FULL TIME COURSE GUIDE 2016

Photography Studies College
(Melbourne)
psc.edu.au
STAFF

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Katrin Koenning  B. Photo

Teachers & Tutors
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Katrin Koenning  B. Photo
Scott McNaughton  Dip Illust Photo
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Mia McDonald  M. Fine Art
Pippa Milne  M. Arts & Cultural Mngt
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Craig Wetjen  B. A. Photo

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Front of House
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Chief Technology Officer
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Alison Belcher

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Lisa Frielings  Adv. Dip. Photo
Doug Hayne

Finance & Accounts Staff
Accountant
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Accounts Officer
Radhika Ambati  B.Com, M.Com
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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.

You experience a specialised creative campus in the heart of Melbourne’s vibrant Southbank arts precinct. Our unique learning environment has evolved through our long history as a respected photographic institution in the Australian creative landscape. We are within easy walking distance of the National Gallery of Victoria, Ian Potter Centre at Federation Square and the Australian Centre for Contemporary Art (ACCA).

Need more info
Contact one of our friendly Communications Staff
+61 3 9682 3191 or info@psc.edu.au
ABOUT US

Photography Studies College (Melbourne) is Australia’s only tertiary institution specialising exclusively in photography, a multi award winner acknowledged by industry for the fifth consecutive year as the best Photography College in Australia.

For more than forty years we have played a pivotal role in driving high quality and innovative photography education, consistently producing graduates of the highest calibre and providing students with an environment in which to explore and realise their creative potential and career goals.

We know that by providing a supportive learning environment, unique creative practice courses, impressive specialised facilities and a talented experienced teaching staff we foster a strong student experience with impressive outcomes.

WHY PSC?

• Our rich heritage
• Our responsiveness to industry change
• Our expert teaching team
• Our industry advisors and support
• Our specialised courses
• Our career focus
• Our real world connections

LEADING MULTI AWARD WINNING COLLEGE – EXCELLENCE IN PHOTOGRAPHY EDUCATION AND TRAINING

OUR AWARDS

2015
Winner Australian Institute of Professional Photography (AIPP) National Tertiary Institution of the Year for excellence in photographic education and training
Winner the prestigious National Photographic Portrait Prize, Hoda Afshar, Bachelor of Photography teacher
Winner Australian Institute of Professional Photography (AIPP) Victorian Photography Student of the Year, Cyndi Briggs
Winner Australia’s Top Emerging Student Photographer, Cyndi Briggs

2014
Winner AIPP National Tertiary Institution of the Year for excellence in photographic education and training
Winner AIPP Victorian Student Photographer of the Year, Marion Abada

2013
Winner AIPP National Tertiary Institution of the Year for excellence in photographic education and training
Winner AIPP & ACMP Australian Student Photographer of the Year, Emma McEvoy

2012
Winner AIPP National Tertiary Institution of the Year for excellence in photographic education and training
Winner ACMP Educational Institution of the Year

2011
Winner AIPP National Tertiary Institution of the Year 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, Kimberly Munro
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.

Julie Moss
Managing Director
Julie has over thirty years experience in senior roles in community education and the education and training sector in Australia. During that time she 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 and served as a Board member and Chair of the National Board for a number of years. She is passionate about photographic education and is determined to ensure that PSC provides a place where students can learn to see the world anew and be nurtured to develop and achieve their full creative potential.

Jenny Heron
Director Communications & Students, PSC Academic Board, Member and PSC Governing Council, Member
Jenny has been involved in senior roles in the vocational education and training sector for twenty-five years. She has extensive experience in both community and arts education. Jenny has a deep interest in the diversity of human expression through place and time, representations of femininity and masculinity and changing gender roles. Her current postgraduate research involves popular culture and visual representation in the early modern period. She has a profound belief in the importance of the student experience and the transformative power of education.

