the following attributes:

- Knowledge and skills to effectively interact with the meaning, politics and socio-cultural philosophies of photography and visual culture
- A responsive approach to the global industry including contemporary media and technologies
- Proficient problem solving skills by being an independent, reflective and critical thinker
- An innovative and creative ability to identify, research and articulate ideas and visual outputs
- Effective communication skills and being a collaborative team member in the professional environment
- A commitment to social and ethical responsibility and a meaningful engagement with community
- Sensitivity to cultural diversity in a global environment as both a professional and citizen

The mentor program

PSC offers students a mentor program in final year which links students to contemporary photographers to gather feedback, insights and hands on industry knowledge. Students secure a contemporary photographer whose work they find inspiring and stimulating to act as their industry mentor. Students spend time with their mentor, observing and discussing, receiving feedback and gathering “hands on” industry knowledge.

The business of photography

The subjects Design and the global network and Creative industries: the business of photography, have a particular focus on real world scenarios and students are required to research and develop their own integrated business plan, marketing strategies and strong on line presence. Of particular relevance is the current business climate pervasive in the creative industries, where because of globalised markets, businesses are forced to combine sound business principles with their classical focus on creativity and flexibility.

“With the help of my mentors to develop my skills further, I became confident enough in my abilities to promote my work. Now I shoot AFL football each weekend and I pinch myself every time I walk out onto the M.C.G.”

Darrian Traynor
Photojournalism Graduate
**Employment register**

PSC has an established employment register, which matches students to jobs, based on the student’s experience and abilities. This provides students with an opportunity to gain valuable experience in the profession. Most work assignments are allocated to our recent graduates and final year students. We are often the first point of contact for professional photographers seeking assistants and every month there are a number of requests for students to photograph a range of activities. These include portfolios for dancers, models and/or hair and make-up artists, family portraits, weddings, special occasions, advertising photography, studio management and studio/photographer’s assistant. We receive regular requests from galleries and cafes to exhibit student work and we provide information on photography awards, competitions and prizes.

**Once you’ve graduated**

An exciting range of career options are available including:
- advertising photography
- corporate/industrial photography
- portraiture and fashion photography
- photographic artist and/or gallery/curatorial administrator.
- photojournalist, newspaper/editorial and publication work
- documentary photographer
- picture editor
- photographic retoucher
- photographic educator

In particular, a whole new range of career options exists in the ever expanding digital imaging sector of the industry. These include the contemporary trend of ‘fusion’ between the still image and the moving image, together with the new but expanding platforms of social media.

Many of our Advanced Diploma graduates have been and are currently employed by local community and metropolitan publications. Some have busy freelance businesses supplying editorial, sports and commercial images to a range of clients; others are exhibiting artists with international profiles. Some work in areas such as advertising and corporate/industrial photography, portraiture, wedding and fashion photography, newspaper/magazine and publication work, photographic artist and gallery/museum curatorial work. Other graduates are based in studios as production managers and some work in digital retouching areas.

Graduates of PSC are eligible to apply for full membership of the following Australian professional bodies:
- AIPP Australian Institute of Professional Photographers
- ACMP Advertising, Commercial and Magazine Photographers
- MEAA Media Entertainment and Arts Alliance
- APA Australian Photojournalists Association
- NAVA National Association of Visual Arts
There are no prerequisite studies

PSC’s Special Entry Assistance Scheme (SEAS) allows extra consideration to be granted for certain applicants seeking selection

Special entry categories include:
- Students with English as a second language
- Students with literacy or numeracy difficulties
- Students experiencing difficult circumstances
- Indigenous students
- Students with disability and/or medical conditions
- Mature age

Course entrance requirements

Applicants for full time study must apply through the Victorian Tertiary Admissions Centre (VTAC), AND directly to PSC using the PSC Bachelor of Photography Course Application Form (applicants must do both).

Successful completion of VCE or equivalent (non year 12 and mature age) and attendance at an interview including presentation of folio.

