PSC STAFF

Managing Director
Julie Moss  B.A. Soc/DC, As Dip Commun Dev, Grad Dip Arts

Director Communications & Students
Jenny Heron  B.A Auth/His, M. (Prelim)

Senior Fellow
Dr Michael Coyne  PhD, Adjunct Professor RMIT University,
Honorary Lecturer Hong Kong University
Dr Les Horvat  B.Sc. Dip Ed, B.A. (Photo) PhD

Course Director
Bachelor of Photography
Daniel Boetker-Smith  B.A. Photojournalism (Hons), M.A. Creative Arts

Course Coordinators/Convenors
Majors/Specialisations
Art
Sarina Lirios  B.Ed Vis Arts, M.A. Fine Art

Commercial
Julie Wajs  B.A. Fine Arts, M. Visual Culture

Photography
Bill Bachman  B.A. Asian Studies

Commercial
Julie Wajs  B.A. Fine Arts, M. Visual Culture

Advanced Diploma Level 1 & 2
Craig Wetjen  B.A. Photo

Advanced Diploma Level 3 & 4
Neil Stanyer  B.A. Media Arts

Teachers & Tutors
Hoda Afshar  B.A. Fine Art
Rob Anderson  B.A. Photo
Louisa Brafedci  B.A. B. Ed, M.A Fine Art, B.Ed
Anat Cosen  Dip Photo, M.A. Fine Art
Ross Coulter  B. fine Art, M. Fine Art
Roland Drumster  B. Ed Media, B.A. Photography, M. Comm
Eli Ioannou  B.A. Photo, M Visual Art
Nic Kocher  Dip Illust Photo, M Visual Art
Katrin Kornminger  B. Photo
Scott McNaughton  Dip Illust Photo
Jane Poynter  Dip Illust Photo, B.A., PhD (Arts)
Lucia Ross  B. Fine Art
Michael Warnock  B.A. Media Arts, B.A. Psych, B. Fine Art (Hons)
Colin Wiseman  B.Sc., Dip Ed, Dip Illust Photo

Information and Research Development
Co-ordinator/Pathway Program Convenor
Hugh Hudson  B.A, Pgrad Dip, M.A, PhD

Digital Centre Production Manager
Peter Hatzipavlis  B.A. Fine Arts

Secretary to the PSC Governing Council & Academic Board
Gloria Marinovic

Coordinator Communications & Students
Carmen Edwards

Communications & Students Officer
Melina Rookes  B.A Communication

Administration & Assessment Officer
Celeste Medcalf

Chief Technology Officer
Adi Selmanovic  MCP, MCSA and ACTC

Studio Manager
Katryna Vascioli  Adv. Dip. Photo

Resource Hub Information Officer

Facilities & Service Officer
Jon Swiatkowski

Accountant
Chanderma Rawat  B.Bus, CPA

Accounts Officers
Rahiika Ambati  B.Com, M Com
Mira Lu  B. Com, M App Finance

Studio Support
Taylor-Fernie Morris  Adv. Dip. Photo
Lisa Freiling  Adv. Dip. Photo
Doug Hayne  Adv. Dip. Photo

Winner 2015 National Photographic Portrait Prize, Hoda Afshar PSC Bachelor of Photography teacher
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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.

WE’RE LOCATED IN THE HEART OF THE ARTS PRECINCT

PSC’s great location in trendy Southbank, puts it 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 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 also close by.

For further information contact:
Communications & Students Coordinator
Photography Studies College (Melbourne)
65 City Road, Southbank, Victoria 3006 Australia
☎️ +61 3 9682 3191
✉️ info@psc.edu.au
🌐 www.psc.edu.au
CRICOS Provider No: 00257G
ABOUT US

Photography Studies College (Melbourne) is a dual sector multi award winning provider, offering a specialised learning environment and educational experience aimed at developing excellence and a distinctive approach to photography.

For over forty years PSC has maintained its impressive national and international reputation and delivered high quality and innovative photography education in commercial photography, photojournalism and art photography consistently producing students and graduates of the highest calibre.

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.