Dr Robin Williams
PSC Academic Board, Chair and PSC Governing Council, Member
Dr Williams is a distinguished photographer with more than forty years experience in professional practice. He is currently a Fellow of the British Institute of Professional Photography and The Royal Photographic Society. Robin has a distinguished record as an academic leader; having been a Professor of Photography for over twenty years, a Head of Department, Head of School and Dean of the Faculty of Art Design and Communication at RMIT. Robin is unique in having twice been awarded for his outstanding photographic contribution to the service of medicine.

Dr Michael Coyne
PSC Senior Fellow, Adjunct Professor RMIT University, Honorary Lecturer Hong Kong University
Dr Michael Coyne has worked as a photojournalist for over 30 years, during that time covering major international events in places as diverse as the Philippines, Cambodia, Indonesia, the Middle East, Africa, and Latin America. His work has been featured in prestigious magazines such as: Newsweek, Life, Time, New York Times, Paris Match and he had a number of solo exhibitions around the world. Michael spent eight years in the Middle East documenting the rise of Islamic fundamentalism, the Iranian revolution and the Iran/Iraq war. In April 2003 Michael was awarded the Centenary Medal by the Australian Government for Service to Photography and in 2007 the AIPP (Australian Institute of Professional Photography) awarded him an Honorary Fellowship, the highest award for a photographer in Australia.
GRADUATIONS

BACHELOR OF PHOTOGRAPHY

In November PSC held the graduation for our Bachelor of Photography Pathway graduates. The evening was very well attended and included the PSC Governing Council, Academic Board, teaching staff, members of the arts and photography communities, graduates their families and friends.

“PSC has the best photography course in the country. We’ve built a team of nationally and internationally renowned photographers to guide you, and we’ve got world standard facilities to allow you to achieve your goals.”

Daniel Boetker-Smith
Course Director

Graduation awards from top left: Rod Shaw with Caterina Fizzano winner of Sun Studios Award for demonstrating perseverance and significant accomplishment; Julie Moss with Stephanie Jones winner of PSC Award for excellence in the Photojournalism Major; Ashley Gasperino winner of Irwin & McLaren Award for excellence in documentary photography; Michael Marlborough with Michael Cheetham winner of Kayell Award for commitment & outstanding achievement; Julie Moss with Adina Kraus winner of PSC Award for excellence in the Commercial Major; Ian McKenzie with Leigh Garrett winner of AIPP Award for conceptual excellence & photographic innovation; Julie Moss with Emma-Jane Johnston winner of PSC Award for excellence in the Art Major; Rob Anderson with Jesse Cox winner of ACMP Award for excellence throughout the course.

ADVANCED DIPLOMA OF PHOTOGRAPHY

Our graduation at the ACMI in May was a wonderful cerebration of so many achievements and successes. Special thanks to our many industry guests and graduation award sponsors AIPP, ACMP Kayell, Next Byte, Adobe, Exetel, Sally Brownbill, Sun Studios, Irwin & McLaren, Borge’s Imaging and Heartfelt.

Sarina Lirosi & Julie Moss with PSC Award winner for creativity and great potential in photography Donna Fraser at the graduation

Graduation award sponsors

Thanks to industry for their generous support and congratulations to all our industry award winners.
The main administrative area is located at level 1 65 City Rd. PSC operates from 9am – 9pm Monday to Thursday and 9am – 5pm Friday, 9am – 5pm on weekends for facility access and workshops during semester. 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.

PSC has a range of specialised learning spaces and facilities that are acknowledged as being among some of the best and most professional of any Australian specialised educational institution and all in a single campus location. We have a distinctive relationship with industry including equipment suppliers and manufacturers and we became an early partner with Adobe in the roll out of the Creative Cloud.

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, honey-combs, barn doors, scrims and reflectors; computer set ups using capture one for tethered shooting and multi-purpose work bays. The Studio Office staffed by the Studio Supervisor provides a point of contact for studio bookings and studio equipment usage. Students have 24/7 access to the studio booking system.