Course extra requirements are listed in the course information in CourseSearch on the VTAC website www.vtac.edu.au/courses/searchfield.html

Extra requirements: interview & folio presentation

The PSC interview and presentation of folio will give applicants the opportunity to demonstrate their engagement with photography/image-making/visual culture and showcase their interest, enthusiasm, strengths and motivation. The interview is not panel based but personal providing applicants with the opportunity to discuss and answer questions about their folio and interests, and ask questions about the course, and studying at PSC.

The folio should contain a selection of the applicants own work including 10 –15 well presented final images either mounted or in a bound folio flip book. This work, together with a visual diary or ideas journal, or a back up process workbook (brainstorming and research), should represent the applicants ideas, processes, inspirations and abilities including their aptitude for photography, originality and creative potential. Applicants should come to the interview prepared to discuss and answer questions about their folio including ideas, research and motivation.

RPL and Credit transfer

PSC will ensure that all prospective students with relevant prior experience or academic studies are advised of the possibility of having this prior experience and/or studies taken into consideration.

More information swilkie@psc.edu.au

Overview of the course

The Bachelor of Photography course is exclusive to PSC and designed to produce responsive and technologically savvy professional photographers.

Study areas: Image and concept, Image cultures, Lighting, Post-production processes, Studio practice, The world around us, Visual thinking, Creative industries, Creative practice, Digital capture, Genre photography, Art photography, Commercial photography, Photojournalism,

What makes it great?

The course promotes independent critical and creative thinking, contemporary practice, communicative effectiveness, inquiry and reflection. Students will be supported and encouraged to undertake creative and risk taking approaches to the possibilities of photography, producing 6 conceptual portfolios while developing a range of techniques relevant to the industry. Students will apply their learning in both the studio and on location in practical and interpretive ways.

In the first year students gain a solid foundation in concepts, practice, theory and technique. Second year extends meaning and genre exploration while developing a personal aesthetic and context. Final year students integrate their research and are guided through an independent study in their choice of major either commercial, art or photojournalism.
Choice of major selections:

Commercial Photography
This major includes students who want to be fashion, advertising, architectural, food, portrait, product or wedding photographers. The program is designed to produce commercial photographers who are socially and ethically responsible and capable of taking on leading roles in the industry.

Art Photography
This major requires students to “give voice” to their own ideas and develop an artistic premise for their work. Students will develop a critical awareness of the practices of current art photography and art practice, and integrate research based on contemporary social theories and historical contexts into their own work.

Photojournalism
This major is for students who love to communicate with people, to traverse cultural barriers and continental borders and want to harness the power of photography to communicate a story. The program enables students to combine the theory and practice of photojournalism/editorial/social documentary photography in a socially and ethically responsible way. Students will be required to become proficient in diverse media platforms.
Our degree program will offer students the opportunity to:
• Get a degree qualification
• Be immersed in the thrill of learning
• Open their minds to new ways of thinking
• Have a space for contemplation, reflection and inquiry
• Have some fun expressing their thoughts, emotions and stories
• Be inspired by the work and feedback of others
• Take risks and be stretched
• Undertake research

Course outline

Year 1

**FDT111 Image and concept 1: the mediation of meaning**
This subject provides an introduction to the development of a conceptual idea through to its realisation as a folio of photographic work. It will examine the exploration of meaning and how meaning is mediated and informed by social, cultural and political issues of the past and present.

**FDT122 Image and concept 2: representation and truth**
This subject builds upon the processes required for the development of a conceptual idea through to its realisation as a folio of photographic work. It examines the construction of meaning (in visual culture) in order to interrogate notions of “photographic truth” and how these may inform image construction.

**WDP 111 Creative industries: photographic theory & practice 1**
This subject provides the theory and practice required to implement a broad range of camera operations and produce creative photographic images.

**WDP 112 The world around us 1: light & location**
This practical subject introduces students to the skills necessary to create photographic images on location. It will examine the necessary requirements for a suitable digital workflow and the ethical considerations whilst photographing people and places.