Over the years we have built a leading reputation for producing high quality and award winning students and we are the first choice for many looking for a specialised, creative and career oriented student experience. PSC is widely respected throughout the photography community and our reputation as a continual multi award winner speaks for itself.

LEADING AUSTRALIAN PHOTOGRAPHY COLLEGE

2015
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 Australian Institute of Professional Photography (AIPP) Victorian Student Photographer of the Year, Marion Abada
Winner Australia’s Top Emerging Advertising Photographer (Capture Magazine), Graeme Passmore
Winner Australia National Award Sony World Photography Awards, Neville Jones

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
Winner AIPP Top Emerging Photographer of the Year, Kimberley Munro

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, Kimberley Munro

2010
Winner AIPP Victorian Photography Student of the Year, Deborah Mullins

“Straight away I was inspired at PSC, surrounded with amazing work and meeting like minded people and I took in every bit of advice the tutors had to offer.”

Graeme Passmore
PSC Commercial Graduate
2014 Top Emerging Australian Advertising Photographer
(Capture Magazine)
PSC TEACHING STAFF
TALENTED INDUSTRY PROFESSIONALS

SOME OF THE PSC TEACHING TEAM

PSC has amongst it’s dedicated and talented teaching team a group of internationally renowned photographers and image-makers. In the last year our 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 workshops 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.

“PSC teachers are working professionals, which means that everything we learned were new state of the art practices. They were fantastic at pushing us out of our comfort zone, and helping us to produce work that we didn’t know we were capable of!”

Krystelle Dumesny
PSC Commercial Graduate

Anat Cossen
Julie Wajs

Michael Warnock
Hoda Afshar
Scott McNaughton
Hugh Hudson

Daniel Boetker-Smith
Bill Bachman
Sarina Lirosi
Craig Wetjen
GRADUATIONS

BACHELOR OF PHOTOGRAPHY
In November 2014 we held our second graduation for the Bachelor of Photography 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. Michael Coyne delivered a wonderful and inspiring keynote address and Tracey Nicholas provided an insightful and moving response.

“A photography magazine had a list of photography institutions for tertiary education and PSC was rated highest. The fantastic staff showed me around and when I saw the images on the walls I knew this was the place I had to end up!”

Daan Hoffmann
PSC Graduate

ADVANCED DIPLOMA OF PHOTOGRAPHY
On May 1 2015 all of PSC had a fantastic evening at ACMI celebrating the class of 2014 with their family and friends, mentors and industry guests. Dr Robin Williams delivered a great keynote address and we enjoyed hearing from students Kylie Thomson and Cyndi Briggs about their PSC experiences. Special thanks to award sponsors – AIPP, ACMP, Kayell, Adobe, Exetel, Sally Brownbill, Sun Studios, Irwin & McLaren, Borge’s Imaging Photoflex, Heartfelt and Ilford for their contributions and fantastic award sponsorship.

Thanks to industry for their generous support and congratulations to all our industry award winners
PSC is a progressive career focussed dual sector provider offering both Degree and Advanced Diploma level courses. Both courses have been developed with the specialised industry knowledge that comes from over 40 years as an innovative and experienced photographic educator.

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

OUR SPECIALISED FACILITIES

The main administrative area is located at level 1 65 City Rd. PSC operates from 9am – 9pm Monday to Thursday and 9am – 5pm Friday to Sunday. 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 facilities that are acknowledged as being among some of the best and most professional of any Australian specialised educational institution. Due to our distinctive relationship with industry PSC became an early partner with Adobe in the roll out of the Creative Cloud software package, providing innovative and relevant benefits to students.

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 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 email access 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. 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 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. Off campus students are able to upload their files for printing via a graphical web interface.

RESOURCE HUB

This Resource Hub provides students with 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 assist students with questions, catalogue and database information, general collection assistance, research and information literacy as required.

STUDENT LOUNGE

A casual place to meet and relax, incorporating an 8 workstation-learning hub access to the Adobe suite, word documents, image uploading and submissions. Further print viewing and finishing areas and an extensive student information notice board are also located here.
OUR SUPPORTIVE STUDY ENVIRONMENT

Students learn with some of the best in the industry, professionals who constantly bring their current practice, commitment to excellence and expertise to the classroom. These dedicated teachers are an important factor in the high quality and innovation of the student experience. Together with the teaching staff there is also an established student success and support framework at PSC.