DIGITAL CENTRE AND THE PRINT SHOP
There is a large well equipped Digital Imaging Centre that includes 3 digital laboratories and a central professional print bureau, The Print Shop staffed by the Digital Production Manager. 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. Also available is higher end scanning on various devices including Flextight scanners, print-viewing areas offering both day light and museum balanced light sources, and print viewing and finishing areas.

The labs are equipped with 61 Intel Mac computers equipped with the latest industry related applications. All monitors and projectors are calibrated to ICC standards. Off campus students are able to upload their files for printing via a graphical web interface.

RESOURCE HUB
This Resource Hub provides access to local and worldwide-specialised information resources, through electronic journal and book resources, with a particular focus on photography. The Information and Resource staff are available to provide advice, assistance and information. They are located in the Resource Hub (in building 67 City Rd on the first floor above the digital centre) and will assist students with questions, catalogue and database information, general collection assistance, research and information literacy as required.
STUDENT LOUNGE
Students are supported by the availability of a comfortable and central Student Lounge area. It incorporates an 8 workstation-learning hub giving students access to the Adobe suite, word documents, image uploading and submissions. Further print viewing and finishing areas and an extensive student notice board are also located here.

OUR SUPPORTIVE ENVIRONMENT
Together with the teaching staff there is also an established student success and support framework at PSC.

For full time study your support contact is the Communications & Students Officer. Their office is on level 1 of 65 City Rd. They are 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 Course Director via appointments.

TEACHER CONSULTATIONS
All teaching staff are available for student consultations at times notified on the subject miPlace page. Students can email requests via the teachers email address or via miPlace. All student support is provided in accordance with PSC’s privacy policy.

LEARNING ENGAGEMENT & STUDENT SUCCESS OFFICER
Access to support is available including assistance with organisational skills, time management, study skills, writing and research skills. The Information and Resource Officer also assists with research/information literacy.

TECHNOLOGY AND CAMERA CRAFT SUPPORT
Students requiring technology and camera craft assistance may book times with the practical camera/digital assistance teacher and use supervised access in the digital labs and/or studio at the allocated times.

PROFESSIONAL COUNSELLOR
Access to a professional counsellor is available via self referral, teachers’ referral and/or the Communications & Students Officer. Just contact her to discuss a referral.

CAREER SUPPORT
The Course Director and/or Industry Liaison Teacher are available for appointment consultation with students regarding career information.
TUITION FEES

Students 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 and on the website at psc.edu.au/full time/fees.

International students should peruse the International Student Tuition Fee schedule.

FEE-HELP AND VET FEE-HELP

Eligible students may apply for a FEE-HELP loan (for the Bachelor of Photography course) and a VET FEE-HELP loan (for the Advanced Diploma of Photography 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.

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 and VET FEE-HELP is available from www.studyassist.gov.au

ENROLMENT AT PSC

Enrolment is on an annual basis. Students accepting an offer 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 relevant Student Handbooks provide information on PSC’s Higher Ed or VET policies and procedures are available from the Communications & Students Officer.

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, a 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 times 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.
FIND COMMUNITY INVOLVEMENT AND REAL WORLD CONNECTIONS

We are committed to providing students with the necessary skills to live, work, learn and contribute locally and globally. As part of this commitment we require student to participate in a collaborative project and a Community Service Learning program in both the Degree and the Advanced Diploma.

Drawing on our rich educational experience and strong relationship with industry and the wider creative sector, students also experience a huge range of high profile contemporary international and Australian guest speakers, overseas photography festivals, major industry award events, collaborative industry projects with external partners and a long established highly successful mentor program.

PARKS VICTORIA IN COLLABORATION WITH PSC DEGREE STUDENTS

We are delighted to undertake a collaborative project with Parks Victoria. The second year degree students learn how to negotiate a real world commission with a major organization, and produced work on environmental and community themes for Parks Victoria. Students were asked to work to deadlines and then received feedback from industry professionals, they learn how to make images to a brief and how to deal with clients needs, and expectations.