**TCP111 Visual thinking: language, design & the image**
This subject will provide an introduction to the understanding of visual language as functioning within certain social and cultural contexts. It will consider the importance of signs, symbols and design as a means of communication and explore the relationship between representation, visual language and the image.

**TCP 122 Image cultures 1: history & context**
This subject develops an understanding of contemporary image-making as a product of social, historical, political and cultural influences. The photographic image is interpreted within the context of key critical debates arising from historical practices and recent technological and ideological developments.

**WDP 121 Creative industries: photographic theory & practice 2**
This subject is a further development of the theory and techniques underpinning camera usage and practice. Some of the areas explored include lens and sensor design and limitations, camera usage under extreme conditions and RAW image formation.

**WDP 122 The world around us 2: the constructed image**
The subject will engage with studio and explore still life, presentation of objects and people and the symbolic value of the artefact. The occupation & health considerations of studio usage are introduced.
“Logic will get you from A to B, imagination will take you everywhere”

Albert Einstein

Year 2

**FDT213 Image and concept 3: genre and context**
This subject builds upon concepts of meaning and representation with particular focus on the photographic genres. Students begin a direction for individual photographic practice culminating in the production of a series of projects with strong predetermined and clearly stated communicative aims.

**WDP212 Creative Industries: studio practice 1**
This subject builds on the understandings of the constructed image and deals with the necessary requirements to produce a series of studio based images with an emphasis on developing technical control within the context of contemporary visual language. Areas to be addressed include the still-life in terms of tabletop photography and how to engender notions of time and place within the image.

**DXP 211 Post-production processes 1**
This subject will build on the understandings gained within a digital workflow and develop a deeper and more complex application of digital processes. With an emphasis on visual context, students will be encouraged to develop, explore and refine digital post-production skills to the photographic aesthetic.

**WDP222 Creative Industries: studio practice 2**
The subject will address workflows with an emphasis on developing technical control within the context of contemporary visual language in a studio environment. Areas include genres of lighting styles and approaches associated with photographing people as well as more conceptual still-life imagery.

**FDP 24 Image and concept 4: narrative and audience**
This subject further builds upon concepts of genre to examine the communicative framework of narrative structures in visual culture, with particular emphasis on photographic practice. Theories of narrative production, deconstruction, setting, beginning and end will be analysed by means of film as well as photography. This subject positions photographic discourse as a dialogue among various voices: the author, the character(s) and the audience.

**WDP 223 The world around us 3: the moving image**
This subject builds upon the existing level of visual language that students possess and will develop the various techniques and conceptual understandings required to produce moving images. In addition, students will be encouraged to research and review technological and social trends that support new ways of responding to moving image creation.

**TWP 212 Image cultures 2: the visual document**
This subject explores the rich tradition of social documentary photography to provide students with an opportunity to create a series of images that respond to that genre. It provides a place for student community engagement with a community organisation in a real world scenario. Further, it enables students to examine and respond ethically to the client/photographer relationship.

**DXP 221 Post-production processes 2**
This subject will develop a deeper understanding and application of digital processes as they may be applied to photographic outcomes through a technically proficient application of post-production skills. With an emphasis on visual context, students will be encouraged to explore and refine their digital imaging skills as they may be applied to the requirements of their own images and conceptual ideas.
Year 3

One of:

**EFP 311 Images and connections: commercial photography 1**
This subject provides a theoretical and practical entry into the world of contemporary commercial photographic practice, scrutinizing its context and difference in relation to other forms of visual media. The subject will examine the production of commercially based images within the larger cultural and social framework. Students are encouraged to work independently and find their own photographic style, become effective visual problem solvers and develop values and work practices in accord with the commercial industry.

or

**EFP 312 Images and connections: art photography 1**
This subject provides a theoretical and practical entry into the world of contemporary photographic art practice, scrutinizing its context and difference in relation to other forms of visual media. The subject will examine art within the larger framework and discourse of structured cultural and social media practices. Students are encouraged to find their own artistic voice and become conscious of the prominent thread in the theoretical underpinnings of their work.

or

**EFP 313 Images and connections: photojournalism 1**
This subject provides a theoretical and practical entry into the world of contemporary photojournalism, scrutinizing its context and difference in relation to other forms of visual media. The subject will examine the production of narrative based images within the larger social, cultural and political framework. Students are encouraged to work independently and find their own narrative style.