For study your support contact is the Coordinator Communications & Students. 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.

PSC STUDENT PORTAL

This student portal is an online gateway for our students via the website and includes:

- go.PSC – access to general information about facilities, the print shop and student services, the resource hub and IT support
- miPlace – the e-learning support
- PSC webmail – PSC Student Email
- Assessment submissions – submitting assignments.

PSC STUDENT EMAIL ADDRESS

On enrolment you will be allocated a PSC Student Email Address. All PSC email communication will be sent to you via your PSC Student Email Address.

COURSE DELIVERY MODE

At PSC our courses are interactive and delivered via face to face including interactive workshops and tutorials, 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.

ENROLMENT

On enrolment students will be required to complete a PSC Enrolment Form for their relevant period of enrolment, which is the formal enrolment agreement between PSC and the student. This agreement includes the Terms and Conditions of Enrolment and Refund Policy. The evening, dates and times of classes will vary for each semester or year of enrolment.

TUITION FEES

All prospective and reenrolling students should peruse the Tuition Fee schedule for the relevant period of enrolment. This is in all information packages and from the Communications & Students Coordinator.

EXPENSES OTHER THAN TUITION

Students need to consider their budget during their enrolment. You should think about the cost of tuition fees, photographic equipment and course materials. As students progress through the course equipment and material requirements vary. A list of expenses other than tuition for your period of enrolment is available from the Coordinator Communications & Students.

Students require their own Digital SLR camera to commence the course, together with 2 or 3 USB external hard drives, brand name portable flash, memory cards, a sync cord and Adobe software packages.

THE STUDENT HANDBOOK

The Student Handbook is provided at enrolment and on the PSC student portal – go.PSC. In it we explain the policies and procedures, responsibilities and obligations of PSC and the responsibilities and obligations of you the student, together with the support available.

RPL

PSC offers a recognition of prior learning (RPL) process. Information available from the Coordinator Communications & Students.

ASSESSMENT METHODS

These include but are not limited to portfolios, assignments, short answer and multiple choice questions, oral presentations, practical assignments, demonstrations & projects. Students are assessed against the individual units of competency and learning outcomes.

ELIGIBILITY TO GRADUATE

In order to graduate and be eligible for the Advanced Diploma of Photography qualification students are required to undertake and successfully complete (Pass) all units offered in each semester and year level of the course. (If you fail a unit – grade F – you must repeat that unit at the applicable fee rate and obtain a pass grade).
OUR CAREER FOCUS
ONCE YOU’VE GRADUATED
An exciting range of career options are available:
- advertising photography
- corporate/industrial photography
- portrait and fashion photography
- photographic artist and/or gallery/curatorial administrator
- photojournalist, editorial work
- website fusion content including video
- documentary photographer
- picture editor
- photographic retoucher

In particular, a range of career options exists in the expanding contemporary trend of ‘fusion’ between the still image and the moving image.

Many of our graduates have been and are currently employed by 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 a number now work for international publications and companies doing digital retouching work.

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
- NAVA

PSC is constantly responsive to the global industry and the trends in contemporary media. Subjects and units in both the Degree and Advanced Diploma explore the convergence of DSLR and video cameras, the proliferation of screens and the movement towards screens becoming primary media for viewing images, points to the importance of this subject. Students build upon their existing level of visual language and will develop the conceptual understanding and various techniques required to produce moving images. This skill set is now becoming essential to the professional photographer.

Read more about students using this skill set in their ANZAC day shoot on page 10.
You could be living your dream like our part time student, now graduate Sean McDonald.

Sean McDonald
Sean McDonald (PSC Graduate 2014) used to work in a full time corporate job – now he has his own business specialising in music and fashion photography and he’s getting a lot of work! Sean says, about his course at PSC, “I loved being in an environment geared towards helping me get better at the craft of photography. I loved engaging with the teachers and their experience but most of all the strong bond formed amongst peers to help drive each other. It’s a very creative passionate environment.”