Some of the images are featured here:

“I found out about the jobs at Fairfax through my teacher. I immediately applied, was lucky enough to go along to an interview and got the job! There’s a lot of editorial work, so environmental portraits, light on location and such – glad I learnt all about that at PSC!”

Amy Paton
Photojournalism Graduate

Selection of student work presented to Parks Victoria from top left: Chloe Smith, Lucie McGough, Chloe Smith, Lucie McGough, Chloe Smith, Chloe Smith.
Many of our 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. In particular, a new range of career options exists in the expanding contemporary trend of ‘fusion’ between the still image and the moving image, together with the new but expanding platforms of social media.
THE MENTOR PROGRAM
PSC offers students a mentor program in final year that 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
Final year business subjects provide a particular focus on real world scenarios. Students are required to research and develop their own integrated business plan, marketing strategies including social media and strong online presence. Of particular relevance to students is the current business climate pervasive in the creative industries, where because of globalised markets, businesses are forced to combine sound business principles with a strong focus on creativity and flexibility.

ONCE YOU’VE GRADUATED
Graduates of PSC are eligible to apply for full membership of the following Australian professional bodies:
- AIPP Australian Institute of Professional Photographers
- MEAA Media Entertainment and Arts Alliance
- NAVA National Association of Visual Arts

Students build upon their existing level of visual language and develop the conceptual and technical understanding and techniques required to produce moving image and video during their degree course. The knowledge acquired through this is now essential to the professional photographer as content manager.

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.

“The mentor program and mentors were really good, I gained heaps from it including real work in the industry!”

Thomas Brooke
Commercial Graduate
PSC CONNECTIONS WITH THE PHOTOGRAPHY INDUSTRY

COLLABORATIVE PROJECTS

In 2015 we are proud supporters of a number of major events including the Photobook Melbourne Festival, Melbourne Spring Fashion Week in collaboration with the City of Melbourne and the 2015 Ballarat Foto Biennale.

Our second year Bachelor students have the opportunity to participate in the Obscura Festival – the biggest photo book festival in the Asia-Pacific region. Held in Malaysia for the fourth time, the festival attracts artists and photographers from around the world. Our year students will again be led by Daniel Boetker-Smith, the Course Director and co-founded the Melbourne Photobook Festival, (the first photobook festival held in Asia Pacific) which was launched in Melbourne this year.
OUR TEACHING TEAM

PSC has amongst it's dedicated and talented teaching team a group of internationally renowned photographers and imagemakers including in the Bachelor of Photography team, Daniel Boetker-Smith, Katrin Koenning and Hoda Afshar.

In the last year our Bachelor of Photography teaching staff have been included in the Melbourne Now exhibition at NGV, held solo and group shows in other major Australian galleries, been published by major international photographic publishers, been judges at international and national photo competitions, presented work-shops and talks at the National Gallery of Victoria and the Museum of Contemporary Art in Sydney, the CCP and had their work featured in leading photographic magazines, websites, and blogs.

FOSTERING SCHOLARSHIP IN PHOTOGRAPHY & THE VISUAL ARTS

This Image Makers monthly series is an event that focuses on our engagement with the cultural and intellectual debates and discussions around the power of the image and the role of the photographer. We’ve had many wonderful guest at these seminars including Emmanuel Santos, Louis Porter, Peter Eastway, Darren Jew, and Louise Clements.

The college has a commitment to a vibrant visiting scholars’ program that has already featured international guests such as Pato Hebert in 2014 and Jonathan Shaw from Coventry University in 2015.