**EFP 321 Images and connections: commercial photography 2**
This subject extends the notions informing the entry into the world of contemporary commercial photographic practice, scrutinizing its context, difference in relation to other forms of visual media and recognising its particular attributes.

**EFP 322 Images and connections: art photography 2**
This subject provides the theoretical and practical understandings to enable the development of a major body of work to a professional standard as a visual arts practitioner. The final outcome demonstrating this practice is an exhibition presented for public viewing at the conclusion of the semester.

**EFP 323 Images and connections: photojournalism 2**
This subject extends the notions informing the entry into the world of contemporary photojournalism, scrutinizing its ethics, context and difference in relation to other forms of visual media.
This subject will expose students to contemporary visual culture including photography, the moving image, temporal arts, installation, and how these forms are being integrated and reinterpreted between one another. It will ask the question of what an image can be in an era where clear demarcations are being continually broken down, giving rise to a diversity of form in the developing notion of what makes an image.

**WDP 313 Creative Industries: workshop series**
This subject will encourage students to use a range of professional studio lighting skills in order to further develop their own practise through a more sophisticated understanding of the role of light in the creation or enhancement of mood and narrative. Students will be required to use initiative and judgement problem solve on a conceptual and practical level in order to realize their final images.

**TCP 315 Visual thinking 2: research seminar**
This subject further enables students to undertake independent research and critical reflection in an area of their choosing that supports the production of their final folio. It builds on the strategies and research methodologies appropriate to contemporary visual arts practice and theory.
WXP 314 Mentor and industry practicum
This subject will enable students to develop an understanding of the professional industry through a direct engagement with industry professionals. It provides an appreciation of possible employment possibilities and real examples of current work practices. Significant stages of the mentor relationship will be examined including how best to make initial contact, addressing organisational skills, timelines and professional procedures. Membership of the AIPP and entry into the AIPP APPA awards will provide a vehicle for students to actively benchmark their practice against industry standards.

Electives:
EWP 325 The world around us 4: design and the global network
Students will be familiarised with the central issues underpinning visual promotion strategies and examine the ways these concepts are able to be translated into a web based environment including social media and blogs.

EWP 321 Consumer cultures: writing for media
Students will explore the various paradigms for writing in a hybrid environment incorporating online, electronic and traditional print and how text and image combine. Students investigate the notion that writing today is both the creation of texts through the use of new technologies and use of traditional forms across newly developing media.

EWP322 Contemporary media: beyond the new
This subject will expose students to contemporary visual culture including photography, the moving image, temporal arts, installation, and how these forms are being integrated and reinterpreted between one another. It will ask the question of what an image can be in an era where clear demarcations are being continually broken down, giving rise to a diversity of form in the developing notion of what makes an image.

“...creativity is one of our key resources for future prosperity and a sustainable society. And through fostering creativity, we should be able to develop creative, innovative and enterprising people.”

From ‘Developing Our Creative Nation’ 2006
Helen Sosnowski
Design Director, designCentric
## Bachelor of Photography Course Structure