Odette Maillard
Odette Maillard (PSC Graduate 2014) won the Adobe Most Creative Use of Digital Media at the 2014 CCP Salon. Odette also had work on exhibition at the Yarra Sculpture Gallery as part of the PSC Art Specialisation Fresh 14 Exhibition. Odette loved the creative environment at PSC and she tells us, “When I started at PSC the photos I was producing were never what I had in mind. Now I have the knowledge and skills to produce the images I want, and I am also able to formulate and develop a conceptual folio. I feel very proud to win the CCP Salon award. Without the skills gained at PSC I would never have won an award.”

GRADUATE OUTCOMES
Just a few of our graduates now forging exciting career paths

Louise Cooper
Louise Cooper (PSC Graduation Award for Excellence in Photojournalism, 2010) talked about successfully relocating to Sydney and picking up a variety of editorial and commercial work there, about working for various NGOs, and about recently landing a full-time job in the Brand and Marketing Department of the University of Sydney.

Darrian Traynor
Darrian Traynor (PSC Graduate 2009) works freelance as an editorial photographer specialising in sport, news, people and lifestyle. He regularly gets assignments from The Media Gang, AFL Photos and Getty Image.

Jason Edwards
Jason Edwards (PSC Graduate 2008) works as a press photographer, starting with the Leader group in Melbourne and more recently for the Herald Sun, where he is now one of the top young staff photographers.

Odette Maillard
Odette Maillard (PSC Graduate 2014) won the Adobe Most Creative Use of Digital Media at the 2014 CCP Salon. Odette also had work on exhibition at the Yarra Sculpture Gallery as part of the PSC Art Specialisation Fresh 14 Exhibition. Odette loved the creative environment at PSC and she tells us, “When I started at PSC the photos I was producing were never what I had in mind. Now I have the knowledge and skills to produce the images I want, and I am also able to formulate and develop a conceptual folio. I feel very proud to win the CCP Salon award. Without the skills gained at PSC I would never have won an award.”
PSC CONNECTIONS WITH THE PHOTOGRAPHY INDUSTRY AND REAL WORLD EXPERIENCE

PSC Photojournalism Students 2015 ANZAC Day coverage featured on The Age website

A recent intensive series of classes in multimedia news production and moving image culminated in an exciting opportunity for photojournalism students on ANZAC Day. Up well before daylight and working in teams of two, twelve final year students covered commemorative services and activities in the CBD, Port Melbourne, Northcote, Upwey, Box Hill and Williamstown. Later in the morning the action shifted to PSC, where video footage, stills and audio were edited and handed over to Fairfax Senior Video Editor Tom McKendrick, who published a combined five-minute package on The Age website that afternoon. Tutors involved in the multimedia classes and workshop were PJ Major Coordinator Bill Bachman, freelance multimedia specialist Rodney Dekker, Tom McKendrick and PSC Senior Fellow Michael Coyne.

The finished product was featured on The Age website. Just go to our blog post April 2015 and follow the link.

Virgin Australia Melbourne Fashion Festival April 2015

Another fabulous real world experience for our students photographing in the Virgin Australia Melbourne Fashion Festival April 2015

A group final year students attended the Virgin Australia Melbourne Fashion Festival. It was a fabulous experience photographing the "catwalk" at the Famous for Fashion high tea event at Malvern Town Hall.

Lucas Dawson, a PSC graduate and Photography Director for VAMFF provided this great opportunity for our students.

The finished product was featured on The Age website. Just go to our blog post April 2015 and follow the link.

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

Thomas Brooke – Graduate

PSC is constantly responsive to the global industry and the trends in contemporary media. Subjects and units in both the Degree and Advanced Diploma explore the convergence of DSLR and video cameras, the proliferation of screens and the movement towards screens becoming primary media for viewing images, points to the importance of this subject. Students build upon their existing level of visual language and will develop the conceptual understanding and various techniques required to produce moving images. This skill set is now becoming essential to the professional photographer.
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 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 on line 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.