Following on from our very successful symposium in 2013 we are again delighted to be a major sponsor of the 2015 Ballarat Foto Biennale. Our 2015 symposium, Borderless Futures: Reimagining the Citizen will explore crucial issues around migration, nations, the ‘global citizen’ and shifting populations. A number of our students and graduates will be featured in the main program including Amber McCaig (winner of the 2013 BIFB Folio Prize), Jenny Hodge and Marie Watt and teacher Craig Wetjen.
PSC is delighted to announce that Bachelor of Photography teacher Hoda Afshar has won the National Photographic Portrait Prize in March 2015.

The National Photographic Portrait Prize exhibition held at the National Portrait Gallery (NPG) is selected from a national field of entries that reflect the distinctive vision of Australia’s aspiring and professional portrait photographers and the unique nature of their subjects. From 2500 entries the judges shortlisted 44 images to be exhibited at the NPG in Canberra. The exhibition opened last Friday and will be on display until the 8th June and will then travel to galleries all over Australia.

The winning image is from a series called ‘The Smell of Narenj’ that Hoda made during a recent trip to her country of birth, Iran. The photographs in this series reflect her personal view on contemporary Iranian society—a country whose reality is often either misrepresented, or hidden behind a heavy curtain. Hoda’s photographs do not claim to expose this reality; they are merely an attempt to capture the Iran that she knows — a knowledge that has been affected by the sense of nostalgia created through the distance caused by her migration to Australia. Her work deals with the impact of Iran’s complex history in the uncertain contemporary conditions of political life in Iran. Hoda moved to Australia in 2007 and pursued her passion for photography. In 2010 she started a Masters in Fine Art at Curtin University and expanded her research into a PhD programme. Her work investigates the discourses around contemporary social issues including globalization, imperialism and power relations, displacement and post-identity politics. Her artwork also attempts to open lines of communication in a world both homogenized by global economy and unsettled by mass migration. This is a great achievement that situates her at the forefront of contemporary photography in Australia.

Having influential photographers and artists as part of our teaching cohort is one of the things that makes the PSC community so special. This gives students an opportunity to learn from important game-changers in the field of visual arts as they journey into their own careers in photography. As the nature of the photography industry becomes more technology driven and competitive, students at PSC are constantly encouraged to adapt to new concepts and create work that drives new trends.

Photobooks are one of the trends in the current industry that allows students to express strong narratives and stories. At PSC we’re delighted to be at the forefront of this growing trend and excited to have the right people guiding our students in this domain.
MELBOURNE & THE WIDER PHOTOGRAPHIC COMMUNITY

College, web and gallery exhibitions showcasing the dynamic and exciting vision of PSC students and are held regularly. As a way of connecting to the wider photographic and arts communities – see our regular blog at www.psc.edu.au

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. 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.accionaonline.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
- Wheeler Centre
  www.wheelercentre.com

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

GENERAL Accommodation INFORMATION

The Communications & Students Officer can assist students to find suitable accommodation, here are a few suggestions:

- **Share Accommodation approx $100 – 300/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 $250 – 500/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 $170 – 250/week**
  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: www.vu.edu.au

OTHER LIVING EXPENSES

- Groceries and eating out – $80 to $200 per week
- Gas, electricity – $60 to $100 per week
- Phone and Internet – $20 to $50 per week
- Public transport – $10 to $50 per week
- Car (after purchase) – $150 to $250 per week
- Entertainment – $50 to $100 per week

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.ptv.vic.gov.au

All full time domestic students are eligible for tertiary level travel concessions.

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

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

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UNIQUE PHOTOGRAPHY COURSES

AN EXCEPTIONAL LEARNING EXPERIENCE
BACHELOR OF PHOTOGRAPHY COURSE

Higher Education Course Code: V14334
CRICOS Course Code: 079866G
Three years of full time study
Semester Dates: February to June & July to November
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
Domestic student applicants 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).
Applicants must meet minimum tertiary entrance requirements including successful completion of VCE – (this includes unit 3 and 4 of English)- or equivalent including:
Interstate Year 12
International Baccalaureate
Previous tertiary qualification, or part there of
All applicants must attend an interview and present a folio.
Course extra requirements are listed here and in the course information in CourseSearch on the VTAC website www.vtac.edu.au/courses/searchfield.html
International student must apply directly to PSC using the Bachelor of Photography International Student Application form.
International students should refer to the Bachelor of Photography International Student Information Guide pages 4 & 5 for detailed course entrance requirements, English language proficiency and selection criteria.