<table>
<thead>
<tr>
<th>Year 1 Subject</th>
<th>Subject</th>
<th>Semester A</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>FDT 111</td>
<td>Image and concept 1: the mediation of meaning</td>
<td>9</td>
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<tr>
<td>Core</td>
<td>WDP 111</td>
<td>Creative industries: photographic theory &amp; practice 1</td>
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<tr>
<td>Core</td>
<td>WDP 112</td>
<td>The world around us 1: light &amp; location</td>
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<tr>
<td>Core</td>
<td>TCP 111</td>
<td>Visual thinking 1: language, design &amp; the image</td>
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<th>Credit Points</th>
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<tbody>
<tr>
<td>Core</td>
<td>FDT 122</td>
<td>Image and concept 2: representation and truth</td>
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<tr>
<td>Core</td>
<td>WDP 121</td>
<td>Creative industries: photographic theory &amp; practice 2</td>
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<tr>
<td>Core</td>
<td>WDP 122</td>
<td>The world around us 2: the constructed image</td>
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<tr>
<td>Core</td>
<td>TCP 122</td>
<td>Image cultures 1: history &amp; context of representation</td>
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<tr>
<td>Core</td>
<td>FDT 213</td>
<td>Image and concept 3: genre and context</td>
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<tr>
<td>Core</td>
<td>WDP 212</td>
<td>Creative industries: studio practice 1</td>
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<tr>
<td>Core</td>
<td>WDP 211</td>
<td>Post-production processes 1</td>
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<tr>
<td>Core</td>
<td>TCP 212</td>
<td>Image cultures 2: the visual document</td>
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<th>Subject</th>
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</thead>
<tbody>
<tr>
<td>Core</td>
<td>FDT 224</td>
<td>Image and concept 4: narrative and audience</td>
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<tr>
<td>Core</td>
<td>WDP 222</td>
<td>Creative industries: studio practice 2</td>
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<tr>
<td>Core</td>
<td>WDP 221</td>
<td>Post-production processes 2</td>
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<tr>
<td>Core</td>
<td>TCP 223</td>
<td>The world around us 3: the moving image</td>
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<th>Credit Points</th>
</tr>
</thead>
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<tr>
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<td>EFP 311</td>
<td>Images and connections: commercial photography 1</td>
<td>12</td>
</tr>
<tr>
<td>Elective</td>
<td>EFP 312</td>
<td>Images and connections: art photography 1</td>
<td>12</td>
</tr>
<tr>
<td>Elective</td>
<td>EFP 313</td>
<td>Images and connections: photojournalism 1</td>
<td>12</td>
</tr>
<tr>
<td>Core</td>
<td>WDP 313</td>
<td>Creative industries: workshop series</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>TCP 315</td>
<td>Visual thinking 2: research seminar</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>WXP 314</td>
<td>Mentor and industry practicum</td>
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<table>
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<th>Subject</th>
<th>Semester B</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective</td>
<td>EFP 321</td>
<td>Images and connections: commercial photography 2</td>
<td>12</td>
</tr>
<tr>
<td>Elective</td>
<td>EFP 322</td>
<td>Images and connections: art photography 2</td>
<td>12</td>
</tr>
<tr>
<td>Elective</td>
<td>EFP 323</td>
<td>Images and connections: photojournalism 2</td>
<td>12</td>
</tr>
<tr>
<td>Elective</td>
<td>EWP 325</td>
<td>The world around us 4: design and the global network</td>
<td>6</td>
</tr>
<tr>
<td>Elective</td>
<td>EWP 321</td>
<td>Consumer cultures: writing for media</td>
<td>6</td>
</tr>
<tr>
<td>Elective</td>
<td>EWP 322</td>
<td>Contemporary media: beyond the new</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>TCP 326</td>
<td>Creative industries: the business of photography</td>
<td>6</td>
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<tr>
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<td>Choose:</td>
<td>30 Total</td>
</tr>
</tbody>
</table>