STUDENT PROFILE 2015 – TIM ALLEN

What have been some of the highlights of your PSC journey?
*There are several highlights. One of them would be winning a Victorian AIPP Silver award as a Student Photographer. Also, a post card company wanting to print and distribute one of my aerial photographs to over 1500 venues around Australia. But I couldn’t forget the biggest one: getting a full time job in the industry before I even finished my third year at PSC.
PSC EXHIBITIONS

Throughout the year PSC students, graduates and staff are involved in range of exhibitions and here we feature just a few.

“SEE HOW I FEEL”
This exhibition in March 2015 celebrated International Women’s Day and was held at the Queens Victoria Women’s Centre. It featured the work by our female students and graduates celebrating their distinctive and creative stories and vision.

END OF YEAR GRADUATE EXHIBITION 2014
This exhibition featured a range of graduate and undergraduate work together form each of the areas, commercial, art and photojournalism.

POP UP SHOW
This “pop up” ran for 2 months and showcased a range of student and graduate photography in a prime location in Southgate.

FRESH 14
Each year this exhibition held at Yarra Sculpture Gallery in Abbotsford showcases the unique and diverse visions of our art major students.
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.accionaline.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

PSC connects students to the photography and arts communities though our involvement with a range of professional industry bodies that offer student awards and membership:

- AIPP Australian Institute of Professional Photography
  www.aipp.com.au
- www.acmp.com.au

FOSTERING A PHOTOGRAPHIC COMMUNITY

PSC hosts a monthly Image Makers series. It’s an event that provides a forum for lectures, debates and discussions around the many facets of contemporary photography and image making.

“What I like most about the college is the experience and knowledge of the lecturers at your disposal. It’s a great learning environment!”

Shaun Tanner
First year part time Advanced Diploma

Images from left: Bill Bate, Michael Cleckner, Anthony Babert, Cyndi Briggs, Neville Jones
ABOUT THE COURSE

ADVANCED DIPLOMA OF PHOTOGRAPHY COURSE

The Advanced Diploma of Photography (22176VIC) course with majors in commercial photography, art photography or photojournalism, is unique to PSC. Our course leaves behind older analogue and chemically based technology where students learn in a contemporary industry specific digital environment.

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 including advancing your computer/digital skills, while building the techniques and approaches fundamental to photographic practice. Genre photography, working to a brief, photographic technique, lighting and studio are explored and extended in the second and third year while students continue to define their own style and practice. The specialisations commercial, art or photojournalism and extensive mentor program in final year allow students to refine their photography in terms of an industry ready professional final folio.

The Advanced Diploma of Photography qualification can be achieved in a minimum of four years of part time study. (Please note that the timetabling of units in semester or year enrolments will vary for each subsequent year level and stage of the course.)

THE PART TIME PROGRAM

Do you love travel photography, landscape, people and want better results? Do you dream of a career change or simply have a passion for photography? Whatever your reason for undertaking the course and regardless of your previous experience, you’ll be impressed at how rapidly you see the world anew and start to produce much more than snapshots!

Our unique part time program for delivering the Advanced Diploma of Photography is the result of years of working in a close, positive and productive partnership with industry. Our industry professional teaching team are experts in their field bringing their dynamic knowhow to every class and infusing the content with their enthusiasm and creative practice.

During your course at PSC you’ll be provided with the opportunity to learn in a small creative community of practice that produces a highly dynamic, accessible and transformative learning experience. You’ll learn how to create photographs that are more imaginative, communicate successfully and meaningful. You’ll also have the opportunity to share your work with your class peers and gain valuable feedback and comments, learn ‘real world’ technique and set yourself apart from the amateur.

In our unique first year program you’ll be inspired to use your camera to explore the world around you and photograph in a range of genres. Asked to step outside your comfort zone, you’ll be nurtured and guided to unleash your creativity and give expression to what you see. You’ll soon discover that your DSLR camera becomes your ‘creative tool’ as you learn to photograph in new and intriguing ways.