COURSE 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 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 applicant’s 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.

OVERVIEW OF THE COURSE
This degree course prepares you for a career as a distinctive and innovative professional photographer. Throughout the course you are immersed in creative, theoretical and practical approaches to photographic imagery through seminars, workshops and ‘hands on’ classes.
You gain a solid foundation in ideas development, professional technique, critical thinking and folio output. You extend your learning both on location and in the studio in practical and interpretive ways, using the latest digital technologies and workflow processes. You have opportunities to work collaboratively on a ‘real world’ external photographic project with a public client.
There’s the added flexibility of waiting until final year before selecting your major area from commercial photography, art photography or photojournalism for your final independent folio project.
At this level you establish further industry connections and networks through a strong mentor program, national industry awards and strong career focus.
## Bachelor of Photography
### Course Structure 2016

<table>
<thead>
<tr>
<th>Subject</th>
<th>Tier 1 Semester A</th>
<th>Credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core FDT 111</td>
<td>Image and concept 1: the mediation of meaning</td>
<td>9</td>
</tr>
<tr>
<td>Core WDP 111</td>
<td>Creative industries: photographic theory &amp; practice 1</td>
<td>6</td>
</tr>
<tr>
<td>Core TCP 122</td>
<td>Image cultures 1: history &amp; context</td>
<td>6</td>
</tr>
<tr>
<td>Core WDP 112</td>
<td>The world around us 1: light &amp; location</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
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<thead>
<tr>
<th>Subject</th>
<th>Tier 2 Semester B</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core FDT 122</td>
<td>Image and concept 2: representation and truth</td>
<td>9</td>
</tr>
<tr>
<td>Core WDP121</td>
<td>Creative industries: photographic theory &amp; practice 2</td>
<td>6</td>
</tr>
<tr>
<td>Core TCP111</td>
<td>Visual thinking: language, design &amp; the image</td>
<td>6</td>
</tr>
<tr>
<td>Core WDP122</td>
<td>The world around us 2: the constructed image</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
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<td><strong>30</strong></td>
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<tr>
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<th>Tier 3 Semester A</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core FDT 213</td>
<td>Image and concept 3: genre and context</td>
<td>12</td>
</tr>
<tr>
<td>Core WDP 212</td>
<td>Creative industries: studio practice 1</td>
<td>6</td>
</tr>
<tr>
<td>Core DXP 211</td>
<td>Post-production processes 1</td>
<td>6</td>
</tr>
<tr>
<td>Core TWP 212</td>
<td>Image cultures 2: the visual document</td>
<td>6</td>
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<tr>
<td><strong>Total:</strong></td>
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<table>
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<th>Tier 4 Semester B</th>
<th>Credit Points</th>
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</thead>
<tbody>
<tr>
<td>Core FDT 224</td>
<td>Image and concept 4: narrative and audience</td>
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</tr>
<tr>
<td>Core WDP 222</td>
<td>Creative industries: studio practice 2</td>
<td>6</td>
</tr>
<tr>
<td>Core DXP 221</td>
<td>Post-production processes 2</td>
<td>6</td>
</tr>
<tr>
<td>Core WDP 223</td>
<td>The world around us 3: the moving image</td>
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<th>Tier 5 Semester A</th>
<th>Credit Points</th>
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</thead>
<tbody>
<tr>
<td>Elective EFP 311</td>
<td>Images and connections: commercial photography 1</td>
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<tr>
<td>Commercial majors take WDP 313</td>
<td>Creative industries: workshop series</td>
<td>6</td>
</tr>
<tr>
<td>Elective EFP 312</td>
<td>Images and connections: art photography 1</td>
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</tr>
<tr>
<td>Elective EFP 313</td>
<td>Images and connections: photojournalism 1</td>
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</tr>
<tr>
<td>Art and PJ majors take EWP 325</td>
<td>The world around us 4: design and the global network</td>
<td>6</td>
</tr>
<tr>
<td>Core TCP 315</td>
<td>Visual thinking 2: research seminar</td>
<td>6</td>
</tr>
<tr>
<td>Core WXP 314</td>
<td>Mentor and industry practicum</td>
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</tr>
<tr>
<td><strong>Total:</strong></td>
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<table>
<thead>
<tr>
<th>Subject</th>
<th>Tier 6 Semester B</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective EFP 321</td>
<td>Images and connections: commercial photography 2</td>
<td>12</td>
</tr>
<tr>
<td>Commercial majors take EWP 325</td>
<td>The world around us 4: design and the global network</td>
<td>6</td>
</tr>
<tr>
<td>Elective EFP 322</td>
<td>Images and connections: art photography 2</td>
<td>12</td>
</tr>
<tr>
<td>Elective EFP 323</td>
<td>Images and connections: photojournalism 2</td>
<td>12</td>
</tr>
<tr>
<td>Art &amp; PJ majors take EWP 322</td>
<td>Contemporary media: beyond the new</td>
<td>6</td>
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<tr>
<td>Core EWP 321</td>
<td>Consumer cultures: writing for media</td>
<td>6</td>
</tr>
<tr>
<td>Core TCP 326</td>
<td>Creative industries: the business of photography</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>30</strong></td>
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**Total credit points required for Degree:** 180
First year