**Total for Degree** 180 Credit Points
Melbourne & the wider photographic community

Melbourne & the wider photographic community
Web and gallery based exhibitions showcasing the dynamic and exciting vision of PSC’s young and emerging photographers and are held regularly as a way of connecting to the wider photographic and arts communities – see our regular blog www.psc.edu.au/blog
This includes graduate profiles, updates, student of the week profiles, teacher updates, interviews and much more.
PSC is located in the heart of Melbourne’s vibrant art scene. There is always something to do or see – which makes for many photo opportunities. Festival goers, sports fans, foodies, lovers of fashion, theatre goers, art lovers (photographers!) will enjoy the wide variety of restaurants, cafes, laneways and great shops. PSC’s great location provides the opportunity to balance study with easy access to this exciting arts and recreation precinct. Some great links:
NGV International
www.ngv.vic.gov.au
Centre for Contemporary Photography
www.ccp.org.au
Australian Centre for the Moving Image
www.acmi.net.au
Australian Centre for Contemporary Art (ACCA)
www.accaonline.org.au
Museum of Modern Art at Heide
www.heide.com.au
Monash Gallery of Art
www.mga.org.au
Bendigo Gallery of Art
www.bendigoartgallery.com.au
MEAA Media Entertainment and Arts Alliance
www.alliance.org.au
NAVA National Association of Visual Arts
www.visualarts.net.au
The city also offers an exciting music scene, and an alternative arts scene including cabaret, performance art and fringe theatre.
Find out more www.studymelbourne.com.au

Laneways, cafes and restaurants

Laneways, cafes and restaurants
Enjoy taking in the sights, eating and relaxing at the many vibrant cafes and rooftop bars scattered all around the inner city. Or just be inspired walking through and exploring the city while making photographs.

Events

Events
There are a wide range of events and festivals to whet your artistic appetite including, a large food and wine festival; sports festivals, Melbourne International Comedy Festival; Melbourne Fringe Festival; Melbourne International Film Festival and Melbourne International Arts Festival.
Find out more www.thatsmelbourne.com.au

Melbourne – a UNESCO City of Literature

Melbourne – a UNESCO City of Literature
Melbourne joins Edinburgh as the second City of Literature in the network of 12 creative cities. The title recognizes this city’s rich literary culture, history and creative talent. The Wheeler Centre is a cultural centre offering lectures, discussions and debates around the arts, books and ideas:
www.wheelercentre.com

Some general accommodation information

The Communications & Students Officer can assist students to find suitable accommodation and here are a few suggestions:
Share Accommodation approx $150 – 220/week
Share Accommodation Advertisements on student notice boards or in the newspaper or on the internet will appear for one or more people to share a house or flat, often when a lease has already been taken out.
Rental Accommodation approx $180 – 350/week
As with share accommodation, units, flats, single bed sitters and even houses, are available through real estate agents. These are normally unfurnished. One month’s rent in advance may be charged plus a security bond (equal to one month’s rent) prior to signing a lease agreement. More information www.realestate.com.au
www.liveinvictoria.vic.gov.au

The Student Village

The Student Village
This is a residential campus of Victoria University. It is located in Maribyrnong, 9km from the centre of Melbourne and provides accommodation for over 500 tertiary students.
It physically comprises of six individual colleges, however all colleges interact as part of a strong community spirit.
Ph: 03 9304 6300
www.vu.edu.au

Transport in Melbourne

Transport in Melbourne
PSC is very accessible by public transport, only 5 minutes walk from Flinders Street Station and trams on Swanston Street stopping outside the National Gallery.
Public transport timetables and maps can be found at: www.metlinkmelbourne.com.au
All full time domestic students are eligible for tertiary level travel concessions. If you do come by car however, here are some suggestions for parking:
• Care Park Situated on Sturt St (behind ABC Building)
• Ballet Car Park Cnr of Kavanagh & Fanning St
• Southbank Boulevard (Cnr Riverside Quay)
• Art Centre car parking
• Eureka car park opposite PSC off City Rd
Advanced Diploma of Photography Course

The Advanced Diploma of Photography course (22176VIC) caters to adult learners and is fully recognised by the Australian peak industry body for photography, the Australian Institute of Professional Photography (AIPP), government and other industry bodies. PSC is an approved VET FEE-HELP provider and the course is AUSTUDY approved.

PSC is committed to providing quality and accessible education to each and every student. PSC has an established Code of Practice that underpins all its procedures. Please refer for details to the VET Student Handbook.