FIRST YEAR STAGE 1 UNITS: SEMESTER A

USE A CAMERA CREATIVELY & INVESTIGATE PHOTOGRAPHIC GENRES
You’ll create, view and discuss images on a weekly basis progressing through a range of genres, visual awareness, composition, light, colour, camera operations and design. You learn to upload image files, workflow and file management in the Mac environment.

As you produce your photographic folio you’ll learn to see in new and more interesting ways, have fun solving visual problems and build the technique fundamental to photographic practice.

APPLY BASIC DESIGN THEORY TO IMAGE MAKING
Be introduced to composition, framing, form, shape, dimension and perspective so you can create more dynamic and meaningful photographs.

WORKING WITH LIGHT ON LOCATION – PHOTOJOURNALISM AND THE PHOTO ESSAY
Delivered over a weekend
On location
Here’s your opportunity to photograph on location and discover what it’s like to complete a series of short assignment briefs involving people and landscape. Your teacher will be on location to provide guidance and feedback as you work in an intuitive style to ‘capture the moment!’
SEMMER B
BUILD CREATIVITY IN PHOTOGRAPHIC PRACTICE & APPLY ADVANCED CAMER PRACTICE
A weekly session that immerses you in the image! You actively explore how to build the creative process that underpins great photography. You'll be challenged to create visual stories in your folio work producing photographs that have meaning and purpose. You'll continue to build your control and photographic technique, learn about creating mood and give greater emphasis to the exploration and perception of light.

PROCESS AND EDIT DIGITAL IMAGES
Held in the PSC digital labs these sessions introduce Adobe software for photographers and cover data management, workflow, image editing and printing.

WORKING WITH LIGHT & PHOTOGRAPHIC TECHNIQUE
Delivered over a weekend
Location and studio
Discover and explore the light and shadows in the laneways and fabulous spaces of Melbourne! An intensive practical and 'hands on' program where you'll learn to use a range of light sources and lighting techniques to create meaning and mood.

SECOND YEAR STAGE 2 UNITS SEMESTER A
APPLYING CREATIVITY IN PHOTOGRAPHIC PRACTICE
The feedback and discussion between students, peers and teachers is continued in these units as you develop and refine more complex ideas and visual narratives. You'll integrate a range of creative solutions to articulate your ideas and prominence is given to producing images that communicate in a meaningful way.

APPLY STUDIO LIGHTING TECHNIQUES
This is an introduction over two 6 week blocks to basic artificial lighting using tungsten light as the teaching tool. Students must undertake and complete the underpinning aspects of understanding studio, lighting equipment and operating safely in a studio environment.

POST PRODUCTION/TECHNIQUE UNITS
At this level it is important that you have a solid understanding of file management, uploading and workflow, and that you continue to use and practice the software outside of class time as this will help you to integrate this skill set as part of your 'creative toolkit'.

APPLY DIGITAL IMAGING & PRINTING PROCESSES AND USE TONAL CONTROLS
Workflow and raw processing are continued together with tonal adjustments, good standard printing and the application of image analysis and aesthetic.

SEMMER B
DEVELOP PERSONAL PHOTOGRAPHIC STYLE
In second semester your creative practice continues and emphasis is given to developing a personal style. You'll be challenged to explore the meaning of colour and take on more creative challenges, visual risks, set goals and critically review your strengths and weaknesses.

MANAGE COLOUR IN A DIGITAL ENVIRONMENT
A combination of lecture/practice that provides the skills required to use relevant software and colour management tools and settings effectively in order to control colour consistency and produce quality digital prints.

APPLY STUDIO LIGHTING TECHNIQUES
This is the continuation of artificial studio lighting using tungsten light as the teaching tool including use of a variety of studio lights – tungsten and multiple flash units, metering for exposure and contrast and modifying light for texture and reflection. Also you explore genres of still life and people based studio photography, studio design and ancillary equipment.

THIRD YEAR STAGE 3 UNITS
At third year level you'll find that your skills in conceptual photography, camera craft, lighting and technique will be further expanded in more complex and challenging ways. An exciting aspect of this level is your interface with industry, in the first semester you plan, implement and produce your main folio in conjunction with a client, to meet a client brief. And you'll continue to expand your post production processes including retouching, workflow, output and printing.