Tier 1
Students explore a range of foundation approaches to photography, photographic practice, and visual language. They develop grounding in workflow, capture, technique, light and screen output. Students are introduced to the notions of developing critical, analytical and communication skills relevant to a practice based degree.

Core: FDT 111 Image and concept 1: the mediation of meaning
Core: WDP 111 Creative industries: photographic theory & practice 1
Core: WDP 112 The world around us 1: light & location
Core: TCP 122 Image cultures 1: history & context

Tier 2
Students build on their photographic capture and begin to consider the creative possibilities offered by the camera. They explore a range of projects involving areas of photographic practice, while exploring aspects of personal expression in their work. Students examine some of the ideas that shape contemporary photography; investigating further how images transmit meaning and how to develop their own visual language. They produce a folio of printed images.

Core: FDT 122 Image and concept 2: representation and truth
Core: WDP 121 Creative industries: photographic theory & practice
Core: WDP 122 The world around us 2: the constructed image
Core: TCP 111 Visual thinking 1: language, design & the image

Second year

Tier 3
The semester extends students ability to work within the studio environment exploring genres while developing a personal aesthetic and a creative understanding in relation to their work. They are required to locate their practice with increasing confidence and with an ability to communicate and reflect on the ideas that inform and drive their photography. Students are provided with the opportunity to work collaboratively on a major external project with a public client, beginning the process of building industry contacts and networks.

Core: FDT 213 Image and concept 3: genre and context
Core: WDP 212 Creative Industries: studio practice 1
Core: DXP 211 Post-production processes 1
Core: TCP 122 Image cultures 2: the visual document

Tier 4
At this level students apply their learning in the studio and beyond in more independent, interpretive and reflective ways. The learning in each subject becomes increasingly integrated fostering the conceptual and creative engagement of students. This particular approach encourages a deeper engagement with their own practice and enables students to implement knowledge in an original and independent way while exploring a diverse range of approaches. Moving image is explored through video production, and students will also produce photographic publication or a photobook.