International applicants should contact the College directly and refer to the International Student Information Guide. They must apply using the International Student Application Form. CRICOS Provider No: 002579

About the course
This course reflects the role of practitioners who possess specialist creative, technical and theoretical skills and knowledge. Initially there is an exploration of output and craft, while building the techniques and approaches fundamental to photographic practice. Genre photography, photographic technique, lighting and studio are explored while students begin to define their own style and practice. The specialisations, commercial, art or photojournalism allow students to refine their photography in terms of a final folio.

Entrance requirements
Successful completion of VCE or VCAL or equivalent (non year 12 and mature age)

Course extra requirements are also listed in the course information in CourseSearch on the VTAC website www.vtac.edu.au/courses/searchfield.html

How to apply
Applicants must apply through the Victorian Tertiary Admissions Centre (VTAC), AND directly to PSC using the PSC Advanced Diploma Course Application Form (applicants must do both).

Extra requirements
All applicants are required to attend an interview and present a folio. The PSC interview and presentation of folio will give applicants the opportunity to demonstrate their aptitude for photography and showcase their strengths and motivation. The folio should contain a selection of the applicants own work including 10 –15 well presented final images. Applicants should come to the interview prepared to discuss and answer questions about their folio and motivation.

RPL
PSC offers a recognition of prior learning (RPL) process. Further information is available from the Senior Officer Communications & Students.

Supporting students in VET
The learning needs of students are discussed at entry interview. There is a range of student support provided to students during their course. This includes but is not limited to course advice and support, career guidance, learning support via the Learning Support Teacher, technology support, student welfare and referral to professional counselling. Students are informed of these services at interview, enrolment, orientation, in the student handbook and with updates via email through the student management system.

Course structure
Enrolments are for one year and comprise 2 semesters. The course is three years of full time study.

First Year: Level 1 & 2
These units of competency assessed:
- Building & Applying Creativity in photographic practice
- Use a camera creatively
- Work within a digital imaging environment
- Operate a personal computer
- Apply basic design theory to image making
- Work with light on location
- Develop study skills & strategies
- Research historical and contemporary photographic culture
- Apply advanced camera practice
- Process and edit digital images
- Work with lighting and photographic technique
- Establish and maintain a safe & secure workplace
- Make a presentation
Second Year: Level 3 & 4
These units of competency are assessed:
- Investigate photographic genres
- Establish photographer/client relations & Identify, clarify and resolve problems
- Apply colour theory to photographic practice
- Manage colour in a digital environment
- Use studio cameras and lighting
- Develop personal photographic style
- Apply advanced post – production techniques
- Apply digital imaging & printing processes
- Produce a moving image
- Apply studio lighting techniques

Third Year: Level 5 & 6
These units of competency are assessed:
- Manage a project & Apply specialised photographic practice
- Work with a coach or/ & mentor
- Identify and employ professional studio lighting
- Apply digital imaging for industry
- Apply photographic new media or Write for publication
- Establish a career direction within the photography industry
- Develop and apply detailed concepts to a design brief
- Manage and promote a small business
- Build and launch a website for a photographic business

“PSC provides a strong professional approach to training in photography while allowing and nurturing creativity. Coming from a more structured and scientific, background my greatest thrill has been to open my mind to a more creative approach to seeing life.”

Deborah Mullins
Winner 2010 AIPP Victorian Student Photographer of the Year

Contact Details
Senior Officer Communications & Students
Photography Studies College (Melbourne)
65 City Road, Southbank, VIC 3006 Australia
Tel: +61 3 9682 3191
Fax: +61 3 9686 1601
info@psc.edu.au
www.psc.edu.au
Student & Graduate Gallery

PSC is pleased to feature here a range of student and graduate photography.
View more student work at www.psc.edu.au or at the College exhibition.
Focus

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(Melbourne)
65 City Road, Southbank
Vic 3006, Australia
tel +61 3 9682 3191
fax +61 3 9686 1601
info@psc.edu.au
www.psc.edu.au

Photography Studies College (Melbourne) is a division of Photography Holdings Pty Ltd
CRICOS Provider No: 00257G  A.C.N. 005 525 306  A.B.N. 58 860 041 097

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