At the end of Stage 3 you will be required to submit your specialisation choice for Stage 4. Please note the timetabling of units in final year will vary, meaning there is no Friday day class option for Stage 4 units.
SEMESTER A

ESTABLISH PHOTOGRAPHER/CLIENT RELATIONS
Students will gain the skills to work in a professional photographic environment and freelance to a range of clientele. You are required to plan, implement and produce a photographic project in conjunction with a client. There will be a focus on managing a brief from initial planning through to implementation and resolution. Some further skills in studio and lighting are delivered as a combination of demonstrations and practical application in the main folio unit. You explore aspects of large format and more about lighting including designing, building and controlling artificial light.

RESEARCH HISTORICAL AND CONTEMPORARY PHOTOGRAPHIC CULTURE
This unit enables you to gain an understanding of the historical and contemporary context of photographic practice and reflect on the debates that inform and drive photographic culture. You will be expected to do some research and form and articulate a point of view on a relevant topic.

APPLY ADVANCED POST PRODUCTION TECHNIQUES A
You’ll explore relevant postproduction techniques including realistic and creative retouching using Adobe software. There is a print component where you will explore aspects of digital printing.

SEMESTER B

The combination of conceptual, theory, practice, lighting and studio photography continues. There is a focus on preparing you for your final year choice of specialisation. An exciting aspect of this semester is exploring more about studio and lighting and undertaking the unit Produce a Moving Image. With the convergence of DSLR and video cameras, the proliferation of screens and the movement towards screens becoming primary media for viewing images, there is an important impact on still photography. PSC is addressing these changes and challenges through the integration of this contemporary unit at this level.

MAIN PHOTOGRAPHIC FOLIO USE STUDIO CAMERAS AND LIGHTING
This unit continues to build on conceptual, communicative visual skills and incorporates more studio and lighting skills. Further practical studio sessions and demonstrations building on last semester are delivered in the unit Use Studio Cameras and Lighting.

APPLY ADVANCED POST PRODUCTION TECHNIQUES B
This unit further advances your skills in post production software and how it applies to quality image production.

PRODUCE A MOVING IMAGE
PSC is constantly responsive to the changes and trends of the industry. With the convergence of DSLR and video camera the proliferation of screens and the movement towards screens becoming a primary media for viewing images, this unit is an important addition to students learning and industry focus at this level. Students build upon their existing level of visual language and develop more conceptual understanding and techniques and skills required to produce a moving image using Adobe Premier as the software.

FINAL YEAR: CHOICE OF SPECIALISATION & INDUSTRY FOCUS

COMMERCIAL PHOTOGRAPHY OR ART PHOTOGRAPHY OR PHOTOJOURNALISM
At fourth year you are entering the final stage of the course. At this level you’ll integrate your learning and bring together your creative and technical skills to plan your photographic production and output. This final stage of the course requires drive, energy and commitment. The focus throughout the year is on refining a professional and independent work style, with particular emphasis on replicating the deadline realities of the industry and producing a final folio of work in this context.

Integral to the transition from student to photographer is the industry focus of final year. This includes your specialisation, the mentor program, industry guests, national and state industry awards and events, business studies and the production of a final folio that is also assessed by external industry representatives. Please read the specialisation information in this brochure to help you make the most suitable choice.
ACCORDING TO THE CHOICE OF SPECIALISATION STUDENTS UNDERTAKE ONE OF THE FOLLOWING:

MANAGE PROJECTS – COMMERCIAL (SEM A) & APPLY SPECIALISED PHOTOGRAPHIC PRACTICE (SEM B)

This specialisation includes students who want to be fashion, advertising, architectural, food, portrait, product, corporate and wedding photographers. The program is designed to produce commercial photographers who are capable of producing technically competent, creative and conceptual images that communicate effectively. Students will be required to exercise significant judgment in planning and selecting the appropriate photographic solution for a range of photographic briefs and folios. Students will be required to produce two photographic folios that meet professional standards, the final folio presented to a panel consisting of external industry and academic assessors.