Core: FDT 224 Image and concept 4: narrative and audience
Core: WDP 222 Creative Industries: studio practice 2
Core: DXP 221 Post-production processes 2
Core: WDP 223 The world around us 3: the moving image

We provide you with the opportunity to be immersed in photography and at the same time develop transferable skills that will be with you for life – independent thinking, problem solving, communication skills, critical and analytical thinking.
Final year

Tier 5
This is the final year of the course. The focus for students is to establish a direction and style and to place them within a professional contemporary context. Students are guided through an independent folio project in their choice of major, either commercial, art or photojournalism. They are immersed in the industry through the mentor program, industry awards and building a professional profile.

One of:
Elective: EFP 311 Image and connections: commercial photography 1
Elective: EFP 312 Image and connections: art photography 1
Elective: EFP 313 Image and connections: photojournalism 1
Core: TCP 315 Visual thinking 2: research seminar
Core: WXP 314 Mentor and industry practicum

Commercial majors take:
Elective: WDP 313 Creative industries: workshop series
Elective: EWP 325 The world around us: design and the global network

Tier 6
In this final semester students prepare a final body of work to exhibition standard. They continue to explore the diversity and convergence inherent in contemporary image making. They further develop their analytical and communicative skills, whilst immersing themselves in their chosen area of practice in preparation for entry into the wider photographic world. At this level students refine their professional profile, build industry contacts and networks, and an understanding of business and career outcomes.

One of:
Elective: EFP 321 Image and connections: commercial photography 2
Elective: EFP 322 Image and connections: art photography 1
Elective: EFP 323 Image and connections: photojournalism 1
Core: WDP 313 Creative industries: the business of photography
Core: EWP 321 Consumer cultures: writing for media

Art and Photojournalism majors take:
Elective: EWP 322 Contemporary media: beyond the new
Elective: EWP 325 The world around us: design and the global network

“PSC has been great because of its academic structure and support system. It gives you a good balance of the photography practice and business. It’s not just about studying photography at PSC, you learn to network.”

Tendai Hatendi
Bachelor of Photography
Second Year student
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.
ADVANCED DIPLOMA OF PHOTOGRAPHY COURSE

The Advanced Diploma of Photography (22176VIC) course 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.

CRICOS Course Code: 076332G

PSC is committed to providing quality and accessible education to each and every student. Please refer for details to the Full Time Advanced Diploma of Photography Student Handbook.

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 Year 12, 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).

International applicants should contact PSC directly and refer to the Advanced Diploma of Photography International Student Information Guide and they must apply using the International Student Application Form.

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 8 –10 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 Communications & Students Officer.

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 3 trimesters per year for 2 years of full time study.

Level 1 & 2

These units of competency are assessed:
• Investigate photographic genres
• Building 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
• 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
Level 3 & 4
These units of competency are assessed:
• Applying creativity in photographic practice
• Establish photographer/client relations
• Use studio cameras and lighting
• Apply digital imaging & printing processes & Use tonal controls
• Develop personal photographic style
• Apply advanced post – production techniques
• Manage colour in a digital environment
• Produce a moving image
• Apply studio lighting techniques

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
• Manage and promote a small business

PSC’S BACHELOR OF PHOTOGRAPHY PATHWAY PROGRAM
Graduates of the Advanced Diploma of Photography course are able to upgrade their qualification to the PSC Bachelor of Photography via the pathway program. In this program they must successfully complete an additional 60 credit points of study to qualify for the Bachelor of Photography.
This pathway program is especially tailored to cover the gaps that exist between graduates have previously studied in the Advanced Diploma of Photography course and the PSC Bachelor of Photography degree.
Graduates will need to complete the Bachelor of Photography Pathway Application Form and attend an interview with their current folio of work.

“The PSC community support has been unconditional. I’ve never once felt like I need to conform to any particular style or genre, I’ve been free to express my creativity however I please & that encouragement has been invaluable in helping me get to where I am now.”

Emma McEvoy
Bachelor of Photography Pathway Graduate

Need more info
Contact one of our friendly Communications Staff
Phone: +61 3 9682 3191 or
Email: info@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.