OR

MANAGE PROJECTS – PHOTOJOURNALISM (SEM A) & APPLY SPECIALISED PHOTOGRAPHIC PRACTICE (SEM B)

This specialisation is for students who love to communicate with people, to traverse cultural barriers and continental borders and who 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/newspaper photography. Students will be required to become proficient with digital capture and workflows and how these impact on contemporary photojournalistic practice. Through assignments and folio work, students will be encouraged to refine an identified and personal photojournalistic style. Students will be required to produce two photographic folios that meet professional standards, the final folio presented to a panel consisting of external industry and academic assessors.

OR

MANAGE PROJECTS – ART (SEM A) & APPLY SPECIALISED PHOTOGRAPHIC PRACTICE (SEM B)

This specialisation 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 be required to integrate research based on contemporary social theories and historical contexts into their own work. Art Major students will develop a curatorial premise and participate in an end of year exhibition which meets professional standards. Graduates of this major will be interested in pursuing contemporary artistic practice, exhibiting, and producing considered photographic art work. Students will be required to produce two photographic folios that meet professional standards, the final folio presented to a panel consisting of external industry and academic assessor.

Please note: The running of all three majors at this level is dependent on the number of students selecting the particular specialisation. We must have an absolute minimum of 10 enrolled students to run any of the specialisations.

CORE UNITS

APPLY DIGITAL IMAGING FOR INDUSTRY

This unit applies the required retouching techniques to refine and appropriately finish images, including operating according to current industry workflow practices.

EMPLOY PROFESSIONAL STUDIO LIGHTING

In this unit students learn appropriate artificial lighting techniques and to deconstruct and adapt techniques as a means of refining their style.

WORK WITH A COACH OR MENTOR & ESTABLISH A CAREER DIRECTION WITHIN THE PHOTOGRAPHY INDUSTRY

These units acquaint students with a more in-depth view of the photography industry. Students secure a contemporary photographer to act as their industry mentor and immerse themselves in specific industry practices including industry awards. Professional body student annual membership fee is $75.00 (AIPP).

MANAGE AND PROMOTE A SMALL BUSINESS

This unit focuses on running your own photography business. Students engage with real world scenarios and research and develop their own integrated business plan and marketing strategies. Integral to this is producing a professional identity.

SPECIALISATION UNITS

APPLY CONTEMPORARY PHOTOGRAPHIC MEDIA

(art & commercial students)

The advent of the Internet as a popular medium spawned a global art movement that began to explore the cultural, social, and aesthetic possibilities of digital technologies. New Media often involves collaboration, the free sharing of ideas and expressions and frequently addresses the political ramifications of technology around issues of identity, commercialisation, and the public domain. This unit provides an understanding of post-analogue photographic concepts and the vast potential of digital imagery to be used in creative ways.

WRITE FOR PUBLICATION

(photojournalism students)

The focus of this unit is on writing that complements photographs and the narrative in photojournalism.

“Logic will get you from A to B, imagination will take you everywhere”

Albert Einstein
FINAL YEAR UNDERPINNING
The final year program delivery includes: lectures, seminar presentations, mentoring, group tutorials, industry visits, guest lectures, demonstrations and workshops. Tutors at this level act as facilitators and guides, rather than directors of your work. This is an important aspect, as it is vital in final year to gain confidence in your own direction and abilities.

The mentor program is integral to this process as you discuss your work and receive feedback from other industry professionals.

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.

“I love PSC and will miss it greatly! All the teachers are fantastic… What a fabulous bunch of people who just love what they do and are so full of knowledge. I couldn't have imagined studying anywhere else.”

Amber McCaig
Bachelor of Photography Pathway Program

“It was great! The Bachelor pathway program gave me a chance to explore and expand my creative work with an emphasis on concept and research.”

Tracey Nicholas
Bachelor of Photography Pathway Program 2013
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.
LEADING AUSTRALIAN MULTI AWARD WINNING PHOTOGRAPHY COLLEGE

- 2015 & 2014 AIPP Victorian Photography Student of the Year
- 2012 & 2011 ACMP Educational Institution of the Year

More photography can be viewed at college exhibitions or on the website: www.psc.edu.au